

Cabinet Lead Reports – Full Council 27 July 2016

Councillor Narinder Bains - Cabinet Lead for Marketing, Business Development and 5 Councils

5 Councils

Cllr Cheshire, Sandy Hopkins, Gill Kneller and I met with all of the Cabinet members and Chief executive of the 5 Councils as the final project meeting to agree the way ahead with the future of our Partnership as we move into the formal Governance Committee arrangements. The group agreed the procurement has progressed well and that we have many more opportunities to work together to ensure that this contract works well for all of us and that we explore other opportunities offered to us by our suppliers to help us meet our strategic goals.

We have looked at the commencement dates for the services in LOT 1 (Capita) and are investigating early commencement to bring forward the transformation of these services.

Communications

Serving You: The council's magazine has been written, designed, printed and distributed.

More than 47,000 copies have been delivered to homes and businesses across the area.

Stories include the £1.25m funding secured for sports facilities in Leigh Park, alongside other valuable community and council-related news and updates.

Annual report: the final touches are being made to Havant's annual report which showcases the tremendous success of the council. A social media campaign will be run to communicate some of the highlights.

Havant Communications Strategy: This is being developed and will guide the communications to help achieve the council's strategic objectives.

Havant communications protocol: This is being developed to ensure that media queries and social media interactions are dealt with in the most effective and efficient way

Press conference: A press conference was held for local media about the changes to the Local Plan

Havant councillors e-newsletter: This has been reinstated and aims to keep councillors up-to-date with the latest news and information.

Website update: The new Havant Borough Council was launched on May 17th and is going from strength to strength with positive feedback from users.

One resident on Facebook said:

“Using the site was nice and easy, I tried navigating through the pages and found info that I'd had problems finding in the past. This site took me to the right destination very quickly.”

Recent updates include a new Prosperity Havant section to highlight this important project and a homepage refresh to more actively promote businesses.

There was a total of 78 page updates in June. Other updates included:

- EU referendum
- Electoral services
- Havant Borough Local plan
- Land charges and search fees
- Accounts/finances

In June the website had 23,163 active users accessing 109,376 service pages.

The peak time for the website was 09:00am and the busiest day was on a Wednesday as opposed to generally a Monday. This was because residents were frequently checking the website the day before and after the EU Referendum (Thursday 23rd June 2016).

The most visited pages in June were:

Page Title

1 Home page

16,720 (15.29%)

2 Planning services

4,028 (3.68%)

3 Contact us

3,907 (3.57%)

4 View planning applications

3,155 (2.88%)

5 Council tax information

2,289 (2.09%)

6 Bin collection

1,910 (1.75%)

7 Pay for it

1,643 (1.50%)

8 Your councillors

1,608 (1.47%)

9 Electoral registration

1,550 (1.42%)

10 Pay for it

1,433 (1.31%)

Social media update:

Facebook: The HBC Facebook page has seen an increase in likes from 1,277 to 1,344 – 67 in one month. Our best performing post in terms of reach (number of users who saw the post) was a post about the Missy the Cat memorial.

A remarkable 12,081 people have been reached (as of 20th July).

Twitter: Our tweet announcing that polling stations for the EU referendum across the borough had closed brought the biggest impressions of the month (this is how many times the tweet has been seen).

- “All Polling stations in the borough are now closed”

This tweet generated 1,475 impressions (how many times the tweet has been seen) and two retweets.

We started June with 2,180 followers and accrued an extra 61 over the course of the month, leaving our final count for the month at 2,241.
ends