

Cabinet Lead Reports – 7 December 2016

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

Serving You

Distribution of the council's magazine Serving You is currently taking place with 56,500 copies being delivered through letterboxes and approximately 1,000 being sent to community centres and information points.

This edition of the magazine features articles about new community grants, bin collection dates, a useful guide to what you can and can't recycle and a revamp to a skatepark – as well as lots of other interesting stories and features.

The next edition of the magazine will be out in spring 2017 so if you have any items which need promoting then please get in touch with Sally Foster in the communications team.

Local plan

A media briefing was held about this to ensure local journalists had all the information they needed ahead of the Cabinet meeting.

The Cabinet meeting was attended by more than 150 members of the public.

The press release which was sent following the meeting highlighted the urgent need for infrastructure and that this must be provided alongside new homes. This message appeared in the subsequent media coverage – which is a very positive result.

The communications team worked closely with the planning team throughout the process <http://www.havant.gov.uk/localplan>

Multiple revisions of content based on updates to the Housing Statement & pre and post cabinet meeting were developed for the website – as well as numerous social media posts advertising the statement and meeting. This will continue into December when Full Council meets, and beyond depending on what happens.

Press releases

Press releases ranged from stories about a 28-day prison sentence for a woman who failed to pay her council tax to a sad article about the death of Cllr Colin Mackey. The communications team has also recently published a press release about 50 people attending a celebration to mark the completion of the Hayling Billy Heritage Project.

#OurDay

#OurDay, a yearly tweetathon where we tweet about the hard work we do as a council, took place on 15th November and saw the team tweeting every 15 minutes throughout the day (approximately). We had a range of content from numerous teams. Year-on-year, we outperformed ourselves on **all** metrics (number of tweets, retweets, likes, reach). Here's hoping for the same next year! The day generated approximately 37,000 tweets from across the country.

#OurDay 2016

45 Tweets

72 retweets

50 Likes

The 45 tweets on #OurDay were seen by **13,058** twitter accounts (as of 16/11/16).

Compared to 2015:

14 Tweets

19 retweets

19 Likes

Seen by 5,486 accounts.

Vast improvement on all metrics year-on-year! Great job by Sally Foster and Christina How who managed the Havant side of #OurDay.

Web stats 1st October – 20th November

Sessions (the period of time a user is actively engaged with our website): **51,930**

Page views: **164,983**

Top five most visited pages (in Page Views):

- Homepage – 17,927 (10.87% of users)
- View Planning Applications and Decisions – 5,222 (3.17%)
- Contact Us - 5,152 (3.12%)
- Planning Services - 4,965 (3.01%)
- Rubbish and Recycling - 4,085 (2.48%)

5 Councils

I met with the Leaders and Portfolio Holders of the five Partner Councils to discuss the progress of our contract to outsource some of our services to Capita and Vinci Facilities. During the Partnership Joint committee meeting we looked at the progress made to date for the services which have already transferred and discussed the next steps in the commercial approach to ensure we are keeping this contract 'ever-green' and forward looking.

The Joint Chief executive of Hart District Council was interviewed about the contract – the interview can be heard by following this link
<http://www.964eagle.co.uk/extra/hart/hartcouncil.php>