

## **Cabinet Lead Reports – Full Council 22 February 2017**

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

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#### **Six Councils**

South Oxfordshire District Council and Vale of White Horse District Council have gone live with all services in the contract. The work to move the services from old ways of working to new ways of working is in progress. The next big milestone for them is a new Finance system due launch in April. In December, 8 of the 9 KPIs that can be reported were on or exceeding target. Performance on PIs has been good with all 25 that have baselines and a further 5 without baselines on or exceeding targets.

Havant Borough Council and East Hampshire District Council continue to work towards joining our services into the contract, the majority of which join in October 2017.

The Programme Management Office has set up a new internal work programme to support the services moving into the contract.

#### **Marketing and communications**

Serving You: The council's magazine is currently being designed and written by the marketing and communications team and will be distributed to homes in the borough in March.

Approximately 56,600 copies will be delivered through letterboxes and approximately 1,000 will be sent to community centres and information points.

Press releases: There have been numerous press releases. These have ranged from publicising consultations (including views on dogs using public spaces), the signing of the community covenant to the agreement of the Local Plan Housing Statement.

Local Plan communications: A communications plan has been developed to help ensure that infrastructure is delivered hand-in-hand with new homes. The communications and marketing team has been working closely with colleagues in the planning department to ensure that decisions relating to the local plan have been publicised as widely as possible.

A bespoke webpage has been set up which aims to be as user-friendly as possible <http://www.havant.gov.uk/localplan>

#### **Website:**

The Havant website has had 38,338 sessions (engaged users) accessing 121,208 service pages.

When compared to November 2016, the website has increased engagement by 16%.

50% of residents view the website using a desktop and the additional 50% use a mobile or tablet device. Most residents find the website using a search engine (organic search) and the most popular browser used is Chrome.

The website is mainly visited from Portsmouth accounting for over 25% of total visits. Havant is ranked in 4th with 10% of total visits.

### **Social media:**

December is generally a quiet month for social media activity and this is reflected in the average numbers for Twitter – but Facebook has outperformed expectations. All three top performing Facebook posts were ‘awareness’ related, so tens of shares have helped increase impressions for our Page in this month.

Twitter: Havant has also passed the 2,500 follower milestone.

I would appreciate feedback relating to the content/structure of the Councillor’s newsletter. What can be improved to ensure you are kept up to date.

### **Customer Services**

Renewal letters (9,000) for the Garden Waste service have been posted w/c 30/01/17 and 06/02/17. This is an increase of 1,000 customers from last year. As at 07/02/17 over 1,300 payments had been received.