

Cabinet Lead Reports – Full Council 29 March 2017

Councillor Narinder Bains - Cabinet Lead for Marketing, Business Development and 6 Councils

Customer Services

Some analysis has been carried out to understand the numbers of residents who travel to the Plaza from different areas of the Borough to access Council services. We are also looking into whether customer services can provide feed back to Councillors when their queries have been resolved.

Regular meetings have been scheduled with Customer Services Client, to ensure a smooth transfer in October. A CRM workshop is due to be held on 28th March with CAPITA and partners to understand the requirements of a 6 Councils CRM solution.

Serving You:

The council's magazine has been written, designed and printed by the communications and marketing team and is now being distributed to approximately 56,600 properties. 1,000 will be sent to community centres and information points.

Press releases:

The Communications team secured really good coverage in the media including national coverage in The Times. This has included:

- A front page article on the News about encouraging youngsters to take part in developing the local plan and a comment piece inside the paper about this <https://www-portsmouth-co-uk.cdn.ampproject.org/c/www.portsmouth.co.uk/news/politics/youngsters-must-act-to-shape-their-housing-future-1-7868391/amp>
- Extensive coverage of the beach management works at Hayling Island. This has included national coverage - <http://www.thetimes.co.uk/edition/news/gps-tagged-pebbles-are-deployed-to-save-beaches-k0p3pvzhd> Coverage of this story also included a live interview on BBC Solent and an item on Wave. That's Solent also filmed the work and an interview
- Other items have included freezing council tax, funding being spent on infrastructure projects, flying the flag for the LGBT community (this also featured on the radio)

Marketing

- First stage implementation of the fly-tipping campaign, including full household coverage with Council Tax inserts, a *Serving You* centrespread and a dedicated webpage. This marketing material has already received good feedback.

Working with the Planning Policy team on Local Plan 2036 content, including content for Councillor workshops

Development of *Serving Us* – an informal weekly email to staff

Website

The Havant website has had 36,201 sessions (engaged users) accessing 122,659 service pages.

Most frequently viewed pages

1	Home page	13,972 (11.39%)	6	Rubbish and recycling	2,986 (2.43%)
2	View planning applications and planning decisions	4,824 (3.93%)	7	Pay for it	2,811 (2.29%)
3	Contact us	3,559 (2.90%)	8	Planning services	2,120 (1.73%)
4	Bin collection	3,079 (2.51%)	9	Unknown page	1,807 (1.47%)
5	Council Tax information	3,073 (2.51%)	10	Local plan design workshops	1,720 (1.40%)

The most popular service area visited in February 2017 was 'Planning applications and decisions' and 'Contact us' making up more than 7% of the total page views.

Social media

A really good month of social media activity in February, with all of the top posts performing well on both platforms.

- Facebook up by **80** in February totalling **1,690** followers
- Twitter up by **32** in February totalling **2,567** followers

The top post on Facebook was the news that Havant Borough Council is freezing council tax for the eighth year in a row.

This post was seen by **8,047** Facebook users in which **263** engaged with the post.

The top tweet for Twitter was a weather warning about strong winds on Hayling Island, this is unsurprising as weather posts always tend to perform particularly well.

This tweet was seen by **4,760** Twitter users and **23** of these engaged with the tweet.

Social media campaigns

- **Man with a (van) scam** – Campaign to raise awareness on fly tipping and identifying legitimate waste carriers.
- **Great British Spring Clean** – Havant residents can join a campaign that is aiming to get half a million people across the country to clean up their local community

Friday Funday - is a new project that has been running since the beginning of 2017. It is based on the premise that we post a photograph of somewhere in the borough on Facebook and Twitter on a Friday and ask for residents to guess as to where the photograph was taken.

Since starting the project, we have had very good engagement with residents, in fact there has only been two weeks when the correct answer was not guessed. More than 8,000 people have seen and/or engaged with the project since it began in January.

New feature "Cabinet Communications has been introduced to the councillor's newsletter to provide feedback on items discussed at Cabinet Briefing.