

Cabinet Lead Reports – Full Council 19 July 2017

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

Marketing and branding

Brand development and promotional material for Waterfest

Outreach materials for addressing pigeon-related issues in the borough

Content supporting a bid to host the Langstone Harbour bid for the 2019 Skiffies World Championship

Paid work:

Paid work supporting Local Plan promotional materials for other local authorities

Paid work developing a marketing strategy for a partnership representing 19 partners.

Communications

Serving You

The new edition of the 20-page Serving You magazine has been printed and is being distributed this week to all homes and businesses in the area.

Press releases have included:

- Havant announces secure financial position
<https://www.havant.gov.uk/news/havant-borough-council-announces-secure-financial-position>
- Crackdown on feeding time for town centre birds – and promotional material to accompany this
<https://www.havant.gov.uk/news/crackdown-feeding-time-town-centre-birds>
- Big investment in Havant's infrastructure
<https://www.havant.gov.uk/news/funds-infrastructure>

General election:

There has also been extensive coverage of the general election – including social media campaigns to increase electoral registration as well as to encourage residents to vote on the day.

The communications and marketing team also ran 'live' videos on social media during the count.

Internal communications:

The team has been successfully developing the councillor newsletters as well as the weekly email (called Serving Us). These are proving to be popular and useful to staff and councillors.

Website:

Services			Press releases		
1	View planning applications and decisions, planning services etc.	48,996 views	1	Development consultation forum	811 views
2	Home page	37,496 views	2	Work begins on 1.5 million project to transform Fort Lawn Recreation ground	447 views
3	Bin collections, rubbish and recycling	22,835 views	3	General alert – blue-green algae detected	354 views
4	Council Tax	13,678 views	4	Another landslide victory for Havant Conservatives	346 views
5	Elections	12,731 views	5	Emsworth wall taking shape	251 views

The planning section of the website has had more page views than the home page itself.

Social media

Social media training:

The team ran a social media training workshop with councillors to bring them up to speed with how they can run their social media accounts effectively.

April-June was a great time for our social media platforms. We covered a wide variety of topics:

- The local and national elections
- A 'guess the turnout' election competition
- The development of the Emsworth Wall
- The Front Lawn project in Leigh Park
- Food Safety Week
- Weather advice during the June heatwave
- Armed Forces Day
- Hayling Island being awarded the prestigious Blue Flag award for the 26th year in a row
- The new Mayor of Havant ceremony

- Funding from the DCLG towards Leigh Park and much more.

Facebook

On Facebook, we moved from 1,725 page likes to 1,945 Page likes – ever closer to the 2,000 milestone.

Top post - 12th June 2017 - hoping to get our final load of topsoil delivered in time to re-open the footway past the wall by tomorrow morning.

<https://www.facebook.com/HavantBoroughCouncil/photos/a.1234171706681346.1073741843.232177686880758/1279185318846651/?type=3>

Reach: 8,007 Comments: 26 Reactions: 148 11 shares

Twitter

On Twitter, we moved from 2,366 Followers to 2,660 Followers – smashing the 2,500 milestone.

Top post - Work to transform a Leigh Park public space in the heart of the borough is began yesterday! –

<https://twitter.com/HavantBorough/status/849229498734301184>

Impressions: 2,380 Likes: 15 Retweets: 10

Friday funday

'Friday funday' is a feature we have been running on social media since February and involves uploading a photograph on to social media and asking the residents to guess where it was taken.

Since it began, we have reached almost 20,000 people and on average we reach more than 1,000 on a weekly basis. Every week bar two have been guessed, but it has proven a great way of engaging with residents in a more approachable and friendly way.

5 Councils

We commenced a period of due diligence with Capita and Vinci at the start of July. We are in dialogue with both commissioned providers to ensure that there is a seamless transfer of services in October. I will report progress at the next Full Council meeting.