

## **Cabinet Lead Reports – Full Council 20 September 2017**

### **Councillor Narinder Bains - Cabinet Lead for Marketing and Commercial Strategy**

---

#### **Strategic Commissioning (including contract negotiation and management such as 6 Councils partnership)**

We are moving forward with the implementation of the Capita 6 Council's contract, with Havant services scheduled to transfer on the 1<sup>st</sup> October. Those services covered by the Capita contract are: Human Resources, Payroll, Finance, Procurement, Revenues & Benefits, Licensing, Land Charges, Customer Services and IT.

Positive discussions are ongoing with VINCI Facilities in relation to the existing VINCI Facilities and Arcadis contract and preparing for transition and implementation. However, the summer period has impacted on the pace of these ongoing discussions and it has therefore been mutually agreed between the contracting councils and VINCI Facilities to postpone the service commencement dates for Havant Borough Council from 1st October 2017 to 1st December 2017.

Strong internal communications focus on the 6 Councils transfer and the need to ensure staff are fully informed. Communications survey issued to establish how informed staff felt. Results from this survey have been used to develop further communications moving forward.

A great deal of work has been done to enable the organisation to be prepared for the future. This is all under a programme called 'Fit for Future'. A number of interventions are being delivered over the coming months to support staff with the transition to a self serve model including HR skills training, mindset training and business skills training.

A successful fit for future launch event was held in July where managers had the opportunity to attend and understand more about the forthcoming changes. A repeat of this is taking place for staff in late September to support with preparedness for change.

Managers have made personal pledges about how they will work differently in the future – these can be found on Skoop in the Fit for Future programme area.

Lots of information on Skoop is available under the 'Fit for Future' pages. This provides a good overview of the support in place for staff over the coming months.

#### **Communications**

## **Serving You**

Work has begun to source, write and edit articles for the winter edition which residents will receive from 6<sup>th</sup> November.

## **Communications**

The team worked with numerous external partners and agencies as part of the planning process for the welcoming of HMS Queen Elizabeth, as Hayling Island was identified as a potential view point for its arrival.

Front Lawn Sports Hub received a visit from Alan Mak MP and this was widely promoted.

## **Media**

During August the team has received numerous enquiries from local and national press, with responses and quotes given.

## **Facebook**

On Facebook, we moved from 1,945 page likes to 2,092 page likes – now we have reached the 2,000 milestone, our aim is to increase this over the coming months using more videos following the success of video material we developed for Waterfest and the positive reaction to this.

## **Twitter**

We sent approximately 80 tweets and these gained 50.2k impressions (this is the number of times which the post could have seen) and we had 2,410 profile visits. We also gained 24 new followers.

## **Councillors' newsletter**

This is now a monthly publication and we have updated and enhanced the branding so it links in with our other publications – Serving You (for residents) and Serving Us (for staff).

**Serving Us (staff email)** – average readership this month was 227.

## **Press Release info and links –**

[Biggest pitch gets visit from MP](#)

[No changes to rubbish and recycling collections](#)

[Renewed purpose with updated Corporate Strategy](#)

[Council meeting for local development site](#)

[Help to ensure Havant's taxis are the best they can be](#)

## **Digital updates:**

### **Last 3 months (June – August)**

**106,754** website visits

**335,112** service pages viewed

## Most services visits

Services			Press releases		
1	Home page	33,133 views	1	Rubbish and recycling	7,405 views
2	Contact us	11,912 views	2	Modern.gov	5,042 views
3	Search and comment on planning applications	11,588 views	3	Housing	4,102 views
4	Planning services	9,430 views	4	Planning and the environment	4,088 views
5	Council tax	8,570 views	5	Car parks	3,400 views