

Cabinet Lead Reports – Full Council 1 November 2017

Councillor Narinder Bains - Cabinet Lead for Marketing and Commercial Strategy

Serving You:

The council's magazine has been written and designed by the council's communications and marketing team and is currently being printed. It will be distributed to approximately 56,600 properties. 1,000 will be sent to community centres and information points from 6 November. The magazine will also be available online.

Press releases

The communications team secured really good coverage in the media including coverage with key partners such as the Association of Pensions and Benefit Claimants CIC:

<http://www.abcorg.net/item/1699-havant-job-fair>

The announcement of [Small Business Saturday](#) and the return of the [Firework Display](#) have been positive for residents in the borough as well as the event [‘Your journey to employment’](#) reaching more than 8,500 people.

The Hayling Islander and The News have covered [Island gets £3.3m to fight against flooding– Hayling Islander](#) carrying the quote from Cllr Briggs - <http://www.portsmouth.co.uk/news/hayling-island-gets-3-3m-for-flooding-work-1-8169830>

Links to other releases issued are sent to in the new monthly councillor newsletter.

The communications team is also looking into new and innovative ways to share information relating to releases in the form of short videos for social media. More on this soon.

Internal communications

The team continues to develop the councillor newsletters as well as a weekly staff email (called Serving Us).

Digital media: (July – September 2017)

Website

99,417 website visits

315,749 number of pages viewed

When compared with Q2 in 2016, the number of website visits for this period has increased from 92,601 to 99,417 which is an increase of 17%. This shows that more people are using our website to access information and services.

Most service areas visited

Services			Press releases		
1	Home page	31,297 views	1	Bin collection	7,512 views
2	Contact us	11,476 views	2	Rubbish and recycling	6,891 views
3	Planning services	9,208 views	3	Planning applications and decisions	6,069 Views
4	Search and comment on planning applications	9,017 views	4	How to pay your Council tax	4,976 Views
5	Council tax	8,758 views	5	Modern.gov	4,629 views

The most viewed page on the website is the 'contact us' page. To contact a service, you have to complete the online form on the contact us page, the results of that form are then sent to the service to action. This is why the contact us form is always rated highly as it covers all forms of contact with the services directly.

Social media

Facebook - 160 new likes in Q2 meaning we are now on 2,105.

Twitter – 105 new followers in Q2 meaning we are now on 2,775.

Throughout the second quarter we have gained more than 260 followers across our social media channels which shows that our networks are continuing to grow and therefore we can reach more residents.

Our Friday Funday photograph feature on 4 August had 10 comments and reached more than 1,400 people. We plan to reinvigorate this feature in the New Year by running a competition for residents to contribute their own photographs for others to guess.

#OurDay is coming up on 21 November which will enable us to promote all of our services to our residents and others who follow us via social media. If councillors have any updates or photo opportunities please let the communications team know ASAP.

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

A number of Havant Council's services transferred to Capita on the 1st October. These services are: Human Resources, Payroll, Finance, Procurement, Revenues & Benefits, Land Charges, Customer Services and IT.

A "Welcome" event was held on the 2nd October for transferring staff; the Chief Executive and members of the Management Team attended the event along with Capita colleagues, including Capita Heads of Service who will be

taking management responsibility for the staff. The event was well received by the staff.

A further session was held later in the day for retained staff to meet the new service providers and ask questions about the new model of service delivery.

At the point of transfer, the services continue to perform “business as usual” as they work their Target Operating Model (TOM) dates.

The Revenues and Benefits Service has transitioned to its new operating model, with the new system going live on the 17th October.

Work continues to progress on transitioning to the Vinci contract with an anticipated commencement date of the 1st December.

Communications

We continue to deliver a programme of communications for both staff and Councillors around the 6 Council’s Partnership. There is a communication plan in place that will target specific communications over the coming months as services move to their new operating model to ensure that staff and councillors are informed about changes to processes or systems.