

## **Cabinet Lead Reports – Full Council 7 November 2018**

### **Councillor Lulu Bowerman: Cabinet Lead for People and Communications**

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Although it has been a relatively short time since the last Full Council on 26 September, it has been a very busy time with new projects linked to the proposed regeneration strategy. These include working closely with Havant and South Downs College Business Growth and Innovation department on future projects with local employers and also identifying skills training that can be delivered for identified groups across the borough. Development work is also underway with the Communications and Regeneration teams to ensure an appropriate and dynamic campaign is in place for the strategy in the future.

#### **Marketing and Communications**

The winter edition of “Serving You” featuring on promoting the garden waste service in the borough is currently being printed and will be distributed from 12 November. There are important messages including recycling and revised waste collection dates over the festive period.

#### **Media highlights:**

- \* Works to assess the condition of Langstone sea defences begin – this was featured on BBC South Today with an interview from Eastern Solent Coastal Partnership and Cllr Pike.
- \* Fresh shingle for Eastoke beachfront – featured in The News
- \* Step up and change things – A Councillor Can – this campaign has also been running on social media with five videos being produced by the communications team with the help of councillors. This campaign has been very successful and has reached more than 6,770 people
- \* Funding scored for pavilion refurbishment
- \* Wheels in motion for new bus service – Radio Solent joined in on the launch of the bus service on Hayling by interviewing Cllr Pike live on the breakfast show. This was also featured in The News

Regeneration: The communications team is very involved with developing branding, as well as producing resources for trade events for this exciting new campaign

Local plan: The communications team is providing support to the Planning Policy Team to develop materials for the next public engagement

## **Website and social media portfolio report [www.havant.gov.uk](http://www.havant.gov.uk) (July – September 2018 (Q2))**

### **Social media update**

#### **Facebook**

The top post on Facebook was on 17 October 2018 - 4,635 people reached, 64 engagements

*"The roundabout junction at Southmoor Lane/Harts Farm Way/Brookside Road/Brockhampton Road will be closed OVERNIGHT - between 7pm and 7am - for five nights from Monday 5 November 2018".*

#### **Twitter**

The top post was on 10 October 2018 - 1,391 people reached, 15 engagements

*"Today on #worldmentalhealthday2018 we signed a @timetochange pledge to change the way we think and act about mental health, #itsokaynottobeok #leadingtheway #asktwice"*

#### **Instagram**

Havant Borough Council has entered the world of Instagram the social networking app made for sharing photos and videos from a smartphone.

It is a great app for reaching a younger audience as its main user group are those under the age of 25.

We are hoping that by using the app, we will be able to better engage with the 29% of Havant residents who are in this age bracket.

<https://www.instagram.com/havantborough>.

#### **Website update [www.havant.gov.uk](http://www.havant.gov.uk)**

Work on the website is ongoing and is now also part of the future planning for the Regeneration strategy. There was also a recent change on how to contact councillors with a tab on the home page and also under "Your Organisation" so that it is easier to find contact details for each ward.

166,601 website visits

406,908 website pages viewed

We have seen a massive spike in the number of users accessing our website. Compared to the same period last year (99,322) we have seen an increase of 68% in our website traffic (166,601). More residents than ever are accessing council services and information through our website.

There are on average 30 updates made to the website each day to ensure it remains fit for purpose and continuously gives users the latest (and correct) information.

Where do users look at the website from? The HBC website is mainly viewed from Portsmouth (21%) and London (18%). This is likely to be those who commute and access our website from their place of work.

#### Most viewed service areas

	<b>Page title</b>	<b>Views</b>		<b>Page title</b>	<b>Views</b>
1	Search and comment on planning applications	20,904	6	Bin collection	9,361
2	Contact us	15,001	7	Search HBC	8,887
3	Council Tax	14,393	8	Pay your Council Tax	7,896
4	Planning Services	12,547	9	Weekly list of planning applications and appeals	7,680
5	Where I live	9,541	10	Our seafront	6,142

The most viewed page in Q2 was “search and comment on planning applications”. This page details the process for commenting on a planning application and the time frames involved.

It is also positive to see ‘our seafront’ in the top 10 as this page was promoted on the back of the Hayling Island seafront regeneration campaign (details above).

#### **E-newsletters**

548 new subscribers meaning we are now on 7,069.

89 bulletins were sent with an open rate of 47%

#### **Customer insight**

The final draft of the residents’ survey is now with the Executive Board for consideration

#### **HR**

Executive Coaching/Senior Leadership Development

Executive Coaching is progressing to support self-selected Heads of Service in their development, identifying areas of 'stretch' and developing personal strategies, to ensure high performance in the role.

Leadership development continues to be an area of focus for the broader leadership team with quarterly leadership sessions available to attend alongside the annual leadership conference. Great opportunity to engage with successful leaders from a variety of backgrounds/sectors.

### **Organisational Change**

HR Business Partners have been working with Heads of Service to advise on job design and restructures to align resources to business plans. This process has also introduced the Capita HR Advisory team to the council's change procedures. HR Business Partners are supporting also in relation to the job evaluation aspect of new and evolving roles in the council.

### **Employee Engagement**

Employee engagement continues to be a priority area of work for the Strategic HR and OD team. Examples of workstream outcomes to date include;

- \* Wellbeing – the development and formal adoption by Full Council of a Wellbeing Strategy,
- \* An approved 'Employer Pledge' action plan within the framework of the Time to Change mental health awareness campaign; staff members trained as recognised Mental Health First Aiders in order to support colleagues;
- \* Governance – development, in conjunction with Communications team members, of a short, animated graphic to demonstrate council decision making processes.
- \* Communications – development of mini surveys to take to team meetings to gather feedback from staff members on their experience of the council as their employer.

### **Health & Safety**

A revised out of hours arrangement has been developed which will be shared with EHDC. The arrangement will ensure appropriate levels of resilience are maintained for the council outside normal working hours in case of an emergency. Further details on this will be shared in due course with members.

An emergency planning exercise was recently held to test the councils' response to an emergency scenario. This was led in conjunction with our HCC colleagues and proved a useful exercise to test the council's response.

## **Democratic Services**

### Councillor Training

The pilot 'A Councillor Can' programme was conducted over the last few months and I would like to pass on my thanks to those who took part. We held two events in Havant town centre in September, which followed an extended programme of social media posts, posters in prominent locations in the Borough and an article in Serving You. In addition, the 'A Councillor Can' videos have been released to further promote the role of the Councillor – if you haven't seen these yet, they have been posted via the Council's Facebook and Twitter accounts.

There are however ways in which we can improve this campaign in future years. The Councillor Development Panel is meeting soon to discuss this and will look at holding more events in a variety of locations and how to better target these to reach as wide an audience as possible. Any suggestions are welcome – please feed these back to Democratic Services.

The Councillor Training Programme continues to provide bespoke training to members on the key topics for consideration. In recent weeks, Councillors have attended sessions on the Local Plan, Regeneration Strategy and Emergency Planning. An invitation to a planning knowledge session on 4 December has been sent out to all councillors not just members of the DMC and I would urge all members to attend this very useful and informative session.

Members are reminded that if there are any areas you feel are in need of further training, please liaise with Democratic Services.

### Scrutiny

The Governance, Audit and Finance Board has held Challenge Sessions on the progress against outstanding NFI matches with a representative from Capita. The review of the Councillor Allowance Scheme has been completed and was approved by Council at its last meeting.

The Budget Scrutiny Panel has met and agreed its business plan for this year and will commence its scrutiny shortly. With regard to its non scrutiny work, the Board has received an internal audit progress report and considered the Annual Audit Letter 2017/18.

The Business and Commercial Services Board is scheduled to hold a Challenge Session on Norse on 21 November this year. A Panel of this Board commenced a review into littering in the borough on 30 October 2018.

The Operations and Place Shaping Board has held Challenge Sessions on the Community Trigger and the proposed Regeneration Strategy. In response

to the public reaction to the recent incidents of effluence being discharged into Langstone Harbour, the Board has arranged for a Challenge Session with representatives of Southern Water Authority on 13 November 2018

## **Revenue and Benefits**

**Council Tax Support** - Cabinet agreed on the 24<sup>th</sup> October the Council Tax Support Scheme for 2019/20 which in turn will be recommended to Council on 7<sup>th</sup> November. In view of the roll out of Universal Credit to new claimants, it was considered prudent to keep the same scheme as this year.

**Universal Credit** - As Universal Credit is rolled out for some new claimants, changes have been made to our website to include information about how to apply and useful contact information <http://www.havant.gov.uk/universal-credit>

It is worth noting, that although Universal Credit will include several benefits in one payment, Council Tax Support will still need to be applied for through our Revenues and Benefits service.

## **Elections**

Annual Canvas - The team is currently working through annual canvas for the new Register of Electors due to be published on 1<sup>st</sup> December 2018.

Online responses to the review forms have already exceeded last year's results (8,901). More than 9,000 forms have been completed online so far, and we expect another 1,000 online forms before the end of the review, saving staff time and money.

## **Digital**

Day to day arrangements for the IT service through Capita continue, with the ongoing need for officers to work with the supplier to ensure the correct standards are in place in areas, such as service desk operation and problem management. The latter is particularly important where we are experiencing repeated issues or loss of service.

Meanwhile service improvement activities are underway, with the previously reported pilot for secure printing now progressing towards full implementation. A new proof of concept is also being looked into to test improvements in how staff will be able to work flexibly from different devices and locations. Such initiatives will further test the services being provided.

In my last report, I highlighted the Cyber Security Stocktake; an LGA-led initiative for all Councils in England to test their readiness and resilience in terms of protection against cyber attack. The feedback on this has now been received, and in my next report I will advise on any improvement actions being taken forward to protect the Council services and data.

As seen in the national press, all organisations are continuing to experience an increase in cyber attack, and locally, we have seen an upturn in phishing emails.

If you receive an email you suspect to be a phishing scam, don't click on any links or open any attachments.

- 1 If you receive an email that you suspect to be a phishing scam, firstly give the IT service desk a call on **0808 164 3092** and report it.
- 2 Forward the email to [5councilssecuritymanagement@capita.co.uk](mailto:5councilssecuritymanagement@capita.co.uk) to alert that team that you have received phishing email.
- 3 Delete the email and your forwarded email(s) and empty your deleted items folder.

I am exploring options to provide training and awareness to Councillors regarding cyber security which will help us all in spotting suspicious behaviour and establish clear Do's and Don'ts when it comes to information security