

NON EXEMPT

HAVANT BOROUGH COUNCIL

SCRUTINY BOARD

26 February 2013

POLICY REVIEW – MARKETING STRATEGY

Report by the Marketing and Development Panel

ITEM NO 9

Marketing and Development Portfolio: Councillor Michael Cheshire

Key Decision: N/A

1.0 Purpose of Report

- 1.1 The purpose of this report is to provide an update for the Scrutiny Board on the work being done by the Marketing and Development Panel to support the officers in developing a shared Marketing Strategy for Havant Borough Council and East Hampshire District Council.

2.0 Recommendation

RECOMMENDED That:

- 2.1 the Scrutiny Board endorses the draft Marketing Strategy and recommends it to the Cabinet for approval;
- 2.2 the Scrutiny Board seeks direction from the Cabinet with regard to the priorities that the Scrutiny Panels should focus on in taking this review forward in 2013; and
- 2.3 all five Scrutiny Panels be tasked to formulate a timetable to review suggested services.

3.0 Summary

- 3.1 In undertaking this review, the Panel sought to:
- To build on work previously done by this Panel in connection with the Customer Access Strategy, to better understand the needs and aspirations of our customers, so as to be able to target the services they require within available finances;
 - To consider how the Council's Corporate Strategy priorities can be delivered by offering a new, innovative, approach to providing the services our customers need, in a better and more cost-effective way; and

- To look at examples of best practice, the alternative service delivery models adopted by other local authorities, to consider what has worked well and whether any of the services this Council provides would neatly fit any of these alternative models.

3.2 The Panel's interim conclusions are set out in their report attached at Appendix A.

4.0 Implications

4.1 Resources:

Endorsement of the Marketing Strategy does not place any implications on resources. Implementation of the strategy and changing delivery methods of any of our services will have financial and staffing levels implications. Detailed business cases will draw out the resource implications as the project brief is finalised.

4.2 Legal:

Endorsement of the Marketing Strategy does not have any legal implications at this stage. Implementation of the strategy and changing delivery methods of any of our services will have legal implications. Detailed business cases will draw out the legal implications as the project brief is finalised.

4.3 Strategy:

The strategy prioritises those services which will have greatest impact rather than recommending a single approach for all services.

4.4 Risks:

If the strategy is not endorsed the Council will be ill prepared to respond to the increasing budget pressures. The suggested mixed economy approach mitigates the risk of choosing a single delivery model.

4.5 Communications:

Endorsement of the Marketing Strategy does not require any third party consultation at this stage. Implementation of the strategy and changing delivery methods of any of our services may well require third party consultation. Detailed business cases will outline consultation plans.

4.6 For the Community:

Endorsement of the Marketing Strategy does not have any implications for the community at this early stage. Implementation of the strategy and changing delivery methods of any of our services may have implications for the community. Detailed business cases will draw out the level and significance of implications as the project brief is finalised.

4.7 The Integrated Impact Assessment (IIA) has been completed and concluded the following:

It is not feasible at this stage to undertake an IIA. Services will be reviewed as part of the mixed economy approach suggested in the Marketing Strategy and IIA will be undertaken at that stage.

5.0 Consultation

As set out in the attached report.

Appendices:

Appendix A – Policy Review – Marketing Strategy, report by the Marketing and Development Panel

Background Papers:

None

Agreed and signed off by:

Executive Head for Marketing and Development: 15 February 2013

Executive Director: 15 February 2013

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