

Cabinet Lead Reports – Full Council

Councillor Alex Rennie: Cabinet Lead for Communications

Communities

Covid response work

Foodbanks are reporting that they are stable at present and we maintain regular contact with them.

The number of calls to our Local Response Centre has reduced but the cases can be more complex and take longer to resolve. Joint working with Community First is working well to meet the needs of the residents and our staff are going above and beyond ensuring that our residents are safe. The vaccination sites at Emsworth Baptist Church, Hayling Health Centre and Waterlooville Health Centre are operating and progressing well. A further pharmacy-led vaccination centre has recently opened in the Greywell Shopping Centre, Leigh Park.

Havant community Lottery

A resident from Hayling Island **won £2,000 on 2nd January** and a resident from Waterlooville won £250 on 16th January.

Havant Borough Community Lottery is currently on the Gatherwell UK achievers board for several categories including:

- 4th place for 'most amount of new players last month'
- **2nd place for 'most new ticket sales last month'**
- 5th place 'most Good Causes in 2020'
- 5th place – 'most ticket sales in 2020'
- 5th place – 'most new players in 2020'

There are **currently 77 organisations** that operate a Lottery through Gatherwell.

Funding from **HCC for the Springwood Community Centre** has been achieved to set up an 'inter-generational friendship group'; they have been awarded £6,500. This has been match funded by the Guinness Partnership of £2,500. The project will get underway once Covid-19 restrictions allows this to happen.

Virtual Youth Conference

Work is underway to organise with local schools and partners a virtual Youth Conference in March 2021. The theme of the conference will be, 'how to support young people through the pandemic'. Many schools have already positively responded, as well as the Citizens Advice Bureau.

Sport, Leisure, Play & Physical Activity

New Sport England Strategy – Uniting the movement

Sport England launched a new 10 year strategy, '[Uniting The Movement](#)', on 26th January. The strategy focuses time and resources on the following five key issues:

1. **Recover and reinvent:** recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.
2. **Connecting communities:** focusing on sport and physical activity's ability to make better places to live and bring people together.
3. **Positive experiences for children and young people:** unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.
4. **Connecting with health and wellbeing:** strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.
5. **Active environments:** creating and protecting the places and spaces that make it easier for people to be active.

Details of funding streams attached to the above key issues will be forthcoming shortly. All Sport England funding is currently diverted to COVID recovery and officers continue to support local organisations in accessing such schemes. As the new funding streams become available, officers will seek opportunities to develop Council and partner lead revenue and capital projects that are eligible for such support.

Hooks Lane Rugby Pitch Re-profiling

Contractors, AMS Groundworks, are currently completing the final design for the re-profiling of pitch 2 at Hooks Lane Rugby Pitches. The design will include levelling of the pitch, installation of an irrigation system, allowance for improved drainage, and the replacement of unfit for purpose floodlighting columns. The design will meet Sport England and RFU technical requirements. The design phase is funded by £13,000 of S106 sports pitch allocations.

Upon completion of the final design, officers will progress towards a planning application, anticipated in the spring. Subsequently, funding applications can be completed, working in partnership with Havant Rugby Club to secure the funds required to progress to tender for a contractor to complete the construction phase of the project and restore a currently unplayable council sports pitch facility.

Get up and Go

The team have welcomed new Physical Activity Project Officer, Katie Harris, this month, to continue the delivery and development of the Get up and Go project.

Currently, the physical activity programme for inactive over 55's is forced to postpone all face-to-face activities during lockdown. A timetable of online classes has been developed in quick response to the lockdown and the project officer is working in partnership with instructors and delivery partners to grow this presence during the restrictions and to also direct participants to other online resources which encourage and promote the importance of continued physical activity.

The project officer is also working with partners, instructors and community venues in planning for the programmes safe, full return when permitted.

Hayling Island Bowls Club – Artificial Green and Floodlights

Planning permission for the installation of a new artificial bowling surface and floodlights at Hayling Island Community Centre has been granted.

Officers are currently developing the final specification and tender documents together with the procurement and legal teams, and in partnership with the Hayling Bowls Club. This will enable the tendering for a contractor to manage the design and construction of the project. This £160,000 project, which supports the development and sustainability of Hayling Bowls Club, is expected to be completed in the summer of this year.

Officers are also working with the Estates team, to provide the Bowls Club a 10 year lease for the new artificial surface and lighting in order to satisfy Sport England funding conditions, on their £40,000 investment towards the project.

Play Investment Programme 2020 – 2021

Officers continue to evaluate quotes and appoint contractors for works focusing on improving the quality of play areas, to provide safe and welcoming facilities in line with the Open Space Assessment. This includes replacing provision that is coming to the end of its usable life and improving fencing and gates where needed.

The latest improvements which are being completed by contractors over the course of early 2021 include installation of a wooden multi unit at Hampshire Farm, a replacement embankment slide at Hollybank Recreation Ground and the installation of a double bay swing set at Cowplain Recreation Ground.

Emsworth Play Area Refurbishment

Completion of community engagement surveys in partnership with Verity's Gift, has enabled officers to develop a specification for the refurbishment of the play area at Emsworth Recreation Ground. The tender process to identify a contractor to complete the design and construction of the new play area has now been instigated through the procurement team and is live for contractor submissions. The successful contractor will be appointed in March and construction is anticipated to be completed this spring, pending contractor lead time. Officers will manage the construction contract, which is funded by £45k CIL and £45k community fundraising by Verity's Gift.

Hooks Lane MUGA to Car Park

Civil Engineering Colleagues are completing the final design for proposed adaptation of the unfit for purpose, dilapidated MUGA at Hooks Lane, to be converted to car parking provision. This project, funded in full by CIL, acts to support the priorities of the Havant Playing Pitch Strategy and provide

ancillary facilities required for the new artificial grass rugby pitch to reach its maximum community capacity and also supports the other organisations and educational establishments on the site.

The scheme is due to be heard at Development Management Committee in April. Progression to tender the works is subject to planning approval.

Communications

Publicity has focussed on sharing latest coronavirus updates and guidance including national restrictions and vaccination advice.

We've also been targeting wards which have had a higher number of cases and working with councillors to share important messages, however, to reassure Members, no area of the Borough has had substantially higher case numbers.

Press releases external communications have included highlighting, promotion of free parking for vaccinations, ongoing promotion of grants and support available to businesses during the pandemic,

Social media videos have included one developed to mark Holocaust Memorial Day and an armed forces covenant promotion including video.

The Council has also developed an online resource for adults looking for mental health support.

We have designed flyers promoting coronavirus support and the new resource mental health support – these will be distributed with council tax bills.

Considerable internal communications have been circulated to support staff working remotely – including engaging e-newsletters and live briefings.

We've sent eight business bulletins out since the beginning of the year.

We have also sent two grant-specific bulletins to a list of 1,200 businesses that have contacted us about grants during the pandemic to highlight the help available.

We're currently maintaining an 85% engagement rate with our business mailing list of around 2,000 email addresses.

The stay safe, shop local campaign is currently paused during the national lockdown, with preparations underway to relaunch when lockdown is lifted.

Website and social media portfolio report

www.havant.gov.uk



Website update

The Havant Borough Council website has had more than 113,000 visits so far this year. This is a slight increase compared to last year (over 110,00 visits). The website is mainly viewed from Havant (28%) and Portsmouth (17%). The most visited service areas so far this year have been bin collections, the online mapping tool (where I live), planning and coronavirus support information.

Website improvements

- The main six boxes on the website have been changed to include more coronavirus information (vaccines, things to go in lockdown etc)
- New icons have been created for the main six boxes so they are more engaging
- Business grants restructured with clearer titles and dates to help businesses apply for grants

Accessibility update

This website was last tested on Wednesday 6 January 2021. The test was carried out by [Site Improve](#) who gave this website an accessibility score of 94/100.

Social media update

We have been sharing a broad range of messaging; including public health information, lockdown guidance, as well as business as usual content such as community lottery publicity and service updates.

- Facebook: +108 likes (total 5,050), reach 126,023
- Twitter: +31 likes (total 3,773), reach 28.7k, 1,537 profile visits
- Instagram: +84 likes (total 995)

In January 2021 we passed the milestone of 5,000 likes on Facebook and we are very close to passing 1,000 likes on Instagram.

Nextdoor

In December 2020 we launched our Havant Borough Council profile on Nextdoor, the platform is based around communities sharing information and advice with each other.

As a public sector organisation, we automatically gain access to all of those who use the platform and are registered as living within the borough – each user must input their post code when they join.

Our audience has 11,502 members which equates to 17% of households.

New platforms

Following good examples from other councils and government organisations, we are currently looking at launching a TikTok account to engage with a younger audience.

E-newsletters:

We have gained 125 new subscribers so far this year. The total number of subscribers is currently 11,689.

23 bulletins have been sent this year with an engagement rate of 83.6%. The national average engagement rate for local government is 64%.

Digital

Operationally, this continues to be a busy period for IT. There are a number of major upgrades underway to ensure continued compliance of Council systems which support frontline services such as Elections. With confirmation that local elections will proceed in May, ensuring the timely changes to the IT will support the team as they focus on the logistical complexities of delivery.

A major programme to upgrade officer laptops and desktops is also underway, which will improve performance of these devices as new ways of working continue.

Meanwhile, the team continues to focus on the issue of cyber security, and may I remind councillors again of the importance to complete Dojo training, which provides a useful overview of security and data protection matters. In Quarter 4 the Council will be procuring additional tools to assist in building awareness on this important matter, with a view to implementation in from April onwards. This is to be funded by an LGA grant. The Council is also working with MHCLG and our IT service provider to ensure there are appropriate controls in place to protect our data, in light of ransomware attacks on local authorities.