

## **Cabinet Lead Reports – Full Council 26<sup>th</sup> January 2022**

**Councillor Alex Rennie**

**Leader**

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### **EHDC Partnership**

Following a meeting between myself and Cllr Millard, Cabinet feel that it is in the best interest of Havant Borough Council to explore the process of ending the Joint Management Agreement with East Hampshire District Council. Cabinet is now taking steps to begin the process of separation, although Full Council will make the final decision.

My thanks go to all the Officers of both Councils who have made it a successful partnership over the past 12 years. Cabinet also remains committed to the concept of shared arrangements with other Local Authorities, however, feel it is now the right moment to move forward with our own Management Team delivering for solely for the Havant Borough.

Further information will be issued to the public once the timeline is agreed between HBC and EHDC, with the aim to do it in a timely and amicable fashion. EHDC remain key partners and I hope that will continue.

### **Corporate Strategy**

Work is underway to update our Corporate Strategy which will be taken through Cabinet and Full Council in February. This follows detailed work by the Cabinet to identify our Political Priorities. The updated Corporate Strategy is centred around six themes and reflects our key priorities over the coming years and how we plan on delivering those priorities. The refreshed document will not only focus on addressing the immediate impacts of covid but also looks over the longer term to make improvements to our area for our residents, community groups and businesses.

Progress against our strategy will be reported through our new performance framework and quarterly reporting cycle. The new performance framework continues to be developed as part of the Shaping our Future programme, based around a balanced scorecard.

## **Communications and Marketing**

### **Top messages**

Key communication surrounded:

- Local plan updates: press release, website update, social media updates
- Promotion about HBC's pledge to cover funding shortfall to deliver new footbridge over railway crossing at Warblington Station. Video with Cllr Rennie had a reach of 1,500 (with 1,100 views and 30 interactions).
- Promotion of government's 'plan B' coronavirus restrictions
- Promotion of booster vaccines for coronavirus
- Promotion of the 'get up and go' campaign
- Launch of new business grants – website updates and proactive promotion

### **HBC Website and social media update**

October – December 2021

#### **Website information**

In the third quarter of the year:

The council website had more than 78,000 visits.

Bin collections was the most viewed service area, followed by planning and council tax.

The website was mainly viewed from Havant, Portsmouth and London.

60% of users access the website from a mobile device – mainly using an Apple iPhone.

There are on average 30 updates made to the website each day to ensure it is relevant and up to date.

#### **Coronavirus**

The website has been updated to reflect England moving to Plan B in response to the risks of the Omicron variant.

The website has encouraged residents to get their booster vaccination. It has also covered the restrictions as part of moving to Plan B including face masks in indoor settings and working from home where possible.

There are also many links to the GOV.UK website and the NHS website which provides additional information.

#### **Accessibility update**

New accessibility regulations came into force in September 2020 which ensures the website can be used by as many people as possible.

The last accessibility test was on Friday 7 January 2022. The test was carried out by Site Improve who gave this website an accessibility score of 90.4/100.

### **Social media update**

Quarter three of 2021 (October – December) has seen higher reach than the previous quarter and this is likely due to the run-up Christmas, as well as the move to Plan B coronavirus restrictions.

Overall, the reach on Facebook was 17% higher for the quarter. The reach in December, was 68% higher than November.

### **Facebook**

135 new likes meaning we are now on 5,864.

Our top post related to the new park plans for Jubilee Park in Waterloo, which was seen by 28,946 people. The post had 1,149 interactions including 476 likes, 110 love reactions, 123 shares and 425 comments.

### **Twitter**

141 new followers meaning we are now on 3,928.

### **Instagram**

12 new followers meaning we are now on 1,136.

Top post was about the Emsworth lobster pot tree which had very high interaction – one in 10 people who saw the post, liked it.

### **LinkedIn**

92 new likes meaning we are now on 1,324

### **Digital Strategy**

There was an issue with the locking of accounts to force password changes to 12 characters. Capita have apologised for the inconsistency in approach and have listened to the valid concerns raised around the issue of generic passwords. As soon as the issue became apparent – and thank you to Members who reported the issue – Officers set to work to ensure Capita re-instated the proper processes for issuing passwords, and sought clarity from Capita on which Councillors were impacted. All those continuing to experience difficulties were contacted individually by Capita and also supported by democratic services in taking the necessary action to access the IT systems again.

The Council is now also introducing Multi Factor Authentication for Councillors and Staff. This will add an additional layer of security to council O365 user accounts. This means that an extra verification step will be included on devices (mobile phone and laptop/PC) to make sure that you are who you say you are when you access council data in Office 365.