

## **Portfolio Holder Report – Council 11 December 2013**

**By Cllr Michael Cheshire – Marketing & Development**

---

### **Marketing**

The Marketing Strategy has been robustly reviewed by the Overview and Scrutiny team, and recommended to full Council. This strategy will help the Council find new ways of delivering Services in the future. Furthermore the M&D Scrutiny Panel recommended to Cabinet a process of “commissioning” our services which was accepted and there are plans being prepared to deliver this important change in the way we deliver.

The next step towards delivering our services tailored to our customers needs is for us to fully form the way we price our services. The O&S team are looking at this to provide leadership and support as we begin to view our services as tailored for individuals – no longer ‘one size fits all’.

### **Communications**

Public Relations and press reports have been largely neutral or positive, the great news about the Asda Roundabout has been well covered, and the challenges ahead concerning our future spend is in the media and being covered well.

### **Website**

The website continues to be developed ‘behind the scenes’ with each department taking responsibility for their particular input. . The web team have been looking at the analytics of our site – and then making considerable improvements directed at the pages the customers are using.

### **Human Resources**

- Following a very successful response rate from the employee survey, we are now in the process of developing a communication plan so that we provide the opportunity for all employees and stakeholders to understand precisely what the survey feedback is indicating. In addition, we are working closely with the Staff Focus Group to develop an action plan for the 2013/14 year.
- The HR team is in the process of introducing a metric reporting process which works with data relating to our *people management* outcomes and capabilities within the organisation. The team will then set about involving and working with key stakeholders to support them in the areas requiring further development e.g. sickness absence, talent and succession planning and employee development.
- A number of project groups have been set up within HR to develop areas of operation such as practice and process, policy development and auditing our on line HR information.

- The team are working in company with Finance colleagues in order to prepare for the forthcoming changes and updates to the pension scheme in the New Year, including auto-enrolment which is a programme directed by Central Government whereby an employee has to actively opt out of joining the pension scheme.
- The team has completed a review of all employment contracts and has introduced the much talked about Zero Hours contract and our range also includes – permanent, fixed-term, annualised hours, term time, casual workers agreements, secondments, apprenticeship and job share contracts. We intend to provide a tool kit for Managers so that they are in a position to select the most appropriate contract for their particular circumstance.

### **Learning & Development**

- The Corporate Training Programme continues to grow in strength with courses attracting a *full house* in terms of attendance numbers – recent courses held have covered subjects such as working smarter, contract management, managing conflict and managing stress in the workplace.
- Risk Management and Fraud Awareness was the E Learning mandatory course for the month and we continue to encourage completion via this learning method.
- As well as the leadership development to which Sandy recently referred (Dialogix and Leadership Conference); we have introduced a coaching course which began in October. The course provides attendees the opportunity to work together across the organisation and is attracting a positive response. Jane Eaton, a candidate on the course said, *“A hugely enjoyable course that gives you opportunities to help people, work with colleagues from other services and think about your own life in a completely different way.”*

### **Safer Havant Partnership**

Over the past month or so I have had the opportunity to witness Partnership working first hand through from the planning to delivery stage. I attended a multi agency planning meeting at Waterloo Fire Station where along with Police, HBC Rangers, the Fire Service and MOTIV8 we made plans for the Halloween and Guy Fawkes period.

On the 5<sup>th</sup> November I was able to actually join these patrols and I must say that it was refreshing to see all three agencies on patrol together each providing their expertise to tackle any issues that may arise – all under the heading of a Safer Havant!

### **Supporting Troubled Families**

The Supporting Troubled Families Initiative is a three year national programme that aims to turn around the lives of families who meet the following government criteria,

- Are involved in crime and anti-social behaviour
- Have children not in school
- Have an adult on out of work benefits

As well as this, Havant has set its self local criteria, namely,

- Substance misuse
- Mental health
- Domestic abuse
- Involved with children's services
- High cost to the public purse

The programme features results based funding and provides a financial incentive for local authorities to succeed in turning around the lives of those families who meet the above criteria.

The scheme in Havant is being co-ordinated by the Community Safety team through a multi agency panel approach.

To date over one hundred families in Havant have been supported through the programme which is beginning to show some real results for the families involved.

### **Plaza Café**

Councillor Branson and I held a meeting with the Managing Director of Wise Catering to discuss the operation of the Plaza Café, which is proving to be an overall success. I can confirm that Wise Catering will be charged for all costs associated with the Café including services such as gas, water and electricity in accordance with the lease agreement together with the ground rent. We discussed the need to market the Café to Plaza occupants, surrounding offices and passing trade and the MD is currently working up some proposals on this. We gave some feedback on the catering offer for users of the Conference Suite and how we consider it could be improved and this was positively received. We are now awaiting proposals from the company in response to our feedback. We have planned to meet on a regular basis to maintain this useful ongoing dialogue.