

## **Cabinet Lead Report For Marketing And Development - Council 23 July 2014**

**By Councillor Mike Fairhurst**

---

### **Business Change**

Marketing & Development staff are working on a range of projects to enable the Council to offer our services on a personalised basis. This work, which began life some time ago under the working title 'residents pack', is a key piece of work to help us really deliver our services in the right way at the right time for each of our customers, and by doing so improve those services and reduce our costs. Personalisation will make a significant change to the services the Council delivers in the coming years.

The programme is complex and therefore we plan to include a session at the next Councillor Seminar Day to bring everyone up to date.

This is just part of the ambitious suite of projects and priorities which are being taken forward. In addition, we are:

- pushing ahead with the market testing of operational services,
- taking forward a campaign to develop more community led initiatives and services,
- overseeing the re-let of major contracts for the council to ensure best value, and
- seeking innovative delivery models for corporate services.

To achieve all of this we need all staff on board, and so there is also an initiative around creating the best culture to take us forward.

### **Communications**

Our customers are using social media more and more. The Community Waterlooville Facebook page has lead the way with the most posts and likes - reaching an audience of 1827 page likes. The HBC main Facebook page has carried new jobs in the Council and highlighted the litter campaigns - with the campaigns receiving more positive and supportive comments than negative ones.

Recent paper press coverage has focussed on the elections and the outcomes, the litter campaigns and the opening hours of the Beach lands office and toilets on Hayling Island.

### **Customer Services**

Within customer services the team are now taking additional calls about fixed penalty notices for littering and dog fouling. During June we answered 259 calls regarding fixed penalty notices which involved general enquiries, taking payments, issuing representation forms and recording complaints.