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Date: Thursday, 20 December 2012

Overview and Scrutiny
Town Hall
Castle Circus
Torquay
TQ1 3DR

Dear Member

PRIORITIES AND RESOURCES 2013/2014 REVIEW PANEL - MONDAY, 21 JANUARY 2013

I am now able to enclose, for consideration at the Monday, 21 January 2013 meeting of the Priorities and Resources 2013/2014 Review Panel, the following reports that were unavailable when the agenda was printed.

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4.	Commercial Services	
	Service Review Summary – Governance Support	(Pages 65 - 68)
	Service Review Summary - Communications	(Pages 69 - 72)

Yours sincerely

Kate Spencer
Clerk

Agenda Item 4



Governance Support - Summary

2012/13

Service Name: Governance Support

Service Contact: Anne-Marie Bond / June Gurry

Date of review: August 2012

Version No: 1.0

This document can be made available in a range of languages, on tape, in Braille, large print and in other formats.

For further information please contact 01803 207227.

Disclaimer: These reviews provide a snapshot of council services and activities at the time they were carried out, as we have tried to represent as far as we can the detail of what is provided.

Governance Support:

<p>What is provided?</p>	<p>The Governance Support team provide the following services:</p> <ul style="list-style-type: none"> ▪ Electoral services (includes running elections and referendums and maintaining the electoral register to ensure people’s right to vote) ▪ Democratic services (includes co-ordinating the Council’s decision-making, constitutional/governance advice and public participation ensuring openness and transparency) ▪ Member, Chief Operating Officer and Director support (includes dedicated secretarial support to the Mayor) ▪ Member development and training ▪ Chairman and civic/ceremonial support (including major civic events e.g. Remembrance Sunday) ▪ Facilitating school admission and exclusion appeals and supporting the Torbay Independent Appeals Panel to ensure parents’ right to appeal for a place at their preferred school and against an exclusion of their child from school.
<p>Why is it provided?</p>	<p>Governance Support ensures the Council operates in an open and transparent way so that people’s right to access decisions and take part in meetings is maintained. The team also establishes people’s right to vote and ensures well run elections and referendums to support healthy democracy based on fairness and participation. A third area of the team’s service includes providing parents with their right to appeal for a school place or against their child’s exclusion from a school.</p> <p>It does this by providing several statutory functions (required by law) on behalf of the Council:</p> <ul style="list-style-type: none"> ▪ Electoral registration ▪ Elections ▪ Publication of the monthly forward plan ▪ Publishing agendas for meetings of the Council and its committees 5 clear working days before the meeting is held ▪ Publication of the minutes of meetings of the Council and its committees ▪ Publication of Record of Decisions of all decisions made by the Mayor or key decisions made by officers within 5 working days ▪ Collation of the Register of Members’ Interests (including gifts and hospitality) ▪ Providing an independent panel to hear parents’ schools appeals <p>The team also maintain the Council’s civic and ceremonial role by supporting the Chairman of the Council and running civic events such as the Remembrance Sunday ceremony.</p>
<p>Who uses the services / what is the demand?</p>	<p>External</p> <ul style="list-style-type: none"> ▪ Residents of Torbay ▪ Electors ▪ Candidates and agents ▪ Political Associations ▪ Visitors ▪ Parents

	<ul style="list-style-type: none"> ▪ Press ▪ Stakeholders and Partner organisations ▪ Lord Lieutenant ▪ Other organisations who have councillors on their boards etc. ▪ Other authorities <p>Internal</p> <ul style="list-style-type: none"> ▪ Mayor and councillors ▪ Independent members, external advisors and co-optees ▪ Chief Operating Officer and Directors ▪ All Business Units ▪ Registrars (for Citizenship ceremonies) ▪ Schools ▪ Revenue and benefits <p>The team support the elected Mayor and 36 councillors on a daily basis so that they can fulfil their responsibilities to the public.</p> <p>We also assist 105,000 electors within Torbay with their right to vote, including employing approximately 450 staff for elections (e.g. at polling stations and for counting the votes). The number of calls on people's elections queries taken the 21 days preceding the local elections 2011 was just under 1800. The number of calls on elections queries during the four weeks preceding the UK Parliamentary General Election in 2010 was approximately 6000.</p> <p>During 2011/2012 the team:</p> <ul style="list-style-type: none"> ○ supported 136 meetings ○ helped the public present 6 petitions and 4 public questions ○ assisted approximately 82 people to speak with their representations Development Management Committee ○ supported parents and schools with 110 appeals 															
<p>How much does it cost to provide?</p>	<p>Staff: Full Time Equivalent Staff (FTE): 13</p> <p>Budget:</p> <table border="1" data-bbox="368 1355 1513 1529"> <thead> <tr> <th>Department Budget</th> <th>2009/10 Budget £'000</th> <th>2010/11 Budget £'000</th> <th>2011/12 Budget £'000</th> <th>2012/13 Budget £'000</th> </tr> </thead> <tbody> <tr> <td>Governance</td> <td>£305</td> <td>£300</td> <td>*£370</td> <td>£324</td> </tr> <tr> <td>Elections</td> <td>£182</td> <td>£187</td> <td>£188</td> <td>£157</td> </tr> </tbody> </table> <p>Budget areas also covered by the Governance Support Service include:</p> <ul style="list-style-type: none"> • Chairman's budget (Civic) - £20,400 • Members' Allowances and Expenses - £545,000 • Committees (printing, room hire etc) - £16,000 for 2012/13. 	Department Budget	2009/10 Budget £'000	2010/11 Budget £'000	2011/12 Budget £'000	2012/13 Budget £'000	Governance	£305	£300	*£370	£324	Elections	£182	£187	£188	£157
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<p>How well are we providing it?</p>	<p>The team ran three elections on the same day in May 2011 (local Councillor, Mayoral and the national referendum).</p> <p>Achieved the South West Charter Plus for Member (the Mayor and Councillors) Development in September 2010 (the fourth Council in the whole country). The Charter sets out national good practice guidelines and standards for member development.</p>															

	<p>Achieved 80% public satisfaction for accessibility to meetings and participation.</p>
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	<p>Improved accessibility to meeting documentation and information about the Mayor and councillors on our website.</p>
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Communications Team - Summary

2012/13

Service Name: Communications

Service Contact: Anne-Marie Bond / Claire Barrow

Date of review: June 2012

Version No: 1.0

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For further information please contact 01803 207227.

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Introduction

The Corporate Communications Team supports over 700 council services and important corporate functions such as key plans and strategies and internal communications through marketing, design, web, social media and media relations activities.

The aims are:

- To improve the council's reputation locally, regionally and nationally
- To improve services by winning support internally and externally for the council's aims
- To ensure good quality, clear and timely information is provided to staff and residents in a way that supports the council's brand and boosts its reputation.
- Central to improving public perception must be listening to residents, where possible acting on the things they ask for, and communicating this back.

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Communications Team:

What is provided?	<ul style="list-style-type: none"> ▪ Corporate documents and communication support ▪ Marketing campaigns ▪ Media Management ▪ Member training and development ▪ Communications Support for events ▪ Internal communications ▪ Communications support for elections ▪ Emergency Communications Support ▪ Corporate branding and signage 										
Why is it provided?	<p>Although this service is not statutory the Communication Team delivers a Communication service for the council to raise its reputation and ensure information is clearly communicated in the right way at the right time to residents, staff and stakeholders, using the full range of communications methods.</p>										
Who uses the services / what is the demand?	<p>Stakeholders:</p> <ul style="list-style-type: none"> • Local people • Partner organisations • Staff • Elected Members • Media – including national, local, digital and specialist • National opinion formers – e.g. civil servants, ministers, MPs, think tanks, academics and national organisations such as the, LGA and IDeA. • Tourists and visitors • Businesses and developers <p>Demand (2011/12):</p> <ul style="list-style-type: none"> • Written and designed over 700 external documents including Community Plan, Annual Report, Corporate Plan, Council Tax booklet, Torbay View. • 945 media enquiries • 317 press releases • External marketing campaigns – National Tourism TV Campaign, Art on the English Riviera, Torre Abbey, Channel Shift Strategy. • Develop Internal Communications and Social Media Strategy. 										
How much does it cost to provide?	<p>Staff: Full Time Equivalent staff 5.7 Headcount – 8</p> <p>Budget:</p> <table border="1" data-bbox="363 1827 1513 1933"> <thead> <tr> <th></th> <th>2009/10 £'000</th> <th>2010/11 £'000</th> <th>2011/12 £'000</th> <th>2012/13 £'000</th> </tr> </thead> <tbody> <tr> <td>Communications</td> <td>266</td> <td>392</td> <td>269</td> <td>243</td> </tr> </tbody> </table>		2009/10 £'000	2010/11 £'000	2011/12 £'000	2012/13 £'000	Communications	266	392	269	243
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How well are we providing it?

The Communications Team has won the following national awards:

- National CIPR award for Torbay View - Best Customer Magazine 2009
- Local Government Communications Reputation Awards 2010-Council Reputation National Bronze Award- Torbay Together Campaign
- Local Government Reputation Awards 2011- Employee Engagement.
- CIPR National Award- Internal Communications 2011

External Communication Results

The positive trend in terms of external communications and residents feeling informed continued in 2011 with the ViewPoint 17 results for communications which were published in August last year.

How satisfied or dissatisfied are you with public services?

Satisfaction with Torbay Council is 7% higher than in 2009-10

	2008-9	2009-10	2010-11
Torbay Council	30.2%	35.5%	42.5%

How well informed do you feel about...

Awareness of how to get involved is up by 19.4%

Awareness of how council tax is spent is up by 18.8%

Awareness of service standards is up by 12.2%

Awareness of what to do in the case of a large scale emergency such as pandemic flu is down by 12.4% (note 2009/10 we were mid swine flu pandemic hence peak in figure), but remains higher than in 2008-9

2011 Internal Communication Survey Results

- A 27% increase in the number of people who felt they were kept informed about what is going on in the council (33% 2009 compared to 59% 2011)
- 68% agree that internal communications has improved over the last 6 months

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