

### Channel Shift Scrutiny Action Plan

Recommendation	Cabinet Member's Comments	Rec Accepted by Executive?	Target Date for Action	Lead Officer	Committee Update	Update on implementation of recommendation
<p><b>Recommendation One</b></p> <p><b>That the Executive give consideration to identifying a brand name for Channel Shift that the public can clearly identify with.</b></p>	<p>The importance of Channel Shift has been recognised and presents a real opportunity for all Council services going forward. The identification of an over-arching name for the process should also reflect that Channel Shift should be about making services more accessible and not just how they are accessed.</p>	<p>Yes</p>	<p>September 2023 Update to Scrutiny Leadership Board</p>	<p>Philip Welsh</p>	<p>September 2023</p>	<p>For some time, we have promoted channel shift campaigns using the strapline “Don’t waste time, report it online”, “Don’t waste time, do it online” and “Don’t waste time, sign up online” This is to encourage residents to carry out tasks such as paying Council Tax and reporting fly-tipping online.</p> <p>A single sign-on enabling users to access an account through which to conduct Council tasks is being developed by ICT. This would be supported by an over-arching brand and strategy.</p>
<p><b>Recommendation Two</b></p> <p><b>Visibility of Services and Community Groups:</b></p>	<p>Consideration should also be given to how we make groups accessible to</p>	<p>Yes</p>	<p>September 2023 Update to Scrutiny Leadership Board</p>	<p>Chloe Pieri (Kate Aldridge)  Kim Wood</p>	<p>September 2023</p>	<p>a/ There is an active community group which has developed and has participants from small medium and large community and third sector partners. Work</p>

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<p><b>a) That the Executive give consideration to introducing a list of “approved” community groups, working to recognise operating and governance best practice. This should be accessible via the Council website or partner organisations.</b></p> <p><b>b) That the FYI Directory take a pro-active approach to ensuring Groups’ records are up-to-date. It is suggested that to facilitate this a six monthly email confirming the details are correct should be sent out, if three of these emails be ignored then the page be removed.</b></p>	<p>residents. As well as how we ensure work is community led.</p>			(2b)		<p>is ongoing with this group to share key information, developments, funding and delivery opportunities and best practice. Consideration for a “group led” approach to endorsing and promoting the good work of groups is part of this work. All groups have been encouraged to be transparent about their status – i.e. whether they are a formally constituted group, a registered charity, key members and contact details.</p> <p>b/ FYI directory and it’s support/ management is subject to regular review, participants are contacted for updated information and as resource allows, more work will be done with the community group on the use of FYI.</p> <p>A recent example of this working well is the #blackpooltogether campaign which highlights the vast array</p>

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						of support available for residents from the range of community providers working across Blackpool to support them with cost of living pressures. We have 35 “warm hubs” with information on FYIs dedicated Cost of Living area offering various activities and opportunities across the town from a huge variety of community and third sector providers. A Freephone helpline is also supported by a partnership of third sector providers to support people who might not be able to access information online.
<p><b>Recommendation Three</b></p> <p><b>Digital Blackpool:</b></p> <p><b>a) That the Review Panel supports the expansion of Digital Blackpool across Blackpool.</b></p> <p><b>b) That the Executive investigate</b></p>	Although this recommendation is welcome consideration needs to be given to how we link people to libraries, especially those	Yes	September 2023 Update to Scrutiny Leadership Board	Chloe Pieri (Kate Aldridge)  Peter Legg	September 2023	See attached report on digital Blackpool.  Groundwork managing Digital Blackpool Project – laptops/routers are loaned via the library since late 2021. 65 laptops/20 routers available. At the moment these are being

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<p>how the Council's libraries can be promoted as a place for individuals who have poor digital skills to be digitally empowered including using Digital Blackpool via the Library App and to train residents to use the libraries to access newspapers and magazines.</p>	<p>in areas not physically close to one.</p> <p>Opportunities to achieve this by linking access to libraries with public transport also exist.</p>					<p>distributed to residents by Groundwork according to the project eligibility criteria (18+. Blackpool resident.) Performance report available via Groundwork. Contract has been extended to Aug 2023.</p> <p>Library Service currently has 99 public access computer terminals and BYOD Wifi at all library sites and digital drop in advice sessions/'one off' taster courses with ACFL. Library staff have completed Libraries Connected Digital Skills e-learning course to increase their own skills to support residents' digital skills/promotion of e-books and e-audio.</p> <p>Recent Library Management System/Server upgrades will enable access to Library Management System off site (eg. being able to join new</p>

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						library users at events.) When comparing January 2022 with January 2023 there has been a 6% increase in the number of eBook issues and a 17% increase in eMagazine issues.
<p><b>Recommendation Four</b></p> <p><b>That the Council's website be reviewed as follows:</b></p> <p><b>a) That links to the Council's Wholly-Owned Companies be added to the website's homepage to create a "one-council" ethos, making the relationship between the Council and companies clear.</b></p> <p><b>b) That consideration be given to having links next to Council services' information on the website, e.g. Waste, with "you may be interested in" ways to get involved.</b></p> <p><b>c) That an online pathway be developed for residents to suggest</b></p>	<p>Conversations with officers have already begun on creating a webpage for the Council's Wholly-Owned Companies, and the work they undertaken in fulfilling the council's priorities is considered vital to future prosperity.</p> <p>The development of a Communications</p>	Yes	September 2023 Update to Scrutiny Leadership Board	Philip Welsh (5d) and Lisa Arnold (5e).	September 2023	<p>a) A webpage has been developed with details of all the Council's Wholly-Owned Companies including links to their websites. A review is currently under way of the existing homepage which, once implemented, would see the companies listed.</p> <p>b) On relevant pages there is an "additional information" panel where links can be added to community groups.</p> <p>c) In the header and footer of every webpage there is a link to the Contact Us page This has details of how to give compliments, comments and complaints.</p>

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ideas on improving a service.	<p>Plan is also underway and it is foreseen that this will address some of the issues raised.</p> <p>It is also accepted that more can be done to highlight the good work being undertaken in Blackpool's Parks.</p>					

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<p>d) That once a brand name has been created, it is recommended that the media strategy under the new brand should regularly showcase services achievements in respect of Channel Shift with details of before and after of completed projects, to demonstrate the how a project makes a differences to residents.</p> <p>e) A review to overhaul the Blackpool Parks webpage be undertaken to ensure that information is up-to-date and interactive with ways for people to "Get Involved" with an approved Park Community Group being promoted on each Park page where applicable.</p>		Yes				<p>d) Work on engaging residents and encouraging them to interact online is continuing in parallel to the development of any potential new brand concept. We will continue to develop this work stream pointing out the benefits of accessing services in this way. We will continue to monitor results.</p> <p>e) A review has taken place and a new design developed for the Parks webpages. New content is currently being added and it is expected that the new web pages will go live in March 2023.</p>

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<p><b>Recommendation Five</b></p> <p><b>That Blackpool Coastal Housing Ltd be requested to consider:</b></p> <p><b>a) That the online booking of community centres operated by BCH be promoted to improve access for community groups and third sector organisations and that BCH promote the activity at each centre via their website to cross promote and also show clear commitment to Corporate Social Responsibility.</b></p> <p><b>b.) That BCH staff working with residents with ASB adopt a holistic approach working with the resident to link them into community groups and support organisations, recognising that ASB can be part of a larger picture of frustration/need.</b></p>	Agreed	Yes	September 2023 Update to Scrutiny Leadership Board	John Donnellon (BCH)	September 2023	<p>a) An online booking system is being developed which will increase the convenience and ease of booking for groups using community centres, and is expected to be ready for use in the summer. This will be promoted on our website and on our social media channels when it goes live.</p> <p>b) Cases of ASB need to be dealt with in line with best practice and recommendations from the Regulator and the Ombudsman. Where appropriate we do signpost to support organisations, and offer mediation if it will help. Other services in BCH, in particular the Activities Co-ordinator, promote opportunities for involvement including at our community centres. This role which was time limited has been made permanent because of the clear benefits it has demonstrated in reducing social isolation, increasing customer wellbeing and promoting cohesive communities.</p>



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<p><b>Recommendation Six</b></p> <p>The staff suggestion box on the intranet Hub be enhanced to allow the sharing of ideas of best practice rather than purely a form to submit ideas. This would also allow for success stories to be promoted and communicated across Council services.</p>	Agreed	Yes	September 2023 Update to Scrutiny Leadership Board	Philip Welsh	September 2023	<p>While the scrutiny was being undertaken a new intranet was designed and implemented. This allows staff to comment and “like” posts. This has led to more engagement and a result an increased amount of staff submitting good news stories.</p> <p>Stories highlighting staff success are the most popular. Each month a list of corporate compliments is posted along with any positive comments made by members at full council.</p> <p>An online Q&amp;A is held with the Chief Executive and Leader on an annual basis where questions, suggestions and issues are raised.</p> <p>It is expected that the annual staff conference will return in 2023 which gives a wide range of services the opportunity to share best practice.</p>

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<p><b>Recommendation Seven</b></p> <p>To explore the potential for integrating the NHS's EMIS system and the Council's systems so that GPs can monitor the progress of individuals referred to the social prescribing programme.</p>	Agreed	Yes	September 2023 Update to Scrutiny Leadership Board	Kate Aldridge	September 2023	
<p><b>Recommendation Eight</b></p> <p>That the luggage label information service on residents' bins be promoted to council departments as a method of engaging with the community, highlighting that this service can be targeted at certain locations or town wide for a reasonable price.</p>	Agreed	Yes	September 2023 Update to Scrutiny Leadership Board	John-Paul Lovie	September 2023	Feb 23 – Liaised with Comms regarding this. We are trying to look at sourcing a more cost effective supplier as the cost of tags can be quite prohibitive. Once this is resolved we will look to publish on the Hub and promote inter-departmentally.

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<p><b>Recommendation Nine</b></p> <p><b>That the Executive explore the opportunities for residents to get involved, based on the model operated by Vancouver City Council, including the possibility of schemes such as Adopt a Drain, Adopt an alleyway, Become a litter picker and Neighbourhood Clean-up Party.</b></p>	<p>A pilot of a project on improving alleyways is planned for later in 2022 which will focus on enforcement and street cleansing I problem areas and look at how they can be improved.</p> <p>Helping people to have pride in their local area is also recognised as important.</p>	Yes	September 2023 Update to Scrutiny Leadership Board	Chloe Pieri (Kate Aldridge)	September 2023	

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<p><b>Recommendation Ten</b></p> <p><b>In relation to the Staff and Residents Newsletter that the Executive give consideration to:</b></p> <p><b>a) That the staff newsletter be expanded to include examples of community engagement success stories. This could also be included with a new section on the staff hub.</b></p> <p><b>b) That in addition to the staff newsletter a monthly newsletter for residents be developed to promote "Get Involved" activities.</b></p>	Getting residents more involved is positive for Blackpool.	Yes	September 2023 Update to Scrutiny Leadership Board	Philip Welsh	September 2023	<p>a) Community initiatives are regularly included within the Employee newsletter and on the intranet including success stories and social value impacts.</p> <p>b) An e-newsletter goes out each month to 33,000 residents with news of Council initiatives and, where applicable, promotes ways in which residents can get involved</p>