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The Chair and Members of Joint
Cabinet and Employment & General
Committee

12 February 2018

Dear Councillor,

Please attend a meeting of the JOINT CABINET AND EMPLOYMENT & GENERAL COMMITTEE to be held on TUESDAY, 20 FEBRUARY 2018 at 10.00 am in Committee Room 1, Town Hall, the agenda for which is set out below.

AGENDA

Part 1(Public Information)

1. Declaration of Members' and Officers' Interests relating to items on the Agenda
2. Apologies for Absence
3. Minutes (Pages 3 - 6)
4. Establishment of Digital Communications Apprentice post (R100) (Pages 7 - 20)

Yours sincerely,

A handwritten signature in black ink, appearing to be "S. Smith".

Local Government and Regulatory Law Manager and Monitoring Officer

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JOINT CABINET AND EMPLOYMENT & GENERAL COMMITTEE

Tuesday, 30th January, 2018

Present:-

Councillor Serjeant (Chair)

Councillors	Bagley	Councillors	J Innes
	Blank		Ludlow
	Brunt		Serjeant
	Burrows		Simmons
	T Gilby		Wall
	Huckle		Catt
	J Innes		Dickinson

Non-Voting Members
Catt
Dickinson

*Matters dealt with under the Delegation Scheme

11 **DECLARATION OF MEMBERS' AND OFFICERS' INTERESTS
RELATING TO ITEMS ON THE AGENDA**

No declarations of interest were received.

12 **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Davenport and P Gilby.

13 **MINUTES**

RESOLVED -

That the Minutes of the meeting of the Joint Cabinet and Employment and General Committee of 5 December, 2017 be approved as a correct record and signed by the Chair.

14 **EXCLUSION OF PUBLIC**

RESOLVED -

That under Section 100(A)(4) of the Local Government Act 1972 the public be excluded from the meeting for the following items of business on the grounds that they involved the likely disclosure of exempt information as defined in Paragraph 3 of Part 1 of Schedule 12A of the Act.

15 PROVISION OF OLDER PEOPLES SUPPORT SERVICE IN AMBER VALLEY

The Assistant Director – Housing submitted a report seeking approval to enter into a one year contract with Derbyshire County Council (DCC) to provide an older peoples floating support service in the Amber Valley borough of Derbyshire.

In 2011 DCC carried out a procurement exercise for the delivery of a floating support service for older people. Chesterfield Borough Council (CBC) won the tender to deliver the service across the Chesterfield borough and Futures Housing Group (FHG) won the tender for the Amber Valley borough.

During 2016/17, Rykneld Homes (which covered the North East Derbyshire district) and FHG advised DCC that they would no longer provide a falls recovery service in their areas. Following Cabinet approval on 2 May, 2017, CBC started to provide a falls recovery service in North East Derbyshire district and parts of the Amber Valley borough.

FHG, who manage Amber Valley's housing stock, had determined that its future priorities no longer included the provision of a floating support service and advised DCC that it would not be providing such a service in Amber Valley from April 2018. As a result, a mini-tender exercise (limited to existing service providers) was carried out by DCC to identify an alternative provider for the service.

After discussions with the Cabinet Member for Homes and Customers, the Senior Leadership Team, the Corporate Management Team, and Human Resources the decision was made for Housing Services to submit a bid to provide the service on a one year contract, which was accepted by DCC.

The report outlined the estimated income and expenditure relating to the contract as well as the human resources implications. Up to 13 members

of staff would be eligible under TUPE to be transferred to CBC. These members of staff would initially be employed on their current terms and conditions. An additional team leader would be seconded from existing Chesterfield Careline and Support staff for the duration of the contract.

The report noted the legal and data protection implications of the recommendations. CBC would enter into a one year agreement with DCC to provide a floating support service in Amber Valley borough, during which time an evaluation would be carried out regarding the future viability of delivering the service.

The report considered the equalities implications and included a full Equalities Impact Assessment.

***RESOLVED –**

1. That Chesterfield Borough Council's Careline and Support service enter into a one year contract with Derbyshire County Council to provide the older peoples' floating support service in the Amber Valley borough of Derbyshire during the year 2018/19.
2. That an on-going review of the practicalities and costs of providing the service be carried out to determine whether to submit a further bid when the service is retendered by Derbyshire County Council during 2018.
3. That an additional Team Leader post to manage the service for the duration of the contract be established, and that the post be filled through the secondment of a current member of Chesterfield Borough Council's Careline and Support staff.

REASON FOR DECISION

To contribute to the Council Plan priorities to improve the quality of life for local people and provide a value for money service.

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For publication

Establishment of digital communications apprentice post (R100)

Meeting: Joint Cabinet and Employment and General Committee

Date: 20 February 2018

Cabinet portfolio: Leader/deputy leader

Report by: Communications and marketing manager

1.0 Purpose of report

- 1.1 To establish a digital communications apprentice post to support the growth in digital communications as a method for the public to contact the council.
- 1.2 To help deliver the Council Plan objective of 'improving access to technology that meets the needs of our residents, businesses and visitors' and the focus for 2017/18 to 'improve the technology that supports our service delivery and increase the skills and capacity of our staff to work in a more commercial manner.'

2.0 Recommendations

- 2.1 To establish a digital communications apprentice post in the policy and communications service.
- 2.2 That the post is funded through income generated by the policy and communications service.

2.3 That the communications and marketing manager is given delegated authority to recruit to the post and to a further apprenticeship every two years (subject to income levels remaining in place to fund the post).

3.0 **Background**

3.1 On 10 January 2017 Joint Cabinet and Employment and General Committee approved a restructure of the policy and communications service.

3.2 The original proposals for this restructure included the desire to create a digital communications apprentice post to meet the year-on-year growth in customer service demands generated through digital communications including the website, Facebook, Twitter and videos on YouTube.

3.3 Due to funding issues the proposal was withdrawn from the restructure with a view to revisiting it if funding could be found to cover the cost of the post.

3.4 As a result of the policy and communications service securing internal contracts to provide survey and communications services for the housing service this opportunity has now arisen. Previously these contracts were awarded to private sector companies.

3.5 It is proposed to use the income from these contracts to fund the digital apprentice post, which will provide the extra capacity required to deliver those internal contracts but also benefit all services of the council and help deliver the Council Plan.

3.6 In particular, it would seek to address a range of issues and opportunities. It would:

- Provide extra capacity to manage the year-on-year increase in customer enquiries through the website and social media, freeing up the communications officer to devote more time to communications campaigns to support the delivery of Council Plan objectives and the communications work for the housing service
- Provide extra capacity to manage day-to-day information updates on the council website, freeing the digital content editor to focus more on website development work that will improve the customer experience and deliver financial efficiencies for the council (through the digital by default approach)
- Provide extra capacity to update the aspire intranet with up-to-date information and monitor and respond to user comments
- Enable the council to monitor and respond to issues identified by customers in other social media environments (eg the social media accounts of local newspapers and radio stations; community Facebook groups; online forums)
- Produce more videos to communicate key messages or campaign information, recognising the growth in demand for this from residents and the media
- Look at opportunities to develop the digital offer to customers

3.7 **Human Relations**

3.8 Having an apprentice post will also help the council to support its commitment to being an Apprentice Town and to meet its duties under the Apprentice Levy to increase the number of apprentices within the organisation.

3.9 It is proposed that the digital communications apprentice post would be managed by the digital content editor as part of the policy and communications service. A job description and person specification are attached at appendix 1.

3.10 The apprentice would do an 18-month Level 3 Digital Marketing apprenticeship, which provides training for all elements of the job required. The council has already procured this apprenticeship for other council staff. If approval for the post is given this would enable recruitment to take place with a view to the apprentice joining the July intake of students.

3.11 While there would be no guaranteed job at the end of the apprenticeship the skills the apprentice will gain are highly sought by both the council and other employers, leaving the apprentice in a good position to move on to a permanent role.

3.12 Providing sufficient income remains in place it is proposed for the apprenticeship to be continued, with a new starter every two years.

3.13 Financial

3.14 The digital communications apprentice would be employed on the council's apprenticeship rates shown below:

3.15

Year	Apprentice Under 18	Aged 18 to 20	Aged 21 to 24	Aged 25 and over
Year 1	£4.05 an hour	£5.60 an hour	£7.05 an hour	£7.50 an hour
Annual cost	£7,792.20	£10,774.40	£13,564.20	£14,430
On-costs (20%)	£1,558.44	£2,154.88	£2,712.84	£2,886
Apprenticeship course 10% contribution	£1,200	£1,200	£1,200	£1,200
Total year 1 cost	£10,550.64	£14,129.28	£17,477.04	£18,516
Year	Apprentice Under 18	Aged 18 to 20	Aged 21 to 24	Aged 25 and over

Year 2	£8.45 an hour	£8.45 an hour	£8.45 an hour	£8.45 an hour
Annual cost	£16,257.80 a year	£16,257.80 a year	£16,257.80 a year	£16,257.80 a year
On costs (20%)	£3,251.56	£3,251.56	£3,251.56	£3,251.56
Apprenticeship course 10% contribution	£1,200	£1,200	£1,200	£1,200
Total year 2 cost	£20,709.36	£20,709.36	£20,709.36	£20,709.36

- 3.16 These costs would be fully met using £21,900 of income generated by the policy and communications service for carrying out surveys and producing newsletters on behalf on the housing service. This work is funded through the Housing Revenue Account and was previously carried out by the private sector.
- 3.17 By bringing the work in-house the same work can be delivered while achieving a £5,000 saving for the Housing Revenue Account and generating the £21,900 of income required to create this post.
- 3.18 Any surplus income above that required to fund the post (depending on the age of the apprentice or the year of their apprenticeship) will go to the General Fund balance.
- 3.19 **Communications**
- 3.20 The post would bring considerable external and internal communications benefits by improving the speed with which the website and intranet can be updated, and providing extra capacity to produce videos and update and monitor social media to communicate key messages or support promotional or behavioural change campaigns.

3.21 The post will also assist in business continuity or emergency planning situations by providing extra capacity to monitor and respond to customers on social media.

3.22 **Information assurance and data protection**

3.23 One of the key functions of the role will be to increase the monitoring of social media accounts across the council to ensure all accounts are being properly updated and run in line with the council's social media policy.

3.24 The apprenticeship will strengthen the digital skills held by employees of the council. Information assurance and data protection duties will form part of the apprenticeship role.

3.25 **Consultation and community engagement**

3.26 The post would assist the council as it increasingly seeks to consult and engage residents, businesses and partners online and through social media.

3.27 **Commercial opportunities**

3.28 The post will assist the council to promote its full range of commercial services through the website, social media and videos.

3.29 **Equality and diversity**

This new apprenticeship opportunity is likely to attract candidates from under-represented groups within our workforce, including young people, so could provide an opportunity to increase workforce diversity.

3.30 **Other issues**

3.31 Legal and human rights issues have been considered.

3.32 Risk management

Description of the Risk	Impact	Likelihood	Mitigating Action	Impact	Likelihood
Income generated is not sufficient to fund the post	M	L	Work is already agreed that will generate enough income to cover the cost of the post. The apprentice post is time limited (two years) enabling the income situation to be reviewed before recruiting any further apprentices.	L	L
Applicants put off applying due to there being no permanent role at the end of the apprenticeship	L	L	The digital skills that will be developed during the apprenticeship are highly sought by employers making successful apprentices attractive applicants for job opportunities. Council may be able to identify	L	L

			succession opportunities within the timeframe of the apprenticeship.		
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4.0 **Alternative options and reasons for rejection**

4.1 Option 1: Do nothing

4.2 This would enable the income generated to be used to assist with reducing the council's budget deficit but would not address any of the customer service and communications issues identified in paragraph 3.6.

4.3 Option 2: Recruit a part-time permanent digital content officer (on either four days a week or 2.5 days a week).

4.4 These posts would be more likely to attract experienced staff with existing digital skills.

4.5 However, it would reduce the ability to address the issues identified in paragraph 3.6 as there would be part of the week where the existing workforce would have to continue delivering the work. It would not support the council's commitment to the Apprentice Town initiative or its Apprentice Levy requirements.

4.6 Option 3: Recruit a full-time permanent digital content officer.

4.7 As with option 2 this post would be more likely to attract experienced staff with existing digital skills, enabling the council to address the issues identified in paragraph 3.6 quickly. Having a full-time post (open to job shares) is likely to attract a wider field of candidates than a purely part-time post.

4.8 However, it would require a growth bid to fund one day a week of the post as the income available is not sufficient to fund the post permanently. As with option 2, this post would not support the council's Apprentice Town commitments.

4.9 Options appraisal

4.10 For the reasons identified above none of the alternative options are recommended.

5.0 **Recommendations**

5.1 To establish a digital communications apprentice post in the policy and communications service.

5.2 That the post is funded through income generated by the policy and communications service.

5.3 That the communications and marketing manager is given delegated authority to recruit to the post and to a further apprenticeship every two years (subject to income levels remaining in place to fund the post).

6.0 **Reasons for recommendations**

6.1 To deliver effective corporate services to meet the changing needs of the council.

6.2 To enable effective communications and customer service for residents, businesses and visitors to the Chesterfield borough.

Decision information

Key decision number	799
Wards affected	ALL
Links to Council Plan	Improving access to technology

priorities	that meets the needs of our residents, businesses and visitors
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Document information

Report author		Contact number/email	
John Fern, communications and marketing manager		01246 345245 John.fern@chesterfield.gov.uk	
Appendices to the report			
Appendix 1	Digital communications apprentice job description and person specification		

JOB DESCRIPTION

JOB TITLE: Digital communications apprentice

POST NO: TBC

SERVICE AREA: Policy and communications

GRADE: Apprentice level (subject to age)

RESPONSIBLE TO: Digital content editor

RESPONSIBLE FOR: None

MAIN PURPOSE OF POST:

1. To produce content for the council's digital communications channels.
2. To answer customer enquiries coming through those channels.
3. To support the overall work of the policy and communications service in delivering the council's agreed communications objectives.

DUTIES AND RESPONSIBILITIES:

1. To help update and maintain the council's websites, intranet, and social media channels. To monitor and respond to customer enquiries received through them.
2. To film and edit videos and take photos.
3. To produce infographics.
4. To use customer data and analytics to create digital content and improve the customer experience.
5. To provide support and/or training to other council officers or councillors on how to use social media, videos, websites or intranets.

Appendix one – Digital communications apprentice job description and person specification

6. To work with colleagues in the policy and communications service to develop communications and marketing campaigns that include digital content.
7. To keep up-to-date with industry best practice and developments.
8. To carry out all duties and responsibilities to comply with council policies and procedures, national legislation and industry guidance. This includes, amongst others, equal opportunities, data protection, information assurance, accessibility, Freedom of Information and ensuring communications activities comply with the Code of Recommended Practice on Local Authority Publicity.
9. To carry out any other duties which are equal/similar to the responsibility level and grade of the post.

SPECIAL FEATURES OF THIS POST

1. As part of the job you will be required to complete a level 3 digital marketing apprenticeship.
2. The duties may involve occasional working outside normal office hours, including evenings and weekends.
3. You may be required to carry out the duties at the Town Hall, Chesterfield or any other council site.
4. You will form part of the council's emergency planning response team to communicate live messages to staff and the public through the intranet, website and social media.

PERSON SPECIFICATION

JOB TITLE: Digital communications apprentice

POST NO:

SERVICE AREA: Policy and communications

SKILLS/KNOWLEDGE/ABILITIES

Essential

- High standard of written English, proof reading and editing skills
- Excellent interpersonal and verbal communication skills
- Good knowledge of social media - understanding how different platforms can be used to achieve objectives and reach specific audiences
- Understanding of websites, intranets and other digital communications channels
- Excellent attention to detail, organisational and planning skills
- Ability to be creative and innovative, enthusiastic, think ahead and use initiative.
- Understanding of own limitations and when to ask for help
- Ability to work with all grades of staff
- Ability to meet deadlines

Desirable

- Understanding of basic HTML
- Digital communications best practice (eg design, navigation, content, search engine optimisation, usability)
- Willingness to work independently and try out new ideas
- Knowledge of how local government works
- Basic understanding of data protection and information assurance

EXPERIENCE

Essential

- Experience of producing content for digital communications (eg website, intranet, social media, video, infographics, email marketing)
- Experience of using common social media platforms (eg Facebook, Twitter, YouTube)
- Experience of using Microsoft Office systems (eg Word, Excel, Powerpoint)

Desirable

- Experience of filming and editing videos
- Experience of taking photos
- Experience of using a content management system to update websites and/or intranet
- Experience of using analytics and management tools to monitor and respond to customer trends and behaviours (eg Google Analytics, Facebook Insights)
- Experience of writing website and/or intranet content to meet customer needs
- Experience of customer service and dealing with the public
- Experience of using email marketing platforms

QUALIFICATION/TRAINING

Essential

- A minimum of 5 GCSEs (grade A* to C or 9 to 5) including English and maths, or equivalent.