



29 August 2019

Committee Chair: Alderman T Hogg

Committee Vice-Chair: Alderman D Kinahan

Committee Members: Alderman – F Agnew
Councillors – H Cushinan, P Dunlop, S Flanagan, N Kelly,
M Goodman, P Hamill, V McAuley, N McClelland, M Magill,
P Michael, B Webb and R Wilson.

Dear Member

MEETING OF THE POLICY & GOVERNANCE COMMITTEE

A meeting of the Policy & Governance Committee will be held in the **Round Tower Chamber, Antrim Civic Centre on Tuesday, 3 September 2019 at 6.30 pm.**

You are requested to attend.

Yours sincerely

A handwritten signature in black ink that reads "Jacqui Dixon".

Jacqui Dixon, BSc MBA

Chief Executive, Antrim & Newtownabbey Borough Council

For any queries please contact Member Services:

Tel: 028 9034 0048 / 028 9448 1301 memberservices@antrimandnewtownabbey.gov.uk

A G E N D A

- 1 Apologies
- 2 Declarations of Interest
- 3 **ITEMS FOR DECISION**
 - 3.1 Essential and Casual Car User Policy
 - 3.2 Welfare and Public Health Funeral Policy
 - 3.3 Northern Ireland Social Media Awards
 - 3.4 Discharge of Legal Charge between Antrim and Newtownabbey Borough Council and Victoria Housing Estates Limited
 - 3.5 Release of Council Minutes
 - 3.6 Protocol for Viewing Gifts and Hospitality Register and Register of Interests
- 4 **ITEMS FOR NOTING**
 - 4.1 Prompt Payments
 - 4.2 Annual Review of Prudential Indicators & Treasury Management
 - 4.3 Elected Member Learning & Development
 - 4.4 Managing Attendance
 - 4.5 Inclusive Summer Scheme 2019 Evaluation
 - 4.6 Quarterly Equality and Rural Screening Update
 - 4.7 Adult Safeguarding Champion Position
 - 4.8 Communications and Marketing Update
 - 4.9 Reserve Forces and Cadets Association
- 5 **ANY OTHER RELEVANT BUSINESS**

3. ITEMS FOR DECISION

3.1 HR/ER/001 ESSENTIAL AND CASUAL CAR USER POLICY

BACKGROUND

The National Joint Council for Local Government and National Agreement on Pay and Terms and Conditions of Service (Green Book) stipulates a requirement for local authorities to consider employees for essential or casual allowances where they are required to use their motor vehicles for the efficient performance of their duties. The local authority or Council may determine the use i.e. casual or essential.

Currently Antrim and Newtownabbey Borough Council does not have a policy in place for paying casual or essential car user allowances, although some employees carried this through to the new Council with their legacy terms and conditions under the Transfer of Undertakings and Protection of Employment Regulations.

Whilst all new relevant employees who commenced employment post 1 April 2015 have received the casual car user allowance, none have received an essential car user allowance.

At the Joint Consultative and Negotiating Committee (JCNC) the Trade Unions have requested that consideration be given to establishing an Allowance Policy, especially for those performing a statutory function, i.e. Environmental Health and Building Control.

Essential and Casual Car User Policy

When considering an Essential Car User Policy Officers benchmarked against a number of Councils in Northern Ireland and the United Kingdom, and the research has formed the basis of a draft policy. The Trade Unions have been fully consulted.

The **enclosed** draft policy (Appendix 1) proposes the following criteria to establish essential user status:

1. The Officer performs a Statutory Function i.e. Environmental Health, Building Control and Planning.
or
2. The Officer undertakes at least 2500 business miles per annum (or pro rata for part-time employees) and is required to make frequent and a significant number of small journeys which are integral to the post

If the proposed criteria was applied it is estimated that the additional maximum cost will be approximately £25k.

This policy has been equality screened and is **enclosed** for information (Appendix 2).

RECOMMENDATION: that the Essential and Casual Car User Policy is approved.

Prepared by: Jennifer Close, Human Resources Manager

Approved by: Andrea McCooke, Director of Organisation Development

3.2 CCS/REG/022 WELFARE AND PUBLIC HEALTH FUNERAL POLICY

Members are advised that in some circumstances, the Council has a duty to take responsibility for arranging funerals. In Northern Ireland this duty comes under Section 25 of the Welfare Service Act (Northern Ireland) 1971 which states;

“to bury or cremate the body of any person who has died or been found dead in its district. In cases where it appears to the local authority that no suitable arrangements for the disposal of the body have, or are, being made” by reason of the following criteria: -

“there being no relatives, friends or other bodies, willing or able to take responsibility (financial or otherwise) for the funeral arrangements. This may also include executors named in a Will who renounce their responsibility”.

The **enclosed** policy (Appendix 1) has been drafted to ensure the Council fulfils this duty and that in all relevant cases, the appointed Funeral Director provides a dignified burial.

This policy has been equality screened and is **enclosed** for information (Appendix 2).

RECOMMENDATION: that the Welfare and Public Health Funerals Policy be approved.

Prepared by: Emma Thompson, Registrar

Approved by: Andrea McCooke, Director of Organisation Development

3.3 CCS/CPRM/030 NORTHERN IRELAND SOCIAL MEDIA AWARDS

Members are advised that the Council has been shortlisted for three awards in the newly established Northern Ireland Social Media Awards 2019.

This is the first year of these awards which honour and recognise freelancers, individuals, teams, agencies and businesses delivering social media marketing and demonstrating excellence in their work. The awards are a great opportunity to benchmark against best practice, progress ideas for the development of online activity and get feedback on our work to date,

The three award categories are:

- **Best Social Media Campaign in Public Sector - #iRecycleRight campaign**
 - Also shortlisted in this category are; PSNI, Lisburn and Castlereagh City Council, CCEA, SERC and Department of Finance
- **Best Influencer/Blogger Campaign of the Year - #iRecycleRight campaign**
 - Also shortlisted in this category are; Kings baby shop, Cloughbane Farm, Jack Murphy Jewellers, The Academy Masterplan
- **Social Media In-House Team of the Year**
 - Also shortlisted in this category are; Women in Business, Galgorm Hotel & Spa, Danske Bank, PSNI

Category winners will be announced at the Awards Dinner which takes place on Thursday 26 September 2019 at the Europa Hotel.

Individual tickets to attend the Awards Dinner are priced at £110 + VAT.

RECOMMENDATION: that the Mayor, Chair of the Policy & Governance Committee, or their nominees, attend along with 2 Officers.

Prepared by: Joanne Heasley, Media and Marketing Officer

Approved by: Andrea McCooke, Director of Organisation Development

3.4 G-LEG-14/373 DISCHARGE OF LEGAL CHARGE BETWEEN ANTRIM AND NEWTOWNABBAY BOROUGH COUNCIL AND VICTORIA HOUSING ESTATES LIMITED

On 4 July 1957, a charge was registered in favour of Belfast Rural District Council against Victoria Housing Estates Limited for lands at 37 Farnley Park, Glengormley to cover the amount of £249,900.

Antrim and Newtownabbey Borough Council are the statutory successor of the Belfast Rural District Council under the Newtownabbey Urban District Act (Northern Ireland), 1957 and officers recommend that the charge should now be discharged as all terms have been satisfied.

RECOMMENDATION: that the Committee approves that the charge should be discharged against Victoria Housing Estates Limited.

Prepared by: Deirdre Nelson, Paralegal

Agreed by: Paul Casey, Borough Lawyer and Head of Legal Services

Approved by: Sandra Cole, Director of Finance & Governance

3.5 G/MSMO/084 RELEASE OF COUNCIL MINUTES

Members are advised that in recent months, some issues have arisen in relation to the publication of Council decisions to the press/public following Council meetings and during the call in period. Council meetings are open to the public and press who may attend for all of the meeting, except for any matters held in confidence.

Whilst the press and/or Members may communicate Council decisions after the meeting in relation to matters not held in confidence, Members are reminded that all decisions cannot be implemented until after the call in period and as such Council Officers cannot formally communicate decisions to the public or press until after this period expires. In the interests of clarity and to avoid doubt, the procedure for the publication of Council minutes has been reviewed and is **enclosed** in Appendix 1.

RECOMMENDATION: that the procedure for the publication of Council minutes be approved.

Prepared/Approved by: Andrea McCooke, Director of Organisation
Development

3.6 G/MSMO/085 DECLARATION OF INTEREST AND/OR HOSPITALITY & GIFT REGISTERS FOR MEMBERS

In light of the increasing number of requests to view the Members' Declaration of Interest and/or Hospitality and Gift Registers, an internal procedure has been drafted to ensure that all requests are consistently accommodated and organised.

A proposed procedure is **enclosed** in Appendix 1.

RECOMMENDATION: that the procedure for viewing Members' Declaration of Interest and/or Hospitality and Gifts Registers be approved.

Prepared/Approved by: Andrea McCooke, Director of Organisation Development

4. ITEMS FOR NOTING

4.1 FI/FIN/9 PROMPT PAYMENT PERFORMANCE

Members are reminded the Department for Communities (DfC) issued revised guidance (Local Government Circular 19/2016) on prompt payments and the recording of invoice payments in November 2016. This guidance requested councils to record specific performance targets of 10 working days and 30 calendar days and continue a cycle of quarterly reporting on prompt payment performance by councils to the DfC and its publication on their website.

The Council's prompt payment performance for the period **1 April 2019 to 30 June 2019** is set out below:

The default target for paying invoices, where no other terms are agreed, is 30 days.

(N.B. 30 days target is 30 calendar days and 10 days is 10 working days).

During the above period, the Council paid 6,680 invoices totalling £13,253,038

The Council paid 5,572 invoices within the 30 day target. (83%)

The Council paid 4,375 invoices within the 10 day target. (65%)

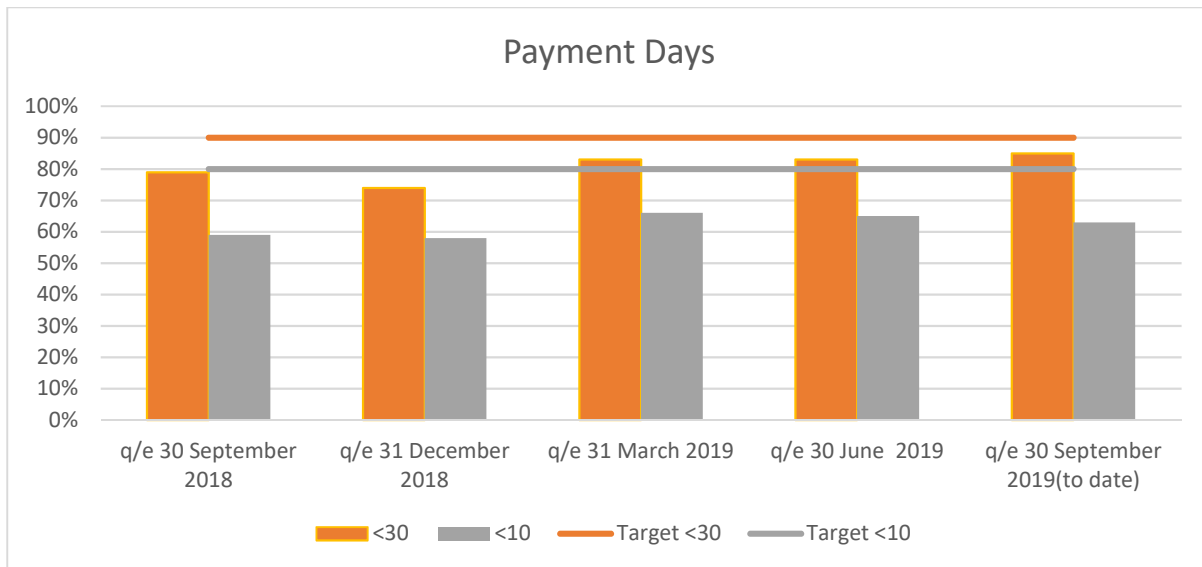
The Council 1,108 paid invoices outside of the 30 day target. (17%)

The Council has set a target of paying 90% of invoices within 30 days and 80% within 10 days.

The quarterly results from 1 July 2018 to date are as follows:

Period	Total Number of Invoices Paid	% Paid Within 30 Days	% Paid Within 10 Days
Target		90%	80%
q/e 30 Sept 2018	5,526	79%	59%
q/e 31 Dec 2018	7,641	74%	58%
q/e 31 March 2019	7,413	83%	66%
q/e 30 June 2019	6,680	83%	65%
q/e 30 Sept 2019 (to date)	3,028	85%	63%

The performance presented graphically highlights the performance metrics for the above.



Performance for the first quarter of 2019/20 was similar to quarter 4 of 2018/19 for both the 30 day and 10 day targets.

The preliminary results for the first half of Quarter 2 ended 30 September 2019 show an increase in the 30 day target to 85% and a decrease in the 10 day target to 63%.

We will continue to strive to achieve the 30 day target and further improve the 10 day performance whilst maintaining a high level of good governance and internal control in relation to supplier payments.

RECOMMENDATION: that the report be noted.

Prepared by: Ann Hamilton, Financial Controller

Agreed by: John Balmer, Head of Finance

Approved by: Sandra Cole, Director of Finance and Governance

4.2 FC/FA/8 ANNUAL REVIEW OF PRUDENTIAL INDICATORS & TREASURY MANAGEMENT

Members are reminded that the Council approved the Prudential Indicators for 2018/19 to 2020/21 and the Treasury Management Strategies for 2018/19 on 29 January 2018.

Under the Prudential Code and the Code of Practice on Treasury Management in the Public Services the Council is required to monitor and review its prudential indicators. The key objective of which is to ensure that, within a clear framework, the capital investment plans of the Council are affordable, prudent and sustainable and that treasury management decisions are taken in accordance with good professional practice.

The Council's Treasury Management Policy requires mid-year and annual reports on treasury management activities.

This report compares the approved Prudential Indicators with the outturn position for 2018/19 and the annual report on the Council's borrowing and investment activities for 2018/19.

A copy of the annual report is **enclosed** for Members' information.

RECOMMENDATION: that the report be noted.

Prepared by: Ann Hamilton, Financial Controller

Agreed by: John Balmer, Head of Finance

Approved by: Sandra Cole, Director of Finance and Governance

4.3 HR/LD/4 ELECTED MEMBER LEARNING & DEVELOPMENT UPDATE

The Elected Member Development Working Group continues to drive Member Development throughout the Council, meeting six times a year.

The Working Group approves the Member Development Programme such as Code of Conduct, Standing Orders and applications for Professional Development i.e. Advanced Diploma in Civic Leadership, roll out of the 360 feedback tool, follow up one to one coaching, Member Induction and the externally accredited Charter Plus training award.

A revised Member Induction Programme was also completed and delivered and all 12 new Members commenced their induction on Election Day. The training included Code of Conduct, Audit, Finance, Standing Orders and Chairmanship Skills.

The NILGA Regional Programme

Since January 2017, the Council has been working closely with the Northern Ireland Local Government Association (NILGA) on promoting its Regional Training Programme for Members. Many Members have attended sessions related to Community Planning and Performance Improvement.

Two Members completed the NILGA ILM Accredited Course in Planning and one is in the process of completing the ILM Level 7 Leadership Programme.

Evaluation

Evaluation of training is completed on a number of levels from post training questionnaires, in which to date Members have evaluated the training interventions as good to excellent. Feedback is also sought from Members at the Member Development Working Group and finally achievement of external accreditation such as Institute of Leadership and Management qualifications. The Charter Level 2 Standard recognised the five-year investment in development and learning that Members received and how this learning support contributes to increased Council performance.

Member Development Charter Level 2

The Council was successful in achieving the Elected Member Development Charter Level 2 in June 2019 and the award was presented to the Council in August 2019. This award recognised the Council's ongoing Member development culture and partnership working with stakeholders, in particular through embracing the Economic Development Strategy and driving business employment opportunities, sharing and learning from others to bring the learning back into the organisation.

The report from the North West Employees following the Elected Member Development Charter Level 2 will be considered by the Working Group in order to progress all the areas highlighted.

RECOMMENDATION: that the report be noted.

Prepared by: Joe Simpson, HR Manager and Joan Cowan, Head of HR

Approved by Andrea McCooke, Director of Organisation Development

4.4 HR/GEN/019 MANAGING ATTENDANCE

The purpose of this report is to update Members regarding the position on sickness absence for the first quarter of 2019/20. Appendix 1 enclosed provides a summary relating to absence.

Sickness absence for the period 1 April 2019 to 30 June 2019 was 3.43 days per employee against a target of 3.25 days which represents 0.18 days above target.

HR Partners continue to work with Heads of Service and Managers to monitor long term cases with a view to doing everything possible to enable employees to return at the earliest possible date. This may include phased returns, amended duties, providing physiotherapy, counselling, wellness recovery action plans etc. The Director of Organisation Development is working closely with the other Directors around absence cases relating to their departments.

Positively, full attendance for 2019/20 quarter one is on par with the previous year with 84% of staff having 100% attendance. Work is ongoing to develop practical steps that the Council can take to further recognise employees with 100% attendance.

The Council's significant commitment to the Employee Health & Wellbeing Programme was highly commended at the Chartered Institute of Personnel and Development Northern Ireland (CIPD NI) 2019 Awards, and the Council has been further shortlisted in the CIPD UK 2019 National Awards this September. The result will be announced at the September Awards event. APSE has also shortlisted the Council for an award in relation to its Health and Wellbeing initiatives as did Inspire Wellbeing earlier this year.

The employee Health & Wellbeing Action Plan 2019/20 is enclosed for information (Appendix 2).

Forty-two percent of all sickness absence is accounted for by stress. This amounts to 699 days. A significant proportion, 421 days or 60% of this stress is connected to grievance and disciplinary cases and a standard process has been developed for managing these cases in particular to ensure the earliest possible return to work. If these sickness days were removed from the figures overall absence would be an average of 2.76 days per employee against a target of 3.25 day per employee.

It is also planned to nominate Mental Health Champions across the Council's service areas to provide an initial listening ear and to signpost employees suffering from mental health issues to professional services.

RECOMMENDATION: that the report be noted

Prepared by: Joan Cowan, Head of Human Resources

Approved by: Andrea McCooke, Director of Organisation Development

4.5 CCS/GEN/007 INCLUSIVE SUMMER SCHEME 2019 EVALUATION

Members are reminded that this year Inclusive Summer Scheme provision included an inclusive two-day summer scheme at Allen Park. The scheme included sensory play, inclusive wheelchair games, inclusive biking and arts & crafts.

This is the first inclusive scheme to be held in Northern Ireland and was organised in partnership with the charity based organisation Mae Murray Foundation. It provided one to one care for 17 children and catered for the personal care needs of children with complex disability and medical conditions.

An evaluation of the scheme was carried out through a parental survey and the results are **enclosed** at Appendix 1 for Members' information.

RECOMMENDATION: that the report be noted.

Prepared by: Ellen Boyd, Customer Accessibility Officer

Approved by: Andrea McCooke, Director of Organisation Development

4.6 CCS/EDP/7 QUARTERLY EQUALITY & RURAL SCREENING UPDATE

Members are advised that in line with the Council's Equality Scheme it was agreed to provide quarterly updates on the screening of policies under Section 75.

Within the Scheme, the Council gave a commitment to apply screening methodology to all new and revised policies. Where necessary and appropriate, these new policies would be subject to further equality impact assessment.

The policies noted below have been screened between April and June 2019.

POLICY	SCREENING DECISION
Fairy Tale Woodland Trails (Antrim Castle Gardens and Newtownabbey Way)	1
PCSP Strategic Plan 2019-2022 and PCSP Action Plan 2019-2020	1
Elected Members Room Booking Policy	1
Northern Ireland and VE Day 75 2020	1
Theatre at the Mill Sound System	1
Centenary of Northern Ireland	1
Anti-Bribery Policy	1
Anti-Fraud and Corruption Policy	1
Health and Safety Policy	1
Valley Leisure Centre MORE Pitch Refurbishment (Phase Two)	1
Draft Local Development Plan Strategy	1
Antrim Stadium Track Refurbishment	1
Christmas Events	1
(1) Screened with no mitigation (2) Screened with mitigation (3) Screened and EQIA required	

RECOMMENDATION: that the report be noted.

Prepared by: Ellen Boyd, Customer Accessibility Officer

Approved by: Andrea McCooke, Director of Organisational Development

4.7 HR/SG/001 ADULT SAFEGUARDING CHAMPION POSITION REPORT

Context

Adult Safeguarding; Prevention and Protection in Partnership is a policy developed by the Department for Health, Social Services and Public Safety in 2015 which established new roles and responsibilities for implementation of adult safeguarding collaboratively across all sectors.

The regional policy also saw the establishment of an Adult Safeguarding Champion (ASC). The ASC must be accessible to all service areas as a source of advice and guidance and is required if the organisation has staff or volunteers who are subject to any level of vetting under the Safeguarding Vulnerable Groups (Northern Ireland) Order 2007. The Councils Human Resources Manager, Jennifer Close, is the nominated ASC.

The ASC provides strategic and operational leadership and oversight in relation to adult safeguarding for the organisation and is responsible for implementing its adult safeguarding policy statement. In addition, there is also a requirement for the completion of an Adult Safeguarding Champion Position Report to meet the governance requirements set out in the Regional Policy.

The purpose of this report is to provide an update on safeguarding matters for the period 1 April 2015 to 31 March 2019. Further updates will be provided annually.

Update Report

The Adult Safeguarding Champion Position Report for the period 1 April 2015 to 31 March 2019, is enclosed as Appendix 1 for Members' information and the Reporting Procedure is enclosed at Appendix 1a.

Within the reporting period there has been attendance at Adult Safeguarding Champion Training with Volunteer Now and ARC Northern Ireland.

The Adult Safeguarding Champion attended meetings of the Local Government Safeguarding Network and Adult Safeguarding Training has been delivered at all levels. This included training 17 Designated Safeguarding Officers through Volunteer Now and Trusted Colleagues through ONUS training.

The Council's Environmental Health Department (Health and Wellbeing Team) became a key partner in the Antrim and Newtownabbey Multi Agency Support Hub. This Hub, established in 2017, has representatives from a range of statutory agencies who work collaboratively to address complex needs of vulnerable individuals. The Support Hub has a representative from the Northern Health & Social Care Trust (NHSCT) to deal with Adult Safeguarding issues/referrals. To date there have been 5 referrals directly relating to adult safeguarding concerns. In addition to this, 3 Adult Safeguarding concerns were reported to the Adult Gateway Team.

The Council has been recognised for its ongoing work in preventing harm and protecting adults at risk through the attainment of the Platinum Workplace Charter Award from Onus in relation to Domestic Violence in October 2018. Our Health and Wellbeing Team won Outstanding Environmental Health Team at the

2018 Chartered Institute of Environmental Health Excellence Awards for their success in delivering a significant improvement to health and wellbeing through, e.g. providing home accident prevention safety assessments, making referrals for home heating systems or insulation, offering an oil stamp scheme, linking with Advice NI to obtain food parcels, coordinating links with Advice NI around mortgage arrears, medical appointments etc, and for getting co-production embedded at a strategic level. They are the action lead for the development of an Age Friendly Strategy.

In the year ahead we will continue to implement the Safeguarding Action Plan and work in partnership through the Support Hub and with ONUS to raise awareness and deliver training to Elected Members. A copy of the Safeguarding Action Plan is **enclosed** at Appendix 2.

Safeguarding refresher training was last provided for all employees in 2017 and refresher training will be provided again in March 2020.

RECOMMENDATION: that the Adult Safeguarding Champion Position Report be noted.

Prepared by: Jennifer Close, HR Manager

Approved by: Andrea McCooke, Director of Organisational Development

4.8 CCS/CPRM/5 COMMUNICATIONS AND MARKETING UPDATE

The Communication and Marketing Plan is designed to provide an integrated approach to external communication, including marketing, and to protect and enhance the reputation of the Council.

Important to our progress is the innovative use of technology so that we communicate and engage with residents and customers in a way which meets their needs.

This report summarises the progress made so far and notes some new developments for 2019.

PROGRESS TO DATE

WEBSITE

A new corporate website was launched in January 2019 with new functionality and a more customer orientated approach to the flow of information. Since launching the new website, page views have dramatically increased and we have already exceeded the 1.1 million page views target set for 2019-2020 in Quarter 2.

One of the key features and the most visited sections are the bin checker and leisure pages. As part of our ongoing improvements to the site, we have used a tool called Hotjar to observe user behaviour which, along with the analytics, helps us to improve how our site is used by our customers.

The next website development phase will realise the launch of the Tourism website in September 2019 followed by an improved website design for flagship events and theatres.

SOCIAL MEDIA CHANNELS

Council currently has Facebook, Twitter, Instagram, SnapChat and has recently set up a LinkedIn account.

Facebook continues to be our strongest channel with a steadily growing number of followers currently sitting at over 18,200. Twitter is a different audience and is better for short snappy news pieces and it is gradually growing and on target to reach 9,000 page likes by March 2020.

Instagram is a relatively new channel to Council and has a steadily increasing 1,600 followers and is great for highlighting events and visual sides of our Borough. This channel will strengthen over the next few months with some major events including Halloween and Enchanted Winter Garden. Instagram is complemented by SnapChat which is tourism and event focused providing a postcard style frame around a photo which can then be shared on other channels.

With a focus on developing the economy of our Borough, a LinkedIn presence will support connections to both businesses locally and overseas. This is a priority in the later half of 2019-20.

Social media has supported the Communications section with emergency planning including adverse weather and news updates such as the Steeple House fire.

ONLINE SERVICES

Developments such as the Citizen App and Digital Platform will support residents in accessing Council services 24/7 in a more customer orientated streamlined approach. To help facilitate this, work is currently being carried out on the online user experience (UX).

The Citizen App, Digital Platform and portfolio of websites will integrate and support one another for improved communications and customer engagement.

The Citizen App will go live on the 23rd September, and further planned releases over the next quarter are planned as follows:

Service Area	Functionality
23rd September 2019 Go Live Date	
Councillor Information	<ul style="list-style-type: none"> Councillor images and contact details
Leisure	<ul style="list-style-type: none"> Access for leisure members to book and manage classes Digital Membership card to allow facility access
Bins & Recycling – Information Provision	<ul style="list-style-type: none"> Bin Checker with holiday arrangements Ways to Recycle Recycling Centre – Opening Hours and GPS Direction
What's on	<ul style="list-style-type: none"> Event listing with enhanced filtering options Theatre listing with ticket purchase
News	<ul style="list-style-type: none"> News feed from the website
Local Services	<ul style="list-style-type: none"> GPS functionality to show nearest Council facilities – GPS direction guidance.
October 2019	
Bins & Recycling – Request & Report Transactional Services	<ul style="list-style-type: none"> End to End service requests and reports: Bulky Waste, Buy a Bin, Missed Bin, Bin Repairs, Dog Fouling and Fly Tipping
November 2019	
Dog Licensing	<ul style="list-style-type: none"> Fully Integrated Dog License solution - Purchase, Remind and Renew.
December 2019	
Environmental Services	<ul style="list-style-type: none"> End to End service: Noise Complaints, Food Premise Complaints

A communications plan is being developed to increase awareness of these online services and promote new releases of the Citizen App.

FUTURE DEVELOPMENTS

Future developments include the:

- launch of the new Toursim Website in Qrt 3
- relaunch of event and theatre websites
- integration of the Digital Platform into the Corporate Website
- Additional Functionality to the Citizen's App
- review of the online customer Journey for Leisure
- launch of a corporate LinkedIn page by Qtr 3
- launch of Antrim Castle Gardens Facebook page

- grow our in-house capacity to produce and catalogue photography, video and create engaging content
- development of a digital newsroom
- development of closer working with other key statutory partners and stakeholders to share and direct on line followers to important information/local and regional campaigns/online services.
- promotion of digital campaigns and publications with the aim of further rationalising printed advertisement and publications costs.

All of the above developments will be supported by the appointment of a Digital Analyst, Content Officer and Photography Intern in the next Quarter of 2019-20

Members are reminded that, in recognition of the Council's online and social media strategy, a number of projects have been shortlisted for the following awards:

CIPRide awards (announced October 2109)

- #iRecycleRight – Best use of social media
- #iRecycleRight – Best Use of Content
- #iRecycleRight – Best use of Influencer Relations

NI Social Media Awards (announced September 2019)

- Best Social Media Campaign in Public Sector - #iRecycleRight
- Best Influencer Campaign- #iRecycleRight
- Public Sector In-house Team of the Year

The social media analytics are reviewed regularly and indicate that Antrim and Newtownabbey are consistently in the top three Council's in Northern Ireland for engagement and fan growth (over the last 12 months). With highest reaching posts on all platforms being those of events, personal stories and those which impact on residents directly such as recycling.

RECOMMENDATION: that the report be noted.

Prepared by: Nicola McCullough, Media and Marketing Manager and
Graham Smyth, Head of IT

Approved by: Andrea McCooke, Director of Organisational Development and
Sandra Cole, Director of Finance and Governance

4.9 G/MSMO/069 RESERVES FORCES AND CADETS ASSOCIATION FOR NORTHERN IRELAND

Members are advised that correspondence has been received from the Reserve Forces and Cadets Association for Northern Ireland (RFCA) (**enclosed**). The letter, sent to all Councils, sets out the following:

- the requirement for a Councillor to be appointed to the RFCA;
- MoD support for VE and/or VJ commemorations.

At the June 2019 Annual Meeting, under the d'Hondt system as a Position of Responsibility, Alderman Kinahan was appointed for the full 4 year term as the Veteran's Champion and therefore will also act as the Council's RFCA nominee.

Members will note Colonel Rollins personal comments to the Chief Executive in relation to the positive actions taken by this Council in respect of a number of areas.

RECOMMENDATION: that the report be noted.

Prepared by: Liz Johnston, Head of Governance

Approved by: Sandra Cole, Director of Finance and Governance