

**MINUTES OF A MEETING OF THE MANAGEMENT TEAM
HELD ON 9th JANUARY, 2018**

PRESENT: D. Langton, P. Mousdale, N. Watson, V. Green, D. Walker, J. Whittaker, P. Atkinson and L. Ritchie

ALSO ATTENDING: N. Ranade

ACTION BY

112. MINUTES

The Minutes of the Management Team meeting held on 5th December, 2017 were submitted.

AGREED

That the Minutes be approved.

113. TIMETABLE FOR FUTURE MEETINGS AND FORWARD PLAN

The timetable for future meetings was submitted for consideration in conjunction with the Forward Plan and amended.

AGREED

That items for all future meetings be forwarded to Jane Watson

All Service Managers

114. MOSAIC PROFILING

Neil Ranade from Liberata gave a presentation on Mosaic Profiling. He explained this was an Experian system which provided details on the demographics of an area from data collected from a number of government and commercial sources. The data was classified into 11 main groups and 61 distinct types and could be used to target areas for a particular campaign.

An example of the top 6 profiles for Pendle was presented to Management Team. From this information the preferred forms of communication for the different profiles were identified such as the use of email; face-to-face; text message; phone or letter. It was apparent that no particular profile communicated digitally to any great degree.

Management Team discussed the need to encourage the public to use the Council's website to access services and make payments. It was acknowledged that this was

about educating people and changing behaviours.

115. DIGITAL STRATEGY

Management Team were presented with the Digital Strategy which was an ongoing piece of work. It was split into four areas:

- Digital Citizen
- Digital Community
- Digital Business
- Digital Workforce

The aim of the Strategy was to improve citizens experience and to be digitally inclusive by co-ordinating the activities across the Council.

During discussion Management Team made reference to a number of areas which needed to be progressed such as 'self-serve'. Awareness of the Strategy amongst staff was also referred to as was the level of skills within the organisation and whether there was the opportunity to train people to help progress the actions within the Strategy.

AGREED

(1) That the Digital Strategy be agreed.

Neil Ranade

(2) That the Digital Strategy be presented to Extended Management Team and also submitted to the Executive for consideration.

**Dean Langton/
Neil Ranade/
Jane Watson**

116. FEEDBACK ON THE EMERGENCY PLANNING EXERCISE

The Environmental Services Manager presented a report which provided feedback on the Emergency Planning exercise which was held on 4th December, 2018.

Management Team discussed the feedback and in particular the three main findings of the exercise which were to ensure all plans were updated on a regular basis and accessible; welfare of staff was considered, and communication was relayed from an official source.

Management Team felt that additional training for volunteers would be useful and that consideration be given to identifying an alternative "emergency" other than flooding for a future exercise.

AGREED

That the report be endorsed and that an emergency planning exercise be carried out annually.

David Walker

117. CORPORATE EQUALITIES STEERING GROUP

Minutes of a meeting of the above Steering Group held on 6th December, 2017 were submitted for information along with an action plan for 2018.

AGREED

(1) That the Minutes and action plan be noted.

Wayne Forrest

(2) That the Corporate Equalities Steering Group Action Plan be submitted to the next meeting of the Scrutiny Management Team.

**Wayne Forrest/
Lynne Rowland**

118. SCRUTINY MANAGEMENT TEAM

Management Team considered the agenda and reports for the Scrutiny Management Team meeting scheduled for 23rd January, 2018.

AGREED

That, subject to minute 117 above, the Scrutiny Management Team agenda and reports, as submitted, be agreed.

Lynne Rowland