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Access

To: Cabinet Scrutiny Committee

Subject: Digital Kent

Classification: Unrestricted

Summary: The paper is intended to update Members following the Cabinet Scrutiny Committee held on the 9th April with regards to the process of TUPE

Introduction

Following the conclusion of the consultation period with former Kent TV staff, this paper will explain the terms of what was undertaken during this period, why it was done in this way and the cost of the process to date.

1. The transfer of Kent TV staff & TUPE

1.1 Following the decision to not continue with Kent TV, it was decided at the County Council Budget Meeting held on the 18th February that Kent County Council wanted to continue with its commitment to engage with citizens digitally.¹ The principle of digital engagement was supported at Cabinet Scrutiny on the 10th February.

1.2 The particular elements that Members were keen to continue with were the drive to increase democratic engagement, giving opportunities for young people to engage with each other and the Council, How To and What's On. This was discussed at a range of meetings with Members in the year prior to terminating the contract; these meetings examined different approaches to digital engagement and what they would like to see. The Capgemini report also outlined

¹ 'Deduct £0.400m from "Strategic Development Unit" to reflect net savings from the ending of the contract for Kent TV (£0.500m) with £0.100m retained for running a new Kent Digital service on the 'kent.gov.uk' website leaving a total of £350k for the new service.' Minutes from 18th February 2010 County Council Meeting. (Budget)

the context and importance of digital engagement and gave stakeholders an opportunity to say what they thought would be valuable. *Please see a list under "Other Useful Information" for information.*

- 1.3 In addition there have been general communication discussions that included video content but also the use of social media sites such as Facebook and Twitter.
- 1.4 Meetings took place between Legal, Procurement & Personnel to ascertain Kent County Council's legal position with regards to the staff that worked for Ten Alps on the Kent TV project.
- 1.5 Following extensive discussions it was advised that if the Council were to continue with any form of digital engagement in the form of video content, it would be highly likely that there would be a TUPE obligation to the existing members of staff. (Legal advice previously circulated to Cabinet Scrutiny Members).
- 1.6 Following extensive discussions with Abdus Choudbury (legal), Katherine Curl (legal), Amanda Beer (Head of Personnel), Mark Garton (personnel), Tanya Oliver (Director of Strategic Development and Public Access), Peter Gilroy (Chief Executive); it was decided that option 1b was the most balanced in terms of risk and cost effectiveness.
- 1.7 This decision was signed off following professional advice from both Amanda Beer and Geoff Wild by Tanya Oliver as the senior accountable officer and Roger Gough as Cabinet portfolio holder.
- 1.8 Two members of staff handed in their resignations to Ten Alps before the Kent TV contract was terminated and the employment of the remaining eight members of staff were transferred to KCC under the TUPE Regulations.
- 1.9 Due to economic reasons it was necessary to restructure the Digital Kent team immediately. A new structure chart was drawn based on the new service and its future needs. The structure and the relevant job descriptions were shared with the existing staff who were given a 30 day consultation period to express their interest in the 5 identified posts.

1.10 Following the consultation period four members of staff were slotted into suitable roles within the new digital team, another found employment within the Council and three members of staff took voluntary redundancy. It is anticipated the remaining post will be filled with freelancers who will be hired to film when necessary.

2. Costs

2.1 Redundancy costs for 3 members of staff has cost approximately £2958. This will be covered by the existing Digital Kent budget.

Conclusion

Since the launch of the new service in May, the team have been working on creating content for the new Digital Kent and What's On pages now available via Kent.gov. Appendix one gives an overview of the filming that has taken place since the closure of Kent TV and looks at some of the special projects the team have been working on since April.

Other Useful Information:

Legal advice concerning the TUPE of Ten Alps staff (previously circulated)

21st July 2009 – Cabinet Scrutiny – Kent TV extension discussed

13th November 2009 – Corporate Policy Overview Committee – The details of the CapGemini report were discussed which looked into the continuation of the service.

13th November 2009 – Corporate Policy Overview Committee – Budget discussed including the Kent TV budget.

10th February 2010 – Cabinet Scrutiny meeting – Discussion regarding the decision to close Kent TV and the potential future plans.

18th February 2010 – County Council Budget meeting – Decision to allocate budget to the new Digital Kent service to include video function, What's On and webcasting.

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Appendix One

Brief Outline of What Digital Kent has done since May.

- 1) **Filming.**
 - (i) **Core filming.** We do this for free as part of our core service. These films are identified either from the Communications Calendar or by senior officers and politicians. They are not 'news' based or party political but rather reflect with short features some of the highlights of KCC's activities and messages. Some films of this type: Cultural Baton; Kent Games (x3); KEiBAs; Kent County Show.
 - (ii) **Paid for filming.** We have expanded to make films for KCC departments and even the private sector. Films of this type which we are doing or have done are: Emergency Planning; Asylum Kids; Employment.
 - (iii) **Filming to support Projects:** We will be 'seeding' our special projects like MusicClash or Cultural Map (see below) with films made by us.

- 2) **Special Projects ...new ways of engaging with the public and disseminating information.**
 - (i) **Kent YouTube.** Working with EIS (Educational Information Systems), Youth Service and schools, we are building a cutting edge internet channel for secondary school children throughout Kent. It will provide a safe but exciting venue for kids to interact with each other and show their films. (YouTube not being allowed in schools). Schools visited so far: Invicta Girls Grammar School. Holmesdale Technology College, Pent Valley **Planned Visits:** Maidstone Boys Grammar School, Barton Court.
 - (ii) **MusicClash.** An online 'battle of the bands' for 11-19 year olds similar to but wider than SoundClash, taking in classical, folk and jazz as well as rock. Working with Kent Music School, Christ Church University, Rhythmix and Pie Factory (who deal with young offenders and other dispossessed youth).
 - (iii) **Cultural Map.** An interactive Map of Kent that displays with film and picture some of the following cultural arenas: film; art, literature, performance, music. As well as providing a historical snapshot ('this is where Turner painted sunsets...' 'This is where Ian Fleming wrote the intro for MoonRaker...' etc) It will enable people and groups currently working in Kent to publicise their cultural offering. Arts Development Unit prepared to help seek co funding.

- (iv) **ComPod.** Planning construction of '**video** booth' (**Communications Pod**) for councillors and senior members to record their filmic messages to the populace via their own Vlog pages (which we will build).
- (v) **Europe.** Actively seeking Interreg funding to work with French and Belgian partners on a cross channel info portal.
- (vi) **New Media development.** Produced Content Management Systems, Online encoding. Managing CISCO Gateway Content. Automating social networks.
- (vii) **Written paper** on behalf of Sport, Leisure and Olympics Unit, on a strategy to 'capture' for Kent some of the non accredited journalists visiting UK for 2012 Olympics.

3) Visit Kent Partnership

- (i) In June 2010, Digital Kent and Visit Kent entered into a partnership to deliver video content on Visit Kent initiatives.
- (ii) Amanda Fisher (KCC's What's On Manager) works with Visit Kent 10 days per month to create new content which is displayed on both Visit Kent's website as well as disseminated to other websites of interest. Helping to engage a new audience and inform existing ones.

List of films made so far:

Digital Kent Title	Duration	Made Live
<u>Kent School Games Slideshow</u>	00:01:03	08/07/2010
<u>The Canterbury Tales</u>	00:01:05	20/05/2010
<u>Whitefriars Shopping Experience Canterbury</u>	00:01:12	24/05/2010
<u>Mark John Smith Artist</u>	00:02:40	23/06/2010
<u>Cultural Baton Launch 2010</u>	00:03:37	29/06/2010
<u>Katherine Kerswell Address (plus 10 hard copies made)</u>	00:03:56	01/07/2010
<u>Katherine Kerswell Address (Subtitled)</u>	00:03:58	05/07/2010
<u>NFER Young People Survey</u>	00:03:59	12/07/2010
<u>KEIBA 2010 AWARDS</u>	00:04:25	06/07/2010
<u>Making the French Connection</u>	00:06:01	21/05/2010
<u>Visit Kent's Summer Garden Party 2010</u>	00:09:38	09/07/2010

<u>Kent School Games Final</u>	00:01:49	08/07/2010
<u>Apprenticeships: Mechanic</u>	00:01:18	18/05/2010
<u>Apprenticeships: Farrier</u>	00:01:34	18/05/2010
<u>Apprenticeships: Plasterer</u>	00:01:58	18/05/2010
<u>Apprenticeships: Body Modificator</u>	00:02:05	18/05/2010
<u>Apprenticeships: Carpentry</u>	00:02:07	18/05/2010
<u>Apprenticeships: Farming</u>	00:02:13	18/05/2010
<u>Apprenticeships: Military Engineer 1</u>	00:02:15	18/05/2010
<u>Apprenticeships: Plumber</u>	00:02:15	18/05/2010
<u>Apprenticeships: Military Engineer 2</u>	00:02:25	18/05/2010
<u>Apprenticeships: Gardener</u>	00:02:34	18/05/2010
<u>Future Jobs Fund</u>	00:04:56	19/05/2010
<u>Kent School Disability Games</u>		
<u>Kent School Games Kelly Holmes</u>		

Films shot but not put up:

Leeds Castle Jousting
 Faversham
 Admiral Ramsay Memorial Dover

Emergency Planning

Acquired KCC

Title	Duration	Made Live
<u>Jaz - Advert</u>	00:00:19	08/06/2010
<u>Helen - Advert</u>	00:00:19	08/06/2010
<u>Chloe - Advert</u>	00:00:20	08/06/2010
<u>Lea-ann - Advert</u>	00:00:21	08/06/2010
<u>Lea-ann - Do I look like I care?</u>	00:00:53	08/06/2010
<u>Royal Society Show</u>	00:00:54	24/06/2010
<u>Chloe - Do I look like I care?</u>	00:00:55	08/06/2010
<u>Jaz - Do I look like I care?</u>	00:01:00	08/06/2010
<u>Helen - Do I look like I care?</u>	00:01:01	08/06/2010
<u>Dignity In Care Day</u>	00:01:03	10/05/2010
<u>Four Square Ace</u>	00:01:07	24/06/2010
<u>Do I look like I care? Adverts (subtitled)</u>	00:01:22	08/06/2010
<u>Big Dig Open Day</u>	00:01:31	02/06/2010
<u>Fostering Awards</u>	00:01:45	10/05/2010
<u>Cycle Kent 2010</u>	00:01:45	22/06/2010
<u>Swalecliffe Children's Centre</u>	00:01:58	22/06/2010
<u>Ashford Gateway Plus</u>	00:02:01	18/05/2010
<u>Mabel and Sue's Story</u>	00:02:27	07/04/2010
<u>Prepare to win: Cycling</u>	00:02:27	21/05/2010
<u>St George C of E Makeover</u>	00:02:29	27/04/2010
<u>Prepare to win: Archery</u>	00:02:37	21/05/2010

<u>US Social Workers</u>	00:02:40	17/06/2010
<u>Prepare to win: Volleyball</u>	00:02:41	21/05/2010
<u>Foster Care Fortnight Launch</u>	00:02:53	19/05/2010
<u>Prepare to win: Athletics</u>	00:02:54	24/05/2010
<u>Harold's Story</u>	00:03:07	07/04/2010
<u>Future Jobs Fund Conference</u>	00:03:14	24/05/2010
<u>Voluntary Sector Conference</u>	00:03:21	01/06/2010
<u>Kent 2012 Inspire</u>	00:03:21	04/06/2010
<u>Kent 2012 Legacy</u>	00:03:33	04/06/2010
<u>Small Steps, Big Changes: Cooking, Meryl</u>	00:03:38	17/05/2010
<u>Interpreting Service Launch</u>	00:03:44	13/05/2010
<u>Do I look like I care? Interviews (subtitled)</u>	00:03:51	08/06/2010
<u>Julia's Story</u>	00:03:54	07/04/2010
<u>Joyce's Story</u>	00:03:58	07/04/2010
<u>Walking Festival 2010</u>	00:04:02	10/05/2010
<u>Thanet's Big Dig</u>	00:04:03	24/05/2010
<u>Foster Carer Interview: Denise Ilot</u>	00:04:10	19/05/2010
<u>Ifield Teaching Awards</u>	00:04:10	16/06/2010
<u>Meet The Foster Carers</u>	00:04:11	20/05/2010
<u>Kent Health Watch Tour</u>	00:04:40	10/05/2010
<u>Martyn's Story</u>	00:04:53	07/04/2010
<u>Housing Plus - Public</u>	00:05:12	24/05/2010
<u>Small Steps, Big Changes: Access</u>	00:05:15	11/05/2010
<u>Small Steps, Big Changes: Cooking Competition</u>	00:05:21	17/05/2010
<u>Donna's story</u>	00:05:44	21/05/2010
<u>Foster Carer Interview: Justin Dummigan</u>	00:05:49	19/05/2010
<u>Dementia Helpline Launch</u>	00:06:17	02/06/2010
<u>Alex King Speech</u>	00:06:23	18/06/2010
<u>Small Steps, Big Changes: Cooking, Mike</u>	00:06:31	17/05/2010
<u>The Kent Graduate Programme</u>	00:07:27	12/04/2010
<u>Kent: Prepare to Win</u>	00:08:04	07/06/2010
<u>Housing Plus - Strategic</u>	00:08:23	24/05/2010
<u>Small Steps, Big Changes: Knowledge</u>	00:09:30	17/05/2010
<u>Safeguarding adults</u>	00:09:58	28/04/2010
<u>Small Steps, Big Changes: School Meals</u>	00:11:11	17/05/2010
<u>Strawberry Wood culvert restoration</u>	00:13:18	20/05/2010
<u>Kent Cultural Baton 2009</u>	00:17:20	13/05/2010
<u>Small Steps, Big Changes</u>	00:21:03	26/04/2010

Acquired Other

Title	Duration	Made Live
<u>Making of Kent Contemporary</u>	00:02:53	02/06/2010
<u>A Brush with Britain: Margate I</u>	00:08:32	19/04/2010
<u>A Brush with Britain: Faversham I</u>	00:10:10	09/04/2010

<u>A Brush with Britain: Faversham II</u>	00:12:31	09/04/2010
<u>A Brush with Britain: Margate II</u>	00:14:06	19/04/2010

Total no of films made live April - 13 July **87**

Total no of films including pending **93**