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To: Corporate Policy Overview Committee

Subject: The review of Kent TV

Classification: Unrestricted

Summary: The paper is intended to inform members of the Corporate Policy Overview Committee of the results of the Kent TV review as conducted by CapGemini.

Introduction

Kent TV was launched in September 2007 and was designed to be a community broadband channel. The channel was intended to be a platform for local authorities and businesses to place information on and a place where the community could showcase their own views and talents. Since its launch Kent TV has received over 2.3 million visits and to date there are over 2000 videos with a wide range of topics all from a Kent perspective. In the past year the service has seen an increase in engagement from the public with over 360 videos being submitted from outside organisations and members of the public.

1. The Review

- 1.1 In the summer the decision was made to extend the contract to March 2010; in order to conduct a review into the service. The review was conducted to determine Kent TV's successes and identify areas for development against the original cabinet paper written in April 2007.
- 1.2 The decision to continue Kent TV beyond March 2010 has not yet been taken.
- 1.3 The review was used to inform the tender specifications of Kent TV.
- 1.4 During July and August, CapGemini spoke to key stakeholders including Members and representatives from the Board of Governors, as well as businesses, charities, chambers of commerce and individuals who had used the service.
- 1.5 Participants were asked their views on the service and what they felt Kent TV could do better on; they were also asked what they would like to see from Kent TV in the future.
- 1.6 36 people took part in the questionnaire.
- 1.7 CapGemini also looked into the wider context of the digital world and looked at what we could be doing to improve the current service.

1.8 Following the review, various suggestions such as hosting webinars/debates, engaging with schools and young people through their own channel and working with international partners have been included in the specifications sent out to prospective tenderers.

2. Conclusion

The committee are asked to note, review and offer comments.

Other Useful Information:

Review of Kent TV as conducted by CapGemini

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