

COUNTY COUNCIL MEETING

15 October 2009

Question by Mrs T Dean to the
Leader of the Council

Will the Leader please set out the process of the review of Kent TV conducted by external consultants, including who is being invited to give their views, and will he say when the review will be available to all Members.

Answer

The Terms of Reference for the review and the list of those interviewed have already been supplied to your office but I am happy to answer the question here. For your information, I have attached the Terms of Reference and interviewee list to this answer.

The purpose of the review was to ascertain whether Kent TV has delivered against the objectives outlined in the original Cabinet paper from April 2007 and to look at the wider digital world in order to inform the decision on whether to continue with Kent TV.

CapGemini conducted the review on behalf of KCC and interviewed a range of participants including various chambers of commerce (such as Invicta and Thames Gateway Chambers), local charities (such as Porchlight and Heart of Kent Hospice), businesses (such as tourist attractions), members of the Board of Governors (including Maidstone Studios and Martin Jackson, a freelance journalist). They also interviewed other parts of the public sector (Kent Police, District Councils, KCC representatives) and representatives from each political party within KCC including yourself.

The review is being presented to Corporate Policy Overview Committee on 13th November when it will be available to all Members. Whilst there are recommendations for what can be improved, the overall report is highly positive about Kent TV achievements and its potential for the future.

Kent TV Review – Terms of Reference

Background: Kent TV launched in September 2007 and was designed to be a community broadband channel covering a range of topics and issues relevant to Kent. The original project was tendered as a two year pilot and the contract to run Kent TV was awarded to Ten Alps PLC. This has since been extended to March 2010. As we approach the point where a decision will need to be taken on the long term future of Kent TV it is necessary to conduct a review to decide whether the service will continue beyond its pilot.

Purpose of the review: To ascertain whether Kent TV has delivered the proposed achievements as outlined in the original Cabinet paper from April 2007 (attached).

What the report should cover:

- The achievements of Kent TV against the ambitions in the Cabinet paper.
- Whether there are elements that have not been achieved and if so, why?
- What Kent TV has achieved beyond the original aspirations in the Cabinet paper
- Is there anything else Kent TV should or could be doing?
- Analysis of the viewing figures
- How the Board of Governors currently works and any recommendations for the future
- A snapshot of the wider digital world, including other broadband channels (with particular emphasis on public sector channels or content), and any other contextual information that is relevant
- Marketing effectiveness and recommendations for the future

Important actions to undertake:

- Contacting the members of the Board to ascertain the effectiveness of the board and whether this would/could be done differently in the future.
- Review the minutes of the board.
- Interview a wide range of individuals from within and outside Kent, including businesses and voluntary sector organisations and elected Members
- Liaise with current Kent TV staff and Kent TV project officer to gain overview of Kent TV's achievements since its launch.
- Use existing statistics and feedback to inform the Review

Timescales: Review of Kent TV to be delivered by **10th August 2009**

Board Members

Charlie Hendry	Kent Fire and Rescue
Cheryl Ameritage	Consultant
Geoff Miles	Maidstone Studios
Martin Jackson	Freelance Journalist
Paul Wookey	CEO Locate in Kent

Members

Roger Gough	Cabinet Member – Portfolio holder for Kent TV
Paul Carter	Leader of the Council & Conservative party
Alex King	Previous portfolio holder
Trudy Dean	Leader of the Liberal Democrats
Les Christie	Representative of the Labour party

Kent TV Contacts

Nigel Dacre	Ten Alps Consultant
John McGhie	Editor of Kent TV
Alex Connock	CEO Ten Alps Plc

External

Miranda	Pillory Barn – Public Relations Company
Andrew Bethell	Teachers TV
Chief Superintendent Matthew Nicks	Kent Police – Neighbourhood Policing
Krystyna Matyjaszkiewicz (pronounced Christina)	Canterbury Roman Museum
Adrian Oliver	Cycle Age
Denise Garrett	English Heritage SE
Simon Davies	Sevenoaks District Council – Walk Leader
Colin Hill	Lupofresh Ltd.
Simon Reed	Campaign for Real Ale (CAMRA)
Mark Parry	Porchlight
Michelle Mouarak	Canterbury City Council
Tony Buddin	Business Link
Peter Hobbs	Channel Chamber
Dr Bruce Pollington	Heart of Kent Hospice
Jo James	Invicta Chamber of Commerce
Tracey Manley	Thames Gateway Chamber
Duncan	Hever Castle
Neil Webster	Heart FM – Kent
Sandra Matthews – Marsh	CEO Visit Kent
Luke Griffiths	Kent Youth County Councillor