STRONGER COMMUNITIES COMMITTEE

Date: Monday 21st September 2020

Title: Communications

Contact Officer: Communications and Events Officer - Polly Inness

Background

The purpose of this report is to update Councillors on communication matters.

Apple Registration

This is now complete and should be able to post app updates in the Apple Store – for the Witney Town Council APP.

Web Accessibility Compliance

The work is set to be completed on schedule by 22nd September to meet the expectations of the Public Sector Bodies (Websites and Mobile Applications) (No.2) Accessibility Regulations 2018. Most of the pressing requirements have been met and have updated the accessibility statement on the website to explain what has been done and what may still remain. It will explain that some of the older pdf files may not be accessible and how to obtain a copy in a readable format if required. The position is now, changes that are requested, can be made if they are not a disproportionate burden in terms of work required for number of users likely to need it.

The location of the sidebar menus has also moved to the top of the website in order to accommodate an accessibility button. Most people who require accessibility tools will have their own toolbar set up, but this ensures that most of the web content can be accessed if they are browsing on a public computer or different device.   It allows them to alter text size and contracts on any device.

Website security

The Government Digital Service (GDS) is responsible for issuing .gov.uk domain names. They are working with the Cabinet Office Government Security Group (GSG), the National Cyber Security Centre (NCSC) and the Digital Office Scotland to help public sector organisations improve domain names security.

Poor domain security can lead to domain hijacking, where someone else takes control of a domain, all the services that use that domain and can cause significant operational or reputational impact to an organisation**.** As a result, the Communications & Events Officer has

attended a webinar hosted by the GDS. The security of all .gov.uk websites is obviously important. In the case of the Council, because no data is processed or payments for things like fines, licences or council tax/rent are made it is not responsible for the sort of data that could be misappropriated by criminals, but nonetheless the same guidance and precautions need to be followed.

Fields in Trust

The Communications & Events officer has submitted Hi res images for the Council's three Fields in Trust to ensure that they are all displayed correctly on the FIT website. It might be a good time to issue a small SM post that reminds everyone that we have 3 protected fields and which ones they are.

The Mayor's Christmas Card

This competition has been launched on Social Media as agreed at the last meeting of this Committee.

Facebook

A short while ago Facebook forced a page upgrade on the Town Council page and there is a fault in loading the page caused by multiple redirects. The Communications & Events officer can still post to the page but this needs to be loaded via a fault page link. She has tried all ways to fix the problem but to no avail. Once she has some free time she will make one further attempt and if that fails a new page may need to be built which would mean the loss of the history and all followers. Obviously, this is not ideal and this action won't be taken unless absolutely a last resort. Once fixed an Instagram account and a Mail chimp newsletter sign up form will be integrated.

Residents Satisfaction Survey 2020

Detailed analysis of the feedback will be circulated under separate cover.   Members should consider how they wish to use or publish this data.

Press Release -Equality, Inclusivity and Diversity panel.

A draft copy for sign -off is attached to this report.

Environmental impact

Having declared a Climate Change Emergency at its Council meeting on 26 June 2019 – with this in mind Councillors should have due regard to the environmental impact of any decisions they make with regard to its facilities and services it operates.

Risk

In decision making Councillors should give consideration to any risks to the Council and any action it can take to limit or negate its liability.

As mentioned above, the website needs to comply with the Accessibility Regulations, and the Communications & Events Officer is satisfied that the issues identified that need to be addressed have been.

Financial implications

There are no financial implications arising directly from this report, not covered within existing budgets.

Recommendations

Members are invited to note the report and consider

1. which icon is preferred for the accessibility menu;
2. how the data from the Residents Satisfaction Survey is used/published;
3. the draft press release on the Equality, Inclusivity and Diversity panel.