

STRONGER COMMUNITIES COMMITTEE

Date: 16th November 2020
Title: Communications Report
Contact Officer: Communications & Events officer – Polly Inness

Background

An update on recent communications matters

Current Situation

It has been a busy couple of months with regard communications and much of this is ongoing.

Website

There are still some minor elements on the website that are not fully compliant and these are being addressed during quieter times. The website is also being trimmed down with obsolete news items either archived or removed completely along with any accompanying images or documents. This may occasionally throw up a broken link as a result but these are highlighted once a week in the dashboard so that they can be removed accordingly.

We are implementing or have already done, the additional security measures required of us by HM gov as owners of a .gov.uk website.

A full security audit was carried out recently in order to safely accommodate a web form. Advice was sought from our IT Support company.

Press Releases

We have released a number of press releases and have also been very busy with social media posts lately.

At a staff meeting one of the Officers suggested that while the noticeboards are not in use for events posters it might be a good place to display press releases so that is now happening.

Several new PRs are planned with some completed but awaiting a suitable release date – e.g (Covid-19 Heroes).

Newsletter

The e format of the Autumn Winter newsletter is now in production.

YouTube

Witney Town Council now has a You Tube channel set up to host our Remembrance Video, this will prove useful as another media platform for us.

Facebook

We have managed to reinstate the old email account that was used to set up Facebook. The issues on there are ongoing but have all been reported to the FB helpdesk and we are awaiting a reply to these, in the hope that these can be resolved without having to lose our existing page and start over again.

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.

Financial implications

None .

Recommendations

Member are invited to note the report