

STRONGER COMMUNITIES COMMITTEE

Date: 25th January 2021
Title: Communications Report
Contact Officer: Communications and Events Officer – Polly Inness

Background

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

Current Situation

Work continues on the website and it is time to consider newsletter content and distribution.

SPRING NEWSLETTER 7-10 March/April

The Council's spring newsletter contains information about its precept charge and a breakdown of how that is spent. This information was previously issued by WODC along with the Council Tax bills. At this time the annual satisfaction survey is also issued with a Freepost return option. This has been printed and distributed by a local company and is delivered to every household in the OX28 and OX29 postcode area, within the Witney Town boundary. Councillors are asked to consider if they wish to repeat this again this year and if so, consider if there is a special focus required. Previously the focus has been on Street furniture, Christmas Lights, Communication, The Corn Exchange, The Lake and Country Park and Sporting facilities. Last year the focus was on Youth Services.

Push Start Marketing who have printed and distributed the newsletter for the Council is able to assist this year and a quote is being sought.

WEBSITE

New pages will be appearing shortly for Youth Services and The Tiny Forest, the latter could be a standalone page or be a subpage about Council Projects or venues. Thought is being given to an Emergency Contacts or Community Resilience type page and what information that needs to contain. The Communications Officer will be looking at new ways of signposting some of the information and documents stored in the Mod Gov module as it has been noted that this is less intuitive than it has been previously and not immediately obvious where things like minutes and statutory documents can be found.

SOCIAL MEDIA

There has been no response from the Facebook Helpdesk with regard to ongoing problems with the Witney Town Council Facebook Page. Despite looking for help on other forums there does not appear to be an alternative to continuing to use a slightly awkward access to the Council's Facebook or deleting the account and setting up a new one which would obviously remove all the history and followers currently stored.

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

There are no direct financial implications arising from this report which are not covered from existing budgets.

Recommendations

Members are invited to note the report and consider whether the newsletter is to be distributed to all residences as in previous years, and what focus the annual resident's satisfaction survey should have, if any.