

STRONGER COMMUNITIES COMMITTEE

Date: Monday, 21 March 2022

Title: Communications & Community Engagement Report

Contact Officer: Communications & Community Engagement Officer - Polly Inness

Background

This report focuses on communication matters.

Current Situation

Officers have been exploring effective ways to improve communicate both internally and externally and have begun to implement actions from the Communications Strategy.

Tik Tok

Council might like to consider having a town council Tik Tok account. Lots of councils have signed up for these but very few use them. They are a great platform for engaging with younger people and because they are video based they tend to be very accessible. It would be a perfect platform for things such as the annual #ourday, which gives social media insights into the work and services that councils undertake.

The Town Council App

Many of the features on the app are less relevant than they were at the time of the design and the appeal is limited. Councillors are asked to consider what might be useful for Witney residents that can be easily implemented and is manageable. The District Council has the Loyal Free App, so the business community is being served. Town Council events appear on the Corn Exchange website and social media as normal. The links to the Council website can be retained for ease, although it is mobile friendly so very easily accessed on mobile devices, without needing the App as an interface. Perhaps some guides to the Council's green spaces could be useful? Parks, and cemeteries? Sports facilities? Local walks? Active travel advice and links to signpost Youth services?

National Thank You Day

On 5 June 2022, the Together Coalition is building a National Thank You Day to celebrate all that has got us through the last year and get together to say Thank You to everyone in our community, from volunteers and donors to friends, families, and next-door neighbours. It is on the same day as the Queen's Jubilee celebrations. The Town Council could run some social media posts or light up the Corn Exchange in the evening. There is no flag or associated colour attached to the Day.

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 currently no anticipated costs relating to items in this report

Recommendations

Members are invited to note the report and consider the following:

1. Whether the Council should create a Tik Tok account,
2. How the committee foresees the future use of the Town Council app,
3. How the committee would like to mark National Thank You Day on 5th June 2022.