

STRONGER COMMUNITIES COMMITTEE

Date: Monday, 11 July 2022

Title: Communications Report & Communications Strategy Review

Contact Officer: Communications and Community Engagement Officer - Polly Inness

Background

A brief update on Communication and review of the Communications Strategy.

Current Situation

The Communications Strategy is now due for its annual view and there is an update and information on remaining events for 2022.

Communications Strategy

An annotated copy is attached. Updates on progress made are given in the notes on the copy of the Strategy attached and the Action Plan has been colour coded to show work that has been completed, and that which is underway or a continuous item.

Website

The Town Council website is under review. Plans to change this and migrate the site to the .gov.uk template format have been proposed and the Communications Officer is researching compatibility, a timeframe for the changes and what resource this will involve. The proposed new site will have less of a local community feel and will more closely resemble the recognised standard government format.

In the meantime, the Communications officer is continuing to streamline the site removing unused pages, posts, and images. There are pages that are rarely being used or accessed such as the Inclusivity and Diversity, Climate Emergency and Witney Twinning Association pages. It might be possible to create these as posts and remove the pages entirely or create a separate 'Partners' page such as the one used by Chesham Town Council <https://www.chesham.gov.uk/Partners.aspx>

The Communications Officer has also explored new widgets to allow Facebook and Twitter Feeds, but has not so far, discovered one that does not use most of the whole page. The search for a suitable feed continues.

There may be benefit in outsourcing the Website to an external hosting provider, while retaining some amount of control over the pages and posts. There is no current budget for this outlay, but members may like officers to explore this as a potential project.

Press and Media Coverage

Spreadsheet, prepared by the Administrative Support Officer – Stronger Communities & Planning is attached.

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

Described here or as stated in the report above.

Recommendations

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

- Whether the Council wishes to update the Communications Strategy as per the attached notes.
- Whether the Council has a timeline in mind for the migration of the website or whether it would like to explore the possibility of outsourcing to an external provider.