



Radyr & Morganstown Community Council

Cyngor Cymuned Radur a Threforgan

Agenda Item 14

Meeting: Council
Date: 16 February 2023
Report Author: Clerk to the Council

Publicity & Communications Update

Introduction

1. This report updates Members on progress of various current initiatives.
2. The report follows a meeting of the Publicity Group held on 10 January 2023. The meeting was attended by Councillors J Charles, A Cook, T Davies, V Patel and D Silver. The Clerk also attended.

Key Issues/Notes of Meeting

3. Progress on issues discussed is set out below:

- **Website**

The Council has approved a quotation to create a new website. A deposit has been paid from Earmarked Reserves (2022/23.) The remaining sum is due in 2023/24.

Ongoing maintenance costs will be paid in 2023/24 from approved budgets (L1). This is a minor change to the arrangements approved by the Council and requires Council confirmation. The change will assist with budgeting and cashflow.

- **Mobile Phone**

Following and appraisal of costs and options, a simple mobile phone has been obtained for use by staff. Primarily the phone will be used by the Clerk, thus avoiding the use of personal devices. Initial usage will be met by way of a simple payment plan for unlimited calls and texts via the '3' network. Usage will be monitored to ensure that the arrangement suits business needs. (Code L3)

The new number is 074632838534. Details have been published on the Council's website and social media. Potentially this number could also be used to assist with emergency contact arrangements.

- **Camera for hybrid meeting. New laptops for clerks**

A suitable piece of hardware can be purchased.

New laptops for each Clerk can be purchased .

Prices are reported at agenda item 22, including installation and configuration..

If Members wish to proceed it is recommended that costs are met from Earmarked Reserves. (IT)

- **New email address for the Clerks**

Prices are reported at agenda item 22.

- **Other IT issues**

The provision of email addresses for Members and Members IT equipment are all currently being examined.

- **Social Media and other communication opportunities.**

The Council continues to use Social Media to deliver key messages and share information produced by community partners. The number of Twitter followers has increased from 273 in August 2022 to 294 in February 2023.

The Chairman has also produced regular reports for the Radyr Chain magazine, which is delivered free to every home in Radyr and Morganstown.

- Other issues to be taken forward include the review of the Council's Complaints Procedure and Welsh Language Scheme.

Financial Implications

4. The Council has set aside £20,000 within Earmarked Reserves to help meet new IT challenges and pressures.

Links to Corporate Objectives

5. The Council's Annual Report confirms that the Council's objectives include delivering:
A Prosperous Community. A Resilient Community. A Healthier Community.
A More Equal Community. A Cohesive Community. A Community of Vibrant Culture & Thriving Welsh Language. A Globally Responsive Community.
6. The issues described in this report will help the Council deliver these Wales-wide sustainability goals.

Staffing Implications

7. There are no direct staffing implications though some of the measures described above will improve the service which staff are able to provide to the Council and community as a whole.
8. The Council's limited staff resources may bring the need to work in partnership with other bodies to deliver these objectives.

Risk Management Implications

9. The Council's Risk Register includes measures to manage information, improve communication and review arrangements for meetings.

Legal Implications

10. The Local Government and Elections (Wales) Act 2021 includes provision for improved digital communications and arrangements relating to holding meetings.

Recommendation

11. It is **recommended** that the actions and proposals described above are confirmed.

Publicity and Communications Group: Terms of Reference

1. To ensure that the community served by Radyr and Morganstown Community Council is kept informed about the Council's work - and other issues that may affect the community.
2. To maintain editorial control over the Council's website's content and structure. To maintain editorial control of the Council's Twitter feed and any other social media outlets used by the Council (such as Facebook and Instagram).
3. To draft news stories, reports, feature articles and similar material drawing attention to the Council's work - and other issues that may affect the community.
4. To commission and edit, as necessary, publicity material from other Council Members (which can include news stories, reports, feature articles and similar material).
5. Apart from items which simply inform the public about things that are happening in Radyr and Morganstown (such as roadworks, festivals, AM or MP surgeries, or opening and closing of businesses) - the Group must ensure that items which can normally be considered to represent the Council's views about specific issues (such as planning applications or road safety) represent those views accurately.
6. To ensure that the Council is able to respond quickly and appropriately to developing stories or issues, if need be. To do so in liaison with other Council members and/or the Council's Clerk as appropriate.
7. To use our website and social media outlets - along with other outlets (such as the Radyr Chain and other websites) to facilitate the Council's communication with the public.
8. To keep the Council's website and social media outlets fresh, with new stories published as often as possible to generate and maintain interest and understanding of the Council's work.
9. Group members may publish news items directly to the Council's website and social media outlets but should consult the other Members of the Group (48 hours' notice) before publishing any significant items which contain opinions or policy implications to seek their views with regard to style, accuracy, and content.
10. The Group will seek to ensure that material published by the Council is clear, concise, accurate, interesting, and professionally written.
11. Any material published by a Group member can be edited or removed, if the other members of the Group agree that it should be (whether or not that decision is prompted by other Councillors).
12. The Publicity Group will consist of those Members appointed at Annual Council, currently:

Councillor T Davies (Chairman of the Council),
Councillor V Patel (Vice Chair of the Council),
Councillor J Charles (Chair, Finance Committee),
Councillor A Cook (Chairman Environment Committee),
Councillor D Silver.

The Clerk will also attend meetings of the Group.

Appendix: Welsh Language Scheme

The Welsh Language Act 1993 places a duty on the public sector to treat both languages equally when providing services to the public. Since the 1993 Act, the Welsh Language (Wales) Measure 2011 has been published.

The Measure also names, within Schedules, the organisations, or the types of organizations on which the Commissioner may set standards in relation to the Welsh language including community and town councils. The Commissioner may do anything he thinks appropriate to:

- promote and facilitate the use of the Welsh language
- work towards ensuring that the Welsh language is not treated less favorably than English.

While the Commissioner has given compliance notices to county councils and county borough councils listing the duties they have in relation to the standards of the Welsh language, the Commissioner has decided to continue with the language plan procedure for community and town councils. Welsh language schemes existed before the Welsh language standards and are the result of the Welsh Language Act 1993.

In order to facilitate the formation of a plan, the Welsh Language Commissioner has created guidelines and a Word template for community and town councils. Copies are available from the Clerk.