



## **Radyr & Morganstown Community Council Cyngor Cymuned Radur a Threforgan**

### **Agenda Item 8**

**Meeting:** **Publicity & Communications Committee  
4 January 2024**

**Report Author:** **Clerk to the Council**

#### **Work Programme**

#### **Introduction**

1. Members are asked to consider progress in relation to a forward work programme to help set the direction of travel for the work of the Committee.
2. The programme will be kept under review and reported to future meetings to ensure that progress is maintained.

#### **Key Issues**

3. Progress in relation to each issue is indicated on the attached appendix.

#### **Financial Implications**

4. None at this stage. Any expenditure would come from approved resources.
5. The budget for the current year includes £3,000 provision for IT, phone, and Broadband. (L3)
6. A sum of £3,000 is included for the website in 2023/24. (L10)
7. £20,000 is available within Earmarked Reserves for IT.
8. Other potential costs are shown below.
9. The complete Council budget for the current year can be seen [here](#).

#### **Links to Corporate Objectives**

10. 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.

11. The issues described in this report will help the Council deliver these Wales-wide sustainability goals.

### **Staffing Implications**

12. N/A at this stage.
13. The Council's limited staff resources may bring the need to work in partnership with other bodies to deliver these objectives.

### **Risk Management Implications**

14. Key risks relating to Council services etc. are addressed in the Risk Register.

### **Legal Implications**

15. The Council will need to be satisfied that has the legal powers to deliver the objectives described.

### **Recommendation**

16. It is **recommended** that:
  - (1) the progress in delivering the work programme is noted.
  - (2) Members identify any potential new priorities.

<b>Publicity and Communications</b>	
Website	<p>The website can be viewed <a href="#">here</a>.</p> <p>Analytics relating to usage of the site will be made available on a regular basis.</p>
IT Training	Training is ongoing for Clerks to be able to update the new site.
IT equipment	The requirement to obtain new IT equipment for Members is being kept under review.
Email addresses for Members	The question of dedicated Council email addresses for Members is being kept under review.
Future Publicity Arrangements	<p>A calendar of events has been produced to help raise awareness of Council events.</p> <p>An item is now included on Council agendas to allow Members to identify potential publicity opportunities. Details are shared via social media.</p>
Policies	<p>The Chairman has prepared a draft a safeguarding policy to be introduced in relation to the Council's participation in local events.</p> <p>The Council has agreed that the Welsh Language Scheme is reviewed against the advice circulated by the Commissioner. The existing scheme can be seen <a href="#">here</a>.</p>

Social Media	<p>The Council has approved a <a href="#">Social Media Policy</a> and <a href="#">Communications Strategy</a>.</p> <p>The Council's Twitter (X) page is currently followed by 326 followers, having risen from 281 in October 2022.</p>
Survey Work	<p>To consider any options for future surveys and associated tools. In the past the Council subscribed to Smart Survey. The cost of this would be approx. £35 to subscribe for one month or £25 per month for a full year.</p> <p>The Council's website includes a survey facility.</p>