

Minutes of Web & Media Committee held “remotely”.  
At 6.30p.m on Thursday 10<sup>th</sup> November 2022.

**PRESENT: Councillors: C Evans Chair, G P Bevan, J Slate**

**Prior to dealing with the Agenda items Cllr Charlie Evans was unanimously elected as Chair for the ensuing year (Minute 11/22-W&M)**

**One elector present in addition to Howard Davies Clerk.**

- 1. Apologies: Cllrs A Wadeward & Matthew Williams.**
- 2. Declaration of interest – none**
- 3. The minutes of the meeting held on the 9<sup>th</sup> of March 2021 were confirmed as a true record (Minute 11/22 – W&M-2)**
- 4. Observations on new site.**

All councillors generally thought that the new web page was very user friendly, had the right look about it, and overall projected a professional image, having a balanced bilingual content.

Clerk advised that there was a “Google Analytical App” already set up with the assistance of Vision I C T to help monitor the traffic to our web page and he would share its access details with Cllr Evans.

Cllr Bevan voiced his concerns that some of the old historical content had not been uplifted from the old web page, and Cllr Evans agreed to take the matter up with our hosts- Vision ICT and to report back accordingly.

It was also agreed that more content needed to be fed to our web page on a timely basis, where it is becoming abundantly clear that it is far easier to update our Facebook page with current news and activities, as opposed to the web.

The clerk pointed out that whilst he was able to update the web page with financial information, and to update meeting details etc, he was not able to work the web page any further as it was beyond his capabilities, and as such was seeking help from the Councillors.

He has already spoken with Cllr Wadeward who was willing to help with the updating of Facebook and overseeing social media content.

It was agreed that the Clerk approach Cllr Matthew Williams, to see if he had any relevant experience of updating web pages, and if so, could he help, by providing additional support to our existing web co-ordinators Cllr Evans & Cllr Slate, who are also struggling to find the time to update the web page due to work commitments.

Everyone agreed that this needed to be addressed, as the web page is becoming an increasingly important communication tool and source of information. Essentially it should act as a signpost to other services and needs to be linked to our "Facebook page".

**Action point: Chair and Clerk to report back at our next meeting.**

## **5. Implications of Finance and Health check reviews from a web and media perspective:**

Clerk advised that he had already circulated the full content of the review to all Councillors and that it was a comprehensive document running to 100 pages and encouraged all Councillors to have a read, as it needed a collective effort by all Councillors to complete the work involved.

Cllr Evans agreed to lead on behalf of the committee's response, and to help the clerk complete the relevant parts of the health check on behalf of matters under their scrutiny.

A sensible approach will be adopted, addressing the statutory concerns in the first instance, and then moving on to the advisory categories.

**Action point:** It was agreed that the Chair and Clerk meet informally before the next meeting to drive this forward

## **6. Observations on Facebook.**

All felt that good use was being made of our Facebook page as a communication tool, helping us a Council to quickly engage with our community and had served us well in helping to arrange key events such as the highly successful Jubilee Party, but more could be done.

It was also agreed that we need to link our web and Facebook platforms together.

## **7. Community Newsletter.**

It was widely accepted that the Councils popular twice-yearly Newsletter had been missed by the residents, due to our inability to produce and distribute such due to Covid.

Equally not everyone has a mobile phone or internet connection and therefore it was felt that there was still a place for the newsletter, especially as Covid restrictions had now eased, enabling delivery via the local postmen to be again considered.

In terms of content a bilingual version could be considered, and we could ask Carmarthen Town Council to help with the translation works.

Consideration should also be given to making copies of the Newsletter available for collection from central locations such as Brynmeurig Stores, Babel Chapel, and Llangunnor Church.

All agreed to place as an Agenda item on the agenda for the January meeting of Full Council.

8. There was no other business to discuss.
9. Next **Meeting** – Wednesday 18<sup>th</sup> January 2023.

Meeting closed at 7.40pm.

Signed as a true record

Date