

**Argyll and Bute Council**  
**Comhairle Earra Ghaidheal agus Bhoid**

Customer Services  
Executive Director: Douglas Hendry



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10 December 2012

**NOTICE OF MEETING**

A meeting of the **SHORT LIFE WORKING GROUP - MEDIA PLATFORMS** will be held in the **EXECUTIVE FLOOR MEETING ROOM, KILMORY, LOCHGILPHEAD** on **MONDAY, 17 DECEMBER 2012** at **2:00 PM**, which you are requested to attend.

Douglas Hendry  
Executive Director – Customer Services

**BUSINESS**

- 1. APOLOGIES FOR ABSENCE**
- 2. DECLARATIONS OF INTEREST (IF ANY)**
- 3. MINUTES**  
Short Life Working Group – Media Platforms held on 19 November 2012  
(Pages 1 - 4)
- 4. SCOPE FOR URTV, WEBCASTING AND VIDEO CONFERENCING - OUTCOME OF DISCUSSIONS BETWEEN IT INFRASTRUCTURE MANAGER AND UHI AND INITIAL BUSINESS CASE**  
Report by IT Infrastructure Services Manager (to follow)
- 5. WEBCASTING EXPERIENCES IN OTHER SCOTTISH COUNCILS**  
Report by Customer Management Project Manager (Pages 5 - 8)
- 6. RANGE OF COUNCIL MEETINGS POTENTIALLY SUITABLE FOR VIDEO CONFERENCING**  
Discussion
- 7. USE OF GAELIC ON THE COUNCIL'S WEBSITE AS PART OF THE GAELIC LANGUAGE ACTION PLAN**  
Resume consideration of report by Executive Support Officer in conjunction with the Gaelic Language Action Plan (Pages 9 - 18)

**8. MULTIMEDIA OPPORTUNITIES**

Resume consideration of report by Communications Officer (Pages 19 - 22)

**9. USE OF WEBCASTING - COMMUNITY PLANNING PARTNERS AND OTHER LOCAL AUTHORITIES**

Report by Communications Officer (Pages 23 - 24)

**SHORT LIFE WORKING GROUP**

Councillor Gordon Blair

Councillor Louise Glen-Lee

Councillor Len Scoullar

Councillor Michael Breslin

Councillor Aileen Morton

Councillor John Semple

Contact: Hazel MacInnes Tel: 01546 604269

**MINUTES of MEETING of SHORT LIFE WORKING GROUP - MEDIA PLATFORMS held in the  
COMMITTEE ROOM 1, KILMORY, LOCHGILPHEAD  
on MONDAY, 19 NOVEMBER 2012**

**Present:** Councillor Louise Glen Lee (Chair)

Councillor Michael Breslin  
Councillor Aileen Morton

Councillor Len Scoullar  
Councillor John Semple

**Attending:** Laura Cameron, Directorate Support Officer  
Lorne MacBrayne, Website Manager  
Robert Miller, IOD Project Officer  
Aileen McNicol, Communications Officer

**1. APOLOGIES FOR ABSENCE**

There were no apologies for absence.

**2. DECLARATIONS OF INTEREST**

There were no declarations of interest.

**3. MINUTES**

The Minutes of the meeting of the Short Life Working Group – Media Platforms held on 22 October 2012 were approved as a correct record.

Councillor Scoullar noted that he had not received papers for the meeting held on 22 October 2012 which was the reason that he did not attend or submit his apologies.

**4. SCOPE FOR URTV, WEBCASTING AND VIDEO CONFERENCING**

The Short Life Working Group considered a scoping paper which provided details of the Council's aspirations and requirements in respect of URTV, webcasting and video conferencing that they had requested at their meeting on 22 October 2012.

**Decision**

The Short Life Working Group –

1. Noted the report.
2. Requested that a paper be provided to the next meeting which detailed the outcome of discussions between the IT Infrastructure Services Manager and UHI.
3. Requested that an initial business case be prepared detailing whether UHI can meet the Council's needs and requirements.
4. Requested that the IT Infrastructure Services Manager attend the next meeting of the Short Life Working Group.

5. Requested that a discussion around the range of Council meetings potentially suitable for video conferencing be placed in the agenda for the next meeting.
6. Requested that a paper be provided to the next meeting on the experience of other Councils in the use of webcasting; specifically on how beneficial this approach has been in terms of democracy and efficiencies.

(Ref: Report by Executive Support Officer dated 1 November 2012, submitted)

**5. LOOKING LOCAL SERVICE COVERAGE**

The Short Life Working Group considered a report which provided clarification on access to the Looking Local service for customers and particularly access to the service through TV including cost implications.

**Decision**

The Short Life Working Group –

1. Noted the information contained within the report.
2. Agreed, in regard to the branding and promotional launch, to proceed with the use of the name ABC TV subject to –
  - a. Clarifying the use of the name in terms of copyright issues;
  - b. Clarifying with the Executive Director – Customer Services if there is a requirement to obtain approval from the full Council; and if so, request permission from the Provost to place this on the agenda for consideration at the November Council meeting.

(Ref: Report by Customer Management Project Officer dated October 2012, submitted)

**6. LOOKING LOCAL AND EXISTING WEB PORTALS**

The Short Life Working Group considered a report which explained the synergies between the interactive functionality of the Looking Local digital TV platform and of existing Council Web Portals.

**Decision**

Noted the report.

(Ref: Report by Customer Management Project Manager dated November 2012, submitted)

**7. USE OF GAELIC ON THE COUNCIL WEBSITE**

The Short Life Working Group considered a report which looked at the possibility of increasing the use of Gaelic on the Council's website including any associated financial implications.

**Decision**

The Short Life Working Group –

1. Noted the report.
2. Agreed that the use of Gaelic on the Council's website should be considered in wider context as part of the Gaelic Language Action Plan.
3. Agreed that the existing Gaelic Language Action Plan would be brought to the next meeting and the Short Life Working Group would resume consideration of this item.

(Ref: Report by Executive Support Officer dated 9 November 2012, submitted)

**8. WEBCASTING - A SURVEY OF PUBLIC SECTOR ACTIVITY**

The Short Life Working Group considered a report providing information on how web based broadcasting is used by other Councils with a view to informing the approach for the introduction of such services to the Council.

**Decision**

The Short Life Working Group –

1. Noted the report.
2. Requested that the Communications Team arrange discussions with Communications Teams across the Community Planning Partners to establish if they would be willing to engage with the Council in the use of webcasting in joint ventures and report back to the next meeting.

(Ref: Report by Customer Management Project Manager dated November 2012, submitted)

**9. MULTIMEDIA OPPORTUNITIES**

The Short Life Working Group considered a report providing initial views by the Communications Team on how the Council may use multimedia.

**Decision**

The Short Life Working Group –

1. Noted the report.
2. Requested that consideration of this report be resumed at the next meeting of the Group.
3. Requested that the Communications Team attend the next meeting

with their Manager.

(Ref: Report by Communications Officer dated 8 November 2012,  
submitted)

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## Webcasting Experiences in other Scottish Councils

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### 1. SUMMARY

- 1.1 At the Short Life Working Group (SLWG) meeting of 19<sup>th</sup> November the Group requested a paper exploring the experience of other Scottish Councils in the use of webcasting; specifically on how beneficial this approach has been in terms of democracy and efficiencies.
- 1.2 This paper provides the explanation requested.

### 2. RECOMMENDATIONS

It is recommended that the Short Life Working Group Members:

1. Note the information provided below in response to the action from the meeting of 19<sup>th</sup> November 2012.

### 3. DETAIL.

- 3.1 Three Scottish Councils currently have a regular webcasting service aimed at increasing the transparency of decision making and improving engagement and communication with citizens:

- [Moray Council](#)
- [City of Edinburgh Council](#)
- [Highland Council](#).

Telephone interviews were conducted with the officers in each council responsible for the management of the webcasting service. This obtained information on the implementation, support, technical arrangements and outcomes of their webcasting service. A number of live and historic webcasts were also viewed for each council. A summary of findings is provided for each below.

#### MORAY COUNCIL

- 3.2 Moray was the first council in Scotland to introduce webcasting and has a static webcasting service comprising three cameras in their council chambers. Initially these were controlled from a console by an officer but they are now directed automatically depending on whose microphone is active; with the camera defaulted to the chair when no microphone is active. They provide a simple service with no captions, no linking to agenda documents or presentations, no transcript service or feedback/poll service. This is largely due to cost as these features tend to be add-ons.

- 3.3 Moray broadcasts a range of council and committee meetings that are held in the council chambers, but does not undertake VC in to meetings. Prior to each meeting signs are erected to the doors of the meeting alerting attendees that it is being webcast and that by entering the meeting they are consenting for their presence to be webcast. An announcement is also made from the Chair that the meeting is about to be broadcast live. The facility has also been used for training e.g. their lawyers use it to provide webcast training sessions on new legislation that affects the council.
- 3.4 They have introduced a protocol for when the chair can suspend the meeting and discontinue the webcast e.g. if there was a protester. Members did not receive any media training but have adapted quickly to the technology and now largely forget it is there, so it has had minimal impact on behaviours.
- 3.5 The basic nature of the service means that the impact on council officer support is light. Officers from democratic services have to be in a position to fully test the service and the links to Public-i 45 minutes before a meeting is held and they undertake the work to ensure the archive recording is available to the public after the live webcast is complete. The service is robust with main issues being the web network link to Public-i sometimes being dropped.
- 3.6 Moray believe some unexpected benefits have arisen:
- The quality of minute taking has improved as officers can replay the meeting to clarify any issues. Similarly there are far fewer disputes about who said what.
  - The broadcasts are recorded to DVD and this satisfies the Standards Commissions requirements to keep a record of all decision making meetings for at least two years.
  - Officers required to attend for specific agenda items keep an eye on the live feed and so only attend on a 'just in time' basis. Hence they don't spend long times waiting around for their item to come up and are therefore more productive.

### Highland Council

- 3.7 Highland Council has recently introduced a mobile webcasting service in addition to the dual camera fixed facility in their council chamber. The mobile service is used to webcast Area Committees and has three cameras. It has required broadband to each of the area venues to be upgraded to 8Mb via ADSL lines that are separate from the main council network for security reasons.
- 3.8 The mobile equipment is being leased from Public-i and in addition to the cameras and lighting it requires a laptop console, encoding device and sound amplifier, plus many cables and a van to transport it. The set up has to be done the day before to allow full testing; hence Monday meetings are generally avoided where possible.
- 3.9 Seven council officers have been trained (1 day course), to operate the webcasting service equipment and during live webcasts one officer works the control console and one liaises with Public-i to manage the broadcast. Highland do show presentations at relevant agenda items during live webcasts and so they preload the presentations to Public-i. This is particularly important for planning meetings when maps and visualisations are displayed. In addition officers undertake the captioning, indexing and editing duties.
- 3.10 The meetings in the council chamber have electronic voting and so councillors log in to their combined microphone and voting assembly with a smartcard. The smartcard also contains their caption profile, so that when they activate their microphone the camera focuses on them and their details are shown on screen. It means councillors can sit



where they like in the chamber providing they log in. This is not done for the mobile service where voting is by roll call.

- 3.11 The council only publicises the service on its own website and for the first two mobile broadcasts the service had 19 and 22 live viewers and 151 and 173 archive viewers respectively. The service is felt to be important for ensuring remoter areas are demonstrably included in the business of the council. The feeling is that attendees are now more respectful in manner at meetings and the council has a preset message displayed for those agenda items that are not open to the public.

### **City of Edinburgh Council**

- 3.12 Edinburgh are undertaking a one year trial of webcasting using Public-i and were initially confining this to full council meetings, but have recently decided to extend this to Petition Meetings. They have a static webcasting venue of four cameras in their main council chamber and have established a webcasting project board (Chaired by the head of Communication), to manage the trial.
- 3.13 Pre launch preparations included holding briefing sessions for councillors, and a test broadcast of a council meeting so members could see how the system would look to citizens. A webcasting protocol was agreed and the service was publicised via twitter, prominently on their website and articles in newspapers. They also offer text and email alert reminders as to when the next webcast is occurring.
- 3.14 In addition to the usual webcasting preparations and live meeting monitoring, council officers also manage the real time feedback (poll and freetext), generated by the webcasts and emails from watchers of archive footage. Edinburgh also preloads presentations so that these can be triggered at the relevant point in the meeting to display for webcast watchers. Edinburgh also places signs outside the Chamber to make attendees aware a webcast is in progress and the Provost reminds attendees that they are being webcast. A standard message is shown on screen when a voting division takes place.
- 3.15 The main benefit has been that for the first webcast 623 citizens watched live and over 1,000 caught the archived edition. The main complaint has been the silence that occurs to watchers when no microphone has been played, so Edinburgh are investigating playing some form of ambient noise when nothing is being said. There is also less formality about proceedings now in terms of both dress (many male councillors now forgo wearing ties) and delivery in a conscious effort to break down barriers to inclusion.

## **4. CONCLUSIONS**

- 4.1 All three councils use the Public-i service but with a wide range of technological sophistication. Moray and Highland feel that the gains in democracy and openness justify the investment and Edinburgh are still evaluating their service but have extended the original scope.
- 4.2 There is additional support overhead (increasing with technological sophistication of delivery), but this is offset by having better recorded outcomes, generally more orderly meetings and less time waiting around for attending officers. Further offset benefits can be gained if the service is used for a wider range of activities; such as training. Each council has also provided useful lessons how to implement and run the service should Argyll and Bute Council decide to proceed with the implementation of webcasting.

**5. IMPLICATIONS**

5.1	Policy	The paper informs future decisions on the council's multimedia communication strategy.
5.2	Financial	None.
5.3	Personnel	None.
5.4	Equalities Impact Assessment	None.
<b>5.5</b>	Legal	None.
<b>5.6</b>	Risk	None.
<b>5.7</b>	Customer Service	None.

**Background Documents:**

N/A

For further information contact Bob Miller, ext.4026

Bob Miller  
Customer Management Project Manager  
December 2012

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**ARGYLL & BUTE COUNCIL****Short Life Working Group  
Media Platforms****CUSTOMER SERVICES****19<sup>th</sup> November 2012**

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**Use of Gaelic on Council Website**

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**1.0 SUMMARY**

- 1.1 At the Short Life Working Group (SLWG) meeting held on 22<sup>nd</sup> October 2012 it was agreed that a report be prepared which looks at the possibility of increasing the use of Gaelic on the Councils website, and any associated financial implications.

**2.0 RECOMMENDATIONS**

It is recommended that the SLWG Members:

- 2.1 Note the contents of the report and the options that are available to the Council in terms of increasing the use of Gaelic on the Councils website.

**3.0 DETAIL****3.1 Current Set Up/Website Capabilities**

- 3.1.1 The Website Content Management System, Drupal, has a number of add-on modules that allow multilingual sites to be created. These modules do not offer any automated language translation but rather a simple way for users to switch the language on pages that have been manually translated. All additional modules for Drupal are open source and there is therefore no cost for software. The modules have been successfully tested on a development version of the website.
- 3.1.2 The creation of basic, text based pages on the website (regardless of language) is very simple and can be done by anyone with appropriate permissions. Training would be provided by the Web team. However, the council's Web Team do not speak or write Gaelic and are therefore unable to provide any translation of content or any quality control over content translated by third parties. The web team would continue to have the ability to provide support in all other aspects of maintaining the pages. Once content has been translated into Gaelic for the website, the same information can be sent to the Looking Local system for display on televisions and via mobile phone.

**3.2 Gaelic Language Act Implementation Fund**

- 3.2.1 Bòrd na Gàidhlig was established under the powers of The Gaelic Language (Scotland) Act 2005, which also outlines its key statutory functions, including the publication of a National Gaelic Language Plan and granting authority for the Bòrd to require relevant public authorities to produce a Gaelic Language Plan.

3.2.2 The Gaelic Language Act Implementation Fund (GLAIF) was established to help public authorities in the delivery of commitments in their Gaelic Plans, and in support of the National Gaelic Language Plan. Approximately £1.4M has been made available by the Scottish Government for the fund.

3.2.3 A working group was set up by the Council to develop the next Gaelic Plan for Argyll and Bute. A draft copy of the Plan was discussed at the Chief Executive’s DMT on 5 November, and is scheduled to go to the Community Services DMT and the SMT on 12 and 26 November respectively.

3.2.4 In line with the discussions held at the SLWG, where it was suggested that the use of Gaelic language on the website be increased, there is specific reference to this within the new Gaelic Plan as follows;

Outcome	Success Measures	Target/Timescale
Gaelic is audible and visible in our communities	Website and multi media platforms will have an increasing amount of Gaelic material	As platforms come on stream – at least 30 per cent in Gaelic

3.2.5 The Council could apply for funding through the GLAIF to help achieve this action. The GLAIF provides 80% of costs up to £25K, and supports a range of initiatives, including *“support for the enhanced visibility and status of Gaelic in the dissemination of public information”*.

3.2.6 The funding round for 2012/13 is almost complete, with limited funds available. On this basis, it would be beneficial to wait until the new financial year when funding for 2013/14 becomes available. No formal announcement has been made in regard to the funding programme for next year, but would expect further information to become available in March 2013.

3.2.7 Funding is typically provided on an annual basis, and there is no guarantee that projects successful in a particular funding round will automatically receive support beyond that financial year, and there is the potential that Council’s would be expected to pick up costs in future years from existing budgets.

### 3.3 Translation Services

3.3.1 In order for the Council to increase the use of Gaelic on the Website, translation services require to be used due to the absence of any in house resource. The Council currently utilise the services of a Gaelic translator based on Skye, which is arranged through Ionad Chaluim Chille Ìle (The Columba Centre, Islay). The rate is £105 per 1000 words and there is currently no corporate budget for translation requests.

3.3.2 To reduce the costs associated with using external translation services, it is proposed as part of the Gaelic Action Plan to undertake a skills audit to identify any employees who are fluent in Gaelic and have the ability to translate/proof read.

3.3.3 Highland Council has a Gaelic Translation Unit and there is the potential for the Council to use this service, but would have financial implications. Costs for this service have been requested from the relevant Officer at Highland Council but to date these have not been received.

## 4.0 CONCLUSIONS

4.1 The Council website has the functionality to allow for multilingual sites to be created, however there is currently no internal resource available to provide translation/proof reading services. The main options available to the council in the short term to increase the use of Gaelic on the website is to apply for funding through the GLAIF, which is likely to be one off for a year, or to continue buying in translation services. In the longer term, there may be the opportunity to utilise the skills of Council employees who are fluent in Gaelic. This will be dependent on the results of any skills audit undertaken and the willingness of current employees to undertake this role.

**5. IMPLICATIONS**

5.1	Policy	Compliance with Council's Gaelic Action Plan
5.2	Financial	£105 per 1000 words if translation service continues to be utilised
5.3	HR	None at present
5.4	Equalities Impact Assessment	None at present
5.5	Legal	None at present
5.6	Risk	None at present
5.7	Customer Service	Potential to increase visibility of Gaelic language in dissemination of public information

9 November 2012

**Douglas Hendry**  
**Executive Director of Customer Services**

For further information please contact;

Laura Cameron  
Executive Support Officer  
Customer Services  
Tel: 01546 604325

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Outcome	Success Measures	Target/Timescale	Budget	Lead
<b>GAELIC IN THE COMMUNITY</b>				
Gaelic is audible and visible in our communities	Delivery of 2 locally sourced Gaelic awareness sessions in identified localities	4 localities per annum 50 participants per annum	£2,500 per annum	Adult Learning Manager
	Number of groups accessing Gaelic centre in Oban	10 groups (by 2014)		Education Support Officer - Gaelic
	All internal and external signage replaced bilingually when required	100% within lifetime of the plan		Property Manager
	Increase Gaelic materials available through the library service	Target tbc once baseline is known 2014	£5,000	Library Operations Manager
	Website and multimedia platforms will have an increasing amount of Gaelic material	As platforms come on stream – at least 30 per cent in Gaelic		Web Team
	Monthly press releases in Gaelic	Average of 2		Communications team/Translator
People have high quality opportunities for the use of Gaelic as a choice in a range of community initiatives	Improve monitoring framework for partners delivering activities	Agreed feedback protocols by 2013		IOD Programme Manager
	Commission research to identify baseline Gaelic activities delivered	Report produced 2013	£10,000	IOD Programme Manager
	Assess impact of community initiatives	Baseline study 2013 Annually from 2014 (analysis of the impact on local communities)	£10,000	IOD Programme Manager
	Increase number of local Gaelic partnerships	Increase to 9 by 2015 (baseline = 7)	£5,000	Education Support Officer - Gaelic

<b>Outcome</b>	<b>Success Measures</b>	<b>Target/Timescale</b>	<b>Budget</b>	<b>Lead</b>
People have access to Gaelic learning and usage opportunities	Number of students attending Gaelic language learning classes/courses	400 - 2013 (baseline = 358)		IOD Programme Manager (Argyll College, ICCI)
	Offer free Council venues for local provincial mods	Implement from 2013	£1,500	Leisure Manager
	Continued financial support for local Gaelic partnerships	Annually on receipt of progress reports	£5,000 per annum	Education Support Officer - Gaelic
	Promotion of Gaelic learning opportunities through the wider learning community and in collaboration with Bòrd na Gàidhlig	Working with CLD, advertising on website; distribution of fliers 2013		Adult Learning Manager
<b>GAELIC IN EDUCATION</b>				
Continue to strengthen Gaelic activities for families with children aged 0-3	Gaelic Bookbug and other parent and toddler Gaelic activities, delivered in areas with Gaelic Medium Education(GME)	All areas with GME plus 5 additional areas (baseline = 6)	Within existing budgets	Early Years Development Officer
	Promote the benefits of bilingualism and Gaelic Education	All areas with GME plus 2 additional areas (baseline = 6)	Within existing budgets	Education Support Officer - Gaelic
	Expand the Parental Advocacy Scheme in partnership with Comunn nam Pàrant.	All areas with GME (baseline = 6)	Existing partnership funding	Education Support Officer - Gaelic
Provide a high quality 3-18 experience for young people	Increase the number of curricular areas delivered through Gaelic in secondary school curriculum	4 by 2017	Within existing budgets	Quality Improvement Manager - Secondary
	Access to new qualifications through the medium of Gaelic	3 by 2017	Within existing budgets	Quality Standards Manager



<b>Outcome</b>	<b>Success Measures</b>	<b>Target/Timescale</b>	<b>Budget</b>	<b>Lead</b>
accessing Gaelic Education	Number of schools offering Gaelic Language in the Primary School (GLPS)	Increase by 5 per year	Within existing budgets	Education Support Officer - Gaelic
	Provide CPD opportunities for all Gaelic Education staff	2 courses per year	Within existing budgets	Education CPD Co-ordinator
	Local and national policies are reviewed and implemented	Ongoing consultation		Education Support Officer - Gaelic
Ensure Lifelong Learning opportunities meet the needs of communities	Families, with young people in GME, accessing out of school activities for learning and using Gaelic	1 event per school term per area	Within existing budgets	Education Support Officer – Gaelic (in partnership with national Gaelic organisations)
	Young people with Gaelic engaging with the wider Gaelic community in a variety of settings	10 opportunities by 2017 per area	£5,000 per annum	Education Support Officer – Gaelic (in partnership with national Gaelic organisations)
Maintain strong partnerships and networks to ensure breadth and depth of experiences in learning	Access to national/partnership specialist school support staff	2014	Within existing budgets	Principal Educational Psychologist
<b>GAELIC IN THE HOME</b>				
People are aware of the importance of Gaelic in the home	High quality promotion, marketing and literature that informs people of the benefits of creating a bilingual environment in the home setting	All areas with GME by 2014	Within existing budgets	Communications Manager

<b>Outcome</b>	<b>Success Measures</b>	<b>Target/Timescale</b>	<b>Budget</b>	<b>Lead</b>
People have opportunities for the natural use of Gaelic in the home setting supported by other key partner organisations.	Materials, resources and the language skills provided to empower families to create a Gaelic environment in the home.	All areas with GME by 2014	Within existing budgets	Educational Support Officer – Gaelic/Adult Learning Manager
<b>GAELIC IN THE WORKPLACE</b>				
Gaelic is audible and visible in the workplace and in Council processes	Increase Council vacancies where Gaelic is desirable	100% by 2014		HR Manager
	Increase Gaelic content on 'The Hub' and website	Quarterly feature		
	Promotion of good news stories in and relating to Gaelic	Ongoing – news stories available on the Council website, 'The Hub', Cascade, Noticeboards		All Heads of Service
Staff have opportunities to improve their Gaelic language skills and this supports the use of Gaelic in a range of situations, in the workplace and in the community	Carry out a staff language skills audit	Audit carried out in 2013 Findings published in 2014		IOD Programme Manager
	Council staff and Community planning partners' staff accessing language learning classes	50 new employees by 2014		IOD Programme Manager
	Number of staff accessing Gaelic Toolkit	100 per annum		Website Manager
	Committee meetings opened with a Gaelic greeting	100% of full Council meetings opened with Gaelic greeting 2013		Council Provost
	Automated messages on contact with the council to have a Gaelic greeting	Bilingual welcome on switchboard 2013		Customer Service Centre Manager

Outcome	Success Measures	Target/Timescale	Budget	Lead
	Increase Gaelic content on plasma screens at customer service points	Welcome greeting, date to appear bilingually by 2013		Customer Service Centre Manager
	Promotion of Gaelic activities in Argyll and Bute on website, plasma screen and customer service points	Links to national and local organisations, promotion of events, courses etc.		Adult Learning Manager
<b>GAELIC IN THE ARTS, MEDIA, CULTURE AND HERITAGE</b>				
Gaelic is used in arts, media and culture	Host a successful Royal National Mod	Every 3 years	Within existing Service Level Agreement	Argyll and Bute Council and local organising committees
	Gaelic media organisations included in distribution of all council press releases	100%		Communications Manager
	Increase number of Fèisean events held in Argyll and Bute	(baseline tbc) Increase of 10 per annum	£5,000 per annum	Community Development Officer and Feisean nan Gàidheal
People participate in Gaelic arts, media heritage events	Increase participants in Royal National Mod	Greater number participating when Mod returns to a previous venue (An Comunn Gàidhealach)		Argyll and Bute Council in partnership with An Comunn Gàidhealach
	Increase visitors attending Royal National Mod	Greater number attendees when Mod returns to a previous venue		An Comunn Gàidhealach
	Increase number participating in Fèisean events	Increase by 5% per year (408 in 2011/12)	Within existing Service Level Agreement (SLA)	Feisean nan Gàidheal

<b>Outcome</b>	<b>Success Measures</b>	<b>Target/Timescale</b>	<b>Budget</b>	<b>Lead</b>
	Increase number attending Fèisean events	Increase by 5% per year (987 in 11/12)	Within existing Service Level Agreement (SLA)	Feisean nan Gàidheal
<b>GAELIC IN ECONOMIC DEVELOPMENT</b>				
Gaelic related activities bring economic benefits	Increase economic impact of hosting Royal National Mod	£2.2m (baseline from 2009 Mod)	Within existing Service Level Agreement	An Comunn Gàidhealach
	Increase tutors in feisean activities	100 by 2016		Feisean nan Gaidheal
	Support HIE Research – “Economic and Social Impact of Gaelic Language as an Asset”	Financial contribution to HIE Research	£5,000	IOD Programme Manager

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**ARGYLL AND BUTE COUNCIL****MEDIA PLATFORMS SHORT  
LIFE WORKING GROUP****COMMUNICATIONS TEAM****19 NOVEMBER 2012**

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**MULTIMEDIA OPPORTUNITIES**

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**1.0 SUMMARY**

- 1.1 Following the meeting of the Media Platforms Short Life Working Group on 22 October 2012, the Communications team was asked to provide initial views on how Argyll and Bute Council might use multimedia.

**2.0 RECOMMENDATIONS**

- 2.1 The group is asked to note the report.

**3.0 DETAIL**

- 3.1 The Media Platforms Short Life Working Group is currently considering a variety of multimedia options:

- Looking Local
- Proposals on council television channels, including schools
- Webcasts

Views on each of these are outlined below.

**3.2 Looking Local**

Work on Argyll and Bute Council's Looking Local service is well underway with the launch scheduled for Monday 12 November 2012. A detailed communications plan for this has been prepared by the Customer Management Project team. The Communications team can assist with the implementation of this and officers have already assisted with creation of flyers and posters ahead of the Looking Local launch.

**3.3 Proposals on council television channels, including schools**

The SLWG has received proposals on how external providers may be able to deliver council television channels. The communications team has a number of questions about this, namely around editorial control and how suitable content would be sourced and delivered. If such a service is delivered by a provider

which is already involved with the council in its local media role, there is potential for conflict of interest in terms of news coverage. There is also a risk that significant expenditure on communication/PR could, in itself, result in adverse publicity for the council. The involvement of journalists or employees who are not directly employed by the council would need to be carefully considered, especially in light of the work already carried out by the communications team and in terms of consistency of the council's communications approach.

The idea of a council television channel is, though, an exciting one and it would be interesting to examine in more detail if and how we could deliver this in-house. There is lots of potential especially from school television channels and some of our schools have already created their own resources with great success (for example, DGSTV).

Whether a council television channel was delivered by an external supplier or created in-house, the communications team feels it would be essential to have a clear procedure and guidelines in place regarding editorial content and control, to ensure a good fit with the team's action plan and the council's agreed communications strategy, and to maintain consistency in the messages and information we are sending out.

#### **3.4 Webcasts**

There is potential for the council to make much more use of webcam and webcast technology.

Straightforward, essentially unedited webcam broadcasts of council meetings made available on the council's website using YouTube or similar would be cost-effective, open and transparent. There would be cost implications in terms of suitable equipment and it would be important to be able to provide a quality broadcast.

Another possibility is more active and creative use of YouTube/similar technology to provide video features or interviews for upload to the council's website – for example, interviews with lead councillors following major meetings and decisions; budget/other updates; positive video features about council services and projects. The communications/web team already have a small video camera which (along with some basic operation training that could be sourced locally) could reasonably achieve this. This approach would be cost-effective and a good introduction to use of multimedia, as well as being relatively low-risk in terms of cost, publicity or impact on existing workloads.

YouTube is very cheap and the council's use of this has been limited. It might be a reasonable practical approach to start off at this level before incurring significant expenditure. Customer surveys carried out in autumn 2011 indicated that 89 per cent of customers preferred to find out news and information about the

council through local newspapers. While it is important to make the best use of rapidly changing modern technology and social media, it is equally vital to recognise how our customers prefer to hear from and about us, and consider any significant investment accordingly.

Video-conferencing is to be explored in more depth, including examining the UHI model, and it is suggested that we investigate multimedia in the same way.

#### **4.0 CONCLUSION**

- 4.1 Looking Local is under way and is the subject of a separate, detailed report.
- 4.2 Using multimedia has potential but it would be helpful to investigate further how we might start to make more use of this in-house before significantly involving external suppliers.

#### **5.0 IMPLICATIONS**

- 5.1 Policy - none
- 5.2 Financial - none
- 5.3 Legal - none
- 5.4 HR - none
- 5.5 Equalities - none
- 5.6 Risk - none
- 5.7 Customer Service - none

**Douglas Hendry**  
**Executive Director of Customer Services**  
8 November 2012

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**ARGYLL AND BUTE COUNCIL****MEDIA PLATFORMS SHORT  
LIFE WORKING GROUP****COMMUNICATIONS TEAM****17 DECEMBER 2012**

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**USE OF WEBCASTING – COMMUNITY PLANNING PARTNERS AND  
OTHER LOCAL AUTHORITIES**

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**1.0 SUMMARY**

- 1.1 Following the meeting of the Media Platforms Short Life Working Group on 19 November 2012, the Communications team was asked to provide a short report on how community planning partners and other local authorities make use of webcasting.

**2.0 RECOMMENDATIONS**

- 2.1 The group is asked to note the report.

**3.0 DETAIL**

- 3.1 We spoke with communications officers at a number of the council's community planning partners, including Strathclyde Fire and Rescue, Strathclyde Police and the NHS.

Perhaps surprisingly, use of webcasting is somewhat limited. Strathclyde Police, for example, do have a YouTube channel but there are restrictions placed on how videos can be viewed and how they are used. They advised that there was no definite policy on use of webcasts and the reasons for the restrictions in place arose from the fact that many of the videos were produced by community policing staff outwith the corporate communications department. The Scottish Police Services Authority tends to use webcasts more, for example board meetings. NHS Highland provides some webcasts, for example its annual review and certain board meetings. Strathclyde Fire and Rescue's use is very limited.

We then carried out some internet research, looking at how other Scottish local authorities use webcasts.

YouTube channels are fairly similar in terms of content for most councils. There is a mix of councillor speeches on a variety of topics; how-to guides, for example filling in a ballot paper; spotlights on initiatives like recycling; promotional films for the area and, in some cases, coverage of local events. Quality ranges from simple stills/slideshows with voiceover to high quality promotional

filming with soundtrack and commentary. Highland and East Renfrewshire councils have particularly eye-catching promotional videos aimed at tourists. The latter authority has a wide selection of films on local events and there are several examples of local residents and council staff taking part in webcasts. Upload of film seems to be sporadic and infrequent with gaps of several months between new films.

It is clear that films with local colour and interest are more frequently viewed than the public information broadcasts. For example, on Argyll and Bute Council's own YouTube channel, a webcam compilation 'Seven Days in Dunoon' has attracted 2,879 views. Coverage of the 2011 Holyrood election has only 29 views. A video guide to the Core Path Plan has been selected 196 times.

Some councils provide webcasts of meetings using the Public-I service, including Edinburgh, Moray and Highland. These webcasts are hosted on an external website with the council's logo and branding. Highland Council's Public-I website has a range of meetings from full council to smaller committees. There are links to agenda documents, the facility to view only specific agenda items of interest and a share facility. The Public-I pilot costs around £30,000 and is to be evaluated after a year.

#### **4.0 CONCLUSION**

- 4.1 There is potential for Argyll and Bute Council to expand its use of YouTube with limited impact on resources. Provision of webcasting for council meetings would require to be examined in more detail.

#### **5.0 IMPLICATIONS**

- 5.1 Policy - none
- 5.2 Financial - none
- 5.3 Legal - none
- 5.4 HR - none
- 5.5 Equalities - none
- 5.6 Risk - none
- 5.7 Customer Service - none

**Douglas Hendry**  
**Executive Director of Customer Services**  
8 November 2012

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