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 Len Scoullar
Councillor Aileen Morton   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 Councils 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)