

Central  
Bedfordshire  
Council  
Priory House  
Monks Walk  
Chicksands,  
Shefford SG17 5TQ



**TO ALL MEMBERS OF THE GENERAL PURPOSES COMMITTEE**

14 December 2015

Dear Councillor

**GENERAL PURPOSES COMMITTEE – THURSDAY, 17 DECEMBER 2015  
(WEBCASTING REVIEW)**

Further to the agenda and papers for the above meeting, previously circulated, please find attached Appendix A to the following report:-

**9. Webcasting Review**

To consider a review of webcasting and possible improvements and next steps to increase transparency and participation in the Council's decision making.

Should you have any queries regarding the above please contact me.

Yours sincerely

Leslie Manning  
Committee Services Officer

email: [leslie.manning@centralbedfordshire.gov.uk](mailto:leslie.manning@centralbedfordshire.gov.uk)  
telephone: 0300 300 5132

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## Appendix A: Webcasting review background information

### Webcasting viewer statistics

Date	Meeting	Live views	Archived views	Total views
21 May	Council	6	82	88
23 July	Council	1	40	41
17 Sept	Council	17	149	166
<b>Total for full council</b>		<b>24</b> <b>8%</b>	<b>271</b> <b>92%</b>	<b>295</b> <b>100%</b>
27 May	Development Management Committee	6	104	110
24 June	Development Management Committee	8	78	86
22 July	Development Management Committee	1	49	50
19 Aug	Development Management Committee	35	104	139
16 Sept	Development Management Committee	55	129	184
<b>Total for Development Management Committee</b>		<b>91</b> <b>24%</b>	<b>282</b> <b>76%</b>	<b>373</b> <b>100%</b>
07 July	Executive Committee	3	103	106
04 Aug	Executive Committee	42	168	210
06 Oct	Executive Committee	30	63	93
<b>Total for Executive Committee</b>		<b>75</b> <b>18%</b>	<b>334</b> <b>82%</b>	<b>409</b> <b>100%</b>
<b>Grand total</b>		<b>319</b> <b>16%</b>	<b>1,624</b> <b>84%</b>	<b>1,943</b> <b>100%</b>

All three meetings we are currently webcasting are equally popular.

The viewing figures for all three meetings are generally increasing, with the exception of the October Executive Committee.

75%+ of viewings are after the meeting has finished.

### Comparison to other Councils

The following councils viewing figures are based on a similar time period and volume of meetings webcast. The figures are similar to those for Central Bedfordshire Council.

Council	Live views	Archived views	Total views
Stoke on Trent City Council	310 22%	1,071 78%	1,381 100%
Trafford Borough Council	393 31%	886 69%	1,279 100%
Wiltshire Council	825 43%	1,096 57%	1,921 100%
Aylesbury Vale Council	183 21%	671 79%	854 100%

### **Public Feedback**

13 members of the public gave us feedback; 3 of these had not watched a webcast but thought it was a good idea.

6 people had never attended a council meeting in person but had watched a webcast.

Most found experience of watching a webcast positive (scored average of 4 out of 5, with 5 being the most positive score).

The public suggested we promote webcasting more and they support extending it to other meetings (9 people). Overview and Scrutiny Committees and any meetings discussing Planning issues were specifically mentioned.

### **Employee Feedback**

Council staff have also found the webcasts useful. They have used the webcasts to view the Member debate about subjects related to their work. Some Officers have also used the webcast to remind themselves of a specific debate.

Staff also suggested extending webcasting to Overview and Scrutiny Committees and making webcasting easier to find on the website.

### **Member Feedback**

There were no comments about improvements to the current webcasting or extending webcasting to other meetings.

However, one Member said that they found speaking or engaging in debate at Committees or Council intimidating.

### **Local media**

The political correspondent from the BBC has welcomed the initiative. He and other journalists have viewed the webcasts for a true account of the debate and decisions at our meetings.