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
Total for full council		**24**	**271**	**295**
		8%	**92%**	**100%**
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
Total for Development Management Committee		**91**	**282**	**373**
		24%	**76%**	**100%**
07 July	Executive Committee	3	103	106
04 Aug	Executive Committee	42	168	210
06 Oct	Executive Committee	30	63	93
Total for Executive Committee		**75**	**334**	**409**
		18%	**82%**	**100%**
		319	**1,624**	**1,943**
Grand total		**16%**	**84%**	**100%**

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	1,071	1,381
	22%	78%	100%
Trafford Borough Council	393	886	1,279
	31%	69%	100%
Wiltshire Council	825	1,096	1,921
	43%	57%	100%
Aylesbury Vale Council	183	671	854
	21%	79%	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.