

Summary

Newsletter	<p>From the limited responses it is difficult to recommend a way forward between the options</p> <ul style="list-style-type: none">A. Virtual Newsletter on the Website only.B. Whole Parish Newsletter printed and distributed.C. Ward level newsletters created and distributed by Ward Councillors
Website	<p>Members need to consider if they are satisfied with the current website or whether it should be reviewed by an external body.</p> <p>Out of date information should be removed from the website, but in view of the demands on the Clerk, should day-today management of the site be contracted out to an external body, who nevertheless would be instructed by the Clerk as proper Officer.</p>
Social Media	<p>Members need to consider if they wish to continue with a Facebook page and a Twitter Account.</p> <p>If Members are minded continuing with either of both of these, then should the task of updating pages be contracted out to a company specializing in this area of work on a short or medium term contract and subject to reports on the take-up of the media communications.</p>
Editorial	<p>If the Council is minded initiating some form of newsletter as a means of communication to the public and/or a social media presence, then a small working part of no more than 3 persons would have to be appointed to undertake the work.</p>

Responses to the matter of a Council Newsletter have again been muted. Not all members have now replied and among the replies there is no consensus of opinion as to a clear way forward, other than that it would seem to be a good idea to have one which covers the whole parish.

There is an opinion that this should be a 'virtual' newsletter, hosted on the Parish Website, as this could be as large as required and include photographs/illustrations.

However, there is also a view that the current website is not as 'user friendly' as it could be, and that work might need to be undertaken to improve the design. *Please note: this would not be an easy or quick fix process, and would need much further thought. It would perhaps have been better for some of these issues to have been considered before the new website was commissioned.*

It is acknowledged that this would be a 'passive' newsletter, in that it would only be available to those who actively sought it out (as opposed to a physical newsletter delivered to each dwelling). As

such there might need to be a publicity campaign (which might involve a leaflet drop to dwellings) to advertise the newsletter.

There is no agreement on frequency, ranging from quarterly to twice a year.

Where expressed there is support for an editorial 'board', and that responsibility for creating each edition of any newsletter should not rest with the Clerk, who especially at this time of year with the closure of accounts and arrangements for audit, will be fully occupied with these tasks.

Conclusion:

From the limited responses it is difficult to recommend a way forward between the options

- D. Virtual Newsletter on the Website only.
- E. Whole Parish Newsletter printed and distributed.
- F. Ward level newsletters created and distributed by Ward Councillors

Website & Social Media.

Members will note the views expressed that that current website is not entirely 'user friendly'. This is a view that has also been taken by some members of the public at past meetings during the Public Session.

If these were to be used as a communication channel on a regular basis, experience shows that a large amount of time would be used to keep these up to date. This is another issue that the Council needs to seriously consider.

The purpose of the website needs to be clear and concise as a means of publicising:

Information that MUST be communicated to the public.	Council Agendas and background papers Council structure – Councillors' details, Clerk's details, contact details Statutory notices ETC
Information that SHOULD be communicated to the public.	General information e.g the national test of the Emergency System Links to other public bodies e.g. Shropshire Council departments

The website should be easy to navigate and where possible only contain relevant current information. The last Parish Survey is dated 2014 – nearly a decade out of date. The Housing Needs

survey is dated 2018 – nearly 5 years out of date. The retention of dated information detracts from the impact of the website. For example, on the page NEWS there are items dating back to 5th November 2019 and a number of road closures which are now not closed!

It is also of note that the web is very 'print heavy' for example the page on Planning contains a staid policy statement on Pre-Planning (reviewed 2022?) with the possible exception of Trefarclawdd Cemetery where unfortunately the pictures tend to make it difficult to find the relevant information about internments!

It may be advisable to have the web site reassessed by an expert, and perhaps also consider employing a firm to either maintain the website (freeing the clerk of this as a concern) and 'comb out' and archive items which are no longer relevant.

It is also noted that the Parish Council has a Twitter account and a Facebook page both of which have not been used for some time.

Social Media is touted particularly as a way of reaching out to young people who it is considered are much more likely to engage with it in short snappy bursts, rather than something which demands concentration over a period of time – be that as short as 10 minutes!

However, the downside is that for the young, the vehicle of choice for social interaction (and by implication receiving news and views) is changing. It seems that for the young, Facebook was replaced by Twitter which is being replaced by applications such as Tic Tok and WhatsApp.

Social Media is very time intensive – almost demanding daily updates and losing support when this cannot or does not happen.

If the Council wishes to retain a social media presence then again the sensible option would be to consider employing a Media Company who would be responsible for taking information from the Council and propagating it through one or other or both of the sites and reporting back on the results. Initially a six month or twelve-month period would be appropriate to gauge the level of interest and the number of persons actively following the communications from the Council to determine if it was worth while continuing or whether one or other of the media sites should be closed or an alternative commissioned.

Editorial 'Board'

If the Council wishes to pursue the matter of a whole Council newsletter/retain a social media presence, then a process and structure will need to be put in place to enable either or both to function. As set out in a previous report some form of working party would have to take responsibility for this in the assembly of material and undertaking to ensure (especially on social media) that the communication of news does not cross any legal lines or court controversy, (while hopefully retaining some degree of interest to the public!)

This working group would have to be appointed – subject to the approval of a document setting out its terms of reference.