



WLGA • CLILC

# Guidance for Members: Webcasting

August 2014

# Contact

## Welsh Local Government Association

The WLGA's primary purposes are to promote a better local government, its reputation and to support authorities in the development of policies and priorities which will improve public service and democracy.

It represents the 22 local authorities in Wales with the 3 fire and rescue authorities and 3 national park authorities as associate members.

### Welsh Local Government Association

Local Government House  
Drake Walk  
Cardiff  
CF10 4LG

Tel: 029 2046 8600

Fax: 029 2046 8601

[www.wlga.gov.uk](http://www.wlga.gov.uk)

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## Preface



I am extremely pleased to present this guidance from the WLGA on the webcasting of council meetings. It provides members with a useful overview of the subject, and offers some important tips

on how to make the most of an exciting technological development that offers huge potential for improving how councils engage with their communities.

The webcasting of key council meetings and decisions represents a significant step forward in ensuring that the process of local government is both transparent and accessible to the public, and it is already helping people to engage with the decisions that affect their lives and community on a daily basis. We know that people trust their local council, more than any other level of government, to deliver on the issues that matter the most to them. As we enter one of the most challenging periods for local government in Wales, the active broadcasting of how

key decisions are made will play a vitally important role in helping to ensure that this level of public trust continues into the future.

Alongside a rising use of social media, the webcasting of council meetings is quickly becoming a well-established part of local government processes. This means that communities can view the business of their council as it happens, while also taking an active role within decision making through the use of social media tools like Facebook and Twitter. I hope that councils will continue to build on these initiatives to foster further transparency and encourage more people to actively participate in the local democratic process.

A handwritten signature in black ink, appearing to read 'Peter Fox', written in a cursive style.

**Councillor Peter Fox**

Leader Monmouthshire County Council  
WLGA spokesperson for ICT and Digital  
Inclusion

## What is a Webcast?

A webcast is a live or recorded transmission of a video on the internet. It is not edited prior to broadcast and can be viewed by anyone with access to the Internet, both during the live broadcast and for as long as an authority makes it available on their website.

Webcasting is now being introduced in councils across Wales to broadcast a range of council meetings to the public. This is clearly of significance to councillors as there is a potential for the public to be more widely involved in the democratic process, and for the business of local government to be made more transparent. It also means that the actions, opinions and positions taken by local councillors may potentially be more closely scrutinised by the public.

## Why Wales is Webcasting

Councils in Wales are committed to promoting local democracy and facilitating public participation. The Welsh Government has assisted councils to promote democracy and engagement in local government by providing £1,125,000 funding in 2013/14 to broadcast council meetings, introduce remote attendance and assist community councils to establish websites. Although there is currently no requirement on local authorities to webcast their meetings, the Minister for Local Government and Government Business has encouraged councils to webcast some or all of their meetings in the interests of public engagement and transparency. The White Paper - *Reforming Local Government*,<sup>1</sup> currently out for consultation, states that the Welsh Government intends to introduce

a mandatory requirement on all authorities to broadcast their meetings.

The draft *Revised Code of Recommended Practice in Local Authority Publicity*,<sup>2</sup> says that "Society now expects to have far greater access to information than in the past, in particular in relation to the decision-making procedures of its elected bodies. This should be embraced by political representatives as providing an opportunity to communicate directly with their electorate. Local authorities are encouraged to make arrangements for their proceedings to be made more accessible to the public by allowing them to be broadcast."

## Progress

Webcasting is now underway in most authorities for those meetings which are judged to be of most interest to the public, particularly full Council, Cabinet and Planning Committee meetings. Some authorities are also broadcasting proceedings from their scrutiny committees.

Most authorities have commissioned commercial providers for this service, however, some have developed their own distinct approaches. For example Monmouthshire uses Google Plus and YouTube, Ceredigion uses Livestream to broadcast bilingually and Bridgend has developed a solution with Auditel and Vimeo.

Viewing figures for council webcasts vary according to the type of meeting and authority, but generally the number of website hits suggest that there is real and growing public interest in these broadcasts. Typically, there are more viewings of archived webcasts than live meetings.

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<sup>1</sup> <http://wales.gov.uk/consultations/localgovernment/white-paper-reforming-local-government/?lang=en>

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<sup>2</sup> <http://wales.gov.uk/docs/dsilq/consultation/130322revised-codelapublicityen.pdf>

## The Benefits of Webcasting

Webcasting has produced a wide range of benefits which have been summarised below. Some were intended and anticipated, while others were unforeseen and identified by authorities from their webcasting experiences.

### Engagement and Transparency

- More open and transparent governance and accountability.
- Improved public engagement in and understanding of decision making.
- Easier public access to meetings minimising travel and allowing more flexible viewing times.
- Will facilitate the understanding of the overview and scrutiny function by the public in line with the Local Government (Wales) Measure 2011.
- Can be used with social media to further promote public engagement. This is possible through a social media conversation which can run alongside the meeting when it is in progress.
- The public can access the papers and presentations made at the meeting as well as see the meeting footage.
- Provides good "PR" for the council as council meetings can be seen as more constructive than, for example, Prime Ministers question time.

### Benefits for the Council

- A step towards remote attendance at meetings - a requirement of the Local Government (Wales) Measure 2011 which will allow members to attend meetings from a location which is convenient to them.

- Provides an incentive for high standards of member attendance, engagement and conduct at meetings.
- An effective means of communicating to officers and other members key information and decisions.
- A useful part of member and officer induction and training.
- Opportunities for members to learn good practice from peer observation and inform potential candidates about their role to encourage democratic renewal.
- Fewer press enquiries as journalists can now watch broadcasts rather than ask for quotes.
- A reduced need for space for the public at popular or controversial meetings.
- Equipment and venues can be used for purposes other than committees, such as staff training and inter authority meetings.
- Provides a true record of the meeting. This helps to supplement minutes and to counteract any misleading use of "edited highlights" by anyone filming the meeting.

## Challenges Associated with Webcasting

Some concerns have been expressed about the costs of webcasting, particularly as it is being introduced at a time when severe reductions are being made to council budgets. The main costs are that of equipment, whether purchased or hired, and also for the staff time required to operate the equipment.

The major challenge for authorities now, is to undertake cost benefit analyses to see if outcomes from webcasting are worth the expense. The Welsh Government is hoping

to work with the WLGA and local authorities to secure savings through a joint procurement of webcasting providers. In the future, webcasting may provide opportunities for saving money and generating income for example: minutes can be shortened and used to record actions rather than the full debate; equipment may be hired out, and there is some evidence to suggest that there are fewer time-consuming Freedom of Information (FOI) requests to councils when council meeting records can be so easily viewed.

## **Blogging, Tweeting and Filming During Meetings**

About half of the Local Authorities in Wales allow or encourage the use of social media by members in meetings. Filming by the public or journalists is less common, and where it is allowed, usually requires permission.

The Welsh Government is of the view that the use of Social Media is useful as long as members use it appropriately. Authorities who restrict it do so on the grounds that members might be accused of not concentrating on the matter under discussion. Members may wish to consider how the public might perceive their using social media in a meeting and their ability to concentrate on the matter at hand if they are blogging or tweeting during a debate, a vote, or a planning decision.

See also the WLGA guidance for members on using social media available at: <http://www.wlga.gov.uk/member-support-and-development-publications1/social-media-a-guide-for-councillors/>

## **The Law and Protocols Relating to Webcasting**

### **Data Protection**

It is not likely that the Data Protection Act will affect the broadcasting of council meetings as sensitive information relating to individuals should not be discussed at any public meeting, broadcast or otherwise. In the case of exempt items, where the public and press are excluded, the broadcast is switched off and replaced with a message saying why the broadcast has been temporarily suspended.

### **Freedom of Information**

The Freedom of Information Act should also not apply to broadcasts as it only applies to information which is not already in the public domain. If people request information under the FOI act which has been broadcast or is available on the website through the meeting archive the council is under no obligation to respond.

### **Copyright**

The Council is the `author` of the webcast whether live or archived. As such, they own copyright. If anyone, including individual members or the public, wishes to use it they should ask permission of the council. However, it is unlikely that a council would invoke the law if the broadcast is used for legitimate and positive purposes such as information or training. If a broadcast is used inappropriately, for example for political or satirical purposes the council could take legal action. Video sharing websites such as YouTube and Google Video already actively state in their terms and conditions that you must be the copyright owner and have the permission of all those involved in order to upload videos to their sites.

## Consent

In the early stages of webcasting it is advisable to consult with any potential meeting participants to ensure that they are comfortable with being filmed. Some people might wish to have opportunities for development or coaching before appearing.

Participants at every meeting should be informed that the meeting will be webcast and should be given notice of this when the meeting agenda is distributed. Meeting participants will be deemed to have agreed to consent to be filmed and to the future use of the film if they are present.

At the start of each meeting to be filmed, an announcement should also be made to the effect that the meeting is being webcast live and will also be available for future viewings. No exempt or confidential agenda items should be broadcast.

## Voting

The process of voting is the same in a broadcast as in any other public meeting. Webcasting should simply be seen as an extension of the 'openness' of meetings which are already, by definition, in the public domain. Voting will be undertaken either by a show of hands or by using the council's electronic system. Depending on the webcasting system used, the public may be able to see how each councillor votes.

## Terminating a Webcast

The Chair of the meeting has the discretion to terminate or suspend the webcast if, in his/her opinion, continuing to broadcast would prejudice the proceedings of the meeting. For example:

- (i) If the meeting is suspended due to a public disturbance.
- (ii) When it has been agreed that the public and press are to be excluded.

- (iii) When the Chair and committee agree that webcasting would prejudice the proceedings of the meeting.

## Editing a Webcast

Clearly it is not possible to edit a live broadcast. Evidence suggests that if a member accidentally says something inappropriate, offensive or illegal the chair should ask them to immediately apologise. Editing an archived broadcast is possible, because, once archived, the material is a publicly accessible digital file and making offensive material available such as inadvertent racist comments may amount to an offence. Making defamatory material available carries a civil law risk. In the circumstances, it is permissible to allow a 'bleep' to be inserted. In the undoubtedly rare instance where editing is required - an unedited copy of the recording should be retained as evidence should it be required for any future proceedings.

## Personal Skills

### Appearance

There are certain skills and behaviours that are helpful to be aware of when you are appearing in a webcast. You might find the following useful:

- Don't move too much! This can reduce the picture quality and may be hard for the camera to follow. Bending over to speak into a microphone looks awkward on screen, so some councils are considering changing their meeting procedure so that members may remain seated.
- When considering what to wear, bear in mind all the possible camera angles and watch out for clothing or jewellery which might rub against the microphone and stop what you are saying being heard. Mayoral chains are particular culprits!

- Don't watch the broadcast live on your own equipment as this may create sound interference.
- Be aware of the range of the camera view as talking with colleagues, eating, adjusting clothing can also be distracting if it is behind the member who is speaking.
- Watch your body language, slumping can be misinterpreted as disengagement and eye resting as sleeping.

## Speaking

Although the general rules about public speaking apply at all public meetings, there are some behaviours that will help you come over well in a broadcast and make the meeting more interesting and useful to the viewers. Above all be natural and be yourself!

- Be direct, to the point and as brief as possible.
- Don't speak too quickly, if you are stumbling over words you may be rushing too much.
- Prepare your contributions in advance (bullet points which enable you to speak naturally rather than a prepared speech which looks and sounds unnatural).
- Be aware of how your messages could be interpreted by the public, both what you say and how you say it.
- You may have to be more clear about some of the information that you give so that it is clear to a lay person what you are doing and why you are doing it. A good example of this is declaring interests. It will be helpful to say not only that you have an interest but what the interest is whether it is personal or prejudicial and also how you intend to act as a result.

- Avoid jargon and "council speak" - this applies to officers too!
- Heckling doesn't work well on a webcast as usually it is only the chair and the member who has the floor who can be seen and heard. Other comments are often unintelligible as they are off microphone.
- Make sure that you are in range of the microphone and keep your head turned towards it. Don't speak until your light comes on, or the first part of your contribution will be lost! Make sure that you turn your microphone off when you have finished speaking.
- Be aware of how what you say could be used by the media.

## Chairing Skills

The chair of the meeting is vital to the viewing experience of the public, just as if there was a full public gallery. Here are some tips for chairs to consider.

- Introduce the key players at the meeting so that viewers know who they are looking at. This might include the chair themselves, officers, and witnesses. It is important to say what their role is at the meeting too.
- Be prepared to explain some meeting procedures if these are not obvious to viewers. For example, if the meeting is going into recess, explain why this is and when the meeting will reconvene.
- Be prepared to enforce time restraints on speakers, either formal ones if they apply or if someone's contribution is long and unproductive.
- Don't forget to remind everyone that the meeting is being broadcast and will be available in future on the internet.



- Make clear the different elements of the agenda, such as what is for information or a decision, or a vote. Also if the Webcast is going to be suspended for exempt or confidential items you'll need to say when and why this will happen.
- As a chair you may be required to handle the equipment, for example operating a speaker queuing and permission system. Make sure that you have guidance in advance on how to do this.

## Future Opportunities

As webcasting use and technology develops, there is a potential to use webcasting facilities to improve and broaden a number of council activities.

These include:

- Live communication to officers and members over the internet, this might include briefings by the Leader or Chief Executive.
- Live and recorded training sessions for the home council and also potentially for all councils in Wales.
- Greater interactivity with broadcasts through social media which works alongside it.
- Live links in meetings to community groups and schools for debate and reaction to plans and policies.
- Opportunities to 'advertise' council services and provide public information broadcasts.

The technology required for webcasting also provides a foundation for councils introducing remote attendance by councillors at council meetings. By law, councils are obliged to state in their constitutions the circumstances under which they will make remote attendance at council

meetings available. More information is available on the following link.

<http://wales.gov.uk/topics/localgovernment/publications/statutory-guidance-section-4-remote-attendance/?lang=en>

## Watch other Authorities' Broadcasts

Blaenau Gwent

<http://www.blaenau-gwent.public-i.tv/core/>

Brecon Beacons

<http://www.breconbeacons.public-i.tv/core/>

Cardiff

<http://www.cardiff.public-i.tv/core/>

Carmarthenshire

<http://www.carmarthenshire.public-i.tv/core/>

Ceredigion

<http://new.livestream.com/ceredigion/events/2493787>

Conwy

<http://www.conwy.public-i.tv/core/>

Denbighshire

<http://www.denbighshire.public-i.tv/core/>

Flintshire

<http://www.flintshire.public-i.tv/core/>

Newport

<http://www.newport.public-i.tv/core/portal/home>

Pembrokeshire

<http://www.pembrokeshire.public-i.tv/core/>

Powys

<http://www.Powys.public-i.tv/core/portal/home>

Torfaen

<http://www.torfaen.public-i.tv/core/>

## Examples of Use in Local Authorities

### Torfaen County Borough Council

Torfaen County Borough Council took a decision to webcast meetings (starting with Council and Cabinet) in the spring of 2013. Following the usual contractual processes, the equipment needed (supplied by public-i) was installed in the Council Chamber during August 2013. We saw the training of all members and relevant officers (Democratic Services staff and officers who regularly present reports) as very important, and sought the expertise of Melanie Doel (of Brecon Beacons NPA) to provide training. The training was provided over several weeks and sessions, to small groups of members and officers, who were able freely and confidentially to share and discuss any concerns or issues they had with Melanie Doel (who, as a career journalist and member of the NPA, which had been webcasting for some time, was able to pass on many useful tips and a large degree of confidence).

We started webcasting Council and Cabinet meetings in October 2013, as well as webcasting a budget update from the Cabinet Member for Resources and 3 members' seminars which were deemed to be of particular "public interest". Our Democratic and Members Services staff operate the equipment, very successfully, with remote support from public-i as needed. To date there has been no failure of the webcast system. Before a webcast takes place, we promote it via our social media channels, along with a link to the agenda for that meeting, so that people are alerted to it in advance of the meeting.

As at 10 June 2014, our 8 Cabinet meetings which have been webcast attracted 6373 viewings (1641 live and 4732 via the archive). This is an average of 797 per meeting. Council (8 meetings) has attracted 9154 viewings (2987 live and 6167 archive);

an average of 1144 per meeting. The 3 seminars were viewed 1849 times (385 live and 1464 via archive); an average of 616 per meeting (albeit the budget seminar alone attracted 1097 viewings) and the budget update attracted 519 (1 live and 518 via archive). In January 2014, we decided also to webcast overview and scrutiny committees of particular public interest, with 4 meetings webcast so far and 987 viewings (156 live and 831 via archive); an average per meeting of 247.

We know many Council staff watch the meetings, to find out more about how Council, Cabinet and other meetings work, or because they are associated with or impacted upon by decisions being made. We also know that meetings are watched by the public and other people in local government across Wales and further afield. These people could of course be anywhere. We are unable to tell where or who our viewers are, but the system records that we have had 8992 unique visitor addresses (i.e. IP addresses) access the webcasts. Of those, 5358 people have watched once and 3634 people have watched several times/meetings. An IP address could represent an individual person, or a group of people (e.g. a local business).

With a very small public gallery in the Council Chamber (holding about 20 people) it is very clear that the business of the Council has reached thousands of people which it would not otherwise have reached. The Council believes webcasting to be a significant improvement in promoting openness, transparency and, as a result, the working of local democracy. The Council on 24 June 2014 is consequently expected to extend webcasting to all meetings of Scrutiny Committees, as well as the Planning and Licensing Committees. Meetings and the decisions made/events which occurred in them have been the result of significant public debate in Torfaen, as evidenced through our social media and other communication channels – and the initial concerns of many members and

officers have been all but forgotten by most people, as everyone concerned has got used to webcasting and begun to accept it as the norm. There is some perception that meetings are more business-like since webcasting was introduced (e.g. they are a bit shorter in most cases, repetition has reduced and they are more focussed), but no evidence that anyone has been put off speaking in any way. Otherwise, meetings take place exactly as they did before (albeit all meetings now have to take place in the same room), but they have been viewed nearly 19,000 more times than they would otherwise have been viewed.

In conclusion, webcasting meetings in Torfaen has been a huge success and has very clearly reached the parts which otherwise we didn't reach. The engagement of the public and staff has increased substantially as a result of webcasting. Leadership from the front, buy-in from all members and officers (via Council), the training and reassurance provided by others who've gone through it already and our determination to promote and open up democracy were all essential elements.

Torfaen would thoroughly commend webcasting and encourage others to take the plunge.

### **Powys County Council**

Webcasting in Powys developed following a successful "broadcast" of a Council meeting to approximately 2000 people outside the Welshpool Livestock Market in 2011 where a special meeting was held by the Council to discuss wind farm developments in Powys.

Based on the significant probability that future meetings considering wind farm proposals, which would be held at County Hall, would attract attendance by large numbers of the public, the Council investigated the possibility of webcasting as a means of both of controlling the numbers attending the venue and also of ensuring that interested members of the public could

have easy access to the Council's proceedings. This has also assisted the Council in planning these events which can be undertaken far quicker now due to the experience of the team of individuals involved in the process.

Subsequently Welsh Government provided the Council with £40,000 which was used for webcasting, to stimulate an increased use of webcasting by Councils in Wales and to provide greater transparency and accountability of the Council's work.

Overall Powys has had 23395 views based on 17 events. Some examples of total viewing figures for events are listed below:

Major wind farm developments	2705 2877
Planning Committee	1509 1301 1096 782
County Council	1878
County Council – budget meetings	1804 3175
Cabinet	1731 1037
Have Your Say Day (Budget Consultation)	1951
Scrutiny Committee	254

There have been 4 other meetings where viewing figures range from 150 to 490.

### **Brecon Beacons National Park Authority**

The National Park Authority has been webcasting the full Authority meetings, Planning Committee and Audit and Scrutiny Committee for just over two years now and total views stand at 31,500. On average, the National Park Authority meetings receive 671 views, Planning receives 556 and Audit and Scrutiny 436. Both the total and average views per meeting have continued to rise steadily over the two years and the cost per view has reduced from £2.40 to 81p.

We have found the following benefits from webcasting meetings.

- Webcasting encourages good governance and preparation for meetings (by both members and officers!)
- An opportunity to get some messages out into the public domain in the face of criticism on any specific issue
- An opportunity for members to give reports on meetings they have attended or events at which they have represented the Authority demonstrating the wider role of a member
- The public can see the Wales Audit Office presenting their Annual Improvement Reports and the members' responses (sometimes refuting the conclusions of the WAO!)
- We can now hire our meeting facilities complete with webcasting opportunities (we can host this or direct to customer sites)
- We can respond to claims that issues have not been considered or debated properly by sending links to points in meetings where items were debated. We can also prove the accuracy of minutes.

- We have used webcasting to broadcast presentations to meetings – recent examples include: a presentation by the Department of Culture Media and Sport, Welsh Water and Costain.

Future plans include

- Using webcasting to deliver our education programme
- Recording interviews with female members for the Welsh Government or the WLGA to use to encourage more women in public life
- Recording interviews/discussion with members on member development for the Advanced level of the Wales Charter for member support and development
- Exploring options for the use of social media to encourage interest in specific items
- Sharing our *State of the Park Report* with a wider audience
- Engaging more people in the strategic planning for the Park through involving the public in the review of the National Park Management Plan
- Webcasting seminars on topics such as mobile phone coverage and masts.