## **Essential Reference Paper D**

## Appraisal of webcasting options benefits and issues

Option	Benefits	Issues	Comments
Option 1:	Easy and quick to	Current cost of	It is likely
Continue	implement as it is a	approximately	that to
as now with	continuation of the	£13,000 p.a.	continue
webcasting	status quo.		webcasting
	Otaff and back and b	Current use does not	a
	Staff are in place and	fully utilise the	procurement
	trained.	functionality of the	exercise
	The costs are currently	existing webcasting	would be
	The costs are currently	system.	required to contract for
	within budgets.	Polativoly low	a service to
	It provides	Relatively low viewings of webcasts,	be provided
	transparency and	particularly live	in the future.
	accountability in	viewings.	in the luture.
	respect of the	viewings.	
	Council's decision		
	making for the		
	meetings webcast.		
	and a market of the second of		
	It encourages		
	engagement with East		
	Herts' residents,		
	including for people		
	who would not		
	normally come to		
	meetings.		
	ELIDO: Lat.		
	EHDC is a relatively		
	rural district and		
	webcasting enables		
	increased accessibility.		

Option	Benefits	Issues	Comments
Option 2.1:	It provides further	This would cost	It is likely
Do more	transparency and	additional money. The	that to
webcasting	accountability in	amount of extra costs	continue
– more	respect of the	would depend on the	webcasting
meetings	Council's decision	number of meetings	а
	making for the	webcast and the	procurement
	meetings webcast.	staffing arrangements	exercise
		used to support this.	would be
	It provides further		required to
	opportunities for	Staff would need to	contract for
	engagement with East	be recruited to	a service to
	Herts' residents,	support these	be provided
	including for people	extended	in the future.
	who would not	arrangements.	
	normally come to	Recent recruitment	Publicity for
	meetings.	amongst current staff	the
	FUDC is a relatively	did not attract many	increased
	EHDC is a relatively rural district and	interested staff.	scope of
		This will not fully	webcasting could also
	increased webcasting will enable further	This will not fully utilise the functionality	be used to
	increased accessibility	of the existing	increase
	to meetings.	webcasting system.	viewings of
	to meetings.	webcasting system.	all meetings.
		It does not directly	all meetings.
		address the relatively	
		low viewings of	
		webcasts, particularly	
		live viewings.	
		live viewings.	

Option	Benefits	Issues	Comments
Option 2.2:	It provides additional	This would cost	EHDC's
Do more	mechanism for	additional money. The	Communicat
webcasting	residents to engage	amount of extra costs	ions Team
<ul><li>additional</li></ul>	with the Council and	would depend on the	has
functionality	for the Council to	number of meetings	indicated
	engage with residents.	webcast and the	that they
		staffing arrangements	can support
	This will more fully or	used to support this.	some
	fully, depending on the		additional
	amount of additional	Staff would need to	functionality
	functionality	be recruited to	within
	implemented, utilise	support these	existing
	the functionality of the	extended	resources.
	existing webcasting	arrangements.	However,
	system.	Recent recruitment	webcasting
	Information provided	amongst current staff	can only be
	Information provided by Public-i indicates	did not attract many interested staff.	part of the "tool kit" to
	that authorities that	interested stair.	enhance
	provide additional	Provision of	EHDC's
	mechanism for	engagement through	engagement
	engagement increase	social media will	with its
	webcast viewings	provide more	residents
	relative to those that	engagement channels	1001001110
	do not.	with the council we	
	ao non	would need to ensure	
		we can respond to	
		those increases in an	
		appropriate manner,	
		especially if these	
		relate to complaints	
		etc	
		-	

Option	Benefits	Issues	Comments
Options 3:	Reduced costs.	It could be seen as	Due to the
Do less	However, the reduction	reducing	limited
webcasting	in cost is marginal due	transparency and	functionality
	to the charging	accountability in	of the
	schedule.	respect of the	existing
		Council's decision	system
	Reduces the need to	making.	utilised, it is
	train and recruit staff.		unlikely that
		It provides fewer	functionality
		opportunities for	could be
		engagement with	reduced.
		East Herts' residents,	This leads
		including people who would not normally	to requiring
		come to meetings.	fewer
		oome to meetings.	meetings to
			be webcast.
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Option	Benefits	Issues	Comments
Option 4:	Reduced costs.	It does not support	EHDC's
Stop all		the national "open	Communicat
webcasting	Eliminates the need to	government" agenda.	ions Team
	recruit and train staff to	Although it does not	and the
	operate webcasting.	preclude meetings	press use
		from being recorded	webcasts as
	Can be implemented	in other ways?	a reference
	quickly.		source.
		It reduces the	
		transparency and	
		accountability in	
		respect of the	
		Council's meetings	
		webcast.	
		It removes one	
		mechanism for	
		engagement with East Herts' residents	
		come to meetings, although	
		consideration could	
		be given to	
		reallocating any	
		resource to other	
		engagement	
		processes.	

For all options 1 to 3, inclusive, the following issues would need to be satisfactorily addressed:

- Ownership for the whole of the webcasting needs to be clear.
- Processes need to be effectively implemented to ensure that the system is reliable and resilient.
- Consideration needs to be given to the financial implications of these options.