

## Webcast Options Appraisal

<b>Option 1 - Stop webcasting Council meetings</b>	
Description	Do not renew the contract with Public-i in April 2020
<b>Pros</b>	<b>Cons</b>
<ul style="list-style-type: none"> <li>• Save staff time when setting up Council meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Less transparent, open and accountable</li> <li>• Our public galleries are limited to 103 attendees</li> <li>• Citizens expect us to offer this as a service</li> <li>• Meetings are not accessible for those who rely on subtitles</li> </ul>
<b>Costs</b>	£0 Saving of £15,874 annually from revenue budget

<b>Option 2 - Continue with Current Webcasting Arrangements</b>	
Description	Renew our contract with Public-i in April 2020
<b>Pros</b>	<b>Cons</b>
<ul style="list-style-type: none"> <li>• Hardware is already in place</li> <li>• Software integrates with Modern.gov               <ul style="list-style-type: none"> <li>○ Pulls through Councillor profiles</li> <li>○ Adds agenda and slides as attachments</li> </ul> </li> <li>• Multiple cameras that will follow whoever is speaking</li> </ul>	<ul style="list-style-type: none"> <li>• Microphones are assigned to specific councillors and need testing and setting up every meeting which is very time consuming</li> <li>• Remote technical support from supplier means problems which occur quite frequently can take much time and effort to resolve</li> <li>• Videos are only stored for 6 months</li> <li>• Limited to 50 hours of videos each year</li> </ul>
<b>Costs</b>	£15,874 annually No saving achieved

### Option 3 - Alternative Method of 'Webcasting' via internal ICT Services

Description	The Digital Solutions team in ICT will replace current cameras and webcasting equipment. A new solution will make use of free to use streaming platforms such as Facebook Live and YouTube Live which offer a larger customer base, unlimited video storage and industry leading technical infrastructure.	
<b>Pros</b> <ul style="list-style-type: none"> <li>• Simpler setup process, microphones don't need to be assigned to each Councillor</li> <li>• Much better video quality</li> <li>• Ability to stream to a larger user base, either YouTube (37.1 million UK adults using it) or Facebook Live (Around 37 million active users in the UK)</li> <li>• 3 video feeds can be displayed at the same time (for example, 2 cameras and a PowerPoint slide)</li> <li>• Unlimited video storage</li> <li>• Supported by SBC ICT</li> </ul>	<b>Cons</b> <ul style="list-style-type: none"> <li>• The camera position will be static to cover the whole chamber and not follow the speaker</li> <li>• It will not integrate with Modern.gov</li> <li>• Advertisements will be shown to viewers</li> </ul>	
<b>Costs</b>	<b>Capital:</b> <ul style="list-style-type: none"> <li>• Equipment <ul style="list-style-type: none"> <li>○ Camera x2 £1,498</li> <li>○ Webcaster £2,984</li> <li>○ Roving microphone £300</li> <li>○ Cabinet of equipment storage in Chamber £250</li> </ul> </li> </ul> <p><b>(TOTAL COST = £6,530 one off capital investment)</b></p> <p>Saving of £15,874 annually from revenue budget</p>	

<b>Option 4 – Move to Audio only Webcasting</b>	
Description	Broadcast audio-only option using Audio Minutes online service.
<b>Pros</b>	<b>Cons</b>
<ul style="list-style-type: none"> <li>• Archive 500 hours of recordings</li> <li>• Software integrates with Modern.gov               <ul style="list-style-type: none"> <li>○ Ability to attach the audio to the agenda webpage once complete</li> </ul> </li> <li>• Minimum setup required by staff</li> <li>• Microphones won't need assigning to each Councillor</li> </ul>	<ul style="list-style-type: none"> <li>• Not possible to display who is speaking</li> <li>• Meetings containing visual elements will not be suitable</li> <li>• Not possible to show subtitles</li> </ul>
<b>Costs</b>	Capital: <ul style="list-style-type: none"> <li>• Equipment               <ul style="list-style-type: none"> <li>○ Android tablet £125</li> <li>○ Roving microphone £300</li> </ul> </li> </ul> <p>£3,900 annually required, saving of 11,974 from revenue budget</p>