ABERGAVENNY TOWN COUNCIL

POLICY AND RESOURCES COMMITTEE MEETING

WEDNESDAY 17TH JANUARY 2024

PR05/24: WEBSITE & SOCIAL MEDIA REPORT

1. PURPOSE
   1. To consider a report and gain Abergavenny Town Council agreement for the tender proposal for Council Website and Social Media Support.
   2. To fulfil the Abergavenny Town Council’s obligation to have a Media presence under *‘*Connecting with your local community’ [(gov.wales)](https://www.gov.wales/sites/default/files/publications/2021-06/connecting-with-your-local-community_0.pdf) 2021 Guide
2. BACKGROUND
   1. In 2023, Abergavenny Town Council embarked on improving their online presence, starting with the revamp of their website, and then moving on to social media. This has proved very effective and successful, with a fully accessible website now in operation, and a growing social media presence across four of the major platforms.
   2. (2.1) was achieved by working with outside providers to provide these services as there was no spare internal staffing capacity, equipment nor expertise.
   3. Receipt of statistical reports from the current provider indicate that the Abergavenny Town Council’s Media presence is generating increased engagement including interest from Welsh Government (sustainability project).
3. PROPOSAL
   1. Approve the Tender and scoring matrix.
   2. Approve sites to advertise the Tender.
   3. Approve the closing date for receipt of responses.
   4. Approve the requirement that the Contractor will work in a timely fashion to promote the work of the Abergavenny Town Council, creating promotional videos, photography, and also scheduling content directly provided to them by the Principal Officer.
   5. Approve the Committee Chairs and Mayor to review tenders received and select Contractor; Contractor to be offered a fixed term contract.
4. RECOMMENDATIONS
   1. Propose tender for Website and Social Media Support be advertised 18th January 2024.
   2. Propose cutoff for submissions received: 9am 9th February 2024.
   3. Propose the Committee Chairs and Mayor review tenders received and select Contractor.
   4. Propose contract offer be brought to Policy and Resources Committee 14th February 2024 for final approval for selected Contractor to be offered a fixed term contract.
   5. Propose allocation of £18,000 for the cost of the service as indicated in the 2024-25 Budget final Draft be accepted.