

Council	Viewing Figures	Advertising Campaign
<p>Epping Forest District Council</p> <ul style="list-style-type: none"> - Started web casting in September 2006 - Web cast live all meetings in Council Chamber & Committee Room 1 - Plus, a portable unit which can record meetings held elsewhere & civic events etc - these recordings are then uploaded for viewing at a later stage via the archive - Council has previously produced films on the Environment & their local Museums – these have also been uploaded to the archive for viewing 	<p>September 2006 – 387 May 2007 – 1416 May 2008 – 1813</p> <p>Majority of hits are on the archived recordings and not the 'live' events</p>	<p>Publicity Photos Recorded a number of events as dry runs prior to going live</p> <p>Initially promoted via local press and on Council website</p> <p>Link to live events and archived footage on Council website homepage</p>
<p>Bristol City Council</p> <ul style="list-style-type: none"> - Started web casting in September 2007 - Web cast Full Council and Cabinet meetings plus 1No. Select Committee & any contentious Development Control meetings - Static unit in Council Chamber & 1 mobile unit - can be viewed live or via archive - Archive kept for 12 months - System requires one person to operate it (not a technical expert) 	<p>September 2007 – 495 October 2007 – 1456 November 2007 – 1708 May 2008 – 3530</p> <p>Majority of hits are on the archived recordings and not the 'live' events</p>	<p>Initial promotion through local newspaper and council website</p> <p>Link to live events and archived footage on Council website homepage</p> <p>Local newspaper shows web casts on their website as well</p> <p>Meetings being web cast are distinguishable on-line by a clapperboard symbol next to name of meeting</p> <p>Development Control refer to web casting in any letters/paperwork they send out relating to contentious issues</p>

<p>Wirral Metropolitan Borough Council</p> <ul style="list-style-type: none"> - Started web casting at beginning of 2007 - Static unit fitted in one committee room - Limited web casting carried out - only planning meetings - Can be viewed live or via archive - Archive only kept for six months 	<p>On average 450 – 600 per month</p>	<p>Initial promotion via local press</p> <p>Now only advertised via Council website</p>
<p>Lancashire County Council</p> <ul style="list-style-type: none"> - Started web casting in - What meetings? 	<p>1200 – 1500 per month</p>	<p>Advertised on their Council website only</p>
<p>Hull City Council</p> <ul style="list-style-type: none"> - Started web casting in January 2004 - Web cast Full Council meetings only - Plan to upgrade system to enable web casting of Cabinet meetings and any meetings dealing with contentious issues via a mobile unit - 3No. static cameras in Council Chamber - Can be viewed live or via archive - Archive kept for six months 	<p>January 2004 - 168</p> <p>Now averaging 600-800 per month</p>	<p>Initial promotion via council website and local newspaper</p> <p>Advertised now via Council paper - 'Hull In Print' and Council website</p>