



Abergele Town Council

MINUTES

A meeting of the Marketing and Promotion Sub Committee was held hybrid at 6.45pm on Monday, 9th September 2024.

185/24 **Cofrestr Presenoldeb - Attendance Register**

Present: Cllr: N. Williams (Chair);
Cllrs: J. Jones; S. Jones-Roberts; T. Jones; A. Hunter

Officers: Mrs. M. J. Evans (Town Clerk)
Ms A. Pilling (Project Management & Funding Officer)
Mrs. F. Taggart (Assistant Town Clerk)

Mr Aled Roberts – Delwedd Ltd

186/24 **Ymddiheuriadau am Absenoldeb – Apologies for Absence**

Cllrs: M. Davies; D Fetherstonhaugh

187/24 **Yn absennol heb ymddiheuriad - Absence without Apologies**

None

188/24 **Datganiad o Ddiddordeb - Declaration of Interests**

Members were reminded that they must declare the existence and nature of any personal interests (using the form provided for this purpose).

189/24 **Cofnodion – Minutes**

It was RESOLVED to RECEIVE, CONSIDER and APPROVE as a correct record of the meetings, the minutes of the following meetings held on:

- a) Marketing & Promotion, held on Monday 19th June 2024
- b) Marketing & Promotion, held on Monday 24th June 2024
- c) Marketing & Promotion, held on Monday 1st July 2024

Proposed by: Cllr T. Brennan

Seconded by: Cllr T Jones

190/24 **Website presentation by Delwedd**

Cllr Williams welcomed Aled from Delwedd to the meeting, Aled gave a brief background to Delwedd Web design company, including information about their core business. Aled advised that their main business is in North Wales consisting of Schools and Town Councils, and they currently have close to 450 live websites. Delwedd have featured as finalists in the Welsh Business Category and they are passionate about promoting the Welsh language which is automatically built into their websites at no extra cost.

Aled went through the new website design, members agreed they liked the new format, which was 'clean, crisp and clear', Aled confirmed that as a host Delwedd



ensure, that they follow all the Legal requirements, and regular on-going maintenance.

Aled confirmed that content submitted from ATC Officers before 12 noon would be made live that same day, social media feeds could be added to the website to show recent posts, and added that Delwedd had access to Adobe stock images that could be used. Aled also explained that ATC would receive a regular tracking report including popular pages/searches.

After the presentation Members had a chance to discuss some of the detail they would like in the website, including; Bi-lingual landing page, slideshow – changing local pictures, Newsletter sign up option, and it was agreed the QRBOXX would be discussed with Delwedd.

It was agreed to add for discussion at a future agenda the pictures that should be featured on the website.

It was **Resolved** to proceed as agreed with Delwedd's proposal of the website, which would take approximately 6 – 8 weeks to build dependant on feedback and content creation.

Proposed by: Cllr T. Brennan

Seconded by: Cllr T Jones

Meeting Closed at 19:31pm

Signed

(Chairman)