



Abergele Town Council

MINUTES

A meeting of the Marketing and Promotion Sub Committee was held hybrid at 6.45pm on Dydd Llun/Monday, Ionawr 13eg/January 13th, 2024.

428/24 Cofrestr Presenoldeb - Attendance Register

Online: Cllrs: N. Williams (Chair); D. Fetherstonhaugh; A Hunter (non-member); J. Jones; T. Jones; S. Jones-Roberts;

Officers: Mrs M. Evans (Town Clerk); Ms. A. Pilling (Placeplan Officer)

In attendance: Delwedd Ltd: Mr. Aled Roberts

429/24 Ymddiheuriadau am Absenoldeb – Apologies for Absence

It was **RESOLVED** to **RECEIVE, CONSIDER** and **APPROVE** the apologies received from members as follows:

Cllr T. Brennan (Personal)

Cllr M Davies (unwell)

430/24 Yn absennol heb ymddiheuriad - Absence without Apologies

None

431/24 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).

None were declared

432/24 Cofnodion – Minutes

It was **RESOLVED** to **RECEIVE, CONSIDER** and **APPROVE** as a correct record the minutes of the Marketing & Promotion meeting, held on **Monday 4th November 2024.**

PROPOSED BY: Cllr N. Jones

SECONDED BY: Cllr D. Fetherstonhaugh

433/24 Website

The Chairman welcomed Mr. Roberts to the meeting who provided an update on the progress of the new Town Council website.

Mr Roberts explained that the first two of four milestones, had been reached, the “design” and “build” and he provided a virtual tour of the website to date, showing layout, pages, tabs, and additional potential content options. There are four key milestones in the process as follows:

1. Design
2. Website build
3. CMS



4. Content

The bilingual side of the website has been built.

The presentation was well-received, and Mr. Roberts confirmed that he would add links to the social media feeds and QRBoxx and would also link the Mailchimp. He also confirmed that the current images being used were “placeholders”, and that the Committee would be able to choose images to accompany content, during the content development phase, which was the third milestone to reach.

The Committee discussed the site entry, and whether to have a landing page with language option prior to entering the homepage, or whether to have a homepage with language toggle option.

It was PROPOSED, SECONDED and APPROVED to opt for the landing page option. It was FURTHER APPROVED that the landing page should include Abergele, Pensarn, St. George, Belgrano, and Bodtegwel.

PROPOSED by: Cllr N. Williams

SECONDED by: Cllr J. Jones

434/24 Matters Arising

a) Windows 11

The Town Clerk explained that staff laptops would be upgraded to Windows 11, and Publisher, which was used to create the newsletter, would no longer be supported. Also, previous Publisher documents would no longer be accessible, except as PDFs.

This would mean selecting alternate software for producing the newsletter, such as SWAY, already available within Office 365, but intended for creating digital presentations and communications, as opposed to printed ones.

Another option could be Canva, which could be used to produce both digital and printed versions of the newsletter. However, the lack of text-wrapping function on Canva would mean that the format of the newsletter would need to change and could be done as a flip book.

The Clerk requested Members thoughts on the above, the Committee discussed and felt that printed copies were still required. The Committee AGREED that Officers should explore Canva as an option, whilst also seeking confirmation about the expected end-date for Publisher, given differing timescales online, as compared to timescales given by CCBC.

b) The Town Clerk proposed a new idea for the newsletter, wherein a community group, club, or society would be featured in each publication, and this was well-received. The Clerk confirmed that this would form part of the Place Plan officer's remit and part of the Community element of the Place Plan. It was AGREED that a feature taking one A4 side could be included and then shared on social media.

c) The Town Clerk re-iterated recent advice from One Voice Wales' legal team, following the discovery that Town Councils do not have power to promote businesses. Committee members re-affirmed their disappointment, but noted that the sale of advertising space was not a significant income-generator, with only one regular advert running, and agreed that future newsletters would not include commercial advertisements



- d) The Placeplan Officer presented data on recent social media activity to members and asked the Committee if they would like to begin receiving social media metrics as a standing item at meeting, which was agreed. Members also requested that data for hits to be website is included. Members also requested that the Council ensure that updates are also on 'X'.

Meeting Closed at 19:45

Signed

(Chairman)

DRAFT