

**Correspondence File 1**

**Marketing & Promotion SC**

**12 July 2021**

## Terms of Reference

### Marketing & Promotion Sub-Committee

Membership (2021/22): **Seven members** and the Chairman and Vice-Chairman, Policy & Finance Committee (unless they signify that they do not wish to serve)

Cllrs B Roberts; D MAcRae; S Jones-Roberts; N Eden; A Wood; T Brennan; M Bond.

Chairman (2021/22):

Quorum: One Third of the Members of the Sub-Committee or three members whichever is the greater

Reporting: The Sub-Committee reports to the Policy & Finance Committee

The Marketing & Promotion Sub-Committee has delegated responsibility to consider and approve the content (articles and photographs), layout, printing and delivery arrangements for the Town Council's biennial Town Guide and Newsletter, within the budget approved by the Council. Any expenditure over and above the approved budget must be approved beforehand by the Policy & Finance Committee.

In carrying out these duties, the Sub-Committee will adhere to the current policy of the Council regarding the use of the Welsh language and any statutory requirements of the Welsh Language Wales Measure Act 2011 which apply to Town and Community Councils and the power to provide information relating to matters affecting Local Government under the Local Government Act 1972, s. 142.

The Committee is also responsible for overseeing the Town Council's website, Twitter, E-mail host, and any other tool that the Town Council may use in the marketing and promotion of the Town and the Council in line with legislation as set out by the Wales Measures Act 2012.

## Smart Towns

The Clerk has been provided with a brief on work that is been carried out by the Menter Môn, on behalf of the County Council. Further information will follow in due course.

Abergele Town has been provided with free Wi-Fi which captures information on people who tap into the application in the Town. There are 12 Wi-Fi access points in the Town. The system is GDPR compliant as it does not collect personal data, merely a record of where a person has visited, how long they stayed for, where people gather, when are the quiet times and when are peak times, how often they visit etc. It records when they arrive and depart from the area

There are two licences available for this service:

1. The basic licence holds information on how many people came in and out of town and what time – this information is held by Conwy IT
2. The upgraded licence at £800 p.a. follows people around town, logs how long they stayed and where they went, how have they come to town i.e. car, bus etc., are they visitors, or regulars,

The software can also be used to measure how successful an event was, target quiet times and two 4 one offers etc. Accessed via a Town application.

If the Council wish to consider this tool moving forward consideration must be given to what the data would be used for, would the local businesses see a value in the information?

A Digital Champion from the Council would be required to take the project forward and engage with the businesses.