



HALESWORTH TOWN COUNCIL
Communications Committee Meeting via Zoom
Wednesday 5th August 2020

Council Chambers
Waveney Local Office
London Road
Halesworth

Present: Councillors; A Dunning (Chair), J Reece (Vice Chair), D Wollweber, T Allen, K Prime, R Lewis, B Chadwick, A Fleming.

In attendance; P Welby (assistant Clerk), N Rees (Clerk), Karen Austin (HIB), John Bainer (Millennium Green), Jane Dekker (Town Centre Group), Morag McInnes (East Suffolk Council, Economic Development Officer)

Agenda

1. Apologies – Cllr D Thomas

2. Declarations of interest: None

3. Marketing Halesworth: To consider ideas for marketing Halesworth, both in the short term (during the road closure period) and beyond in order to improve footfall to the town.

It was agreed that whatever marketing took place, both the short and long term needed to be looked at. Halesworth needs to advertise that it is open for business following the easing of lockdown measures and that the road closure in the Thoroughfare makes it a safe place to social distance. The marketing then needs to look at making Halesworth a destination for visitors who don't venture west of the A12. The Tourism Group have indicated that tourist style 'brown signs' at Blythburgh and Darsham would help to direct visitors. The Council's four year plan has a target of 'enabling the Thoroughfare and Market Place to remain a thriving destination centre for the public'. Cllr Allen addressed the need for a professional events manager or marketing manager to coordinate this. JD reported on Southwold's recent appointment of a Town Centre Manager. ESC would like to set up a meeting between Beccles, Bungay and Halesworth to discuss the Southwold model to see if there is a possibility of replicating this. The Halesworth Town Centre group have requested funding from ESC for a town website which was suggested after surveying businesses as to Town needs.

Cllr Wollweber reported that the East Anglian Daily Times have offered Halesworth a 2 page advertising feature which HTC could subsidise. JD suggested that a feature should be editorial rather than advertising, and possibly using other versions of the Community News and Hoot publications. It was agreed that Cllr Dunning would edit her 'Lockdown List' of businesses to show who was open.

It was also agreed that there needed to be a short term campaign to show residents that Halesworth is open for business and a long term campaign to attract more visitors perhaps away from the coast by showing them Halesworth has something different to offer.

An event to bring in more visitors was also discussed with ideas for a wine festival and a cycling event on Millennium Green put forward.

Cllr Fleming proposed that a working party be formed to look at and design the marketing campaign for Halesworth. This was seconded by Cllr Prime. All in favour. A working party was formed to consisting of Cllrs Wollweber, Dunning and Reece, Jane Dekker, Karen Austin and John Bainer.

Members of the public left the meeting at 19:35

4. Minutes of previous meeting – 5th May 2020 These were accepted as a true record of the meeting

5. Matters arising from the Minutes – Cllr Chadwick would like it noted that he did try to attend the meeting on the 5th May but was experiencing technical difficulties with Zoom.

6. Website: To receive feedback from councillors on what improvements or changes they would like to see before the website is upgraded.

The Cllrs discussed the current Town Council website which is hosted and maintained by Mustard but the content is added to by the Clerks. It was agreed that it needs simplifying and brightening up, especially the homepage. The Cllrs present had looked at other Town Council websites and particularly liked Framlingham's.

It was agreed:

To ask Mustard to calculate which pages are looked at the most and decide whether there are any pages that could be deleted to streamline the website.

Cllr Chadwick will look in detail at the website and give feedback to the Clerks.

To get some up to date visuals and photos to use on the website. Especially those on the picture gallery.

Morag McInnes (East Suffolk Council) joins the meeting at 20:00

MM suggested that Cllrs try Googling 'Halesworth' to see how far up the list the Town Council's website appears and to try to get any old and no longer functioning websites removed.

7. Website/Mailing list/Facebook/Twitter –Anything for the Council's media outlets -Not at present

8. Correspondence – None received.

9. Date of next meeting – Wednesday 23rd September at 7pm