



HALESWORTH TOWN COUNCIL
Communications Committee Meeting via Zoom
Thursday 26th November 2020

Council
Chambers
Waveney Local Office
London Road
Halesworth

Present: Councillors; A Dunning (Chair), K Prime, R Lewis, D Thomas.

In attendance; P Welby (assistant Clerk)

Minutes

- 1. Apologies** – Cllr Fleming and Wollweber
- 2. Declarations of interest**- None
- 3. Minutes of previous meeting** – The minutes were accepted as a true record of the previous meeting.
- 4. Matters arising from the Minutes** – Cllr Thomas asked if the honours board had been found – it is now in the Council Office.
Cllr Prime has spoken to the original designers of the ‘hours free parking’ sign that was at the entrance to the Thoroughfare car park. They are happy to design a more general ‘Welcome to Halesworth’ type sign instead.
- 5. Marketing Halesworth** – Cllr Wollweber recently attended a meeting with the People and Places group. It was hoped by the Committee that this meeting will have clarified what the £10000 grant was for and how much of the town was to be covered by the marketing strategy. **It was proposed that at the next full Town Council meeting there should be clarity as to what the marketing Halesworth working group should cover. It was also proposed that Cllr Prime should be the Town Council’s town centre representative on such bodies that require this.**
- 6. Emergency Civic Protocol** – Processes have now been put in place to take the necessary steps.
- 7. Website** – The Clerks have met with Mustard and given them the brief to update the website. Cllr Primer asked if it was possible to use the colour scheme from the tourism group’s logo to keep continuity. PW will send this to Mustard as a suggestion. The Committee asked whether it would be possible to update the current front page and make it a little bit more welcoming and reinforcing the idea that Halesworth is open for business. Cllr Prime will check with the Town Centre group that it is ok to use their images and adverts.
- 8. Town of the Year Awards**- Halesworth has been nominated as Town of the Year in the Stars of Norfolk and Waveney award in the EDP. A local resident has also been nominated. PW will update the website using logo that will be supplied.
Cllr Lewis asked if it is worth sending events and articles to the local press to try and promote the town. **This was agreed and it was proposed to ask the full Council – should the Town Council submit reports to the local press in order to generate positive interest in the town.**
- 9. Festive Fridays** – The Town Centre group have organised for those businesses permitted by Covid restrictions will open on the Friday evenings before Christmas until 7.30pm. Shoppers

can take advantage of the free car parking. The District Cllrs have been approached to supply free parking on the Sunday before Christmas.

- 10. Business Listings** – Cllr Dunning will update the business listings after the 2nd Dec.
- 11. Grant Information** – Cllr Dunning requested a page on the website that listed other sources of funding for residents and groups. PW will create this and upload any grant information that comes through from East Suffolk. Cllrs who receive any information will send it through to the Clerk's office.
- 12. Website/Mailing list/Facebook/Twitter –Anything for the Council's media outlets** – Covered throughout the meeting.
- 13. Correspondence** Michal Imison had contacted the Council to see if the Award set up in Tamsyn's memory will be run this year. Cllr Dunning to contact Mr Imison to see if he wants to be part of the judging panel. The award is ready to be launched and would ask for the one special individual or group that has made a difference to Halesworth. This would work well off the back of the whole town being nominated for a Stars of Norfolk and Waveney award. It was decided that the closing date for entries would be the 28th February and that the winner would be announced at the Annual Parish meeting (Covid restrictions allowing).
- 14. Date of next meeting** – Monday 14th December 6pm