



**HALESWORTH TOWN COUNCIL**  
**Communications Committee Meeting via Zoom**  
**Monday 14<sup>th</sup> December 2020**

Council Chambers  
Waveney Local Office  
London Road  
Halesworth

Present: Councillors; A Dunning (Chair), K Prime, R Lewis, D Wollweber, B Chadwick, M Took, T Allen.

In attendance; P Welby (assistant Clerk)

**Minutes**

- 1. Apologies** – Cllrs Thomas and Fleming
- 2. Declarations of interest** – None.
- 3. Minutes of previous meeting – 26<sup>th</sup> November 2020** – The minutes were approved by those Cllrs present.
- 4. Matters arising from the Minutes** – None.
- 5. Marketing Halesworth** – There is now a new working group to deal with this that reports directly to the main Town Council to speed up decision making time. Cllr Wollweber explained that the working group would deal with the People and Places group, marketing Halesworth and the possibility of working with Bungay on the Town Centre manager's role. Cllr Dunning asked that if the group need any promotional work doing, that this Committee would help.
- 6. Tamsyn Imison Award Launch** – Cllr Dunning has spoken to Michael Imison and he would like to be part of the judging panel. The award can now be launched off the back of Halesworth winning Town of the Year Award. Clerk to release forms and contact the Headteacher at Edgar Sewter and the Library Manager.
- 7. Email Policy** – This policy had not been sent out prior to the meeting so Cllr Dunning asked that Cllrs look at it before the next meeting. She thought it could be made simpler. Cllr Allen asked for his opinion to be minuted that this policy should not have been given to this Committee as it was concerning internal email usage where are the Communications Committee is concerned with communications between the Council and residents. Cllr Dunning acknowledged this.
- 8. Website** – The Clerk had circulated the feedback figures from Mustard. Cllr Wollweber asked whether it's possible to get more specific data i.e., Bounce rate, how long do people stay on the site, and if possible, demographics. Cllr Chadwick suggested that if the website doesn't get much traffic then a radical redesign is not necessary.
- 9. Town of the Year Awards** – Halesworth was nominated and won the Town/Village of the Year category. Cllr Dunning and the Clerk (Nick Rees) attended the ceremony to collect the award. As this award is for the whole town, Cllr Dunning is taking it for a 'tour' of the town to various traders and places within the town. The trophy could then go to various shops and places to be displayed. Cllr Prime suggested that she could put out an email through the Town Centre group asking that if anyone would like to hold the trophy for a week they could apply to the Council. Cllr Dunning also informed the Committee that she was doing the '12 days of Christmas' featuring various shops, services and locations around the town. Cllr Dunning had also been contacted by BBC Radio Suffolk who are unable to bring their

Christmas tour bus this year due to C19 restrictions. She has been asked to tell listeners what is happening in Halesworth for Christmas. Cllr Dunning was contacted as she spoke to the BBC last year.

10. **Festive Fridays** – Cllr Prime gave feedback on the two festive Fridays so far. There has been mixed feedback so far. Some traders were finding it difficult to get staff to be able to open the extra hours. Other traders were more positive. Those shoppers that Cllr Prime had spoken to had provided positive feedback.
11. **2021 Annual Parish Meeting** – It was decided to ask SALC for guidance on holding Annual Parish Meetings next year. It was also decided to ask the other towns (Beccles, Bungay) how they were going to deal with this. The tentative date set was 22<sup>nd</sup> April.
12. **Website/Mailing list/Facebook/Twitter –Anything for the Council’s media outlets** – Nothing
13. **Correspondence** – None
14. **Date of next meeting** – To arrange in the New Year.