

Minutes of the
Communications Sub-committee meeting
of Hay Town Council held by Zoom on December 16th 2020 at 6.00pm

Present: Cllr James Prothero (JPr) Cllr Trudy Stedman (TS) Cllr Isobelle Keith (IK)

Cllr Deb Landymore (DL) Cllr Jeff Morgan (JM) Cllr Josh Boyd Green (JBG)

In attendance: Chris Watkins (CW)

There were no apologies.

COMM 200- Elect/ confirm Chair

Cllr James Prothero was confirmed as the Chair.

COMMS 201- Minutes of the Meeting dated 14th October 2020

With one error to be corrected (TS's name), these were agreed as a correct record.

COMMS 202 - Matters Arising from minutes of the last meeting

There were no matters arising not on the Agenda.

COMMS 203 - Citizen of the Year award

i) Presentation ceremony

It was agreed that the presentation ceremony would take place as and when it is possible.
The certificates are to be prepared by January.

ii) Confirmation of winners

Malcolm Eager (Mac) - Citizen of the Year
Zoe Mclean - Covid 19 volunteer

COMMS 204 - Christmas newsletter/ cards – outstanding actions

The Christmas cards have arrived and are ready to be sent out.
TS is preparing the newsletter and it will include varied information that residents will find useful e.g. phone numbers of PAVO and CAB. Also in the newsletter will be the names of the new councillors and that the Council has the full complement of Councillors. IK suggested that a list of the Council's achievements could also be included.

It was suggested that a separate communication about pedestrianisation with a road map could be sent out in the future.

TS hopes the newsletter and the Christmas cards can be sent out together in the Christmas week and asked for help in preparing and delivering the envelopes. DL offered to help with that aspect on her day off but could not manage the delivery. The other Councillors will deliver the envelopes.

COMMS 205 - Paid parking at the Pavilion - how to further promote scheme

Hay Town Council is intending to allow residents to buy a parking space for their exclusive use at a cost of £365 a year, a comparable cost to a permit in the main car park. The idea behind the scheme is that Hay Town Council will be able to support the local sports clubs and other good causes which benefit the Hay community.

There was a discussion about the scheme and how best to inform interested parties about what is happening.

There has been FB criticism mostly about where parents dropping off children for sports clubs would be able to park.

TS explained that there will be a designated parking area for the clubs on a disused area which is being used to dump rubbish. This will have netting put on so grass can grow through. It will be only for access to the clubs and will be cordoned off for their use with a chain or a drop-down bollard.

JBG asked about whether residents could pay for a parking space in instalments.

The Councillors thought that leaflets explaining the scheme could be put on cars parked at the car park and delivered to houses close to the car park which do not have their own parking.

The spaces will be offered to residents first but could also be offered to businesses such as the Swan Hotel.

People buying car permits could, in theory, rent out their space during festivals.

COMMS 206 - Hay Christmas Market 19th December – how to promote HTC's contribution

A flyer put out to promote the Christmas Fair does have Hay Town Council's logo on it and the Council's support is mentioned on the website.

It was agreed that Emily who is organising the Christmas Fair and other fairs later in the year will be asked to mention the Council's support, on FaceBook, for example, so that the traders are aware of the Council's efforts to promote business in the town.

IK wondered whether it could be mentioned in the newsletter being prepared and in the Annual Report.

TS suggested that when Hay Town Council receives the grant from Powys to promote social distancing, this information could be sent out in a communication to inform the community.

COMMS 207 - Annual Report 2021/ Articles with Wye Local / costs / agree articles until May 2021

Usually the Annual Report is published at the beginning of the year but the deadline has been passed now for January. The Annual Report gives an idea of what has been happening and what needs promoting. IK volunteered to do a report for March and DL will help her.

TS thought it a good idea to publish it in two consecutive pages of the Wye Local rather than a separate newsletter.

The Council could ask a graphic designer for help in designing the article. Thomas Davies was suggested.

TS asked if the new Councillors would like a Council email address as 12 addresses were included in the website fee. JM, JG and DL would like one and others are ready for Councillors. TS will remind everyone.

Currently TS is the only person administering FaceBook and IK volunteered to help with it.

JBG was happy to do the training for the website and CW will also be trained.

TS mentioned there was a policy regarding communications and the Councillors discussed updating the policy and putting it onto the Action Plan.

COMMS 208 - Action Plan

JPr mentioned that he had redrawn the Action Plan and that Nick, the Town Clerk, was pleased with his efforts. The Councillors discussed the Action Plan.

20 mph signs had been ordered and it was suggested that these could be placed on housing estates.

TS discussed the Yellow Dog campaign and explained that Josie Pearson had been driving this campaign. The Councillors discussed whether it would be better to make this a long-term aim.

More information will be put out and hand delivered regarding the pedestrianisation scheme as it applies from May, so that the residents and businesses most involved, will have the information they need in good time.

The Councillors strongly agreed that communication is vital to keep the community well informed about the developments happening in Hay. TS will put something in the newsletter about the traffic scheme.

The planters brought into town could have edible plants in them e.g. herbs.

JPr asked CW to add "Covid measures and pedestrianisation" to the AP.

TS asked for missing photos/ bios of the Councillors to upload to the website.

COMMS 209 - AOB

It was mentioned that the local MP is acting as a Marshall at the Christmas Fair.

COMMS 210 - Date and time of next meeting

This will be left until a meeting is needed.

The meeting closed at 7.00 pm.