

## **FAQ's and Terms of Use – Bay of Colwyn Digital Notice Boards**

### **How did the project come about?**

In 2021 Together for Colwyn Bay approached the Bay of Colwyn Town Council to suggest establishing digital notice boards for the community. This was based on feedback from community consultation that noted that communication was an issue in the town, and that there were a number of great resources, groups, and facilities available to residents, but that often people did not know about them.

At the same time, the town council had been engaged in workshops about the 'Smart Towns' initiative and was considering whether and how digital communication could assist the town's Covid recovery.

Working in collaboration, the Bay of Colwyn Town Council, Together for Colwyn Bay, and Imagine Colwyn Bay sought grant funding from Transforming Towns (a Welsh Government regeneration fund) to supplement their own contributions to the project, which will see four digital notice boards installed across the Bay of Colwyn area.

### **Where will the notice boards be located?**

These notice boards will be located in Old Colwyn (On Cefn Road outside the Co-Op) in Rhos-on-Sea (On the prom near the tourist information centre) and in central Colwyn Bay (one unit outside the Bayview shopping centre, and another on the underpass opposite the pier, to encourage footfall into town)

### **What sort of thing can I advertise on the noticeboards?**

The notice boards can be used to advertise:

- Community organisations
- Community events and activities
- 3rd sector services & charities e.g. CAB, Mind, Housing Associations
- Independent local businesses
- Information from statutory bodies
- Please note, we cannot guarantee that notices will be posted in time if they are submitted less than a month in advance

## **What can't I advertise on the noticeboards?**

- While community content from religious groups is welcome, the boards are not intended to promote religious ideology and such content would be disallowed.
- Whilst political groups are welcome to promote their community activity, the boards are not to be used to share party political or campaign messaging.
- Personal notices such as 'Happy Birthday' or 'lost cat'
- Any content that is untrue or misleading
- Any content not relevant to the residents of the Bay of Colwyn (eg advertising events, groups or services happening elsewhere)

## **Who makes decisions about admissible content?**

The editorial team includes representatives from the Bay of Colwyn Town Council and Glyn Ward Invest Local (aka Together for Colwyn Bay).

## **Community Groups, 3rd sector organisations & Charities**

The notice boards are being installed to encourage greater participation in local community groups and activities, in order to improve the well-being of residents. Another primary purpose is to boost knowledge about services that are available to residents that may have a positive impact on their lives.

## **I'm not computer savvy, how can I make use of these boards?**

We hope these notice boards will encourage groups and organisations to try learning new skills and the editorial team hope to support that through a series of workshops and drop-in sessions. If you are unsure and would like some support, please contact the Town Council on 01492 532248 or at [info@colwyn-tc.gov.uk](mailto:info@colwyn-tc.gov.uk)

We recommend the use of [Canva](#), for creating notices. Canva is a free graphic design software tool that you can use in your browser that offers a number of templates ready for you to adapt. We have a number of custom template designs in development as part of the Colwyn Branding that you may want to use rather than starting from scratch. You can find them [here](#).

## **I'd rather use a paper notice.**

This is absolutely fine, there are traditional wooden notice boards located throughout the Bay of Colwyn for your use. The noticeboard in the town centre has recently been refurbished for a smarter look.

## **What about video and moving images?**

Since the screens are digital it is possible to show short animations and video content on them. We ask that these are no longer than **15 seconds** long and that the file is not too large or too small.

## **What do we mean by Local Independent Businesses?**

- Businesses with a physical presence within the Bay of Colwyn area (Old Colwyn, Colwyn Bay, and Rhos on Sea).
- Businesses employing fewer than 50 people

## **How often can I use the noticeboards?**

Preference will be given to community organisations and wellbeing notices. The noticeboard editorial team will aim to be as fair as possible when it comes to allocation; considering frequency of use (meaning we aim to support as many organisations as possible and avoid duplication).

## **How much will it cost?**

The digital notice boards will be free to use for not-for-profit organisations. We will support local independent businesses with free notices for the first year. Thereafter there may be a small fee for businesses, in order to help cover running, maintenance and replacement costs. We would aim to keep this as affordable as possible to support local businesses.

## **What size & format should my notice be?**

Ideally, notices should be 1920X1080, portrait style, in JPG, PNG or .MP4 formats. A4 ratio is fine too.

Please take care to consider the size of the file you are sending, and avoid sending excessively large or small files, as they may be rejected for that reason.

We also recommend avoiding notices that are too wordy. Each notice will have 15 seconds screen time, so it is best to stick to the headlines.

The boards can facilitate moving image, which can be very eye catching - if you are able to incorporate this into your design, more the better.

## **What is the Welsh Language Policy?**

Notices are required to be bilingual (Welsh and English) and we hope that these notice boards will encourage community groups and independent businesses who have not previously advertised in Welsh to give it a go.

## **What resources are available to help me translate my notice?**

There are a number of FREE services available to encourage the use of the Welsh language, and below is a list of resources available to you for free to help make translation as easy as possible:

- If you have English text to translate, you can access 500 words of free translation per month from Helo Blod. <https://businesswales.gov.wales/heloblod/helo-blod>
- If you have translated your notice content yourself, but would like to have it proofread, you can send up to 1,000 words (per organisation) to be proofread free of charge to [hybu@cyg-wlc.cymru](mailto:hybu@cyg-wlc.cymru)
- If your notice only has a few keywords that need to be translated, we have created a sheet of useful phrases for your use that can be downloaded from Together for Colwyn Bay's website. (See 'Social Media Phrases in English and Welsh at the bottom of the page > <https://www.togetherforcolwynbay.org/digital-noticeboards>)

The editorial team retains the right to refuse any notice for any reason that they deem appropriate. These terms of use may be changed at any time.

Whilst we make every effort to ensure that content complies with advertising standards, the editorial team cannot accept liability for breaches in submissions from third-party advertisers.

## **Pre-submission checklist:**

1. Is your notice bilingual Welsh/English?
2. Is your notice legal, honest, decent and truthful?
3. Is your notice non-political, and non-religious?
4. Is your notice a reasonable file size?
5. Is your notice up-to-date?
6. Do you have permission to use the images featured in your notice, including permission from individuals whose faces are shown?
7. Does your notice relate to the Bay of Colwyn? (for example, you represent a community group, 3rd sector organisation, or charity providing services to the residents of the Bay of Colwyn, or are a local independent business in the Bay)

# Social Media Phrases

Don't miss	Peidiwch â methu
Come and join us	Dewch i ymuno â ni
Coming soon	Yn dod yn fuan
Starting next week	Yn dechrau wythnos nesaf
Please share	Rhannwch os gwelwch yn dda
A list of the five ways to wellbeing	Rhestr o'r pum awgrym llesol
A few glimpses from the ...	Cipolygon o'r ...
Fantastic week of activities	Wythnos gwych o weithgareddau
A fantastic session at...	Sesiwn gwych yn
Watch this space ...	Gwylwch y gofod hwn ...
A lovely opportunity to ...	Cyfle hyfryd i ...
Come and get involved...	Dewch i gymryd rhan. .
Speak to...	Siaradwch â ...
For more information...	Am fwy o wybodaeth ...
(X number) sessions of (x activity)	(X rif) o sesiynau (weithgarwch x)
A great morning at ...	Bore gwych yn ...
A great afternoon at ...	Prynhawn gwych yn ...
Don't forget to book	Peidiwch ag anghofio i archebu lle
Book your place by contacting	Archebwch eich lle trwy gysylltu
Come and try your hand at ...	Dewch i roi cynnig ar ...
Fancy trying ...	Ydych chi awydd trio ....
Your last chance to book ...	Eich cyfle olaf i archebu lle
Happening today	Yn digwydd heddiw
Happening this week	Yn digwydd wythnos yma
Happening tomorrow	Yn digwydd fory
Lots of fun	Lot fawr o hwyl
Having a brilliant week so far	Yn cael wythnos wych hyd yn hyn
Refreshments included	Yn cynnwys lluniaeth
Still time to book	Mae dal amser i archebu lle
Learn something new	Dysgwch rhywbeth newydd
Connect with others	Cysylltu ag eraill
Free	Am ddim
Friendly, relaxed and informal	Cyfeillgar, hamddenol ac anffurfiol
Meet new people	Cwrdd â phobl newydd
Make new friends	Gwneud ffrindiau newydd
This is my type of session!	Fy math i o sesiwn!
This week is just getting better and better	Mae'r wythnos hon yn gwella ac gwella
Be good to yourself	Byddwch yn dda i chi eich hun
If you'd like to know more	Os hoffech wybod mwy
What a fantastic turnout	Am niferoedd gwych
What a fabulous day yesterday	Am ddiwrnod gwych ddoe

