

FAQ's and Terms of Use – Bay of Colwyn Digital Noticeboards

How did the project come about?

In 2021 Together for Colwyn Bay approached the Bay of Colwyn Town Council to suggest establishing digital noticeboards 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 noticeboards installed across the Bay of Colwyn area.

Where are the noticeboards located?

The noticeboards are 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 (outside the Bayview shopping centre and by the underpass opposite the pier, to encourage footfall into town).

What sort of thing can I advertise on the noticeboards?

The noticeboards 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 discouraged.
- Whilst political groups are welcome to promote their community activity, the boards are not intended to be used to share party political or campaign messaging.
- Personal notices such as 'Happy Birthday' messages
- 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 Together for Colwyn Bay.

Community Groups, Third Sector Organisations & Charities

The notice boards have been installed to encourage greater participation in local community groups and activities, in order to improve the wellbeing of residents, and to support local businesses by increasing footfall into the town centre. 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 noticeboards will encourage groups and organisations to try learning new skills and the editorial team plan 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

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 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 noticeboards 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 no more than 10MB in size.

What do we mean by Local Independent Businesses?

- Businesses with premises within the Bay of Colwyn area (Old Colwyn, Colwyn Bay and Rhos on Sea).
- Businesses employing less 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 noticeboards will be free to use for not-for-profit organisations. We will continue to support local independent businesses with free notices. At some point in the future there may need to 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 format & size should my notice be?

1920X1080 in JPG, PNG or .MP4 formats. **Please note, we can't accept PDF files.** If you would like to see a template made specifically for the noticeboards you can find them here on [CANVA](#).

Notices should be no more than 4MB and no less than 1MB.

What is the Welsh Language Policy?

Notices are **required** to be bilingual, and we hope that these noticeboards will encourage community groups and independent businesses who have not previously advertised in Welsh to give it a go. Where possible, please include both languages side by side on one poster and keep text to a minimum. An example of a simple bilingual poster can be found [here](#).

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 translated your notice content yourself, but would like it proof-read, you can send it to be proof-read free of charge to: <mailto:hybu@cyg-wlc.cymru>
- 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 your notice only has a few keywords that need to be translated, we have created a sheet of [useful phrases](#).

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: ✓

- Is your notice bilingual Welsh/English?
- Is your notice legal, honest, decent and truthful?
- Is your notice non-political, and non-religious?
- Is your notice between 1MB and 3.5MB in size?
- Is your notice up-to-date?
- Do you have permission to use any picture content including from individuals pictured for their image use?

- Does your notice relate to the Bay of Colwyn (Colwyn Bay, Old Colwyn and Rhos on Sea?) (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 with premises in the Bay)