

RIVER YEALM & DISTRICT ASSOCIATION
Registered Charity No 262929.

MINUTES OF A COMMITTEE MEETING OF THE RYDA
Held at 85 Court Road at 2.30pm Tuesday 5th September 2017

1. **Apologies.** Were received from Suzanne Sparrow and John Tighe.
2. **Minutes of Previous Meeting.** The Minutes of the meeting on 25th July 2017 were agreed.
3. **RYDA Website.**
 - Thanks were given to Lesley Dempsey for her hard work to date.
 - The Committee discussed the possibility of changing the emphasis of the Website to encourage community membership but in a subtle, subliminal way. This would focus on raising the RYDA profile and consequently membership. The Website must be useful, easy to navigate and pertinent to their needs, in order to appeal to the local community.
 - **Concerns.** Relate to the Website catering to residents of Yealmpton and Brixton, rather than of Newton and Noss. Constructing for the wider community could have expansive implications, for example, in planning matters.
 - **Focus.** The Committee agreed that the main focus should operate within the boundaries of Newton and Noss, but to include links to clubs and events of wider local interest; in accordance with the rules of the RYDA.
 - **Commercial Use** of the Website was discussed. Concerns were raised that organisations are currently using the Website for commercial purposes, in conflict with the ethos of the RYDA. The possibility of charging a fee was explored, with a majority not in favour of the commercialisation of the Website or such activities being included in the Calendar. To be discussed in more detail at a later date.
 - **Technical** queries were raised, relating to users being able to access the Website on Smart phones. Peter Pritchard to discuss further with Lesley Dempsey.
 - **Maximum Utility.** Home page content to be altered to improve utility by reducing the number of clicks to reach a link and placing the most important information in a more prominent position. Information relating to the RYDA need not be on the first page.
 - **Conventional design.** Display only relevant information on each page, including RYDA Logo and a concise menu. The Committee observed the clear layout of the N3P Website to determine success criteria, including displaying pictures in full width.
 - **Name.** By naming the Website '*Focus*' would provide identity and promote familiarity within the community. (Chairman's Afternote: A rethink will be necessary as Marchand Petit have just published their Branch update entitled 'Newton Ferrers Focus'.) Header on each page to include RYDA Logo, stating the purpose of the Website, rather than a description of the Organisation. Contacts, Weather and Tides to go at top of the page.
 - **Primary buttons.** Include Calendar, Bookings and Noticeboard, proposed links to go to specific clubs.
 - **Secondary buttons.** Include 7 subjects: General, Social, Welfare, Youth, HAC (Hobbies, Arts & Crafts), Sport and Entertainment.
 - **Additional Comments.** Button at bottom of page (inviting omissions etc).
 - **Footer.** On each page to include RYDA Logo and statement, Charity number, join and subscribe link.

- **Information required** by Lesley Dempsey includes History of RYDA, Minutes from last 2 meetings, Rules of the Association for an '*About Us*' page.
- **Disclaimer.** The Committee suggested re-formatting this to be more positive and helpful format.
- Peter Pritchard to action design of Website front page, print and distribute to the Committee to peruse and reach agreement on structure and cascade. Lesley Dempsey to continue updating the Website until such agreement is reached. Thanks were given to Peter and Lesley for their extensive and ongoing work.

4. **Any Other Business.**

- **Telephone Directory.** The Committee agreed to update the directory in 2019. The Chairman will contact Luscombe Maye in order to establish their financial commitment.
- **Water Tower.** Article to be included in the next newsletter.
- **RYDA Display Cabinets.** Helen Lancina to source new green baize for cabinets, Alan Lomax to fit and make good loose interior.
- **SHDC combining with West Devon Council.** Focus on the combined authority will be raised in next newsletter, with an invitation for comment. RYDA to take a neutral stance, highlighting the pros and cons, including predicted increase in Council Tax. Peter Pritchard to include a precis of CPRE and Councillor Tucker's report.
- **Dillon's Bench.** RYDA will seek sponsorship for funding of the replacement bench.
- **Garden by Point Cottage.** RYDA has been approached re: forming a working party to clear the overgrown shrubs and brambles that obstruct the view of the river. Alan Lomax and Helen Lancina to action.

5. **Planning.**

- Yealm Hotel. Prior to the meeting, Mark Evans gave a briefing re: proposal for new plans for the 2 dwellings to the West of the Yealm Hotel.

8. **Date of Next Meetings:**

*Tuesday 10th October 2017 (hosted by Christopher Lunn) ?
 Tuesday 21st November 2017 (hosted by Chris Bradley)
 Tuesday 9th January 2018
 Tuesday 20th March 2018 (Stuffing)
 Wednesday 18th April 2018 (AGM)

Helen Lancina
 Hon Secretary