

BINGLEY TOWN COUNCIL



Cottingley Community Centre, Littlelands, Cottingley, Bingley, BD16 1AL

MINUTES OF THE EVENTS, MARKETING AND COMMUNICATIONS SUB COMMITTEE MEETING HELD ON ZOOM ON TUESDAY 4TH AUGUST 2020

Start: 10:30AM

Finish: 12:00PM

Councillors present:	Brazendale, Dawson and Simpson (part of the meeting)
Councillors in attendance not a member of this committee:	None
In attendance:	Laura Jowett, Administrative Officer
Non Councillor members of the sub-committee	Mr Dickerson, Mr O'Neill and Mr Wood
Members of the public:	None

2021/10 Apologies for absence

- a) To note apologies for absence
- b) To receive and consider apologies for absence
- c) To approve reasons for absence

Councillor Owen's apologies and reasons for absence were noted. **Resolved** to approve the reasons for absence for Councillor Owen.

2021/11 Disclosures of interest

- a) To receive declarations of interest from councillors on items on the agenda.
- b) To receive written requests for dispensations for disclosable pecuniary interest
- c) To grant any requests for dispensation as appropriate.

None

2021/12 Minutes

To approve the minutes of the meeting held on Friday 10th July 2020

Resolved to approve the minutes of the meeting held on Friday 10th July 2020.

2021/13 Public Participation

Members of the public are reminded that this is their opportunity to speak to the meeting on any topic relevant to the work of the council. However, they may not speak during the rest of the meeting unless specifically invited to do so by the Chairman.

None

2021/14 Newsletters

- a) To consider and review the content and design of an Annual Report
 - b) To consider the distribution of an Annual Report
 - c) To consider making a recommendation to the Finance and General Purposes Committee
- a) The content and design was considered. The space for grant information will be used to encourage local organisations to apply, particularly where they may have additional funding requirements due to the Covid-19 pandemic. The sub-committee suggested including the Facebook and Twitter logos with specific Bingley Town Council details on each page and to

encourage readers to sign up for email updates on the Town Council website. Councillor Dawson encouraged members of the sub-committee to send any suitable photos for use in the newsletter to her. A draft copy will be circulated to members of the Events, Marketing and Communications sub-committee before being put to the Full Council meeting in August for approval.

- b) The issues with distribution were considered. The company who distributed the previous newsletter are unable to commit to such a large distribution in September. Leaflet Distribution Bradford have been used previously and are available in September. Members of the sub-committee suggested requesting a quote for distribution from the Bingley Directory.
- c) **Resolved** to request a quote from the Bingley Directory and to make a recommendation to the Finance and General Purposes Committee that they consider Bingley Directory or Leaflet Distribution Bradford to undertake a solus distribution of the annual report in September.

2021/15 Communications

- a) **To receive an email from a resident with suggestions about council communications**
- b) **To consider council communications**
- c) **To consider live streaming meetings**
- d) **To consider communications relating to street furniture painting**
- e) **To consider making a recommendation to the Finance and General Purposes Committee**

- a) The email was received and the suggestions considered. The sub-committee agreed to write to the resident thanking him for his suggestions and offer a follow up phone call with Councillor Simpson. Identifying councillors and officers in Zoom meetings by their titles is a useful suggestion that will be implemented.
- b) Council communications were considered. Suggestions included that posts on the Bingley Town Council Facebook can be shared to community Facebook groups by councillors and non-councillor members. Any questions that result should be signposted via email to enquiries@bingleytowncouncil.gov.uk
- c) Live streaming was considered. It was identified that due to limited resources (funding, time and staffing) this would require fully scoping out by an interested councillor with regards to what demand there is for live streaming, what other local councils do, what BMDC do, how live streaming is funded and resourced.
- d) **Resolved** to recommend the following to the Finance and General Purposes Committee regarding communications about the street furniture painting project
 - That a clear project plan be requested from Bagnalls, which is updated weekly
 - A press release be issued which explains the time frames, the order in which the work will be undertaken and any traffic management information
 - A Q&A document be produced and shared
 - Frequent updates on the Bingley Town Council website and Facebook page
 - To ask Bagnalls about any signage they will use throughout the project and if this can be amended to include 'working on behalf of Bingley Town Council'
- e) **Resolved** to forward the email from a resident to the Finance and General Purposes Committee to see if any councillor on the committee, or any other town councillor, wishes to undertake the thorough scoping out of the suggestions, including live streaming of meetings, to bring a proposal to EMAC initially, then full council.

Resolved to recommend to F&GP that councillors be advised they can share posts from the Bingley Town Council Facebook page on any community Facebook groups they are members of, that any complex queries should be signposted to enquiries@bingleytowncouncil.gov.uk, that the next Annual Town Meeting be publicised as an open forum and residents advised that if they are unable to attend they can submit comments in advance of the meeting, that the Town Council standard email signature/boilerplate be amended to include 'Subscribe to our monthly newsletter [here](#) for latest updates on our

work for our community' and Insert Facebook and Twitter graphics with hyper links to Bingley Town Council social media accounts.

Resolved to recommend to the Finance and General Purposes Committee that the website developer be contacted and asked to provide a quote to create a more prominent way for people to subscribe to the website, possibly by adding a banner/flash to the top of the page which could also include a link to the most recent full council minutes and agenda.

2021/16 Future meetings

To agree a date and time for the next meeting of the sub-committee.

The next meeting will be held on Tuesday 22nd September at 6.00pm, arrangements to be confirmed.