

BINGLEY TOWN COUNCIL
MINUTES OF THE EVENTS, MARKETING AND COMMUNICATIONS SUB COMMITTEE MEETING HELD AT
BINGLEY METHODIST CHURCH ON MONDAY 2ND JULY 2018

Start: 6:25pm
Finish: 7:55pm

Councillors present:	Dawson, Owen, Simpson and Winnard
Councillors in attendance not a member of this committee:	None
In attendance:	Laura Jowett, Administrative Officer
Non Councillor members of the sub-committee	Mr Donald Wood and Mrs Maureen Carney
Members of the public:	None

1819/01 Election of the Chair for 2018-2019

To elect a Chair of the Events, Marketing and Communications Sub-Committee

Resolved to elect Councillor Dawson as Chair of the Events, Marketing and Communications Sub-Committee. Proposed Councillor Simpson, seconded Councillor Owen and agreed, all were in favour.

1819/02 Apologies for Absence

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

All Sub-Committee members were present.

1819/03 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 received

1819/04 Minutes

To confirm as a correct record the minutes of the meeting held on Monday 21st May 2018

Resolved that the minutes of the meeting held on 21st May 2018 be approved. Proposed Councillor Simpson, seconded Councillor Dawson and agreed. Two were in favour and there were two abstentions from the vote.

1819/05 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 Chair.

None present.

1819/06 Newsletter/ Annual Report

- a) **To receive an update on publication and distribution**
- b) **To consider an editorial policy for the newsletter**

c) To consider any next steps

- a) The Annual Report will be signed off at the Finance and General Purposes Committee meeting on Wednesday 11th July and the order submitted after that. The printed Annual Reports will be ready on the 19th July. The distributor agreed at Full Council has some holiday booked and feels she can commit to full delivery by the first week of September. Some items in the Annual Report will no longer be relevant by this time.

Resolved to obtain clarification from Yorkshire Flyers about dates delivery can be completed by and to obtain information from Leaflet Distribution Bradford about timeframes for delivery to enable a clearer offer to be taken to Finance and General Purposes. Proposed Councillor Owen, seconded Councillor Simpson and agreed, all were in favour.

- b) **Resolved** to agree an editorial policy for the newsletter which states that

- the primary function of the newsletter is to tell the community about the Town Council's activities
- Where possible the newsletter will refer to the Town Council rather than individual councillors, unless particularly warranted
- The newsletter will not feature local groups unless there is a reason to do so, eg reporting grant awards etc.
- All articles will be authored by the Town Council

Proposed Councillor Dawson, seconded Councillor Owen and agreed, all were in favour.

1819/07 Website

a) To consider progress on enhancements to the website

b) To consider including the Bingley Prospectus on the website

c) To consider any next steps

It was noted that the Full Council had agreed to arrange a meeting with Digital Nomads to discuss enhancements to the website and that the prospectus would be included in those discussions.

Resolved to report website statistics to the next July Full Council meeting and to arrange the meeting as agreed and to include a new page to feature the Bingley Prospectus. Proposed Councillor Simpson, seconded Councillor Dawson and agreed, all were in favour.

1819/08 Events

a) To consider arrangements for forthcoming events

b) To consider management of events

c) To consider any next steps

- a) Arrangements for all upcoming events were considered. **Resolved** to publicise opportunities for performers at markets on Facebook, to post on the website and to boost a Facebook post about the markets to reach a larger audience before the market on the 7th July, to recommend to the Finance and General Purposes Committee that the cost of this action be agreed, to query the cost of hiring 12 market stalls instead of ten with Bradford Metropolitan District Council and to recommend that the Finance and General Purposes Committee consider reimbursing the entry fee for Bingley Show to councillors who attend the trade stall. Proposed Councillor Dawson, seconded Mrs Carney and agreed, all were in favour.

- b) **Resolved** to recommend that the Finance and General Purposes Committee appoint a councillor to manage events. Proposed Councillor Dawson, seconded Councillor Owen and agreed, all were in favour.

1819/09 Updates

a) To receive an update on Beacon Lighting

- b) **To receive an update on Town Notice Board**
- c) **To receive an update on Children's Christmas lights comp**
- a) **Resolved** to ask the Rotary Club of Bingley Airedale to lead on the Beacon of Light celebration and to write to the secretary of the Rotary Club of Bingley Airedale to request a meeting. Proposed Councillor Dawson, seconded Mrs Carney and agreed, all were in favour.
- b) An update was received. The notice boards have been installed and look great.
- c) **Resolved** to include information about the Christmas lights competition in the newsletter and to email all primary schools and follow this up with a telephone call before the end of the summer term, to contact other organisations, including Brownies and Cubs, in the autumn if the response from schools is limited. Proposed Councillor Owen, seconded Councillor Winnard and agreed, all were in favour.

1819/10 Next Meeting of the EMAC Sub-Committee

To identify dates for future meetings of the Events, Marketing and Communications Sub-Committee.

The next meeting of the Events, Marketing and Communications Sub-Committee will be held on Tuesday 4th September 2018 at 4pm at Bingley Town Council Office, Cottingley Cornerstone Centre, Littlelands, Cottingley, BD16 1AL.