

BINGLEY TOWN COUNCIL



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

MINUTES OF THE EVENTS, MARKETING AND COMMUNICATIONS SUB COMMITTEE MEETING HELD AT COTTINGLEY CORNERSTONE CENTRE ON TUESDAY 4TH SEPTEMBER 2018

Start: 4:00pm
Finish: 5.45pm

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

1819/11 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.

1819/12 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

1819/13 Minutes

To confirm as a correct record the minutes of the meeting held on Monday 2nd July 2018

Resolved that the minutes of the meeting held on 2nd July 2018 be approved. Proposed Councillor Simpson, seconded Councillor Owen and agreed, all were in favour.

1819/14 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.

1819/15 Newsletters

- a) To review the Annual Report
- b) To consider arrangements for upcoming newsletters
- c) To consider any next steps

- a) The Annual Report was reviewed and thanks given to all who helped. The distribution was not thorough and feedback had been sought about areas who had not received a copy, these were fed back to the distributor and the areas were then revisited. On the whole it was felt they had done a good job and were engaged in the process and keen to rectify mistakes. In future questions will be asked about a delivery plan in advance of distribution and tighter timeframes set. It was felt that not having a solus delivery did not detract from the Annual Report.
- b) Content for the October 6 page newsletter was discussed. It will include reports from summer events, updates on current projects, many photos and an update on Christmas events.
- c) Copy to be finalised by Monday 15th October with a view to sending for print by Friday 19th October to be ready for distribution by Bingley Town Council on Friday 26th October. The order for design and printing of 5,000 x 6 page, A4 newsletters has previously been submitted.

1819/16 Website

- a) **To receive the report from Digital Nomads**
- b) **To consider making a recommendation to the Finance and General Purposes Committee about enhancements to the website**
- c) **To consider any next steps**
 - a) The report from Digital Nomads was received. It was noted that all possible enhancements would cost £1243, that there is £1,000 in the budget allocated for the website and that not all suggestions were necessary at this time.
 - b) **Resolved** to recommend to the Finance and General Purposes Committee that an order is placed for
 - 1. Privacy Policy
To add text provided by the Town Council, supplemented with additional appropriate information e.g. cookies and MailChimp = £49
 - 2. GDPR
 - (a) Addition of tick boxes or privacy links to forms on the site = £73.50
 - (b) Addition of pop up privacy notice including installation of software, configuration and styling = £49
 - 3. Additional Pages
 - (a) Neighbourhood Plan - design page and content population, add to menu = £49
 - (b) Annual Events page - design page and content population, add to menu = £49.
 - (c) Tourism page, including the new Welcome to Bingley map - design page and content population, add to menu = £49
 - (d) Bingley Prospectus page - purchase PDF Viewer software, install and configure. Design page and content population, add to menu = £123
 - 4. Posting Enhancements
Design a post template to broadly replicate the MailChimp newsletter template. To save within the website as a template for easy re-use = £49
 - 5. Ward Map & Councillor Contact Details
Add a static map to the existing Councillor page and re-order Councillors by ward = £49
 - 6. Training
3 hrs on site refresher training. £149

For a total cost of £688.50 + vat at 20%. The budget for the website this year is £1,000.

Resolved to use the newsletters to encourage residents to sign up to the website updates, to check the security of the website with Digital Nomads and to recommend to the Finance and General Purposes

Committee that further investigations are made into the hosting of and the performance of the website and to consider investigating options for sharing documents.

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

1819/17 Events

- a) To consider arrangements for forthcoming events**
- b) To consider any next steps**

Attendance at Bingley Business Expo is agreed.

Arrangements are in hand for the summer market on the 6th October. The Women's Institute will hold a charity stall, Councillor Winnard is arranging the entertainment. Children's activities and face painting to be agreed.

Bingley Town Council have agreed to support the Remembrance Day event on the same basis as last year, the organiser will be invited to the next Full Council meeting.

Arrangements for the Christmas Fayre will be an agenda item at the next Full Council meeting and it is recommended that an indoor stall be booked.

Mr Wood left the meeting at 5.33pm.

1819/18 Christmas Tree

- a) To consider wording for the promotional banner on the Town Council sponsored Christmas tree.**

Resolved that the wording for the promotional banner should be 'Happy Christmas Bingley' and include the Bingley Town Council logo and name, and to remove the Bradford Council logo if possible.

1819/19 Updates

- a) To receive an update on Beacon Lighting**
- b) To receive an update on Children's Xmas lights comp**
 - a) An update was received, the Bingley Beacon Lighting project will not proceed.
 - b) Councillor Owen provided an update on the Christmas lights competition, two schools have responded and other schools have been approached.

1819/20 Next Meeting of the EMAC Sub-Committee

The next meeting of the Events, Marketing and Communications Sub-Committee will be held on **Monday 5th November 2018 at 4pm at Cottingley Cornerstone Centre.**