

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 FRIDAY 10TH JULY 2020

Start: 11:00AM

Finish: 12:45PM

Councillors present:	Dawson, Owen and Simpson
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 (part of the meeting), Mr Wood (part of the meeting)
Members of the public:	None

2021/01 Apologies for absence

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

Mr O'Neill's apologies and reasons for absence were noted. **Resolved** to approve the reasons for absence for Mr O'Neill.

Mr Wood had sent his apologies for lateness.

Councillor Brazendale was not present.

2021/02 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

2021/03 Minutes

To approve the minutes of the meeting held on Friday 15th May 2020

Resolved to approve the minutes of the meeting held on Friday 15th May 2020.

2021/04 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

2021/05 Items for the new office

- a) To consider signage and display materials for the new office
- b) To consider any other items which may be required
- c) To consider an opening event
- d) To consider making a recommendation to the Finance and General Purposes Committee

- a) The signage and display materials for the new office were considered. Option one with individual lettering, was the preferred option for external signage.
- b) Other items required include a display board and artwork for the internal walls, external signs with contact details and opening hours and signage for inside and outside of the public toilets.

Mr Wood arrived at 11.11am.

- c) The sub-committee considered an opening event for the office and public toilets and identified the 3rd October as a suitable date, which will tie in with the market in October.
- d) **Resolved** to recommend that the team of councillors working on the office and public toilets building project make a list of all signage required, both external and internal, including within the public toilets, and that quotes be obtained for the design, production and installation for the full package rather than for individual items.

Resolved to recommend to the Finance and General Purposes Committee that an opening event be held on Saturday 3rd October with a short speech and ribbon cutting ceremony at 10am and that invitations be sent to the President of Bingley Chamber of Trade, Walkers are Welcome, the Lord Mayor of Bradford, ward councillors and officers of BMDC who were involved in the Community Asset Transfer.

2021/06 Newsletters

- a) **To consider 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) An order has previously been placed with Aldred Design for the design and printing of the September newsletter/ annual report. The content was considered

Item	Responsibility
How your money was spent (financial information)	Town Clerk
Office and public toilet project	Edwina Simpson
Grants	Edwina Simpson
Flooding update	Helen Owen
Neighbourhood Plan	Ros Dawson
Response to the pandemic	Helen Owen
Investing in Bingley (to include street furniture, floral displays and Green and Clean champions)	Ros Dawson and Edwina Simpson
Bingley Pool	Helen Owen
Markets	Helen Owen

Mr Dickerson left the meeting at 12.03pm

- b) The distribution was considered. Yorkshire Flyers were unable to complete the distribution of the previous newsletter due to the covid-19 pandemic. Yorkshire Flyers are to be asked about their availability to deliver the annual report in September 2020.
- c) **Resolved** to recommend to the Finance and General Purposes Committee that the copy, and pictures, for the annual report be sent to Councillor Dawson by the end of July so this can be passed to Aldred Design by the 7th August with a view to the annual report being approved by full council on Tuesday 25th August. Printing will take place in the following week with distribution beginning at the start of September.

2021/07 Communications

- a) **To consider communications relating to street furniture painting**
- b) **To consider communications on Facebook**

- a) **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
- b) Facebook communications were considered following a suggestion to a councillor that the Town Council could share posts on local community Facebook groups. The sub-committee confirmed that the current approach is the agreed one whereby Bingley Town Council only posts on its own page but that these posts can be shared to other pages by individuals.

2021/08 Markets

- a) **To consider advertising, display and materials for upcoming markets**
- b) **To consider making a recommendation to the Finance and General Purposes Committee**
- a) Councillor Goode will put up the 'Market this Saturday' banner flashes, Otley Town Partnership will promote Bingley Market through their communication channels. From the 18th July Bingley Town Council will promote the market in August through its website and social media pages. Councillor Owen will draft a news article including information about risk assessments and being covid secure. The local Member of Parliament, the Lord Mayor of Bradford and the Bingley Chamber of Trade will be invited to 'come along, shop and support the market on Yorkshire Day'.

2021/09 Future meetings

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

The next meeting will be held on Tuesday 4th August at 10.30am, arrangements to be confirmed.