

**MINUTES OF THE EVENTS, MARKETING AND COMMUNICATIONS SUB COMMITTEE MEETING HELD AT
BINGLEY METHODIST CHURCH ON TUESDAY 5TH DECEMBER 2017**

**Start: 6:05pm
Finish: 8:48pm**

Councillors present:	Chapman, Dawson, Simpson
Councillors in attendance not a member of this committee:	Dearden
In attendance:	Laura Jowett, Administrative Officer
Non Councillor members of the sub-committee	Mr Donald Wood
Members of the public:	None

1718/34 Apologies for Absence

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

Resolved To approve the apologies of Mrs Helen Owen (personal). Proposed Councillor Simpson, seconded Councillor Chapman and agreed. All were in favour. Councillor Varley was not present.

1718/35 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.

1718/36 Minutes

To approve the minutes of the meeting held on Monday 16th October 2017

Resolved that the minutes of the meeting held on 16th October be approved. Proposed Councillor Chapman, seconded Councillor Simpson and agreed. All were in favour.

1718/37 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.

No members of the public, who are not members the sub-committee, were in attendance.

1718/38 Noticeboards

- a) To consider the content of the new town map/noticeboards
- b) To consider the design of the town map/noticeboards
- c) To consider any next steps
- d) To consider the use of existing noticeboards
- e) To consider any next steps

Councillor Chapman left the room at 6:30 and returned at 6:38pm.

The content, design and location of the new town notice boards were discussed.

Resolved to write to Bradford planning department to inform them of Bingley Town Council's intention to place two tourist notice boards in Bingley, one near the flower bed on Main Street, and the other outside the station. The letter is to state the size of the boards, 1188mm x 841mm, and that the sign outside the station will be on station property, and to ask if planning permission is required and if so who to contact and how to apply.

Resolved that Councillor Dearden will ask the designer to design an example of an illustrative, clear map to feature landmarks and services. These will include the five rise locks and the 3 rise locks, the canal and river, 3 parks, or arrows indicating the way to the parks, public toilets, Beckfoot Bridge, the swimming pool, shopping precinct, library and Arts Centre. The design will incorporate a key to the main parts and will include a smaller inset map featuring the outlying villages of Cottingley, Crossflatts, Eldwick, Gilstead and Micklethwaite.

Resolved to ask village societies or similar village groups to identify one main feature or point of interest of their village and to provide a picture or design which can be used to illustrate this on the inset map. Proposed Councillor Dawson, seconded Councillor Simpson and agreed, all were in favour.

The meeting was suspended at 6:55pm and reconvened at 7:05pm

The use of existing noticeboards was discussed

Resolved to put the Public Toilet and Office consultation document in the existing noticeboard and to ask Councillors Quarrie and J Wheatley if they will take responsibility for updating the notice board as it is situated in their ward. Proposed Councillor Simpson, seconded Councillor Chapman and agreed, all were in favour.

1718/39 Newsletters

- a) **To review arrangements for the January newsletter**
- b) **To consider arrangements for the April newsletter**
- c) **To consider the email from a resident about political affiliations being published in newsletters**
- d) **To review the number of newsletters produced annually**
- e) **To review the process of distributing the newsletters**
- f) **To consider any next steps**

a) The arrangements for the January newsletter were discussed and it was identified that Bingley Camera Club would be asked to take a photo of Councillors Chapman, Truelove and Goode with the Christmas lights, further articles on Speedwatch, grit bins, the recent round of grants and the meeting about the high-rise flats should be submitted.

b) The April newsletter will be produced in advance of the Annual Town Meeting and will include items about the Annual Town Meeting and Bingley Markets.

Councillor Chapman left the meeting at 7:15 and returned at 7:19pm

- c) **Resolved** to write to the resident who had raised the issue of political affiliations being published in newsletters and inform them that as some councillors had been elected on a political ticket and in the interests of transparency the political affiliations will continue to be published in newsletters. Proposed Councillor Simpson, seconded Councillor Dawson and agreed, all were in favour
- d) **Resolved** to continue publishing 4 newsletters per year. Proposed Councillor Dawson, seconded councillor Chapman and agreed, all were in favour.
- e) The process for distributing the newsletters was reviewed and Councillor Simpson will email those councillor who help with the distribution to ask if there are any other locations where the newsletters can be left.

1718/40 Events

a) **To consider arrangements for forthcoming Town Council events**

- 1) **Annual Town Meeting**
- 2) **Other events**

b) **To consider suggestions and feedback from previous events**

c) **To consider creating and promoting a Calendar of Events for Bingley**

- a) **Resolved** to recommend inviting all grant recipients to attend and display photos and details of their organisations to show what they do and what they used the grant for. **Resolved** to recommend inviting Chris Slaven as a speaker, Jamie Illingworth to speak on collaborative working, support from the town council and plans for Bingley Businesses, and Friends of Bingley Pool to speak on their project and the support from Bingley Town Council. Proposed Councillor Simpson, seconded Councillor Chapman and agreed, all were in favour.
- b) **Resolved** to give lists of feedback from events to the Town Clerk to address issues or pass to appropriate councillor to deal with. Proposed Councillor Simpson, seconded Councillor Chapman and agreed, all were in favour.
- c) **Resolved** that Councillor Simpson will create a Calendar of Events document for the Bingley Town Council website. Proposed Councillor Simpson, seconded Councillor Dawson and agreed, all were in favour.

1718/41 Media Policy

a) To consider the formation of a Media Policy

b) To consider next steps

Resolved to write a draft Communications Policy to address councillors roles and responsibilities around communications and to establish an appropriate process. To include Press releases, written communications on behalf of the town council, newsletters and social media, guidance on useful phrases and on public appearances on Town Council business. **Resolved** to present the draft policy to the next full council meeting. Proposed Councillor Dawson, seconded Councillor Simpson and agreed, all were in favour.

1718/42 Social Media

a) To review the Bingley Town Council Facebook page

b) To consider next steps

Resolved to put weekly meetings on the Bingley Town Council Facebook page and to link to the weekly diary on the website. Proposed Councillor Simpson, seconded Councillor Chapman and agreed, all were in favour.

1718/43 Bingley Review

To consider making contributions to the Bingley Review.

Resolved to contribute to the Bingley Review 4 times per year. Councillor Simpson will compose articles and run them by the Town Clerk before submitting them. Proposed Councillor Simpson, seconded Councillor Dawson and agreed. All were in favour.

1718/44 Website

a) To receive an update on the website, features and developments

b) To review the monthly mailings process

c) To consider promoting local groups/ networking through the Bingley Town Council website

d) To consider any next steps

Discussions were held about the take up of the events and local group facilities on the website, and the content of the next monthly mailing.

Resolved to amend the homepage photo and to approach the website designer about putting photo permission on the homepage. **Resolved** gathering statistics of website, Facebook and Twitter hits/subscribers etc. to report at future meetings. Proposed Councillor Dawson, seconded Councillor Simpson and agreed, all were in favour.

1718/45 Next Meeting of the EMAC Sub-Committee

Agreed that the next meetings of the Events Marketing and Communications Sub-Committee will be held on **Monday 5th February 2018 at 6pm and Monday 19th March 2018 at 6pm at Bingley Methodist Church.**

As a non councillor, Donald Wood did not vote on any of the items above.