

# BINGLEY TOWN COUNCIL



Bingley Town Council, Myrtle Park, Bingley, BD16 2LF

**Minutes of the Events, Marketing and Communications (EMAC) Committee held in the Hub, Myrtle Place, Bingley, on Monday 18<sup>th</sup> July 2022 at 6.30pm**

**Start: 18.30**

**Finish: 19.50**

**Councillors present:** Carney, Gibbons, Kirdale  
**Non-Member Councillors present:** None  
**Non Councillor members of the Committee present:** Jane Stone  
**In attendance:** Eve Haskins (Town Clerk)  
**Members of the public:** None

## **2223/01 Election of Chair and Vice Chair**

**Resolved** that Councillor Dawson be elected as Chairman of the Committee.

**Resolved** that Councillor Kirdale be elected as Vice-Chairman of the Committee.

## **2223/02 Apologies for absence**

Apologies received and reasons for absence approved from Councillor Dawson and Mr O'Neill.

## **2223/03 Disclosures of interest**

None.

## **2223/04 Minutes**

**Resolved** to approve the minutes of the meeting held on 17<sup>th</sup> June 2021.

## **2223/05 Confidential items**

None.

## **2223/06 Public Participation**

None.

## **2223/07 Terms of Reference**

**Resolved** to approve the Terms of Reference for the EMAC Committee, subject to the following amendments: Chair and Vice Chair are not ex officio members of this Committee therefore first bullet point to be removed.

## **2223/08 Markets**

**Resolved** the following:

- To receive an update on the informal markets' meeting held last week, with Councillors Dawson, Gibbons and Kirdale and representatives from Otley Town Partnership in attendance; shared concern regarding the dwindling numbers of stalls and footfall and all agreed the markets needs reviving as a matter of urgency – suggestions included:
  - Stalls: relax the restrictions on product exclusivity; encourage stallholders to attend; encourage stallholders to self promote (e.g. social media); Councillor Dawson investigating a bread stall; acknowledge that entertainment gazebo, Town Council

stall and charity stalls add to presence therefore should ensure there is a local charity stall: discussed possibility of Manorlands as a possible repeat presence; Town Council/information stall: councillors should be available for discussions, could also be used to provide 'presentations' on local issues (e.g. Levelling Up bid); arrange stalls to show less gaps.

- Entertainment: acknowledge this helps make the market a destination; get larger groups (choirs/dance troupes/etc) who might bring family with them; consider paying more for entertainment (only £60 presently).
- Promotion and branding: Town Council need to do more to promote market and stalls, including developing a social media plan (more Facebook posts leading up to the markets which councillors to share to other groups and to include the traders/types of produce and the entertainment); more banners and bunting (add flag type banners near the Hub so attendees at Park Run know there is a Farmers' Market on; banner outside train station; bunting to make area stand out); flyers to be developed, ready for handout at the Yorkshire Day event, with clearer presentation and including dates of remaining markets; need to determine what other marketing/advertising we need/want to do – who is it aimed at and what medium is needed (e.g. previously Otley Town Partnership had advertised in Bingley Directory – is this useful or working?).
- Other activities: consider competitions for small children, e.g. 'treasure' hunt (could be find the 'x' on the stalls etc.); reach out to schools/clubs for choirs/dancing etc. who could perform in the intermission between formal entertainment; run craft market in the Arts Centre on the same date, so no weather/wind issues.
- Meeting again with Otley Town Partnership on Friday 12<sup>th</sup> August at 1pm at the Hub, to assess August market and plan for September one.
- Need to check with Bradford Council whether the Town Council has exclusive access for the market square on the Farmers' Markets days.
- To agree the following recommendations to the Full Council:
  - To relax Farmers' Market stall exclusivity.
  - To further publicise the both the Farmers' Markets and Bradford Council's weekly markets (via social media, banners and Bingley Directory etc.); Councillor Dawson meeting with Bradford Council representative also to focus on marketing.
  - To increase the entertainment fee to £150.
  - To encourage local entertainment (e.g. children's dance troupes etc.).
  - To ensure Town Council stall and charity stall presence at each Farmers' Market.
  - To approve an advertising flyer for the next Farmers' Market (Councillor Kirdale to design).

#### **2223/09            Communication**

- a) Social media accounts:

**Resolved** to agree to utilise social media more widely, to improve communication with residents, as part of a broader communications strategy; Councillor Kirdale and the Town Clerk to liaise regarding access to Facebook and Twitter and the possibility of setting up an Instagram page.

- b) Communications Policy and Community Engagement Policy:

**Resolved** to agree that Councillor Kirdale to look over both policies, to identify overlapping etc. and create a version of the Community Engagement Policy tailored to Bingley Town Council, to bring back to the next meeting.

#### **2223/10            Events**

**Resolved** to recommend the following to Full Council:

- Raise the Town Council's profile at external events, such as the Yorkshire Day event and Bingley Show, and publicise these events widely.

- Place posters in local shops, Post Offices etc. around the parish to advertise the Town Council's role and when meetings are taking place (e.g. Full Council always the last Tuesday of the month etc.).
- Undertake a broader consultation for the Neighbourhood Plan, e.g. a leaflet to every address in the parish, dovetailing with social media, to improve the communication with the residents of Bingley.
- Consider a rebranding of the Town Council logo.

**2223/11            Next meetings**

Next meeting to be held on Wednesday 17<sup>th</sup> August 2022 (third Wednesday of the month agreed as the set date for EMACC meetings).

**2223/12            Exclusion of the press and public**

None.