

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 Wednesday 17th August at 6.30pm

Start: 18.35

Finish: 20:42

Councillors present: Dawson, Gibbons
Non-Member Councillors present: None
Non Councillor members of the Committee present: Chris O'Neill, Jane Stone, Donald Wood
In attendance: Eve Haskins (Town Clerk)
Members of the public: One

2223/13 Apologies for absence

Apologies received and reasons for absence approved from Councillor Kirdale and Michelle Chapman.

2223/14 Disclosures of interest

None.

2223/15 Minutes

Resolved to approve the minutes of the meeting held on 18th July 2022.

2223/16 Confidential items

None.

2223/17 Public Participation

The Chair invited the member of the public to take part in the discussion during the meeting.

2223/18 Terms of Reference

Resolved to recommend to the Full Council the Terms of Reference for the EMAC Committee, subject to the following amendments: add 'Lay members of EMACC must accept these terms of reference'; 'to endeavour' to ensure residents are aware regarding Council events and 'to ensure all communications and marketing express the Council's viewpoint in a consistent matter, including social media'; minutes taken by a 'nominated staff member'; EMAC 'is to share' with the F&GP Committee the risk assessment for all Council events; to 'support and encourage Bradford Council' around the delivery of the weekly markets; arrange events considered Bingley Town Council 'run' (not 'ran') events; coordinate with partner organisations for events 'for which Bingley Town Council is a supporting organisation'; to review the section regarding being responsible for social media posts once the Communications/Community Engagement Policies have been reviewed.

2223/19 Markets

Resolved the following:

- a) To note that the markets meeting planned for 12th August did not take place, as informal discussion took place at the Farmers' Market held the previous Saturday, where it was discussed whether stalls should be allowed to compete; to agree that the Admin Assistant to contact local primary and secondary schools to invite their attendance at markets to provide entertainment, as well as 'All Together Now' and Bingley and Airedale Youth Choir; to organize

for posters and banners in Market Square prior to the next Farmers' Market; Mr O'Neill to contact Thornton Directory regarding advertising the markets; Town Clerk to contact Bingley Directory regarding advertising/a feature on the markets and including general Town Council updates also; Town Clerk to contact Baildon Market Social Enterprise for advice and recommendations; Admin Assistant to greater publicise the process for obtaining market stalls, public liability insurance etc.

- b) To agree to recommend to Full Council that the remuneration is increased from £60 to £150 as a facility fee that the entertainers are allowed to claim.
- c) To note the update from the recent meeting with Bradford Council's Markets' Communications Officer, and to agree that the Admin Assistant to send the Communications Officer information from the Town Council on the market, requesting stalls etc. to circulate to their mailing list and to tag @BradfordMarkets in relevant tweets; to note the upcoming meeting between Bradford Council's Markets' Manager and Councillor Dawson regarding Market Square electricity etc.
- d) To note the need to encourage councillor attendance at markets, due to members of the public noting the lack of Council presence.

2223/20 Communication

- a) Social media accounts:

Resolved to note that the Council now has live and active accounts for Twitter, Facebook and Instagram, due to the recent hard work of the Admin Assistant, and to agree the following regarding communication:

- Monthly mailing to be printed out to be placed on the Hub noticeboards.
- Councillors Dawson and Kirdale to be provided access to the Council's Facebook to promote the work of the Council/provide updates only in extremis (in the absence of the Admin Assistant).
- Admin Assistant to promote the work of the Council in the Telegraph and Argus (to be approved by the Town Clerk).
- Councillor Dawson to draft a 'What's happening to' update regarding the pool, Mornington Road annexe, Town Hall, etc. prior to the next meeting, to then ask the Ward Councillors and local people to support this.

- b) Suggestions from residents:

Deferred to the next meeting.

- c) Opening hours of the Hub:

Resolved to recommend to the Full Council that the opening hours of the Hub are changed from 1p to 3pm to 10am to 12pm to encourage more engagement with the public.

- d) Review of policies:

Deferred to the next meeting: Councillor Dawson to focus on the Review of Editorial Policy for Newsletters and Councillor Kirdale to focus on the Communications and Community Engagement Policies prior to the next meeting.

2223/21 Events

Resolved to agree that the Admin Assistant to liaise with Councillor Dawson to consider ways in which the Council can encourage residents to attend the Council's stalls at local events and ways to help to publicise other local events (e.g. music/craft event, Bingley Show etc.); Town Clerk to include involvement with Bradford Council regarding the City of Culture 2025 events relating to Bingley on the next agenda for further discussion (to request bid document from Bradford Council).

2223/22 Next meetings

Next meeting to be held on Wednesday 21st September 2022 at 6.30pm at the Hub, Myrtle Place, Bingley.

2223/23 Exclusion of the press and public

There were no items to be discussed in confidence.

Actions:

- **Agenda item 2223/18:** Town Clerk to amend the Terms of Reference accordingly and add to the next Full Council meeting agenda for approval.
- **Agenda item 2223/19a:** Admin Assistant to contact local primary and secondary schools to invite their attendance at markets to provide entertainment, as well as 'All Together Now' and Bingley and Airedale Youth Choir; to organize for posters and banners in Market Square prior to the next Farmers' Market; Mr O'Neill to contact Thornton Directory regarding advertising the markets; Town Clerk to contact Bingley Directory regarding advertising/a feature on the markets and including Town Council updates; Town Clerk to contact Baildon Market Social Enterprise for advice and recommendations; Admin Assistant to greater publicise the process for obtaining market stalls, public liability insurance etc.
- **Agenda item 2223/19b:** Town Clerk to include on the Full Council agenda the recommendation that the remuneration is increased from £60 to £150 as a facility fee that the entertainers are allowed to claim.
- **Agenda item 2223/19c:** Admin Assistant to send the Communications Officer information from the Town Council on the market, requesting stalls etc. to circulate to their mailing list and to tag @BradfordMarkets in relevant tweets.
- **Agenda item 2223/20a:** Town Clerk to arrange for the monthly mailing to be printed out to be placed on the Hub noticeboards; Councillors Dawson and Kirdale to be provided access to the Council's Facebook to promote the work of the Council/provide updates only in extremis (in the absence of the Admin Assistant); Admin Assistant to promote the work of the Council in the Telegraph and Argus (to be approved by the Town Clerk); Councillor Dawson to draft a 'What's happening to' update regarding the pool, Mornington Road annexe, Town Hall, etc. prior to the next meeting, to then ask the Ward Councillors and local people to support this.
- **Agenda item 2223/20c:** Town Clerk to include recommendation to change the opening hours of the Hub on the next Full Council agenda.
- **Agenda item 2223/20d:** Councillor Dawson to focus on the Review of Editorial Policy for Newsletters and Councillor Kirdale to focus on the Communications and Community Engagement Policies prior to the next meeting.
- **Agenda item 2223/21:** Admin Assistant to liaise with Councillor Dawson to consider ways in which the Council can encourage residents to attend the stall at local events and could help to publicise other local events; the Town Clerk to include involvement with Bradford Council regarding the City of Culture 2025 events relating to Bingley on the next agenda for further discussion (to request bid document from Bradford Council prior to the meeting).