

BINGLEY TOWN COUNCIL



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

Minutes of the Events, Marketing and Communications Committee (EMACC) held in the Hub, Myrtle Place, Bingley, on Wednesday 30th August 2023 at 6.30pm

Start: 6.30pm

Finish: 7.40pm

Councillors present:	Carney (MC), Forrest (MF), Gibbons (PG), Goode (JG)
Councillors absent:	None
Non Councillor members of the Committee present:	Chris O'Neill (CO), Jane Stone (JS), Lynne Williams (LW)
In attendance:	Eve Haskins (EH, Town Clerk), Debbie Ioanna (DI, Admin Assistant)
Members of the public:	None

Introductions took place for the new councillor and new lay member.

2324/11 Apologies for absence
None received.

2324/12 Disclosures of interest
None.

2324/13 Minutes
Resolved to approve the minutes of EMACC meeting held on 28th June 2023 as a correct record.

2324/14 Confidential items
None.

2324/15 Public Participation
None.

2324/16 Communication
Resolved to receive the following update and agree the following actions regarding communication with the public:

- Confirmed that there is now greater visibility on social media, due to the collaboration between MC and DI sharing local groups' details to ensure as wide distribution of information as possible.
- Confirmed that Facebook, X (formerly Twitter), Instagram and the Town Council's website are all utilized for communication: DI reported that more images are needed to disseminate to garner interest; it was suggested to use LinkedIn also – agreed that DI to investigate this.
- It was suggested to place short articles in Eldwick Newsletter, as has been done previously: agreed that DI to contact the editor (Tony Clegg) accordingly; it was suggested that the monthly mailing information could be sent to several local groups to publicize also – agreed that DI to investigate this.
- It was suggested that local noticeboards and Bingley Library could also be utilized to advertise the work of the Town Council: DI/EH to investigate these.

2324/17 Events

a) The Town Council's involvement in local events run by third parties

Noted the following regarding the Town Council's involvement in local events run by third parties:

- Bradford City of Culture 2025:

PG reported that the Bradford City of Culture 2025 team attended the Full Council meeting yesterday to outline their recent work and plans. Ward Councillor Fricker has plans to involve the Bingley community in the events of the year, including encouraging ideas about projects that could take place in Bingley and supporting bids for funding when the time comes. This group are meeting on the first Thursday of the month in the Arts Centre at 11am, and at an Open Evening on 11th October at 6.30pm in the Arts Centre. It was suggested that the Town Council could contribute to the year by brightening up Market Square and offering grants to local groups; agreed that close collaboration should take place with the Ward Councillors to ensure we are all working together for 2025.

- Christmas lights switch-on 2023:

JG reported that he recently attended a Chamber of Trade meeting regarding the Christmas lights, where only 5 people were in attendance, however they will be holding a re-launch meeting on 4th September to promote membership. JG stated that the Chamber of Trade will be putting in a grant application to the Town Council for 50% of the costs of the Christmas event. MC stated that she has offered to help the Chamber of Trade with events in the past: JG to let them know that further support is available and that the Town Council would like to be more involved, not just financially.

- Bingley Expo on 27th September:

Confirmed that the Town Council will be attending this event, JG has offered to cover the stall in the afternoon but is not available in the morning; neither PG and MC are available.

b) Town Council networking event, Saturday 16th September 2023

Resolved to agree the following regarding the networking event on Saturday 16th September 2023:

- Confirmed that the Town Council will be acting as a facilitator on this day, to bring together local groups, to hear their thoughts on how Bingley can be improved and publicized. In addition to invited local groups, the Ward Councillors, Ward Officer, Assistant Ward Officer and local police will be in attendance.
- To use the Town Council's 2 display boards to display photos of local events (Eldwick Gala, Christmas lights, bandstand etc.) – DI to search for these; MC to send DI photos of previous Remembrance Day events to include.
- Agreed that all EMACC members to meet on Thursday 14th September at 6.30pm at the Hub for an informal meeting to make final preparations for this day.

c) Town Council events in 2023-24

- D-Day 80, 6th June 2024:

MC reported that Bingley Remembrance Day Group are meeting next week so she will query then whether they plan to commemorate this event, including liaising with the band/choirs that attend the annual Remembrance Day service and incorporating any plans for a brazier, possibly in Market Square.

- 250th Anniversary of Bingley Five Rise Locks:

PG reported that the Canal and River Trust have no plans to celebrate the 250th anniversary of Five Rise Locks next year, due to loss of funding, however the Ward Officer from Bradford Council will continue to liaise with them regarding this.

d) Bingley arts and crafts day:

JS reported that she needs to collate a team to plan a Bingley arts and craft day next year; tried contacting the Saltaire Festival organizer however still awaiting a response; also liaising with the Bingley

Music Town group, who are keen to be involved. The plan is to have exhibitions in pubs and cafes, and art trails in the park etc. It was suggested that this event could be tied together with the three-day event in the park planned for next year, which is run by the organizer of Saltaire Festival: agreed that JS to contact the Chair of Saltaire Festival, Ian Andrews-Swales.

e) Bandstand concerts' project:

JG reported that the bandstand concerts have been a great success, and that he plans to approach the Finance and General Purposes Committee for more funding for this project next year to provide more events; agreed that JG to determine from Bradford Council whether they agree to this project taking place again next year.

2324/18 Next meetings

Next EMACC meeting to be held on Tuesday 17th October 2023 at 6.30pm in the Hub; all members to attend an informal meeting on Thursday 14th September 2023 at 6.30pm to discuss the networking day.

2324/19 Exclusion of the press and public

There were no items to be discussed in confidence.

Actions:

- **Agenda item 2324/16: DI to investigate the use of LinkedIn.**
- **Agenda item 2324/16: DI to contact the editor of Eldwick Newsletter re placing short articles in there, as has been done previously.**
- **Agenda item 2324/16: DI to investigate potential local groups who could be sent the monthly mailing information to publicise.**
- **Agenda item 2324/16: DI/EH to investigate the use of local noticeboards and Bingley Library to advertise the work of the Council.**
- **Agenda item 2324/17a: JG to let Bingley Chamber of Trade know that further support is available and that the Town Council would like to be more involved, not just financially.**
- **Agenda item 2324/17b: All EMACC members to meet on Thursday 14th September at 6.30pm at the Hub for an informal meeting to make final preparations for the networking day on 16th September.**
- **Agenda item 2324/17b: DI to search for photos to place on the Town Council's 2 display boards to display photos of local events (Eldwick Gala, Christmas lights, bandstand etc.), and MC to send DI photos of previous Remembrance Day events.**
- **Agenda item 2324/17c: MC to query whether Bingley Remembrance Day Group plan to commemorate the D-Day 80, 6th June 2024, including liaising with the band and choirs that attend the annual Remembrance Day service and incorporating any plans for a brazier, possibly in Market Square.**
- **Agenda item 2324/17d: JS to contact the Chair of Saltaire Festival, Ian Andrews-Swales, for advice/support regarding Bingley arts and craft day next year.**
- **Agenda item 2324/17e: JG to determine from Bradford Council whether they agree to the bandstand concerts' project taking place again next year.**