

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 18th January 2023 at 6.30pm

**Start: 6.30pm
Finish: 8.00pm**

Councillors present: Carney, Gibbons, Goode, Kirdale
Councillors absent: Dawson
Non-Member Councillors present: None
Non Councillor members of the Committee present: Chris O'Neill
In attendance: Eve Haskins (Town Clerk), Debbie Ioanna (Admin Assistant)
Members of the public: None

2223/24 Apologies for absence

Apologies received and reasons for absence approved from Jane Stone; it was also noted that Michelle Chapman had resigned from the Events, Marketing and Communications (EMAC) Committee.

2223/25 Disclosures of interest

Councillor Goode disclosed an interest as a member of the Friends of Myrtle Park.

2223/26 Minutes

Resolved to approve the minutes of the EMAC Committee meeting held on 17th August 2022.

2223/27 Confidential items

None.

2223/28 Public Participation

None.

2223/29 Communication

a) Greater communication with the public, including local radio and social media

Resolved to agree the following regarding greater communication with the public:

- The Town Clerk to contact the local radio representative to determine whether the invitation for the Council to be involved in a local radio programme is still open; to be discussed again at the next meeting.
- Councillors to liaise closely with the Admin Assistant to ensure that publicity regarding the Council is more visible, including the provision of the full information necessary for successful social media posts; and to the Admin Assistant to liaise with Mr O'Neill to verify whether the dissemination of Council-related and local information to residents and local community groups via social media is working.

b) Suggestions from residents

Discussion took place regarding the suggestions from residents collated at public events as follows:

1. 'More produce at local markets, supporting local handicrafts and businesses': It was noted that the Town Council have now relinquished the monthly Farmer's Market, which will be taken over by the artisan markets under Bradford Council – the Town Council support this move, and

- anticipate it will rejuvenate Bingley's markets.
2. 'Bring back the swimming pool and restore it': It was noted that the future of the Bingley pool is beyond the remit of the Town Council, as it is an asset of Bradford Council; the Town Council do however support the Friends of Bingley Pool in their work to re-open the pool, and await the result of Bradford Council's Levelling Up bid for the pool which is imminent.
 3. 'Wheelie bin stickers updated and circulated': It was noted that this is the remit of Bradford Council, not the Town Council.
 4. 'Litter picking': It was noted that most of the suggestions from residents related to litter picking - confirmed that the Town Council organize a local litter pick every six weeks, with an extra one every November for Remembrance Day and further extra ones ad-hoc in conjunction with the Aire River Trust; also noted that the Town Council welcome suggestions from residents for area that require a litter pick.
 5. 'Litter picking': see above.
 6. 'More litter picks': see above.
 7. 'Litter picks': see above.
 8. 'Better bus/train services to reduce cars': It was noted that local bus and train services are beyond the remit of the Town Council, however there is reference to buses in the draft Neighbourhood Plan, which is a long-term aim.
 9. 'There are no 'park and ride' sites and reduce bus fares as very expensive': see above.
 10. 'In the present economic climate, please cancel Clean Air Zone (CAZ) – there are better ways without penalizing poor city and people': It was noted that the CAZ is beyond the remit of the Town Council, it has been implemented and is facilitated by Bradford Council.
 11. 'Get more money spent in the town and more businesses thriving but surely charging their delivery drivers will impact even more and get more to close': It was noted that the Town Council work with Bingley Chamber of Trade to encourage business in the town; see above regarding the CAZ.
 12. 'Cycling club where we can repair our bikes': It was noted that Bingley Men's Shed may take on this idea once they are fully up and running: agreed that Councillor Kirdale to investigate this and a cycling hub that businesses could share.
 13. 'More bins – one or two by the cricket pitch and in Myrtle Park by the rivers': It was noted that an extra bin has been placed at the end of the footpath in Myrtle Park and that the Town Council arranged for extra bins near the café at Beckfoot Lane, for some at Cottingley Rec to be replaced, and one by the cricket pitch, although unsure where another bin would go at the latter location – the Town Council is open to suggestions from residents on exact location for new bins that can be passed onto Bradford Council.
 14. 'More flowers': It was noted that the Town Council distribute plants annually to the whole area, for summer and winter.
 15. 'Plant more trees': It was noted that the Town Council had approved the purchase of five trees from the 'Trees for Streets' scheme last year, and Councillors Goode and Dawson consequently chose five sites for these trees however this was not progressed with Bradford Council; agreed that the Admin Assistant to put out a post on social media explaining that the 'Trees for Streets' idea has been discussed at this meeting and asking residents for suggestions for locations, to also approach the local WI group and Friends of Myrtle Park regarding this idea.
 16. 'Plant more apple trees': It was noted that many of the apples from apple trees are wasted, for example at the top of Cottingley the floor is covered with apples; agreed that residents should be directed to the WI who do lots of good horticultural work in Bingley.
 17. 'More flowers and trees for the sweet bees': see above.
 18. 'Recycling bins in the town': It was noted that the provision of a recycling bin is beyond the remit of the Town Council, however agreed to request that Bradford Council provide half/half (half recycling/half litter) bins in future to help reduce waste and encourage recycling.
 19. 'Recycling facilities near the council estate': See above.

20. 'Trips and videos of recycling centres and how they work': It was noted that it had been an initiative of Bradford Council previously to facilitate visits to one of their recycling centres to see how it works; agreed that the Admin Assistant to liaise with Bradford Council requesting that a relevant representative provides a talk to the Town Council's Green and Clean Forum on this issue to raise awareness.
21. 'Showing people what they can do to reduce waste': Noted that more could be done to publicise the local Food Bank and Community Kitchen, and how people can access these; Admin Assistant to liaise with Councillor Winnard to gain further information.
22. 'Bingley Town Council should employ an environmental warden, a person who is physically fit and has knowledge of power tools, and undertake vegetation clearance, footpaths, snickets, etc.': It was noted that this issue to be taken to the next Staffing Committee meeting for consideration.

c) Publicising of grant funding to local groups

Resolved to agree the following regarding grant funding:

- The Town Council to arrange a networking day for local groups, to help publicise the grant scheme more widely to encourage local groups to apply, to take place in June/July following the elections in May; Admin Assistant to write to all local groups in March/April this year informing them of this plan (to liaise with Councillor Goode regarding the identification of these groups).
- The Admin Assistant to set up a regular monthly social media post to remind local groups people that the Town Council's grant funding scheme is available, and if they need help with the application form to contact the Town Council (via the enquiries@bingleytowncouncil.gov.uk email address).

Councillor Goode left meeting at 7.18pm.

d) Review of policies

Resolved to agree the following:

- (i) To retract the review of the Charity Stall Policy, in light of the relinquishing of the monthly Farmers' Markets.
- (ii) To defer the review of the Communications Policy to the next meeting, incorporating the following amendments: change all reference of the remit from the Finance and General Purposes Committee to EMACC, and to incorporate the 'Editorial Policy for Newsletters' into this policy, under the heading 'Editorial Policy for Communications'.
- (iii) To defer the review of the Community Engagement Policy to the next meeting: Councillor Kirdale to personalize this to Bingley Town Council prior to the meeting.
- (iv) To incorporate Editorial Policy for Newsletters into the Communications Policy, and to rename 'Editorial Policy for Communications': see agenda item 2223/29d(i) above.

2223/30 Events

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

Resolved to agree the following regarding the Town Council's involvement in local events run by third parties, including involvement in the City of Culture, 2025:

- (i) The Town Clerk to contact Bingley Chamber of Trade to thank them for their hard work in the community and to inform them that the Town Council wishes to be more involved with the organization of events that they arrange for the town, including the Easter and Christmas events this year, to provide them with help and support, and to justify the spending of the precept on these events.
- (ii) The Town Clerk to contact the Bradford City of Culture 2025 Team in February this year to check on the progress of their plans, and request that the Town Council has further involvement in the specific plans for Bingley.

b) Town Council events in 2023

Resolved to agree the following regarding Town Council events in 2023:

- The EMAC Committee to be involved in the organization of the official opening of Changing Places toilet, including inviting interested parties and those who supported it throughout.
- The EMAC Committee to arrange an event to encourage people to become councillors prior to the elections in May this year:
 - To take place on Saturday 25th February in the Hub, from 11am to 1pm [it was agreed after the meeting to change this date to Saturday 4th March 2023, 11am to 1pm, due to councillors' availability].
 - To include refreshments, and a presentation on the role of the Town Council and town councillors.
 - To investigate holding a stall on the market on this day to signpost the event to residents.
 - To organize leaflets to advertise the event, that other stallholders could have on their stalls and that could be distributed in local shops, cafes and pubs in the weeks prior to the event (under the Town Clerk's delegated spend).

c) Bingley arts and crafts day

Deferred to the next meeting when Jane Stone is in attendance.

2223/31 Bingley Town Hall

Resolved to agree the following regarding Bingley Town Hall: Town Clerk to contact the three Ward Councillors to ask for their support regarding the Town Council use of the Town Hall building for meetings at a subsidized rate, and to determine whether they have any information regarding the future of it.

2223/32 Next meetings

Next meeting to be held on Wednesday 15th February 2023 at 6.30pm at the Hub, Myrtle Place, Bingley.

2223/33 Exclusion of the press and public

There were no items to be discussed in confidence.