

BINGLEY TOWN COUNCIL

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

RISK AND RESOURCE ASSESSMENT FORM

Please use this form when submitting a motion, or proposal, to a meeting of the council, or a committee. Please identify any costs, resources or risks associated with the motion or proposal, and provide as much information as possible.

1) Name of councillor	John Goode & Philippa Gibbons
2) Date submitted	20 September 2023
3) Please advise which meeting you wish this to be considered at (motions received after a deadline may not be accepted)	The September Full Council meeting
4) Please provide information on the motion/proposal you are submitting.	<p>Totally Locally is the UK's biggest grassroots high street campaign - looking to support truly independent businesses of all types.</p> <p>For a group of volunteers, a toolkit of marketing and promotional materials is provided for free, under licence, to which you add your town name, and use.</p> <p>Further information is available at https://totallylocally.org/</p> <p>A group of independent local businesses have come together to instigate a Totally Locally campaign in Bingley.</p> <p>The aim of the scheme is drive up footfall and spend in independent businesses and recognise the power a small spend can deliver for the local economy.</p> <p>The local launch will be by taking part in the national 'Magic Tenner' campaign that runs in October (7th -21st).</p> <p>This aims to highlight how spend in one shop helps the local economy through its network of local suppliers. A £10 spend delivering up to £50 of benefit.</p> <p>As with any campaign, marketing materials, etc are required. The volunteer group are seeking local businesses to contribute their services for free, but for the initial launch and subsequent follow up activities this may not be sufficient.</p>

	<p>As the volunteers putting the campaign together are business people, they are not eligible for the BTC grant scheme to help instigate the Totally Locally movement within Bingley.</p> <p>However, given the aim to regenerate and boost the local economy, Bingley Town Council should provide some support for the scheme, whether that is a contribution towards marketing materials, providing a market stall for use on Saturdays during the campaign, or other support as requested.</p> <p>For example, BTC could pay for marketing materials (posters, banners etc) requested by the volunteer group. This could be for some of the more general messages to accompany the 'Magic Tenner'- see the economic benefit message overleaf.</p> <p>The following motion is therefore proposed:</p> <p>Bingley Town Council agrees to provide monetary support of up to £500 to assist with the Totally Locally campaign in the financial year 2023/24.</p>
<p>5) Are you including any supporting information? Please state what information is included with your submission</p>	<p>https://totallylocally.org/ https://totallylocally.org/magic-tenner/</p>
<p>6) What resources would be needed?</p>	<p>Provision of the allocated funds and staff time to process orders and invoices or validate spend and release funds.</p> <p>If we were to provide a market stall – then staff time to book the space and councillor time to erect and dismantle the stall.</p>
<p>7) How much do you anticipate the scheme would cost? Which budget heading do you think any costs would come from?</p>	<p>- £500 - Regeneration and Tourism budget</p>
<p>8) How does the scheme meet the town council's current priorities?</p>	<p>The scheme will drive footfall into the shopping areas in the town and villages helping to regenerate these areas.</p>
<p>9) Please estimate how much time would be required by staff at each stage</p>	<p>Negligible Invoicing and spend validation – 1 hr per month</p>

(Include as much information as possible)	
<p>10) Have you identified any potential risks to the council?</p> <p>(Please refer to the council's Risk Assessment Policy and Financial Risk Assessment Policy)</p> <p>If yes, how could these be mitigated?</p>	<p>This is a scheme for independent businesses only and therefore excludes franchises, national companies, national charities etc which could be seen as discriminatory.</p> <p>Mitigations: The scheme is intended to drive footfall into the shopping areas, and, once there, people can and will spend in whatever businesses they like, so all could benefit.</p> <p>The Town Council supports events put on by the Chamber of Trade which also drive footfall into Bingley, benefitting businesses beyond just their members.</p>
<p>11) Have you considered the public sector equality duty?</p> <p>(Please refer to the council's Equality Policy)</p> <p>Would your proposal meet the duty?</p>	<p>Yes, as this scheme is about businesses rather than individuals it is not applicable.</p> <p>Whilst Totally Locally is constrained to independent businesses, the scheme is open to any and all independent businesses within the area. By assisting we are helping to remove the barriers faced by local independent businesses and helping them to realise their potential, and in doing so boost the parish.</p>
<p>12) What are the estimated sustainability implications and greenhouse gas emission impacts of the proposal?</p>	<p>By getting people to notice what is available and shop locally, walking could replace driving leading to a reduction in carbon emissions.</p> <p>Scheme will be digital, on social media, as well as using print media.</p>

**IF EVERY ADULT IN
BINGLEY
SPENT JUST
£5 PER WEEK**

**IN THEIR LOCAL INDEPENDENT
BUSINESSES INSTEAD OF ONLINE
OR AT THE BIG SUPERMARKET**

**IT WOULD BE WORTH AN EXTRA
£3.6 MILLION
PER YEAR GOING INTO THE
LOCAL ECONOMY.**

**WHICH MEANS MORE JOBS,
BETTER FACILITIES & A NICER
PLACE FOR US ALL TO LIVE.**

MAKES YOU THINK DOESN'T IT?

WWW.TOTALLYLOCALLY.ORG

All words & images © Totally Locally Ltd. 2022