

BINGLEY TOWN COUNCIL



The Hub, Myrtle Place, Bingley, BD16 2LF

Minutes of the Events, Marketing and Communications Committee (EMACC) held in the Hub, Myrtle Place, Bingley, on Tuesday 17th September 2024 at 6.30pm

Councillors present: Carney (MC), Gibbons (PG), Goode (JG), Hardy (MH)
Councillors absent:
Non Councillor members of the Committee present: Chris O'Neill (CO), Jane Stone (JS)
In attendance: Eve Haskins (EH, Town Clerk)
Members of the public: Two (including Town Councillor Bill Gentleman (BG) and Jamie Illingworth (JI) of Bingley Chamber of Trade)

Start: 6.30pm

Finish: 7.40pm

2425/29 Apologies for absence

None received.

2425/30 Disclosures of interest

None.

2425/31 Minutes

Resolved to approve the minutes of EMACC meeting held on 21st August 2024 as a correct record.

2425/32 Confidential items

None.

2425/33 Public Participation

None.

2425/34 Communication

The Council's communication with the public was discussed, and it was agreed that the Admin Assistant is doing a great job disseminating information via social media: agreed that EH to arrange for the Admin Assistant to place a post on the Town Council's Facebook page asking if anyone knows of any further community Facebook groups that the Town Council could join to help publicise information.

All agreed also that the purchase of the new app. from Cuttlefish, the new website provider, was a positive move, although the prompts/reminders for meetings were reported as having come in too near the start of the meeting: agreed that EH to arrange for the Admin Assistant to liaise with Cuttlefish to determine whether the reminders can be sent out a day or so before meetings instead.

A new local directory/magazine, Bingley Local, was also discussed, as another means of communication with residents: agreed that EH to arrange for the Admin Assistant to liaise with the compiler to determine whether the Town Council could include an advert/article regarding our work.

PG reported that Bingley Arts Centre are having a relaunch of their hiring policies etc. next Sunday or Monday, if any committee member is available to attend: EH to forward details onto all [N.B. both these events were cancelled following this meeting].

2425/35 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:

- Christmas event organised by Bingley Chamber of Trade

JI confirmed that the Christmas lights switch on event organized by Bingley Chamber of Trade will be taking place on Saturday 30th November 2024, following a meeting with RSH Artisan Markets, whose traders will also be in attendance on the day. The total cost of the event will be £7059 this year, which is less than last year - the Chamber of Trade will be applying for a grant from the Town Council to contribute 50% of the costs; JI also confirmed that this will be his last event as organizer. JI agreed to add PG and MH to the Chamber meeting date contact list.

JI left the meeting at 6.57pm.

- Bradford City of Culture 2025

PG reported that the Bradford City of Culture 2025 team have announced their events for next year, which includes an event at Damart in Bingley; she confirmed that one of the team will be attending the Full Council meeting next week therefore more should be known after then [N.B. following this meeting, the City of Culture team representative sent apologies for next week's Full Council meeting – attendance at a future meeting still to be agreed].

PG also reported that there has been no more news as yet on the Dot to Dot Festival planned for next year by the Chairman of Saltaire Festival.

MC reported that Walkers are Welcome will be hosting the national AGM at the Arts Centre in October this year, and will be celebrating their 10 year anniversary in April 2025.

b) Town Council organising events in 2024-25 – 80th Anniversary of VE Day

MC reported that Bingley Remembrance Group have not yet held another meeting regarding the VE event for Saturday 10th May 2025, however she has liaised with Ward Councillor Wheatley, who suggested liaising with RSH Artisan Markets regarding the organization of a 1940s themed event in both Market Square and Myrtle Park: a meeting will be taking place later this month to discuss further. She also reported that some military vehicles have already been arranged to attend on the day. She also suggested having a beacon lighting event on the actual 80th anniversary day (8th May 2025); MC to continue to liaise with the Ward Councillors regarding this event.

c) Bingley Arts Festival 2025

JS confirmed that Ward Councillor Fricker has been holding meetings in Bingley Arts Centre monthly to plan for events in Bingley next year, including ideas that JS and the 'Bingley Creates' group had for an arts/crafts/creative festival, 'Bingley 2025', which plans to involve all businesses, community groups, schools, residents, etc. in a three day festival over the early May bank holiday weekend. She reported that Bingley Creates have a stall available once a month on the market for community groups/charities (the local Soroptimist group will be at the market in September and Bingley Music School will be there in October), as well as a pace in Damart's café on the same day, which coincides with their sales day, where people/community groups can sell, demonstrate/perform their arts/disseminate information etc. (the local Soroptimist group will be at Damart in September).

JS stated that she is working to compile a list of all events over the May bank holiday weekend: events will take place in the park on the Saturday, including a pop up farm, and a whippet racing film will be shown to celebrate the park's heritage; craft and activities will be taking place on the Sunday; and Walkers are Welcome have their annual walking festival on the Monday, so more activities will be arranged to take place in the park on the Monday, including skateboarding and tai chi, and possibly a play and more involvement from local sporting groups.

JS reported that Bingley Little Theatre will also be performing pop-up plays over the weekend, based on local historical characters, and there will be boats on the canal over the festival days.

PG confirmed that more information is needed regarding Bradford Council's constraints on the bottom meadow in the park before any Play in the Park events are ordered.

MH suggested that a graffiti wall and digital arts display events would attract teenagers/young people also. PG reported that, as part of City of Culture 2025, Bingley Arts Centre has obtained some funding to run workshops/consultations to find out what people want them to do, how to broaden their offer etc. and that animation was considered at the last meeting.

JS also reported that lots of businesses have said they will be happy to display the arts/crafts made and that it is planned to decorate the town with bunting, which is being crocheted; she also reported that Busy Bees have offered camping at the rugby club for the festival.

It was agreed that a 'brand', including a colour scheme, is needed for Bingley 2025 and that the Town Council should act as the umbrella organization to make sure all infrastructure is in place.

PG confirmed that there will also be music throughout the whole festival, with Bingley Music Town facilitating this mainly, and the pubs in the town will be involved.

PG also reported that Bingley residents are also trying to organise a 'Bingley Pride' for next year: agreed that EH to arrange for the two residents who are organising the Bingley Pride event next year to be added to the community groups mailing list and invited to the next networking event on 19th October.

PG also reported that the local Women's Institute group are doing a wedding dress fayre/event next May, so will be looking for mannequins.

d) Bandstand concerts

JG confirmed that he has been liaising with Julie Roberts at Bradford Council to arrange for bandstand concerts every Sunday in Myrtle Park from 1st June to 31st August next year, in conjunction with the Friends of Myrtle Park and Bingley Music Town; the Salvation Army usually provide a free event, so Julie Roberts will be liaising with them regarding the dates that they will need the bandstand. He also reported that Bingley Music Town may organise their own events at the bandstand on Saturdays next summer, including widening the scope out to wider genre and wider age groups than brass bands.

2425/36 Next meeting

Agreed that the next EMACC meeting to be held on Wednesday 23rd October 2024 at 6.30pm in the Hub.

2425/37 Exclusion of the press and public

There were no items to be discussed in confidence.

Actions:

- **Agenda item 2425/34:** EH to arrange for the Admin Assistant to place a post on the Town Council's Facebook page asking if anyone knows of any further community Facebook groups that the Town Council could join to help publicise information; EH to arrange for the Admin Assistant to liaise with Cuttlefish to determine whether the reminders can be sent out a day or so before meetings via the app.; EH to arrange for the Admin Assistant to liaise with the compiler of the Bingley Local publication to determine whether the Town Council could include an advert/article regarding our work; EH to forward the details of the Bingley Arts Centre re-launch meetings next Sunday and Monday onto all committee members.
- **Agenda item 2425/35b:** MC to attend a meeting with Ward Councillor Wheatley and a representative from RSH Artisan Markets to discuss further a 1940s themed event for the VE celebrations on 10th May next year; MC to continue to liaise with the Ward Councillors regarding this event and the potential beacon lighting event on 8th May 2025.

- **Agenda item 2425/35c: EH to arrange for the two residents who are organising the Bingley Pride event next year to be added to the community groups mailing list and invited to the next networking event on 19th October.**

DRAFT