

Holme Valley Parish Council

MINUTES OF THE VIRTUAL PUBLICATIONS & COMMUNICATIONS COMMITTEE HELD VIA ZOOM ON MONDAY 7 DECEMBER 2020

Those present:

Chairman: Cllr D Carré

Members: Cllrs K Bellamy, R Hogley, B Lockley

Officers: Mr R McGill (Deputy Clerk)

Welcome

Public Question Time

Prior to the commencement of the business session of the Council, there was opportunity for an open session lasting 15 minutes, for members of the public to speak to the Council. No members of the public were present.

RESOLVED: However, Council had received an email from a resident with a question for the Committee and it was resolved to discuss that issue at this point.

The Committee considered whether it was appropriate for the Deputy Clerk to share a post regarding the community project, Random Acts of Kindness, to the Holme Valley Parish Council Facebook page. The Committee Chairman disclosed a personal interest at this point as he had been one of the originators of the Random Acts of Kindness scheme. Random Acts of Kindness had recently been awarded a grant by the Parish Council. The Deputy Clerk had shared the post because the Parish Council had supported the project. **RESOLVED:** It was resolved that it had been appropriate for the Deputy Clerk to share a post regarding the Random Acts of Kindness scheme to the Parish Council Facebook page.

[Cllr K Bellamy had had problems with her internet connection and rejoined the meeting at this point after losing contact at the start of the meeting]

2021 16 Public Bodies (Admission to Meetings) Act 1960 amended by Openness of Local Government Bodies Regulations 2014

As Local (Parish & Town) Council meetings can now be recorded, the Chairman checked if anybody wished to record the meeting, to ensure reasonable facilities could be provided. No one wished to record the meeting. The meeting was being recorded by the Deputy Clerk on behalf of the Parish Council to upload to the Parish Council's YouTube channel.

2021 17 To accept apologies for absence

RESOLVED: Apologies for absence were received from Cllr Brook and approved by the Committee.

2021 18 To receive Members' and Officers' personal and disclosable pecuniary interests in items on the agenda

Cllr Carré disclosed his involvement as a Facebook volunteer for Holmfirth Community Group. He had previously disclosed a personal interest in the Random Acts of Kindness project.

2021 19 To consider written requests for new DPI dispensations

None received

Holme Valley Parish Council

2021 20 To consider whether items on the agenda should be discussed in private session

RESOLVED: The Committee decided that no items needed to be discussed in private session.

2021 21 To confirm the Minutes of the previous Committee meeting

RESOLVED: The Minutes of the Publications and Communications Committee Meeting held on 14 September 2020, numbered 2021 01 to 2021 15 inclusive – previously distributed, - were confirmed.

2021 22 Events/Publicity

- **NOTED:** The Committee noted that the Climate Emergency Co-ordinator had run a weeklong series of events to promote the Holme Valley Parish Council Climate Emergency Action Plan. The week had involved videos, webinars and live streams. Similar events would be held on a quarterly basis.
- The Committee considered how to commemorate the 40th anniversary of the Holme Valley Minibus Service which was 13th November 2020.
RESOLVED: To pursue the idea of a day of subsidised travel, - a 40p fare day, for example, - at some point once the COVID restrictions were past. This would involve co-working with the bus company as well as the Service Provision and Climate Emergency Committees to hold a commemorative event during one of the future Climate Emergency weeklong events in Summer 2021. If the bus company would subsidise the travel, the Parish Council might subsidise marketing, publicity and a celebratory cake. Deputy Clerk to get in contact with local press in due course about what we might do.
- The Committee considered the 175th anniversary of the great flood, and other major, local, historical events.
RESOLVED: The Deputy Clerk would draw up a rolling calendar of events that may be worthy of future commemoration.

2021 23 HVPC signs and information

NOTED: Members noted that the asset transfer plaques had been cast, and the plaque had been affixed to the Holmfirth Public Toilets. However, this plaque had been sited incorrectly and was due to be repositioned by the contractor

The Deputy Clerk has contacted Kirklees Planning regarding the plaque for the Civic Hall, which is a listed building.

RESOLVED: The Deputy Clerk would submit the Listed Building consent application and any further applications that were required.

2021 24 Council Noticeboards

NOTED:

The Committee noted that the Deputy Clerk was still waiting for the maintenance contractor to fit the thick cork backing to the noticeboards. This was expected to be delivered and the board completed before Christmas.

RESOLVED: With regard to the proposed noticeboard for Honley, Cllr Lockley would consult with the other Honley Councillors about the most suitable location.

Holme Valley Parish Council

2021 25 Press Coverage

NOTED: The Committee noted the copy of recent and pending editions of the Holme Valley Review.

RESOLVED: To use the newsletter as a way of highlighting all the things the Parish Council does, - services, assets and so on. The Deputy Clerk would ask Committee Chairs in turn to write about their Committee and the things they have been doing. Couple of inches on what a Committee does each month.

RESOLVED: To give regular updates through the newsletter of grants awarded by the Parish Council.

2021 26 Holme Valley Parish Council website and social media

- Website:

- **NOTED:** The Committee noted changes to the Parish Council website regarding the new links to the Climate Emergency Action website, Facebook page, and YouTube channel, and the record of scheduled meetings and committee breakdown.

- Facebook:

The Committee considered the management of the Parish Council Facebook page and whether to allow more people to be administrators, editors and moderators of the Parish Council Facebook page.

RESOLVED: Committee decided that Officers of the Council should be administrators of the Facebook page. The Chairman and Deputy Chair of the Publications and Communications Standing Committee would be created as editors. Administrators and editors were encouraged to generate more content and get more confident with sharing it.

Deputy Clerk to get in contact with grant recipients about what they've done with their grants monies, - stories, photos and videos, - and share and post to Facebook.

- YouTube:

NOTED: The Committee noted that the [Parish Council's YouTube channel](#) is functioning well and videos had regular viewers who use the videos to keep up to date with Council business. Members further noted that the Deputy Clerk had not been able to upload videos to YouTube over recent weeks because of an absence of an internet connection where he is in lockdown. He would catch up when out of isolation.

2021 27 Climate Emergency Standing Committee website and social media

NOTED: The Committee noted that the Climate Emergency Co-ordinator had set up a standalone website for that Committee called [Holme Valley Climate Action](#).

NOTED: The Committee noted that the Climate Emergency Co-ordinator had set up a Facebook page called [Holme Valley Climate Emergency](#).

NOTED: The Committee noted that the Climate Emergency Co-ordinator had set up a YouTube channel for videos called [Holme Valley Climate Action](#).

Members considered how best to support the Climate Emergency Co-ordinator in terms of the publicity and content she is generating.

RESOLVED: The Committee resolved that the difference in tone and content between the Parish Council website and Facebook page and the Climate Emergency website and Facebook page was supportable in that the Climate Emergency group is endeavouring to be more open to engage with people across the community.

Holme Valley Parish Council

2021 28 Annual Awards 2020-21

The Committee again considered the awards and honours that the Parish Council might give out this year to honour the community, given the current situation with COVID-19. **RESOLVED:** Members resolved that, given the end of the COVID crisis is still not in sight, the Parish Council does not give out awards in this current civic year. The plan is that the Committee will return to its established awards cycle in 2021-22. The Committee recognised that it is likely that the government will establish a national event to celebrate the community's prevailing over the pandemic, and that local commemorations in the Holme Valley should lead from that.

2021 29 Supporting local events and raising the Profile of Holme Valley Parish Council

The Chairman gave a report on how he envisaged that the Committee could help support local events whilst raising the profile of the Parish Council. He proposed two projects and the Vice Chair proposed a third.

- i. a) The Committee considered approving the purchase of a community noticeboard for public display at the entranceway of Holmfirth Public Toilets.
b) The Committee considered approving the purchase of new signage for the carpark side of Holmfirth Public Toilets indicating the nature of the building and its ownership.
c) The Committee considered approving the purchase of a community noticeboard for public display at Honley.
RESOLVED: The Committee resolved to approve a total expenditure of up to £1000 for 1) a noticeboard for the Public Toilets and 2) new signage for the rear of the building using the Holme Valley crest.
RESOLVED: The Committee resolved to commission a similar community noticeboard for Honley but to approve expenditure at a later date.
- ii. The Committee considered approving the purchase of 1) a mobile flex pavement sign for use by the maintenance contractor when he is undertaking work in the community or 2) two magnetic signs to be displayed on the doors of the contractor's car. **RESOLVED:** The Committee resolved to approve expenditure up to the limits of the Officers on the purchase of one or other signage, - either the flex board on the magnetic signs, - for use at Parish Council events and by the maintenance contractor. **RESOLVED:** The Deputy Clerk would contact the maintenance contractor to gauge his thoughts about which signs to commission.
- iii. The Committee considered approving the purchase of a quantity of hi-vis vests for use at Parish Council and community events in the Holme Valley.
RESOLVED: The Committee resolved to approve expenditure of up to £250 on a purchase of a quantity of hi-vis vests.

2021 30 Combining virtual and in-person meetings

The Committee considered a report from Cllr K Bellamy regarding how we should plan future meetings of the Council to combine in-person meetings with virtual meetings to benefit, for example, the inclusion of marginalised people like those with disabilities or simply members of the public enabling them to attend a public session.

RESOLVED: For Cllr Hogley as Chairman of the Council to start to investigate the possibility of using the earmarked reserve for the remodelling of the Exhibition Room at the Civic Hall to modernise it with integrated computer technology, video screens and speaker systems to allow interaction between individuals joining meetings virtually and those attending in person. This could potentially then be a marketable resource for the community to use.

Holme Valley Parish Council

2021 31 **The Committee's budget for 2020-21**

NOTED: Members noted the Committee's budget to go before Council. Members noted that the budget line Royal Events had been amended to National Events to facilitate its usage.

.....
Chairman