

HOLME VALLEY PARISH COUNCIL

CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE

MONDAY 4 SEPTEMBER 2023

Those present:

Chair: Cllr Sarah Whitelaw

Councillors: Cllr Mary Blacka, Cllr Jenny Holmes, Cllr D Brook, Cllr Joanne Liles, Cllr Alison Morgan, Cllr Trish Stewart

Members: Rachel Hogley, Julia Brown, Liz Bennett, Kim Warren

Absent with apologies/reasons approved: Cllr M Rostron, Cllr K Fernandes, Cllr C Green, Mbr F Bennett, Mbr R Hughes

Officer: Mrs Jen McIntosh (Clerk)

DRAFT MINUTES

Cllr Sarah Whitelaw, Chair, welcomed to the meeting all committee members.

There were no members of the public present.

PROCEDURAL MATTERS

2324 25 Public Bodies (Admission to Meetings) Act 1960 amended by the Openness of Local Government Bodies Regulations 2014 on 6 August 2014

As Local (Parish and Town) Council meetings can now be recorded, the Chair checked if any members of the public wished to record the meeting, to ensure reasonable facilities could be provided. None wanted to record the meeting. The meeting was already being recorded by the Officer for public broadcast via the Holme Valley Parish Council YouTube channel.

2324 26 Apologies and reasons for absence

Apologies and reasons had been circulated prior to the meeting starting. Additional apologies and reasons were received in the meeting.

APPROVED: apologies and reasons for absence from Cllr Rostron and Cllr K Fernandes.

APPROVED: apologies and reasons for absence from Cllr C Green, Mbr F Bennett, Mbr R Hughes.

A request for a 6 month dispensation received prior to the meeting had been circulated beforehand.

APPROVED: dispensation for a 6 month period of absence for Cllr Kath Fernandes.

The above to be **TO NOTE** at FULL COUNCIL ON 9-10-2023.

2324 27 Items on the agenda to be discussed in private session

No items on the agenda were to be discussed in private session.

2324 28 Written requests for new DPI dispensations

Clerk reported that all DPIs are up-to-date and in place for CACE COMMITTEE members.

HOLME VALLEY PARISH COUNCIL

2324 29 Members' and Officers' personal and disclosable pecuniary interests in items on the agenda

All Members and Officers present were invited to declare any personal disclosable pecuniary interests in items on the agenda for consideration by the Committee.

- Cllr Blacka declared an interest in **item 2324 46 D-Day Beacon Lighting Event** as a member of Friends of Cliff Rec.
- Mbr Warren declared an interest in **item 2324 38 Cycling Event** as she will be paid for attending the event as an employee of EPIKs.
- Cllr Whitelaw declared an interest in **item 2324 31 Communications and Engagement Working Group – Feedback from meeting on 10 August 2023** as she is a member of Holme Valley Vision.

2324 30 Minutes of the Previous Meetings

APPROVED: The Minutes of the CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE meeting held on 10 July 2023 items 2324 01 to 2324 24.

CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE – REPORTS AND ACTION-PLANNING

2324 31 Communications and Engagement Working Group – Feedback from meeting on 10 August 2023

Written notes had been emailed out previously by the Chair and hard copies were distributed at the meeting. Recommendations for priorities across the 4 year term set out in the paper were:

- Initiating changes in practice which serve Parish Council purposes most effectively in the immediate and foreseeable future;
- Ensuring that Councillors' and Clerking time is used effectively and efficiently in the service of both internal and external communications;
- Embedding Climate Action considerations in all Committee and Full Council decisions, actions and expenditure;
- Impact evaluation of financial and human resource expenditure on projects and outreach activity- vis achieving and improving Communication and Engagement, and Climate Action .. achieving the Parish Council's objectives and mission;
- Financial planning which addresses Communication, Engagement, and Climate Action needs.

In the wide-ranging discussion that led up to the motion being considered points made included:

- The need for a communication plan – as in clarifying and scheduling in messages to be communicated across a time period;
- The challenges of communicating and consulting across the full range of demographics;
- The effectiveness, cost-effectiveness and eco-compatibility of particular methods ie leafletting;
- The need to differentiate in messaging between what the Parish Council is doing now and any direction to be taken;
- The challenges of co-ordinating the work of different groups/committees;
- The need to be realistic in terms of the time-implications for the Clerk team of using particular communications methods.

An action for the next Communications and Engagement Working Group was to put together a communications strategy or plan based on the above.

HOLME VALLEY PARISH COUNCIL

RESOLVED to approve in principle using a range of strategies to:

1. Improve electorate understanding of what the Parish Council can do and is doing.
To include:
 - Website redesign, greater use of banners, leaflets, Tiktok and Instagram, QR readers, logoing assets. Monitoring HVV Communication Screen trial.
 - Identifying suitable Councillors’ outreach activity, in their Wards e.g. local surgeries, school visits, community groups meetings etc.
 - Specifying and planning appropriate collaboration and communication opportunities with local Community groups

2. Improve internal PC communication to avoid silo working.
To include:
 - Reviewing and revising cross-Committee communication practices, Councillors’ opportunities for sharing issues and activity, internal communications strategies/practices

3. Consult with the community.

The Chair observed that being able to access the specialist skills and historic knowledge of all the COMMITTEE members in the discussion that had taken place was most useful.

2324 32 Climate Action Working Group – Feedback from meeting on 29 August 2023

Written notes from the meeting on 29 August had been emailed out previously by the Chair and hard copies had been distributed at the meeting, including a table from Mbr Bennett of ‘fast’, ‘medium’ and ‘long-term’ fixes and costs.

The Chair reported that the overarching aim identified by the working group was to review and revise Parish Council Climate Action practices, building on and integrating the current Climate Action Plan into all Parish Council planning and activities.

Seven possible approaches to achieve this had been identified and warranted further investigation:

1. Top priority: that the short term Climate Emergency budget should be spent on “getting our own house in order” i.e acting on the energy surveys done on the Civic Hall and Honley Library to implement these as fully as possible. It was felt that making the Civic Hall energy efficient would be very challenging in terms of resources but this would be more achievable at Honley Library which had the potential to be a model of good practice. Another possible project suggested in this vein was the installation of solar panels on Holmfirth Public Toilets as was potentially subsidizing the maintenance contractor to ensure that clean and efficient energy was used in the upkeep of parish assets.
NB “educating the community” viewed as not an efficient use of Council resources and that the Clerks should not be spending time managing public awareness projects.
2. That the Council should move towards adopting policies that were compliant with the current Climate Emergency Plan (to be reviewed) and best practice in terms of mitigating the Climate Emergency for all its business. This would mean that the ending of the Climate Emergency budget as a separate item, but may require the continuance of a Climate Emergency Working Group to research/ advise on best practice. This to be put forward for discussion by full council.
3. That Transport Policy was a priority for the response to the Climate Emergency. It was agreed that the Group would support continued (and extra) funding for the Stotts mini bus service already funded by the Council. Members of the Climate Emergency Group should be involved in the proposed review of the Stotts Coaches contract. Park and Ride or Park and Ride schemes

HOLME VALLEY PARISH COUNCIL

were discussed, the group are happy to investigate and support a trial Park and Ride proposal suggested by Cllr Liles.

4. Nature restoration: that other organisations (e.g. River Holme Connections) are providing a service for the community in this field that the Council does not need to enhance as a priority.
5. Planning.... That a request be made to the Council's Planning Committee asking what procedures were in place to ensure that the Neighbourhood Plan was adhered to. From a Climate Emergency perspective it was suggested that the main focus should be on examining new developments to request that Kirklees strongly enforce "section 105" guidelines in terms of developers being required to enhance biodiversity.
6. Glyphosate.... That Cllr Morgan examine how to stop Kirklees using Glyphosate in public spaces, supported by the working group.
7. Land use...the sourcing of land for allotments to be investigated. HV Land Charity to be asked if any of their sites are suitable for allotments (if not could they fund the purchase of land for allotments).

Clerk to report on 23 October as to the legal situation regarding Holme Valley Parish Council applying for grants from bodies such as WYCA or the West Yorkshire Mayor's Fund and also whether it was possible/legal for the Parish Council to allow a business to carry out work such as installing solar panels at Holmfirth Public Toilets at a reduced cost/free of charge for the Parish Council in exchange for advertising – a kind of sponsorship arrangement.

RESOLVED: that the climate action working group meet before 9 October 2023 and take the same approach as the communication and engagement working group in identifying 2 or 3 overarching priorities and mapping out actions across the first year and then for 2024-27, being mindful of the need to be realistic and prioritise.

2324 33 Identification of HOLME VALLEY PARISH COUNCIL and CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE priorities and key actions

The Chair of HOLME VALLEY PARISH COUNCIL has signalled her intention to table a motion regarding the identification of key priorities for FULL COUNCIL and each of the COMMITTEES for 2023-27 at the FULL COUNCIL meeting on 9 October 2023.

Ahead of this, feedback has been requested regarding the selection of key priorities and actions for both HOLME VALLEY PARISH COUNCIL as a whole and CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE in particular via the PRIORITIES 2023-2027 proforma.

An action for the clerk is to incorporate into the proforma priorities and actions resolved upon in item 2324 31 and await feedback from the climate action working group as resolved upon in item 2324 32 to then add to the proforma for sharing at FULL COUNCIL on 9 October 2023.

2324 34 CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE Budget and Earmarked Reserves 2023-24 Year-to-Date

A report on the Committee's Year-to-date and Projected Expenditure against Budgets 2023-24, prepared by the Deputy Clerk, had been distributed. Some of the items following in the agenda had a potential financial cost.

It was shared that the FINANCE AND MANAGEMENT COMMITTEE had discussed current and historic underspend regarding the Climate Emergency budget lines and had remarked that in such a situation it would be difficult to justify allocating a similar starting budget for 2024-25 or to absorb underspend into an earmarked reserve for climate action projects.

An action was for both working groups to be directed to identify viable and worthwhile projects that

HOLME VALLEY PARISH COUNCIL

can be completed during the current financial year.

Cllr Liles would investigate further possible park and ride sites for viability/costs.

Because spending over £5,000 or from earmarked reserves would need FULL COUNCIL authorisation there was a need to bring costs/proposals to the next meeting on 23 October 2023 including where that might involve giving money to other organisations for projects.

NOTED: the contents of the CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE Year-to-date and Projected Expenditure against Budgets 2023-24 report.

ONGOING PROJECTS

2324 35 Holme Valley Covid Tree Sculpture

The Holme Valley Covid Memorial tree sculpture – the tree of life – was a project of the PUBLICATIONS AND COMMUNICATIONS COMMITTEE under the last Council that had not been completed by the end of that council's term of office.

At the meeting on 10 July 2023 it was **RESOLVED** that a working group formed of Cllr Blacka, Cllr Stewart and Cllr Liles with support from former councillor Jason Brook as Chair to work to bring proposals to the Committee. A meeting had been arranged for 6.30pm on Monday 11 September at the Exhibition Room.

A concern raised with the Clerk through the Chair of the working group is that as yet no funding had been allocated to this potential project. The Clerk corrected the record, explaining that the amount of possible expenditure to consider placing in an Earmarked Reserve should be £6,000 not £5,000 as stated in the agenda. It had been her mistake to state £5,000 as the minutes show that £6,000 had been previously earmarked for the project.

Some members of the working group had been in communication about this issue and viewed the planting of living trees more favourably than a metal tree at this juncture. Decisions about proposals would be made at the working group meeting on Monday 11 September.

RESOLVED: that further consideration of this matter be **DEFERRED** to the meeting on Monday 23 October 2023.

2324 36 Holme Moss Topograph

At the CACE meeting on 10 July 2023 it was **RESOLVED** to recommend to FULL COUNCIL expenditure of an additional £1,000 for Royal Events budget 4615 and expenditure of up to £2,935 from General Reserves for the completion of the Holme Moss Topograph project. This will be put to FULL COUNCIL at the meeting on 9 October 2023.

Mbr Hogley reported that the topograph had been installed and a small opening event has been organised for Friday 22 September 2023. Cllr Blacka and Jon Hammond-Booth, Deputy Lieutenant for West Yorkshire, were both invited to the event along with other parish councillors and representatives of partner organisations involved in the project. Cllr Whitelaw to provide contact details to Mbr Hogley for Jimmy Dickinson, Chief Constable of the Graveship of Holme, for the purpose of inviting him to the event.

An action for Mbr Hogley was to confirm details of the event.

HOLME VALLEY PARISH COUNCIL

Cllr Blacka as Council Chair, thanked Mbr Hogley for her work as a Parish Councillor and since in steering and completing this project.

2324 37 *If it's Not Far, Leave the Car Campaign – Honley Map update*

The clerk reported that the map was now with the printers. This would be launched initially, alongside the Holmfirth map, at the Cycling Festival.

Clerk to contact Honley Business Association prior to the cycling festival to confirm that future amendments would be considered in any reprint of the map.

2324 38 **Cycling Event**

The Clerk wished to record her thanks to the Assistant Clerk for leading on and to members of the COMMITTEE who had assisted in planning this event.

The Holme Valley Cycling Festival was to be held on 10 September 2023 at Sands Recreation Ground. A flyer to promote the event had been produced to promote the event by the Assistant Clerk.

The Clerk acknowledged that it was a crowded weekend with the Scouts' Mountain Bike Challenge and other bike-related events being held and possibly competing with the festival. However, positive feedback had been received regarding the fact that the event was being held and a willingness to engage in evaluation and reflect on this year's event and plan even more successful future events.

It was suggested that in future years the festival could run alongside other cycling events in a complementary way.

As shown in the Year-to-date and Projected Expenditure against Budgets 2023-24 report £564 has been spent on this project to date with £436 remaining in budget line 4815 Transport Strategy. It was anticipated that further expenditure will follow.

RESOLVED: to recommend to FULL COUNCIL to release £2,000 from EMR 341 to fund Cycling Festival expenses.

The Assistant Clerk to complete an evaluation of the event to present to the next meeting with assistance from Mbr Brown.

2324 39 **Business & Community Group Database update**

The Clerk reported that progress towards completing a database of businesses and community groups had been interrupted by the need to focus on the cycling festival.

The database had been discussed further by the Clerk and Assistant Clerk. It was likely that input would be sought from the former Climate Emergency Co-ordinator regarding utilisation of the database.

It was confirmed that contacts from other organisations could not simply be migrated to the database due to GDPR legislation.

It is anticipated that the database will support the Committee in expanding its influence and communicating with stakeholders directly as well as supporting other functions of the HOLME VALLEY PARISH COUNCIL.

HOLME VALLEY PARISH COUNCIL

2324 40 The future of the HOLME VALLEY PARISH COUNCIL Climate Action website

It was **RESOLVED** at the meeting on 10 July 2023 to review the content of the Climate Emergency website and decide what should be migrated to HVPC main website.

Clarification was now sought as to how the review will be carried out and an anticipated date for the task to be concluded.

An action was that a working group consisting of Mbr Brown and Cllr Green be formed to work with the Assistant Clerk to make decisions about migrating content from the Climate Emergency website to the main HVPC website. Mbr Brown was present and volunteered to have an input. Cllr Green to be contacted.

MEDIA AND PUBLICITY

2324 41 Holme Valley Parish Council Media and Communications Policy

Following on from the meeting on 10 July 2023 no further amendments were put forward regarding the revised Media and Communications Policy.

RESOLVED: to recommend to FULL COUNCIL that the Media and Communications Policy be adopted as presented and remain in place for the term of this Council or revised as necessary.

2324 42 Publicising the work of the HOLME VALLEY PARISH COUNCIL through print media

The full-page monthly Holme Valley Parish Council Report in the *Time In Time Out* July and August and Hepworth Focus Magazine - Autumn had been circulated prior to the meeting.

NOTED: Print reports of the work of HOLME VALLEY PARISH COUNCIL published July 2023 and August 2023 in TITO magazine .

NOTED: Print reports of the work of HOLME VALLEY PARISH COUNCIL published Autumn 2023 in Hepworth Focus magazine.

To date no assessment of the impact of these channels of communication in transmitting information about the Parish Council had been made, in part because they were all fairly new initiatives. It was suggested that it would not, in any case, either be affordable or helpful to commission any kind of market research into the impact of the Parish Council's use of print media.

An action for the Assistant Clerk was to conduct a simple poll on HVPC Facebook page regarding whether or not Holme Valley residents knew of the copy in TITO and engaged with it.

A possibility for the future was for councillors to generate copy for print and other media.

2324 43 Social media and website coverage

The Assistant Clerk and Deputy Clerk/RFO continue to post items relevant to the work of HOLME VALLEY PARISH COUNCIL to the HOLME VALLEY PARISH COUNCIL website and Facebook page.

A summary of Facebook posts and associated engagement analytics from 10 July to 17 August 2023 had been included from the Assistant Clerk.

HOLME VALLEY PARISH COUNCIL

COMMUNITY ENGAGEMENT

2324 44 Seeking input and views from the local community

At the meeting on 10 July 2023 It was **RESOLVED** to defer discussions and decisions on planning for community engagement to the Communications and Engagement Working Group.

Working Group was yet to discuss this matter – therefore the item was **DEFERRED**.

2324 45 Awards 2024

It was **RESOLVED** at the meeting on 10 July 2023 that the Communications and Engagement Working Group would do a full review of all awards and Christmas card competition, and that the Climate Action Working Group was to consider criteria and categories for environmental awards.

The time frame for existing awards would take proposed award winners to FULL COUNCIL on 29th January. This therefore entails resolving on award categories and the process for putting forward nominees and deciding on winners for the CACE meeting on 23 October 2023. The Clerk stated that the process could be as simple as deciding on a name/purpose of an award, identifying a small number of criteria for judging nominees and then asking for nominations from councillors.

There was scope in the future for members of the public to put forward nominees and reasons for an award such as Community Champions, perhaps through posting replies to a Facebook post.

At 8.59pm it was **RESOLVED** to extend the meeting to finish the business.

(At 9pm the video recording of the meeting cut itself off.)

NEW PROJECTS

2324 46 D-Day Beacon Lighting Event

NOTED: To commemorate the 80th anniversary of D-Day on 6th June 2024, NALC are inviting Parish Councils to support an event to light beacons across the country. Pageant Master Bruno Peek will be coordinating the event and will provide more information in the coming months.

Further information regarding the beacon lighting to be considered at the meeting on 23 October.

PUBLICISING THE WORK OF THE COMMITTEE

2324 47 Items for publicity

The PUBLICATIONS & COMMUNICATIONS COMMITTEE 14-09-21 motion 2122 27 press coverage has directed officers of the HOLME VALLEY PARISH COUNCIL to add an agenda item in all meetings asking Members what events or news from the meeting they wish to publicise via the press, website and/or Facebook.

Suggestions for possible news items included:

- Awards
- Cycling festival
- Topograph
- Request for suggestions from the public as to where to plant trees.

The meeting finished at 9.01pm.