

To Members of the **CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE**

Members are hereby summoned to attend a meeting of the **CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE** to be held on **MONDAY 25 NOVEMBER 2024 at 7.00 PM** in **THE EXHIBITION ROOM, THIRD FLOOR, THE CIVIC, HOLMFIRTH, HD9 3AS** to transact the following business:

AGENDA – (A)

WELCOME

7.00pm

The Chair welcomes all Committee members and any members of the public present.

PUBLIC QUESTION TIME

Prior to the commencement of the business session of the Committee, there will be an open session lasting 15 minutes, for members of the public to speak to Members.

PROCEDURAL MATTERS

2425 54 Public Bodies (Admission to Meetings) Act 1960 amended by the Openness of Local Government Bodies Regulations 2014 on 6 August 2014 7.15pm

Local (Parish and Town) **HOLME VALLEY PARISH COUNCIL** meetings can now be recorded. This meeting is being recorded by the Assistant Clerk in video format for the [HOLME VALLEY PARISH COUNCIL YouTube Channel](#).

Chair to ask if any Committee member or member of the public wishes to record the meeting in addition to the arrangements referred to above.

TO NOTE: any other recordings being made of the meeting in addition to the recording made by the Assistant Clerk.

2425 55 The Election of Co-opted Members of the Committee 7.17pm

HOLME VALLEY PARISH COUNCIL Standing Orders and Scheme of Delegation both specify that in addition to the committee membership of 13 elected parish councillors up to a further 6 members of the public can be co-opted onto the committee.

Co-opted members have the right to receive agendas etc and participate in meetings. Only the 13 elected members can vote.

Applications may be considered in private session, meaning that applicants present would be asked to leave the room and the item removed from the recording.

To proceed, any applicant must have their membership proposed and seconded by elected members and be subject to a vote.

Any written applications received ahead of the meeting will be emailed to members for consideration and not form part of the agenda pack.

When considering applications the committee may wish to be mindful of the experience and expertise any candidate brings and the skills/knowledge that would be of use to the committee. Co-opting members can be considered at each meeting whilst places are available, at the time of publishing there are 4 vacancies for co-opted members.

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Assistant Clerk to report.

TO CONSIDER: The election of co-opted members of the committee.

2425 56 Apologies and Reasons for Absence 7.20pm

Apologies and reasons to be circulated prior to the meeting starting.

Assistant Clerk to report.

TO CONSIDER: apologies and reasons for absence.

2425 57 Items on the Agenda to be Discussed in Private Session 7.22pm

Any recording by members of the public to be halted during such items; co-opted members to move to a waiting room.

TO CONSIDER: items on the agenda to be discussed in private session.

2425 58 Receipt of any Updated Written Declarations of Pecuniary and Other Interests 7.24pm

Any written Declarations of Pecuniary and Other Interests received from committee members prior to the meeting are usually emailed out in redacted form and are uploaded to the HOLME VALLEY PARISH COUNCIL website once noted.

Assistant Clerk to report.

2425 59 Members' and Officers' Personal and Disclosable Pecuniary Interests in Items on the Agenda 7.26pm

All Members and Officers present should declare any personal disclosable pecuniary and other interests in items on the agenda for consideration by the committee.

TO CONSIDER: Members' and Officers' personal and disclosable pecuniary and other interests in items on the agenda.

2425 60 Minutes of the Previous Meeting 7.28pm

Assistant Clerk to report.

TO NOTE: The Minutes of the CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE meeting held on 9 September 2024 items 2425 25 to 2425 53. **(B)**

Assistant Clerk and Councillors to report on progress with resolutions and actions from the previous meeting not otherwise covered in agenda items.

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

2425 61 Review of HVPC Committee Structure and Meetings Cycle 7.30pm

At the meeting of the Full Council on 13 May 2024, councillors **RESOLVED** to establish a working group consisting of Cllr Whitelaw, Cllr Green, Cllr Ransby, Cllr Morgan and Cllr Blacka

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to review possible changes to the committee structure and meetings cycle for 2025-26.

Proposals are in development and will be put forward to Full Council. The Clerking team have submitted feedback comments to the working group via the Staffing Committee on 18 November 2024. (C)

Cllr Green to report.

TO NOTE: Feedback from the Clerking team on proposals to restructure Holme Valley Parish Council committees. (C)

2425 62 Climate Action, Communications and Engagement Action Plan 2023-2027 7.35pm

TO NOTE: Updated version of the CACE Action Plan 2023-2027. (D)

Assistant Clerk to report.

TO CONSIDER: Amendments or actions from the CACE Action Plan 2023-2027.

2425 63 Communications and Engagement Working Group – Feedback on Ongoing Work 7.37pm

Key Priorities identified by CACE members November 2023:

1. HVPC Brand refresh and website redesign to improve accessibility and appeal.
2. Logo and QR code stickers on Parish Council assets.
3. Review of Collaboration and Community Engagement activities. Audit and confirm community groups.

Communications and Engagement Working Group to Report.

TO CONSIDER: Any further action.

2425 64 Climate Action Working Group – Feedback on Ongoing Work 7.40pm

Key Priorities identified by CACE members November 2023:

1. Explore possible funding applications to the government's decarbonising scheme - for retrofitting/energy conservation measures for PC buildings in partnership with HCCT and FoHL to improve the energy efficiency and carbon footprint of HVPC owned buildings.
2. Feasibility study and costing - Park and ride, alongside Stotts review, including costings and possibilities for subsidised or free travel periods. Encourage the increased use of public transport and active travel by residents and visitors to the Holme Valley.
3. Solar Panels on public toilets in Holmfirth.
4. Embed the Climate Emergency.

Climate Action Working Group to report.

TO CONSIDER: Any further action.

2425 65 Transport Working Group – Feedback from working group members. 7.43pm

A Working Group has been established with members from both SERVICE PROVISION and CACE committees to review HVPC's contribution to local transport schemes with a view to making improvements and exploring other possible initiatives such as Park and Ride.

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Cllr Baylin has sent a written update on progress **(E)**.

Cllr Liles has sent an update that initial discussions to use Holmfirth Cattle Market as a trial Park and Ride/Stride site have been positive and she will be working with them to establish an agreement on the details of how it will operate and to move the initiative forward. Members of the Transport Working Group will support Cllr Liles to work towards a proposal for this in the coming months.

Working Group members to report on progress.

TO CONSIDER: Any further action.

ONGOING PROJECTS

2425 66 Installation of Solar Panels at Holmfirth Public Toilets 7.45pm

At the Climate Action, Communication and Engagement Committee meeting on 3 March 2024 and the Committee **RESOLVED** to proceed with Wooldale Electrical as the preferred supplier, with funds **APPROVED** at **FULL COUNCIL** on 18 March 2024.

Following advice from Kirklees Planning Authority due to the non-domestic nature of the building and its location in the Holmfirth conservation area, planning approval is required before installation can take place.

An application with Kirklees Planning is ongoing and the caseworker has indicated that the application is likely to be rejected on conservation grounds and have suggested changing the scheme from panels to solar tiles. Initial investigations have indicated that solar tiles will not be practicable due to the increased cost and the chosen supplier is not able to carry out the work.

At **FULL COUNCIL** on 14 October 2024 members **RESOLVED** to continue the planning application in its current form.

Assistant Clerk to report.

TO CONSIDER: Further action regarding the installation of solar panels at Holmfirth public toilets.

2425 67 Sustainable Transport Summer Roadshow 2024 7.50pm

At the previous meeting on 4 March 2024 Councillors **RESOLVED** that:

A working group consisting of Cllr Whitelaw, Cllr Stewart, Cllr Holmes, K Warren, E Bennet and the Assistant Clerk will establish an activity on the theme of sustainable transport to exhibit at summer festivals in the Holme Valley.

Events took place at Arts Festival Weekend 15 and 16 June 2024, Honley Show 29 June 2024 and Holmfirth Food and Drink Festival on 14 and 15 September 2024 HVPC staff, councillors and CACE co-opted members in attendance.

“Free Fare” days were negotiated with Stotts Buses on the “H” services for 15 June 2024 and 14 September 2024.

Assistant Clerk and Working Group to report.

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TO CONSIDER: Any further action.

2425 68 The Big Community Celebration 2024

7.55pm

At the **FULL COUNCIL** meeting on 18 March 2024 Cllrs **RESOLVED** to proceed with the recommendation from the Climate Action, Communications and Engagement Committee to proceed with a community celebration event in lieu of the Community Champion Awards.

A Working group of councillors with support from the Clerk and Assistant Clerk worked towards organising and promoting the event.

The Big Community Celebration took place at The Civic on 9 November 2024, 10am to 4pm. Over 800 members of the community attended, and feedback has been overwhelmingly positive.

The working group is next due to meet on 5 December 2024 to go through the feedback from exhibiting groups and public attendees on the day, and to make recommendations for future events. The estimated total expenditure for the event is £1,656 from a budget of £2,500.

Working Group and Assistant Clerk to report.

TO CONSIDER: Further actions regarding the planning and holding of a community celebration event in 2024.

2425 69 The HOLME VALLEY PARISH COUNCIL Website and Brand refresh

8.05pm

i. Holme Valley Parish Council Website

Following the selection of “Zonkey” to be the website supplier, the Assistant Clerk worked with the Zonkey team to manage the build of the new website and migration of content.

www.holmevalleyparishcouncil.gov.uk changed over to the new site on 10 October 2024 and is now the main website.

The Assistant Clerk will continue to develop website content in the coming months in cooperation with the developer and CE working group, possible expansions include a directory and more climate action information.

Assistant Clerk to report.

TO CONSIDER: Any further action.

ii. Holme Valley Parish Council Brand Refresh

Following the selection of “Redbak” design agency to support the brand and logo refresh, the Assistant Clerk and Communications and Engagement working group have been working with Redbak on the design work.

The design options are now with the working group, and they will be meeting in the coming weeks to finalise the design choices and define the timeframe and scope for the roll out on digital and physical assets.

Assistant Clerk to report.

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TO CONSIDER: Any further action.

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| 2425 70 | Review of External Communication and Establishing a Communications and Engagement Strategy | 8.15pm |
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A draft media and communications strategy has been prepared by the Chair. (F)

Assistant Clerk to report.

TO CONSIDER: Recommendation to Full Council to adopt the draft strategy **(F)** or an amended version thereof.

- 2425 71 Funding Applications for Climate Mitigation Measures on HVPC Assets 8.20pm**

The Clerk continues to work with Holmfirth Civic Community Trust on applying for 'green' grants to improve the carbon footprint of The Civic.

Clerk to report.

TO CONSIDER: Any further action.

MEDIA AND COMMUNICATION

- 2425 72 Publicising the work of the HOLME VALLEY PARISH COUNCIL** **8.25pm**

i. Print Publications September 2024 to November 2024

At a meeting of the CACE Committee on 9 September 2024 the Committee **RESOLVED** to take a half page advert in the relaunched Holme Valley Review for the first six issues. The first was released in October 2024 and included a HVPC advert for the Big Community Event (included below).

Assistant Clerk to report.

TO NOTE: Print reports of the work of HOLME VALLEY PARISH COUNCIL published (or due to be published) September to December 2024 in Holme Valley Review **(G)**, Tito **(H)**, Hade Edge Breeze **(I)**, and Hepworth Focus **(J)**

ii. Relationship with Huddersfield Hub

At a meeting of the committee on 9 September 2024 an action for Mbr Brown was to investigate a possible working relationship with Huddersfield Hub.

Mbr Brown has met with the editor of Huddersfield Hub to discuss possible ways for collaboration. A proposal has been included with the papers. (K)

TO CONSIDER: Actions to take forward regarding the proposal for a working relationship with Huddersfield Hub as outlined in paper (K).

TO CONSIDER: Any further actions regarding publicising the work of HOLME VALLEY PARISH COUNCIL.

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2425 73 Social Media and Website Coverage

8.30pm

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 engagement analytics **(L)** (90 day report) from 20 August 2024 to 17 November 2024 has been included from the Assistant Clerk.

An advertising budget of £50 for the Big Community Celebration was trialled during this period with Meta.

Assistant Clerk to report further.

TO NOTE: Summary of Facebook engagement from the HVPC account 20 August 2024 to 17 November 2024. **(L)**

2425 74 Consultation – Remote Meeting Attendance and Proxy Voting at Council Meetings

8.32pm

Central Government is consulting on introducing powers for local authority members to apply to the relevant authority for a dispensation to attend formal council meetings remotely and vote by proxy in certain circumstances.

The consultation invites councillors, public officials, individual members of the public and public organisations to respond.

Further information can be found at:

https://www.gov.uk/government/consultations/enabling-remote-attendance-and-proxy-voting-at-local-authority-meetings/enabling-remote-attendance-and-proxy-voting-at-local-authority-meetings?utm_source=emailmarketing&utm_medium=email&utm_campaign=news_bulletin_6_november_2024&utm_content=2024-11-19

The survey can be accessed via the following link:

<https://consult.communities.gov.uk/local-government-standards-and-conduct/remote-attendance-and-proxy-voting/>

The consultation runs until 19 December 2024.

TO CONSIDER: Formation of a working group to explore the consultation and make recommendations on a consolidated response to FULL COUNCIL on 16 December 2024.

2425 75 EPIKS Community Active Travel Hub

8.37pm

TO NOTE: The launch of the new Community Active Travel Hub at the Gartside Unit, managed by Environmental Projects in Kirklees (EPIKS) will take place on 28 and 30 November 2024 9am to 3pm. **(M)**

2425 76 Climate Action, Communications and Engagement Committee expenditure against budget and earmarked reserves 2024-25

8.40pm

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The Deputy Clerk has prepared a year to date expenditure report (N) and the following commentary on budget expenditure:

The Climate Action, Communications and Engagement Committee has two budget lines under its remit:

- **4650** Communications and Engagement. At the start of the council year 2024-25, the budget contained £15,000.
- **4805** Climate Action. At the start of the council year 2024-25, the budget contained £5,000.

4650 Communications and Engagement

As of November 2024, budget line 4650 Communications and Engagement has expenditure of £6,201.03 and £8,708.97 is unspent and available.

Within this budget line, the Committee manages a number of smaller projects:

- **2425 19** 3rd June 2024 - A Website and Brand Development Project with a budget and approved expenditure of £7,000 was established. As of November 2024, £2,276.98 had been spent. £4,723.02 is unspent. Further projected expenditure of £2,500 for the rebranding is anticipated. This would leave an underspend on the £7,000 of £2,223.
- **2425 39** 9th September 2024 - A Community Celebration Event Project with a budget of £2,500 was established. £1,654.80 has been spent on that project and £845 is projected to be unspent.
- **Council 2324 150** 18th March 2024 - £1,000 was budgeted for Operation Menai Bridge now renamed Operation London Bridge. Nothing has been spent from this budget. This money could be rolled into the Royal Events earmarked reserve if the Committee resolved that way.
- A nominal £4,000 was set aside for Publications and Engagement including subscriptions to TiTo, to Holme Valley Review and other publications and engagement. £2245.25 has been spent year-to-date. £3375.25 is projected to be spent by the year end, with £625 unspent.
- **2425 12** 3rd June 2024 - £500 was committed to promote public transport. £24 was spent from this. £476 remains and could be rolled into a project earmarked reserve or the project finished.
- This represents £15,000 of committed funds (£7,000 for website, £2,500 for community event; £1,000 for Operation London Bridge; £4,000 for Publications and Engagement; £500 for public transport). The Committee would benefit from closing off some of these projects to free up money for other projects.

4805 Climate Action

Budget line 4805 Climate Action had £5,000 at the start of the year established as per 23rd October 2023 Item 2324 62 towards a summer cycling festival in 2024. This festival was not though pursued and instead HVPC had a presence at existing summer festivals to promote sustainable transport resulting in a lower expenditure.

As of November 2024, budget line 4805 Climate Action has expenditure of £868.91 and

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£4,898.42 is unspent and available. Expenditure of £347.33 on works related to the Holmfirth solar panels projects came from the earmarked reserve EMR 341 Climate Action Projects.

In **earmarked reserves**, the Committee oversees four funds which end 31st March 2024 had the following balances:

- EMR 336 Royal Events £1,000
- EMR 341 Climate Action Projects £13,697
- EMR 349 Community Engagement £2,645

EMR 336 Royal Events still contains £1,000. This money is ringfenced for Operation London Bridge.

EMR 341 Climate Action Projects currently contains £13,526.68. £10,000 of this earmarked reserve has been committed to the solar panels projects at Holmfirth toilets. However, there has been expenditure on this project (on the planning application and drawings) and the ringfenced £10,000 will not now cover the cost of the installation.

EMR 349 Community Engagement now contains £3,609.87. The Committee may want to consider what this is “for.”

TO CONSIDER: any further action on the Climate Action Communications and Engagement budget line and earmarked reserves 2024-25.

2425 77 Climate Action, Communications and Engagement Committee Budgets and Earmarked Reserves 2025-26 8.47pm

The Climate Action, Communications and Engagement Committee are asked to consider budget recommendations for the financial year 2025-26.

The Deputy Clerk has prepared an overview of considerations to be made ahead of making budget recommendations (O).

TO CONSIDER: the budget provision and the earmarked reserves of this Committee and Holme Valley Parish Council in respect of action on climate change, communications, and public engagement for the financial year 2025/25.

2425 78 Items for publicity 8.57pm

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.

Assistant Clerk to report.

TO CONSIDER: events or news to publicise via the printed press, website and/or social media.

Close 8.59pm

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Please note that timings on the agenda are given for guidance of the Chair and the CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE only and should not be taken as the time at which discussion of a particular item will commence. The CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE may agree to defer (in whole or part) any items on the agenda, if necessary.

Gemma Sharp

Gemma Sharp
Assistant Clerk

Holme Valley Parish Council,
The Civic,
Huddersfield Road,
HOLMFIRTH
HD9 3AS
Telephone: 01474 687460
Email: assistantclerk@holmevalleyparishcouncil.gov.uk

APPROVED Minutes of the **CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE** held on **MONDAY 9 SEPTEMBER 2024 at 7.00 PM** in **THE EXHIBITION ROOM, THIRD FLOOR, THE CIVIC, HOLMFIRTH, HD9 3AS**.

Attendees:

Cllr Sarah Whitelaw (Chair)

Councillors: Cllr Donna Bellamy, Cllr Mary Blacka, Cllr Jenny Holmes, Cllr Alison Morgan, Cllr Hugh Osborne, Cllr Martin Rostron.

Members: Liz Bennett, Julia Brown.

Officers: Gemma Sharp (Assistant Clerk), Rich McGill (Deputy Clerk)

Approved Apologies:

Cllr Chris Green (Vice Chair), Cllr Tricia Stewart.

Absent:

Cllr Jo Liles

WELCOME

The Chair welcomed all Committee members and members of the public.

PUBLIC QUESTION TIME

One member of the public was present to speak about item 2425 46. The committee **Resolved** to suspend Standing Orders to allow the representative from HVCAP to speak during that item instead of the public session.

PROCEDURAL MATTERS

2425 25 Public Bodies (Admission to Meetings) Act 1960 amended by the Openness of Local Government Bodies Regulations 2014 on 6 August 2014

Local (Parish and Town) **HOLME VALLEY PARISH COUNCIL** meetings can now be recorded. This meeting was recorded by the Assistant Clerk in video format for the [HOLME VALLEY PARISH COUNCIL YouTube Channel](#).

No other recordings were made.

2425 26 The Election of Co-opted Members of the Committee

HOLME VALLEY PARISH COUNCIL Standing Orders and Scheme of Delegation both specify that in addition to the committee membership of 13 elected parish councillors up to a further 6 members of the public can be co-opted onto the committee.

Co-opted members have the right to receive agendas etc and participate in meetings. Only the 13 elected members can vote.

There are currently two co-opted members of the Committee.

2425 27 Apologies and Reasons for Absence

Apologies and reasons for absence had been received from Cllr Green and Cllr Stewart.
Cllr Liles was absent.

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Noted: The committee noted the absences of Cllr Green, Cllr Stewart and Cllr Liles.

Resolved: The Committee approved the apologies and reasons for absence from Cllr Green and Cllr Stewart.

2425 28 Items on the Agenda to be Discussed in Private Session

Resolved: No items on the agenda would be discussed in private session.

2425 29 Receipt of any Updated Written Declarations of Pecuniary and Other Interests

None received.

2425 30 Members' and Officers' Personal and Disclosable Pecuniary Interests in Items on the Agenda

None declared.

At this point Councillors **Resolved** to suspend Standing Orders to allow for the Item 2425 46 to be taken out of order and to allow the representative from HVCAP to join the discussion.

2425 46 HVCAP

A representative from HVCAP outlined a number of ongoing initiatives and areas that the CACE Committee could work with them on and provided updates on upcoming events.

Resolved: Holme Valley Parish Council will host information provided by HVPCAP on public recycling points in the Holme Valley on the Parish Council website, and support projects through sharing information on the website and social media.

Action: An action for the Climate Action Working Group is to explore possibilities for non-standard public recycling points.

2425 31 Minutes of the Previous Meeting

Noted: The Minutes of the CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE meeting held on 3 June 2024 items 2425 01 to 2425 24 was noted by the Committee.

The Assistant Clerk reported on progress with resolutions and actions from the previous meeting not otherwise covered in agenda items.

An item on sedum roofs to be explored by the Service Provision Committee will be taken forward by Cllr Morgan.

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

2425 32 Review of HVPC Committee Structure and Meetings Cycle

At the meeting of the Full Council on 13 May 2024, councillors **RESOLVED** to establish a working group consisting of Cllr Whitelaw, Cllr Green, Cllr Ransby, Cllr Morgan and Cllr Blacka to review possible changes to the committee structure and meetings cycle for 2025-26.

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A discussion on the merits and disadvantages of remit, cycle and structure of HVPC committee changes was held by the Committee. Members agreed that monitoring and structure on Climate Action should be maintained regardless of the committee structure.

2425 33 Climate Action, Communications and Engagement Action Plan 2023-2027

Noted: The updated version of the CACE Action Plan 2023-2027 was noted by the Committee.

The Chair thanked the Assistant Clerk for her work on monitoring progress against the Action Plan.

2425 34 Communications and Engagement Working Group – Feedback on Ongoing Work

Key Priorities identified by CACE members November 2023:

1. HVPC Brand refresh and website redesign to improve accessibility and appeal.
2. Logo and QR code stickers on Parish Council assets.
3. Review of Collaboration and Community Engagement activities. Audit and confirm community groups.

Work on some of the priorities would feature in later agenda items.

2425 35 Climate Action Working Group – Feedback on Ongoing Work

Key Priorities identified by CACE members November 2023:

1. Explore possible funding applications to the government's decarbonising scheme - for retrofitting/energy conservation measures for PC buildings in partnership with HCCT and FoHL to improve the energy efficiency and carbon footprint of HVPC owned buildings.
2. Feasibility study and costing - Park and ride, alongside Stotts review, including costings and possibilities for subsidised or free travel periods. Encourage the increased use of public transport and active travel by residents and visitors to the Holme Valley.
3. Solar Panels on public toilets in Holmfirth.
4. Embed the Climate Emergency.

Work on some of the priorities would feature in later agenda items.

2425 36 Public Transport Working Group – Feedback from working group members.

A Working Group has been established with members from both SERVICE PROVISION and CACE committees to review HVPC's contribution to local transport schemes with a view to making improvements.

Working Group members reported on progress.

Noted: An update on progress from the chair of the Public Transport Working Group Cllr Baylin was included in the papers and was noted by the Committee.

Action: An action for the Assistant Clerk is to follow up with West Yorkshire Metro to see if any paper timetables for public transport could be sourced for local distribution.

Action: An Action for Mbr Bennett is to write a blog for the new website about using the local buses.

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ONGOING PROJECTS

2425 37 Installation of Solar Panels at Holmfirth Public Toilets

At the Climate Action, Communication and Engagement Committee meeting on 3 March 2024 and the Committee **RESOLVED** to proceed with Wooldale Electrical as the preferred supplier, with funds **APPROVED** at **FULL COUNCIL** on 18 March 2024.

Following advice from Kirklees Planning Authority due to the non-domestic nature of the building and its location in the Holmfirth conservation area, a planning application is required to be approved before installation can take place. The Clerking team are progressing the application and is liaising with the supplier with regards to a possible installation date following on from this process.

The Assistant Clerk reported that a target date of 26 September 2024 has been estimated for a decision on the planning application.

2425 38 Sustainable Transport Summer Roadshow 2024

At the previous meeting on 4 March 2024 Councillors **RESOLVED** that:

A working group consisting of Cllr Whitelaw, Cllr Stewart, Cllr Holmes, K Warren, E Bennet and the Assistant Clerk will establish an activity on the theme of sustainable transport to exhibit at summer festivals in the Holme Valley.

Events took place at Arts Festival Weekend 15 and 16 June 2024 and Honley Show 29 June 2024 with HVPC staff, councillors and CACE co-opted members in attendance.

The Assistant Clerk gave updates on events held so far.

The next event is due to be Holmfirth Food and Drink Festival on 14 and 15 September 2024.

2425 39 The Big Community Celebration 2024

At the **FULL COUNCIL** meeting on 18 March 2024 Cllrs **RESOLVED** to proceed with the recommendation from the Climate Action, Communications and Engagement Committee to proceed with a community celebration event in lieu of the Community Champion Awards.

The Big Community Celebration has been booked to take place at The Civic on 9 November 2024 10am to 4pm. Invites to exhibit or perform have been sent to community groups and community music groups across the Holme Valley and a "Save the Date" card has been distributed in print form to community venues and online via social media and the HVPC website.

The working group is next due to meet on 18 September 2024 at 1pm to work on progressing the event.

Cllr Whitelaw, Cllr Holmes and the Assistant Clerk gave updates on progress with the arrangements for the event.

Resolved: A budget of up to £2,500 from the Communications and Engagement budget line 4650 for expenditure associated with the "Big Community Celebration" was agreed by the Committee.

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2425 40 The HOLME VALLEY PARISH COUNCIL Website and Brand refresh

At the CACE Committee meeting on 4 March 2024 Councillors **RESOLVED** to approve the work plan for the selection and implementation of a new website and work towards a refreshing of the Holme Valley Parish Council brand and logo.

Members of the Communications and Engagement Working Group have worked with the Assistant Clerk to identify websites that are desirable. The Assistant Clerk has also surveyed Councillors and Clerks to identify the priorities on content, navigability, layout and brand styles that the Full Council and Clerking Team consider to be the most important.

At a previous meeting on 3 June 2024 the committee **RESOLVED** to delegate the selection of a website supplier and design agency for the brand to the communications and engagement working group.

The Assistant Clerk gave update on progress with the website and rebrand.

Following the selection of “Zonkey” to be the website supplier, the Assistant Clerk is progressing the build of the new website and migration of content with an estimated timeframe to launch in early October 2024.

Following the selection of “Redbak” design agency to support the brand and logo refresh, the Assistant Clerk and Communications and Engagement working group will be working with Redbak to an estimated October 2024 completion of the design work, with roll out on digital assets expected over the autumn/winter period.

2425 41 Biodiversity Policy

An adapted model biodiversity policy was adopted at the Full Council meeting on 18 March 2024.

A task-and-finish working group was set up at the CACE Committee meeting on 3 June 2024, with members Liz Bennett, Cllr Blacka and Cllr Morgan. Its purpose was to customise the existing Biodiversity policy to fit HVPC and to look at the Model Action Plan.

Following a review of the policy in July 2024, the working group has revised the policy to better suit the needs of Holme Valley Parish Council a copy of which was included with the meeting papers.

Cllr Morgan gave an update on progress with the biodiversity policy, communication with officers at Kirklees and proposed actions with regards to HVPC allotments.

Resolved: The Committee recommend that a clause be added to HVPC allotment agreements to prohibit the use of Glyphosate on HVPC allotments.

Resolved: The Committee recommend that the revised Biodiversity Policy as presented, goes to Full Council to be adopted.

2425 42 Holme Valley Covid Memorial

Noted: An update on progress has been received from the Covid Memorial Working Group via Cllr Blacka was noted by the Committee.

Cllr Blacka gave an update on progress with the Covid Memorial to include:

HOLME VALLEY PARISH COUNCIL

- Wording for the commemorative plaques and layout of the Honley bench and garden.
- Opening for the Honley memorial will be Saturday 7 December 2024 10am.
- Planting for the Holmfirth fruit trees will take place in February to March 2025.

2425 43 Request to Kirklees to Cease the Use of Glyphosate

At a previous meeting on 3 June 2024 Cllr Morgan agreed to follow up on progress with Kirklees.

Cllr Morgan gave updates on the ongoing communication with Kirklees officers and councillors regarding Glyphosate.

2425 44 Review of External Communication and Establishing a Communications and Engagement Strategy

A draft media and communications strategy has been prepared by the Chair and was presented with the papers.

Cllr Whitelaw gave an overview of the work completed so far. The work to revise the strategy is still ongoing and will be presented at a future meeting for adoption or amendment. Possibilities for training for councillors to improve communication and IT skills will also be explored.

2425 45 Funding Applications for Climate Mitigation Measures on HVPC Assets

Noted: The Clerk provided a written report included with the papers – Update regarding ‘green’ grants – and the latest Community Ownership Fund prospectus update from the gov.uk website. This was noted by the Committee.

Action: An action for the Assistant Clerk is to make the Clerk and Civic staff aware of possible support available from HVCAP on carbon reduction in public buildings.

MEDIA AND COMMUNICATION

2425 47 The Holme Valley Review

Work is ongoing by a small community enterprise to reestablish the “Holme Valley Review” community newspaper. A HVR Media Pack, provided by the group was included with the meeting papers.

Cllr Whitelaw gave an overview of the plans to relaunch the newspaper in print form in Autumn 2024.

Resolved: HVPC will take a half page regular commitment for 6 months, from budget line 4650 Communications and Engagement.

Action: An action for the Assistant Clerk is to progress the commitment to the regular content with the team at the Holme Valley Review and discuss editorial content.

2425 48 Publicising the work of the HOLME VALLEY PARISH COUNCIL

The full-page monthly Holme Valley Parish Council Report in the *Time In Time Out* July, August and September 2024 Editions, Hade Edge Breeze Autumn 2024 editions, and Hepworth Focus Summer and Autumn 2024 editions were included with the papers.

HOLME VALLEY PARISH COUNCIL

Noted: Print reports of the work of HOLME VALLEY PARISH COUNCIL published June to September 2024.

Mbr Brown gave an overview of the Huddersfield Hub as a proposed additional channel for publicity.

Action: An action for Mbr Brown is to explore further the possibility of working with Huddersfield Hub.

Action: An action for all members is to gather high resolution photos of the Holme Valley from contacts with their permission for use on the new website and send them to the Assistant Clerk.

2425 49 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 engagement analytics and website traffic (90 day report) from 17 May 2024 to 15 August 2024 was included in the papers.

The Assistant Clerk gave a summary of key website pages for traffic that would be focused on for the new website.

Noted: Summary of Facebook engagement and website traffic from the HVPC account and website 17 May 2024 to 15 August 2024.

2425 50 CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE Budget and Earmarked Reserves 2024-25

The Climate Action, Communications and Engagement Committee has two budget lines under its remit:

- 4650 Communications and Engagement. At the start of the council year 2024-25, the budget contained £15,000.
- 4805 Climate Action. At the start of the council year 2024-25, the budget contained £5,000.

In earmarked reserves, the Committee oversees four funds with the following balances:

- EMR 336 Royal Events £1,000
- EMR 337 Covid Memorial £6,000
- EMR 341 Climate Action Projects £13,697
- EMR 349 Community Engagement £3,610

The Climate Action, Communications and Engagement Committee will be asked to consider budget recommendations for the financial year 2025-26 at the meeting on 25 November 2024.

The Deputy Clerk gave an update on expenditure to date and predicted expenditure for the remainder of the financial year 2024-25.

Noted: CACE Committee's Year-to-date Expenditure against Budgets 2024-25.

Resolved: The Committee resolved that the Climate Action Working Group and the Communications and Engagement working group is to outline proposed projects/actions for the year 2025-26 and an estimate of associated expenditure needs to be brought to the next CACE Committee meeting on 25 November 2024.

HOLME VALLEY PARISH COUNCIL

CORRESPONDENCE

2425 51 Communication from Yorkshire Water regarding Woodland Management

The Clerk has shared correspondence from Yorkshire Water regarding woodland management plans. The correspondence has a link <https://www.fountainsforestry.co.uk/ywwm/> to plan maps. Please note that the Holme Valley Parish Council area falls within the Midlands map. Areas around some of the reservoirs in the Holme Valley fall within the plans.

Action: An action for the Assistant Clerk is to pass the consultation on Woodland Management from Yorkshire Water to HVCAP and River Holme Connections.

2425 52 Peak District National Park Stakeholder Climate Change Survey

The Clerk has shared correspondence from The Peak District National Park. This contains an invitation to complete a Climate Change Survey.

Action: An action for the Assistant Clerk is to pass the consultation on Climate Change from the Peak District National Park, Holme Village Association, HVCAP and River Holme Connections.

2425 53 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.

The Assistant Clerk gave an overview of upcoming planned publicity.

Action: An action for the Deputy Clerk was to share the details for grant applications with the wider council.

The Chair thanked the Assistant Clerk and the Committee for their contributions.

Close 8.58pm

HOLME VALLEY PARISH COUNCIL

Holmfirth Civic Hall
Huddersfield Road
Holmfirth HD9 3AS



FOR: STAFFING COMMITTEE 18-11-2024

DATE: Tuesday 12 November 2024

FROM: Jen McIntosh – Clerk

Clerk team feedback regarding proposed committee restructuring/change to meeting schedule

The clerk team agrees that the current arrangements are not working effectively. Work overload remains an issue with inadequate time to complete core tasks for 2 officers.

The clerk team would support

- the dis-establishment of the CACE Committee,
- the addition of an extra Full Council meeting in late August/early September,
- the changes currently under trial in the work of the Planning Committee
- and the movement of management of major assets such as the Civic and Honley Library to the Finance and Management Committee

should these be adopted.

Communications sub-committee - the clerk team notes that:

- i. reference ought to be made in the sub-committee name to **engagement**.
- ii. Co-opted members with additional expertise should be welcomed.
- iii. The sub-committee should still have terms of reference for clarity of purpose and execution but should not require 3 days' notice for agendas etc.
- iv. Further consideration should be given to who convenes the meetings, the place of agendas and the place of minutes – perhaps recording a simple list of key actions/recommendations/resolutions for circulation.
- v. The Assistant Clerk might attend quarterly anchor-point meetings and other meetings – although it is important that making this change helps reduce administrative workload as much as possible.
- vi. The first meetings will be important in establishing a productive way of working.
- vii. Grants/budget - will all the CACE budget lines feed into grants budgets or will a budget line be given to Service Provision Committee to fund public transport initiatives and the labelling of HVPC assets as part of a communications strategy?
- viii. Communications/engagement will still require a budget.

Finance and Management/Grants – the clerk team notes that:

- i. There is a case to not have a separate grants committee but to keep the x2 grants meetings as part of the x6 F&M meetings that are scheduled.
- ii. There is a case for not having a separate climate action grants pot but to favour grant applications addressing climate action.

Planning – the clerk team notes:

- i. The trial currently taking place in Planning and due for review in January is a sound approach.
- ii. Possible further changes to the Planning Committee's remit and meetings schedule provides the best opportunity to reduce clerk team workload and potentially redeploy resource.

Clerk to report further to the Staffing Committee.

ENDS.



CACE 2023 - 2027 PRIORITIES – CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT

At the Full Council meeting on 18 December 2023 the council approved the following priorities as guiding principles for council activity and decision making:

1. Be ambitious, working in partnership to improve the lives of residents.
2. Celebrate community life in the Holme Valley
3. Look after local people and the services that support them
4. Address the Climate Emergency
5. Promote prosperity by supporting local tourism and festivals

Year Two – 2024 - 2025 (remaining) Communications and Engagement Actions	Resources and personnel Estimated costs	Progress
<p>1. Website redesign and PC re-branding</p> <p>NB The PC brand/logo needs to be used consistently everywhere. Rebranding should maintain recognisable current heraldic HVPC elements but provide a visually attractive and modern image.</p>	<p>Assistant Clerk/Communications and Engagement Working Group.</p>	<ul style="list-style-type: none"> - New Website launched & content migrated October 2024. - Initial structure and basic content set up for Climate Action Pages. - Cllr involvement and timeline approved by the committee on 04/03/2024. - Cllrs and Clerking team consulted to identify the purpose, priority content areas and target audience to develop over time and broad themes for branding. - Images gathered for new site, many are now live, others will continue to be added while website is in development. - C&E working group working towards new brand and relaunch in cooperation with Assistant Clerk and Supplier. <p>To Do:</p> <ul style="list-style-type: none"> - Continue to develop website content in cooperation with developer and CE working group, possible expansions include a directory and more climate action information. - Work with CE working group on steering the design work and selecting from options provided by the design supplier. - Once new branding is established work through changing all documents, collateral, assets and online presence to the new style.
<p>2. Commission PC publicity banners (10) – post rebranding</p>	<p>External £500</p>	<p>To be actioned post rebrand</p>
<p>3. Quarterly Printed monthly newsletter trial – late November The trial would be a hand delivered/key point 'drop' rather than mail out</p>	<p>Assistant Clerk/ Councillors External print £1k</p>	<ul style="list-style-type: none"> - Cllr working group created and circulated a flyer to introduce HVPC to the public in Early 2024.

		- Consideration to be given for a second flyer and the timeframe for this. This may depend on the timing for the brand relaunch and the review of external communications/comms strategy work.
4. Monitor HVV Communication Screen trial – to April 2024 (6 months) HVV is monitoring trials and will report.	HVV Liaison	- Assistant Clerk to meet with potential local supplier to get estimated costs November 2024.
5. Consider/trial further SM outreach e.g. TikTok/Instagram - ongoing to April 2024 (6 months) TikTok will require regular short video pieces – and people willing to create content for them. NB Social Progress – local business recommended for SM training, guidance and updates on best practice and effective SM use	Assistant Clerk/CACE committee Social Progress –support and training -enquiry	Will be considered as part of the communications strategy. GS recommendation to expand into Instagram and LinkedIn post rebrand, accounts are already in place but currently unused.
6. Logo and QR code stickers/plaques on all PC assets Logo post re-brand – QR reader stickers/plaques to be implemented at every opportunity	Assistant Clerk/CACE committee	- Initial research indicates metal or plastic plaques will cost approx. £5-£10 per plaque plus additional costs to fit. Approx 200 plaques will be needed to cover all benches and bus shelters. - Work to be explored further post rebrand
7. Identify and trial Councillors' outreach activity Individual/Ward Councillors to share ideas and activities with fellow Councillors	PC Ward Councillors	The Big Community Celebration took place on 9 November 2024 with over 800 members of the community in attendance. Feedback and evaluation will take place over November and December 2024. All Cllrs are encouraged to write blogs for publication via the HVPC website and social media channels.
8. Establish monitoring of 'engagement' strategies – beyond FB Use 'old' existing engagement strategy as a starting point.	Assistant Clerk/CACE committee	Cllr Whitelaw has redrafted a communications strategy for review at the November CACE meeting.
9. Review of Collaboration and Community Engagement activities. Audit and confirm community groups. Scope, specify and plan collaboration and communication opportunities with local Community groups, schools etc. for 2024 Plan in place with costings and recommendations for Budget to support NB Includes database completion and expansion of the monthly Comms planner	Assistant Clerk /CACE councillors	- Database cleaned up and will be ready to be used as part of a monthly eNewsletter to be launched after rebrand. Identifiable users/email address will need to “opt-in”. Sign up form will also be able to be integrated in the HVPC website. - Database was used for inviting groups to the Big Community Celebration.
10. Establish Publicly accessible PC activities Calendar	Assistant Clerk, Clerking team, Committee Chair Councillors	Meetings calendar is now available on new website, further events to be explored as part of website development.
11. Establish regular communication and discussion with Kirklees Ward Councillors – beyond Planning – monthly 'touch base'	Clerking team, Committee Chair Councillors	Some progress with full council has been made on this. Kirklees CEO has indicated a review of Parish and Town relationships is forthcoming. A working group from full council has been established to investigate possible improvements.

		A Planning working group on the Kirklees Local Plan Review has been opened out to all councillors.
12. Build relationships with Kirklees officers NB Via Ward Councillors, using existing relationships and community contacts to assist this development	Clerking team, Committee Chair Councillors	Some progress with full council has been made on this. Kirklees CEO has indicated a review of Parish and Town relationships is forthcoming. A working group from full council has been established to investigate possible improvements.
13. Investigate possible relocation of Parish Council offices to more central, visible and accessible premises.		
Notes:		

Year One – 2023 - 2024 (remaining) Climate Action Activity to mitigate climate change impact Actions	Resources and personnel	
1. In the light of discussions with Kirklees CA officer (Rob Green) explore possible funding applications to Government decarbonising scheme for retrofitting/energy conservation measures for PC buildings in partnership with HCCT and FoHL	Clerk/Assistant clerk/CACE Members/Service Committee	The Clerk has been working with HCHCT on funding applications for climate mitigation on HVPC owned buildings.
2. Submit FOI to Kirklees re PC Carbon emissions date	Assistant clerk/CACE Members	
3. Feasibility study and costing - Park and ride, alongside Stotts review Including costings and possibilities for subsidised or free travel periods (prior to November Budget set) Encourage the increased use of public transport and active travel by residents and visitors to the Holme Valley.	CACE Members/Service Committee	<ul style="list-style-type: none"> - Presence at summer festivals to promote Sustainable Transport – including promoting our relationship with Stotts buses and other local walking and cycling content. Reviews and research into the feasibility of improvements to local public transport and possibilities for Park and Ride is ongoing.
4. Solar Panels on Parish toilets in Holmfirth	Assistant clerk/CACE Members/Service Committee £10,000	<ul style="list-style-type: none"> - CACE Committee approved budget and a supplier for the Solar panels at Holmfirth Toilets. - A full planning application has been submitted to Kirklees for the installation – early indications suggest this may be rejected on conservation grounds.
5. Review climate audit for planning commentary , align with Kirklees criteria	Assistant Clerk/CACE committee and Planning Committee	The Planning Standing Committee are considering climate for every application they comment on as standard. A review of the Kirklees Local Plan is due in 2024 and the Planning Committee will engage with this on local and climate related matters and continue to engage with local and national consultations to favour climate emergency measures.
6. Engage with Kirklees officers (Landscaping) and Ward Councillors to stop use of glyphosate , including a direct request to Kirklees Council	CACE Committee members	<ul style="list-style-type: none"> - Letters requesting cessation of glyphosate use sent to Kirklees Holme Valley North and South Ward councillors

		November 2023. Cllr Morgan will continue to follow up on progress and report back to the committee.
7. Improvements to grants process – to allow for increased weighting on green projects and improved feedback on climate mitigation.	Climate Action Working Group, working with F&M Committee	- A grants working group Via F&M will look at the grants process and explore ways for climate to carry more weight in decisions to fund, and to include more climate related feedback/reporting (such as energy/carbon savings) from grant recipients.
8. Embed the Climate Emergency - Identify mechanisms to ensure climate emergency is always considered as a priority on all committee and council decisions.	Climate Action Working Group working with Full Council	- The statement of intent drafted and approved at Full Council include a requirement for all decisions to take in to account the climate emergency. A working group has also been established to review the committee structure and operation of the council which will include effective decision making and resource allocation in this area.
9. Begin to investigate possibilities to expand HVPC allotment provision	Assistant Clerk/CACE Committee members	
Notes:		

CACE - and Year 3 and 4 Actions	Resources and personnel	Progress
1. Review of 2023-5 CACE actions' impact following evaluation of year one and two activities. Recommendations for Budget to support (November 2024)	Assistant Clerk/CACE committee/Councillors/Community organisations	
2. Review Parish 'image' and presence following evaluation of Year One Communication and Engagement actions.	Assistant Clerk/CACE committee/Councillors/Community organisations	This will closely relate to the review of external communications and website/rebranding work – to be looked in conjunction with other committees as it will involve signage etc on assets.
3. Consider Communication Screen installation trial – central Holmfirth	CACE – Recommendations to Full council	Initial costing estimates to be gathered November 2024
4. Ongoing monitoring of Comms strategies – including community survey	Assistant Clerks/CACE committee/External cost	
5. Propose Comms strategies modifications as necessary	CACE Committee	
6. Review use of HD9 and Tito 'booklets' – Consider regular printed paper copy and evaluate Quarterly flier trial (Nov 2023) Trial new editions – pre budget decisions	CACE – Recommendations to Full council	Regular commitment now includes Holme Valley Review so will need to factor this in to strategy and budget also.

<p>7. Annual Awards – Community champions and Environment Friendly Business Awards, - Published criteria</p> <p>An annual awards ceremony (late Autumn) to showcase both award winners activity and the Council's work in supporting Climate Action, local businesses, community organisations and individuals.</p>	<p>Total awards</p> <p>Assistant Clerk /CACE councillors, Council chair</p>	<p>Following council resolutions in 2024 the format for these will change to a community celebration so as not to single out individuals. The Big Community Celebration is set to take place on 9 November 2024 at The Civic. Community groups from the Holme Valley have been invited to exhibit their work.</p>
<p>8. Deliver Climate Action and Community Engagement activities as planned. Ongoing monitoring effectiveness and outreach</p>	<p>Assistant Clerk/CACE committee/Councillors/Community organisations</p>	<p>Summer festivals presence in 2024 on the theme of sustainable transport.</p>
<p>9. Identify any further Climate Action and Community Engagement strategies e.g. Consider commissioning feasibility study for District Heating where no gas available experts £15,000</p>	<p>Assistant Clerk/CACE Committee</p>	
<p>10. Progress sourcing land for allotments purchase/acquisition</p>	<p>CACE members/Service Committee</p>	
<p>11. Energy Show with suppliers for public advice and to discuss feasibility and costs</p> <p>Could include thermal camera – heat loss trial – 1 month - Hire cost</p> <p>Plus 'staff' NB This might be incorporated in to a larger Climate -focussed Spring/summer festival (outdoors) building on the cycling event</p>	<p>Assistant Clerk/CACE committee/All councillors</p> <p>Full festival costs £5K?</p>	<p>Event carried out by HVCAP in October 2023</p>
<p>12. Engage with Business Associations on improving and encouraging the decarbonization of local businesses</p>	<p>CACE members/Assistant Clerk</p>	
<p>13. Investigate incentives for local business and households to go greener such as stickers for carbon savers in shops / houses or green energy suppliers and LED in all shops / houses, including bulk client reduction</p>	<p>CACE Committee members</p>	
<p>14. Work with SP and WYCA to implement the transport subsidies identified in Y1</p>	<p>CACE and Service Provision Committees</p>	

Transport Working Group update from Cllr Baylin – November 2024

I am hoping to re-energise the work of this group after a period of slow progress, mainly due to available time for those that are involved plus a lack of response from some of our partner organisations in taking initiatives forward. It has been commented that we tried to take on too much in this project and that a smaller number of goals might enable us to be more effective and I think that is probably right. For example, working with our partners, e.g. Stotts Buses, WYCA/ Metro, we could prioritise marketing the public transport opportunities as an alternative to using the car and this might be one of the reduced number of priorities.

I had useful conversations during the Big Event with Sarah Wells (Pennine Line Partnership) and with Kim Warren (EPIKs) and I have proposed that they might each (or at the same time) like to meet with our working group to explore and progress potential joint initiatives. Improved links with Brockholes and Honley train stations is one example. I think that this might also serve the purpose of re-focusing the efforts of our working group. At the time of writing, I am awaiting a response from each of them.

I note that Jo Liles is expecting to update CACE on her enquiries into park & ride options and I am sure that our WG will also be pleased to hear the details of that.

I have proposed that the 2024-25 EMR 346 Public Transport could be reduced from £5000 to £2500 in the next budget plans. To date, it has not been used at all and I cannot at present see how it would be used for the projects that we are considering, other than marketing costs.



Introduction

The Council has outlined its Communications and Media Policy (CMP) (July 2023) aims, and identified the areas which need to be considered when undertaking communications either as an officer or Councillor, and on behalf of HVPC.

The CMP Policy makes it clear that, in order to achieve its objectives, HVPC Councillors and Officers must be aware of their roles and responsibilities in terms of the effective and appropriate use of communications' media.

The purposes of this strategy paper are, therefore, to identify the ways in which Councillors and officers can:

- contribute to the delivery of HVPC aims, and in particular the communication and media policy objectives;
- enhance relationships with stakeholders;
- deploy, effectively and appropriately, a wide range of communications channels;
- activate and participate in regular community feedback and engagement strategies.
-

NB In order to help Councillors, Officers and Stakeholders understand the relationship between the CMP and the Communications and Media Strategies outlined in this document, extracts in italics from the CMP are presented prior to Strategy statements.

Key Aims

... The Council is accountable to the local community for its actions and this can only be achieved through effective two-way communications. The media are crucially important in conveying information to the community (...) and to explain(ing) the reasons for particular policies and priorities.

It is clear that, in terms of media for community engagement, one size does not fit all. An effective, wide-ranging Communications and Media Strategy requires multiple channels which are used repeatedly and concurrently, as well as independently.

Further, 'soundings' taken from stakeholders about their media engagement are essential in order to keep abreast of trends.

All HVPC Councillors and Officers play crucial roles in community engagement and have collective and individual opportunities to make a contribution.

In order to be MOST effective, media/press engagements need to be planned (whenever possible) and notice of activity shared with fellow Councillors/officers, so that consistent and accurate messaging can be delivered more widely than via, for example, a 'single FB post'.

Through the CMP the Council aims to:

- *be recognised by the public as a Council which is open, accountable, accessible and willing to listen;*
- *find opportunities to share and celebrate the Parish Council's successes;*
- *ensure information is provided about policies and services as well as the democratic process so that people feel more informed about the Parish Council and its work;*
- *communicate public facing information in an accessible way;*
- *ensure negative issues are handled clearly and decisively.*

Social Media

Social media activity isn't something that stands alone. To be effective it needs to integrate as part of the general communications mix. Any planned campaigns, promotions and activities can be included in social media platforms to increase reach and exposure.

Members and Officers should at all times present a professional image and not disclose anything of a confidential nature. Comments of a derogatory, proprietary or libellous nature should not be made and care should be taken to avoid guesswork, exaggeration and colourful language.

With dozens of local groups in the Holme Valley Facebook has considerable 'reach'. Whilst posting on HVPC FB page is useful, sharing to a wide range of Community pages, commenting and 'liking' can raise the profile of a 'story'. Councillors with Facebook accounts can contribute very effectively to this strategy.

NB As FB Reels, Youtube videos, Instagram, Tiktok, and X etc. are widely regarded as having a larger proportion of young people than Facebook, HVPC needs to develop its presence as time allows and expertise develops.

Organisation membership

In line with FB groups, there are organisations of every complexion in the Holme Valley. Councillors and Officers are active members of such groups and make valuable contributions to their work. In order to ensure HVPC representation, rather than personal interest, the register of organisations needs to be updated regularly and relevant information from and to organisations both gathered and shared. Individual/Ward councillors have a significant role to play in this important.

Printed Media

Still a channel for many people, 'top stories' of HVPC achievements, plans and work with and for the community are highly desirable contributions to the printed media output of HVPC. Repetition of SM and Web stories in printed media is an effective messaging strategy. Individual Councillors can submit 'stories' about their activities as Councillors to the Assistant Clerk for printed publications as well as for social media, or videos.

Stakeholder meetings

The establishment of Community and Council stakeholder events is a key strategy for the recognition of community organisations, and showcasing their work which the Council supports via a grants and organisational membership. An annual event, to which grant recipients and local organisations and community groups are invited is to be a highlight of the HVPC calendar with the aim of cementing relationships, developing understanding and awareness, and expanding the involvement of the Holme Valley public in their community. Kirklees Councillors, representing Wards in the Holme Valley have an important role to play alongside their Parish Council Colleagues, particularly in terms of sharing important information and building relationships with HVPC stakeholders.

Surveys

Regular 'soundings' of the Holme Valley communities' perceptions of HVPC, its roles and responsibilities, and its effectiveness is a key engagement and improvement strategy, highly recommended by Communications professionals. Councillors and Officers have opportunities to distribute paper versions and alert their contacts to on-line submissions at organisation and HVPC meetings, fairs and festival stands and via websites, social media and HVPC email distribution list.

Branding and Internet Presence

The HVPC website is currently undergoing a review, concurrent with a rebranding. The need for clear, accessible and engaging online and media presence is driving improvements. Once complete (2024/5) there will be a re-launch, promoted to all community stakeholders and members.

Council Meetings and Councillor Communications and Surgeries

All HVPC committee meetings are open to the public and video recordings posted on Youtube, with the exception of items held in private session due to sensitive information. All Councillors and the HVPC Clerk are available for contact via their Council email, details of which can be found on the HVPC website or by contacting the Office. Surgeries in individual Wards are one way in which the relevant Councillor can meet with their constituents.

Public Events

Each year HVPC hosts or attends a number of events. The 'theme' of stands varies from year to year but reflects Council priorities. Councillors and Officers attend and help organise the stand, which is an opportunity to share HVPC information, meet constituents, build relationships and gather information.

Media

The media themselves have a vital role to play on behalf of the local community in holding the Council to account for its policies and actions. It is important that they have access to Officers and Members and to background information to assist them in this role.

The HVPC Chair and Clerk, jointly, take responsibility for media and press releases as necessary. Councillors and other Officers must take advice from the Clerk and Chair on matters on which they wish to comment on behalf of the HVPC.

Notices

The Parish Council website will be used to convey information on matters of interest and latest news and will be updated regularly by the Clerks. The Council notice boards will be used for the advertising of agendas, minutes and other Council information along with occasional matters of local interest and the latest news. Every effort will be made to ensure notices are as accessible as possible.

The Parish Council has one main board, outside the Civic Hall and another at the Gartside Until in central Holmfirth. All other 'notices ' are posted on boards owned by others. Occasionally banners are placed on buildings owned by HVPV. i.e. The Civic, Garside and Honley Library. The case for further HVPC owned and managed 'boards' is compelling, particularly as we continue to reduce the amount of printed material we produce.

An electronic, Digital Screen located in central Holmfirth is a viable option, and one which would enable community messages to be provided quickly and easily. It has the added advantage of not needing a Social media account and can be managed remotely. Trials and investigations thus far suggest this would be a popular and effective addition to HVPC communication and engagement strategy. A group from HVPC, in collaboration with experts, will be exploring the installation of a Digital screen and other notice board options in 2024/5.

Consistency, Accuracy and Transparency, and Internal Communication

In outlining the activities which are commensurate with the role of HVPC in communicating with its local community and stakeholders, and delivering its policy objectives, there are three over-arching requirements for success.

- 1) **Effective messaging, regardless of media format or channel, requires consistency.**
Councillors and Officers will strive to achieve this by ensuring they 'cross-reference' their contributions on behalf of HVPC to all media platforms, and where appropriate liaise with Officers or the Council Chair.
- 2) **Interpretation – or rather misinterpretation – of information is to be avoided at all costs.** The distribution of false information brings the Council into disrepute and undermines the integrity of the role of elected members or employed officers. Commenting, as a Councillor or Officer of HVPC must be clear, transparent and accurate using information available from the Clerk, or Chair as appropriate.
- 3) **Silo working is often a function of focus and getting things done .. but frequently leads to misunderstandings and waste of time.** Effective internal communication can alleviate problems, avoid misinterpretation and save time and effort. As a simple rule of thumb ask 'who else needs to know this or has an interest in this matter ? Better to share information and alert people than exclude.

DRAFT

Sarah Whitelaw

CACE CHAIR

20-0502024

Holme Valley Parish Council is delighted to invite you to:

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BIG COMMUNITY CELEBRATION!

Saturday 9th November 2024

10am to 4pm

@The Civic, Huddersfield
Road, Holmfirth HD9 3AS

**FREE
ENTRY**

A celebration of the incredible people and organisations that make the Holme Valley such a special place.

Live Music

Performances from talented local community music groups.

Clubs and Societies

Discover local groups that match your interests. Whether you're into sports, history, arts, or hobbies, there's something for everyone!

What's Going on in the Valley

Join us as we highlight upcoming events and activities throughout the Holme Valley.

Community Groups

Learn about the local community groups dedicated to enhancing our valley's quality of life.

Make a Difference

Explore volunteering opportunities available in the valley. It's a fantastic way to give back, meet like-minded individuals and learn new skills.

Refreshments

Don't forget to stop by the fabulous Civic Café for some delicious treats while you mingle with fellow residents!

A day filled with fun, connection, and community spirit - Let's come together and celebrate everything that makes the Holme Valley truly remarkable.

Contacting Holme Valley Parish Council:

The Civic, Huddersfield Rd, Holmfirth, HD9 3AS

Office open to the public: Tuesday, Wednesday and Thursday 9.30am - 2.30pm

Phone: 01484 687460 (leave a message outside office hours).

Jen McIntosh (Clerk) clerk@holmevalleyparishcouncil.gov.uk

Rich McGill (Deputy Clerk and Responsible Financial Officer) deputyclerk@holmevalleyparishcouncil.gov.uk

Gemma Sharp (Assistant Clerk) assistantclerk@holmevalleyparishcouncil.gov.uk

For contact details of all 23 Parish Councillors and all the latest news please visit our website: www.holmevalleyparishcouncil.gov.uk



SCAN ME



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Holme Valley Parish Council is delighted to invite you to:

BIG COMMUNITY CELEBRATION!

Saturday 9th November 2024

10am to 4pm

@The Civic, Huddersfield
Road, Holmfirth HD9 3AS

**FREE
ENTRY**

A celebration of the incredible people and organisations that make the Holme Valley such a special place.

Live music

Performances from talented local community music groups.

Make a difference

Explore volunteering opportunities available locally. It's a great way to give back, meet like-minded individuals and learn new skills.

Clubs and societies

Discover local groups that match your interests. Whether you're into sports, history, arts, or hobbies, there's something for everyone!

Community groups

Get to know the groups that work to improve Holme Valley life.

What's going on in the valley

Join us as we highlight upcoming events and activities throughout the Holme Valley.

Refreshments

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A day filled with fun, connection, and community spirit.

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SCAN ME



Holme Valley Parish Council

NEWS - DECEMBER EDITION 2024



MERRY CHRISTMAS FROM THE PARISH COUNCIL

It's beginning to look a lot like Christmas in the Holme Valley, thanks to the Parish Council! Once again HVPC are providing funding for village Christmas trees, decorations and events to spread festive cheer across the valley.



Holme Valley Parish Council gives an annual contribution to the Christmas teams in Holmfirth and Honley for the Christmas celebration events and decorations as well as funding the large Christmas tree in the centre of Holmfirth.

Christmas tree grants have also been awarded for village trees to Scholes Methodist Church, The Rock Inn (Brockholes), St David's Church (Holmbridge), Honley Business Association, Hade Edge Residents' Association, Hepworth Community Centre, Netherthong Community Partnership and Holme Residents' Association.



THE BIG COMMUNITY CELEBRATION 9 NOVEMBER 2024

A HUGE thank you to everyone who came down to join us at the Big Community Celebration on Saturday 9 November 2024. We had over 800 visitors at The Civic in Holmfirth to celebrate togetherness and community pride.

The venue showcased a vibrant mosaic of community stalls from the Holme Valley, featuring sports clubs, youth groups, arts, and special interest organisations. Six community music groups performed a variety of musical styles, really adding to the celebratory atmosphere.

Feedback from attendees has been overwhelmingly positive. The celebration was a reminder of the power of community and the importance of coming together to celebrate our shared values. A heartfelt thank you to all the volunteers, participants, and attendees whose enthusiasm and support made The Big Community Celebration an outstanding success.

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SCAN ME



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HOLME VALLEY PARISH COUNCIL

Community Grants

DEADLINE FOR APPLICATIONS 31ST JANUARY

Grants are available for assets, projects and events with a community benefit

Holme Valley Parish Council is now accepting applications for community grants 2024-2025:



- Up to £1,500 per grant for community projects or events from an overall fund of £20,000
- Up to £5,000 per grant for community assets from an overall fund of £53,000

Eligible groups must be non-profit, community led and use the grants for the benefit of the people of the Holme Valley.

Application forms, T&Cs and a full list of previous grant recipients can be found on our website

www.holmevalleyparishcouncil.gov.uk

For more information, contact:

Holme Valley Parish Council
3rd Floor, Holmfirth Civic Hall
Huddersfield Road, Holmfirth HD9 3AS

Phone: 01484 687460

Email: deputyclerk@holmevalleyparishcouncil.gov.uk



MERRY CHRISTMAS FROM HOLME VALLEY PARISH COUNCIL

It's beginning to look a lot like Christmas in the Holme Valley, thanks to the Parish Council! Once again HVPC are providing funding for village Christmas trees, decorations and events to spread festive cheer across the valley.

Holme Valley Parish Council gives an annual contribution to the Christmas teams in Holmfirth and Honley for the Christmas celebration events and decorations as well as funding the large Christmas tree in the centre of Holmfirth, and village trees across the valley including at Hepworth (kindly organised by the Community Centre).

As we come together as a community to celebrate the festive season, we wish you all a very Merry Christmas and a Happy New Year from everyone at Holme Valley Parish Council.

Cllr Pat Colling – Chair

Cllr Tom Dixon – Hepworth Ward Councillor

THE BIG COMMUNITY CELEBRATION – 9 November 2024

A heartfelt thank you to everyone who came down to join us at the Big Community Celebration on Saturday 9 November 2024. We had over 800 visitors at The Civic in Holmfirth to celebrate togetherness and community pride.

The venue showcased a vibrant mosaic of community stalls from the Holme Valley, featuring sports clubs, youth groups, arts, and special interest organisations. Six community music groups performed a variety of musical styles, really adding to the celebratory atmosphere.

COMMUNITY GRANTS!

The deadline for our next round of community grants for events and assets is 31st January 2025 - Don't miss out! See our website for more detail on eligibility and how to apply.

Contact details:

Contacting Holme Valley Parish Council: Jen McIntosh (Clerk)

clerk@holmevalleyparishcouncil.gov.uk

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Scope of Document

To examine how [Huddersfield Hub - A vibrant new publication for the people of Huddersfield](#) could:

1 Contribute to the HVPC **Media and Communications Policy** objectives.

- Be recognised by the public as a Council which is open, accountable, accessible and willing to listen
- Find opportunities to share and celebrate the Parish Council's successes
- Ensure information is provided about policies and services as well as the democratic process so that people feel more informed about the Parish Council and its work
- Communicate public facing information in an accessible way
- Ensure negative issues are handled clearly and decisively.

2 Work as part of **HVPC's Media and Communication strategy**

- To deliver HVPC aims, and in particular the communication and media policy objectives
- Enhance relationships with stakeholders
- Deploy, effectively and appropriately, a wide range of communications channels
- Activate and participate in regular community feedback and engagement strategies.

Background – Huddersfield Hub



Start up and history

Martin Shaw, is the owner and editor of Huddersfield Hub – a not-for-profit Community Interest Company set up in February 2021.

Martin has been a journalist for 38 years and was latterly news editor and print content editor at the Huddersfield Daily Examiner. He has concerns about how local journalism will be funded in the future. The Examiner / Yorkshire Live and their ilk are overly concerned with generating ad

HVPC and Huddersfield Hub

revenue from intrusive advertising formats and use excessive click bait on social media to drive revenue. This can result in over sensationalised journalism.

Martin, and the Huddersfield Hub team, are interested in the accurate, non-sensationalised delivery of positive local news.

Funding Model

While advertising is allowed on the site this takes the form of sponsorship of various sections and does not intrude on the editorial read. There are currently around 12 sponsors including Syngenta, Stafflex, Whitegates, University of Huddersfield and Kirklees College.

Additionally, there is a growing group of patrons who pay £4.99 per month to support.

Size and role within Kirklees

The site is gaining popularity with those disenchanted with other online publications.

- Website delivers on average c120k page views/month (151k impressions in Sep 24)
- On average there are 4 news stories per day published so site is always fresh
- Facebook has 8.2k followers and 12k likes with a 90 day reach of 800k
- X 4.1k followers, 3k on LinkedIn and 2.3k followers on Instagram.
- Fortnightly emails to 300+ subscribers/ database members

Proposal for HVPC and Parish Councils in Kirklees

Surfacing the work of the Kirklees Parish Councils is very much in line with the Hub's ethos about keeping people and their communities informed in an ethical and appropriate way.

Following discussion, the Hub have offered the below as a suggested way of working with, HVPC in the first instance, with a view to offering the same degree of exposure to 3 other parish councils.

- Meltham Town
- Denby Dale Parish
- Kirkburton Parish

The aim being to provide an online area where people know they can find out what their parish councils are involved in.

1 PR Engagement and surfacing of news stories

This should happen with immediate effect to broaden the reach of HVPC's messaging. Newsworthy stories appear on the home page as a matter of course.

HVPC and Huddersfield Hub

2 Permanent page for HVPC and others

A permanent page for each parish council could be reached by adding a pop down menu, similar to the ones under Business and News, under the Your Community section. This could contain retired news stories or information that the council would like to have in the public domain that might not necessarily make the headlines.



4 Social Media

All relevant news stories to be campaigned to social media audiences to further develop reach on those channels.

5 Inclusion in email outblasts

Aim for one per month for key messaging e.g. Big Community Celebration, rebrand etc

Cost

Establishing a PR relationship is clearly free as one would expect given that journalistic integrity is key.

The broader package however which would go a long way towards increasing accessibility to parish council messaging would need to be funded at **£200 per month** for the:

- Page hosting and managing
- Social media outreach
- Email outblasts

HVPC and Huddersfield Hub

More About Martin Shaw and Huddersfield Hub

Martin's motivation with Huddersfield Hub is to find a new way of funding local public interest journalism, which is under threat like never before.

Tens of thousands of journalists across the country have been made redundant and there is a democratic deficit that means local matters go unreported and people are less well informed.

The Huddersfield Examiner has now been merged into YorkshireLive and follows the business model of its parent company Reach PLC, and the mainstream media generally, which relies on page views at all costs for its advertising revenue.

This means the websites have intrusive pop-up adverts which makes reading stories virtually impossible.

This drive for page views also encourages 'clickbait' content and can result in over sensationalised journalism.

Martin, supported by Andrew Hirst, a former long-standing journalist at the Examiner, is proudly an 'old school' journalist who wants to help and support the local community.

Huddersfield Hub is a unique blend of public interest journalism and positive local news which shines a light on all that's great about the local community while not shying away from 'difficult' issues which need to be addressed.

The Hub's revenue model is based upon sponsorship and companies and organisations align their brand to Huddersfield Hub's positive and supportive vision and ethos. There are currently around 12 sponsors including Syngenta, Stafflex, Whitegates, University of Huddersfield and Kirklees College.

Advertising banners on the website are not intrusive and stories are quick to load and easy to read.

An additional revenue stream is Huddersfield Hub's Patrons scheme, a voluntary subscription, where supporters pay £4.99 a month by recurring card payment. There is also an option to make a one-off donation.

This £4.99 a month is significantly less than the cost of a newspaper. For example, the Huddersfield Examiner now costs £2.20 a day and £2.60 on a Saturday. That's £13.60 a week – or £54.40 a month.

Huddersfield Hub will never put up paywalls or make a compulsory charge for its content to ensure the website remains open and accessible to all.

The site is gaining popularity with those disenchanted with other online publications.

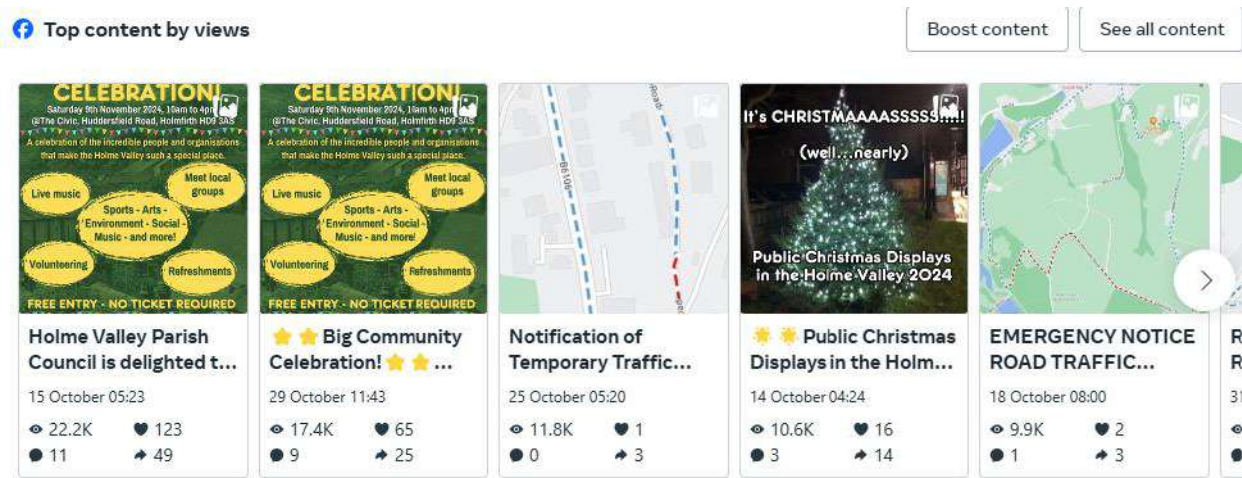
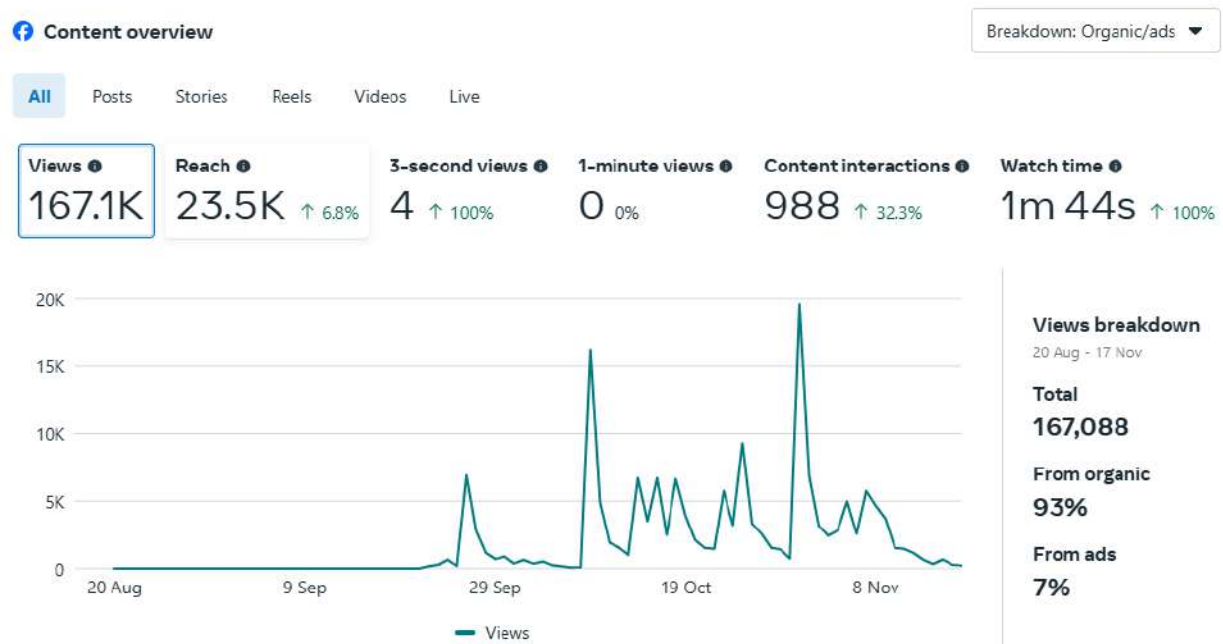
- The website is averaging 120,000 page views per month – in September 2024 it was 151,807.
- At least four stories a day are published seven days a week, so the site is always fresh.
- Huddersfield Hub is strong on social media. Its Facebook page has 12k followers and 8k likes with a 90 day reach of 800k; there's 4.1k followers on X, 3k on LinkedIn and 2.3k followers on Instagram.

HVPC and Huddersfield Hub

- Huddersfield Hub also has a fortnightly Supporters' Newsletter emailed to a growing database of 300 people. A sign-up option will appear on the site shortly.

Huddersfield Hub covers local news, grassroots sport, community groups, charities, business news and more and has regular columns from Huddersfield ex-pat Brian Hayhurst, Gordon the Gardener, and local historian Vincent Dorrington

Facebook Engagement 20 August 2024 to 17 November 2024



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A New Community Active Travel Hub for the Holme Valley

Nov 6, 2024



The Holme Valley has a new Community Active Travel Hub right in the heart of Holmfirth. Thanks to funding from West Yorkshire Combined Authority, EPIKS will be running a whole series of activities to support and inspire people to Walk, Wheel and Ride more often. The hub is based next to the public toilets, bus station and secure bike parking. Join us for some autumn events or just drop in to find out more.

Thursday 28th & Saturday 30th November 9am-3pm

Bring and swap outdoor clothing to get us ready for winter walks and rides. Please bring clean waterproof coats, outdoor boots/shoes and waterproof trousers to share.

Volunteers wanted. Are you a dab hand at fixing punctures? Would you like to ride our e-cargo bike? Could you help us with events? From delivering leaflets, mapping routes to cleaning bikes – there's loads of ways to get involved. Register your interest for **Thursday 28th**

November [here](#) or **Saturday 30th November** [here](#) and we will be in touch with a role to suit you.

Saturday 30th November 10am-1pm

Guided circular walk – Hub to Brockholes Station Return 4.5 miles

We'll be taking a scenic route to Brockholes Station where a riverside route will take us on mainly traffic-free paths. Hop on a bus back to Holmfirth or join us on a scenic ramble through valley woodlands back to Holmfirth for a brew. [Book your place here.](#)

The hub will be staffed by Gina Wharton, Walk, Wheel, Ride Community Engagement Officer. Gina will be contacting local groups and partners over the next few months, so that the widest possible range of people from the Holme Valley will take part in active travel without the use of a car.

Kim Warren, EPIKS manager said, 'This is just the start of a collaborative project to bring the skills and energy of the people in the Holme Valley together: to get outdoors, get fit and save money as they travel. We'll be hosting workshops, walks and rides from the hub and in surrounding areas over the next 18 months.

It's thanks to seed funding from West Yorkshire Combined Authority and support from partners that the hub has been funded, but we will be looking to make the hub and active travel a permanent feature into the future.'

The hub is currently being renovated and will be open on Thursdays from 28th November until Christmas.

For more information and ways to get involved contact gina@epiks.org.uk or phone 07915 892 582

Expenditure against Budget 2024-25 Year-to-Date

Climate Action, Communications and Engagement

CODE	DESCRIPTION		Starting Budget	Virements	Reconcile 2023-24	April	May	June	July	August	September	October	November	December	January	February	March	Payments from EMR	Total	Remaining	
Climate Action Communications & Engagement																					
4650	Communications and Engagement	38.62%	£15,000	£0	£0.00	£210.00	£260.00	£367.00	£210.00	£1,489.75	£210.00	£2,163.48	£882.80	£0.00	£0.00	£0.00	£0.00	£0.00	£5,793.03	£9,206.97	4650
4805	Climate Action	17.38%	£5,000	£0	£0.00	£370.66	£0.00	£78.25	£0.00	£420.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£347.33	£868.91	£4,478.42	4805
Total Publications & Communications			£20,000	£0	£0.00	£580.66	£260.00	£445.25	£210.00	£1,909.75	£210.00	£2,163.48	£882.80	£0.00	£0.00	£0.00	£0.00	£347.33	£6,661.94	£13,685.39	
OK																					

Earmarked Reserves - YTD

Code	Account	Opening Balance				Balance end April	Balance end May	Balance end June	Balance end July	Balance end August	Balance end September	Balance MTD October					
336	EMR Royal Events CACE	£0				1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00					
341	EMR Climate Action Projects CACE	£13,697				13,706.67	13,946.68	13,946.68	13,946.68	13,526.68	13,526.68	13,526.68					
349	EMR Community Engagement CACE	£0				2,609.87	3,609.87	3,609.87	3,609.87	3,609.87	3,609.87	3,609.87					
		£68,830				155,005.59	150,349.60	148,833.60	148,833.60	113,473.26	112,673.26	111,873.26					



RFO Report on considerations for the CACE committee on budget recommendations for 2025/26

The Council is currently reviewing the Committees structure of the Parish Council and consideration is being given to disestablishing the CACE Committee. Nevertheless, even if that disestablishment takes place, financial provision needs to be included in the budget for ongoing expenditure regarding communications, engagement and climate action.

Any budgets or reserves that the Committee asks for as part of the budgetary process may, in the event of the CACE Committee being disestablished, be vired (simply, moved) to other budget lines, EMRs or returned to general reserves as the Council sees fit.

The Committee should consider its budget and reserves based on its own project plans of the year/s ahead.

In 2024-25 the committee had two budget lines. 4650 Communications and Engagement had a budget of £15,000 though, of this, £7,000 was ringfenced specifically for the website and rebrand. As this will essentially be a task and finish project, the Committee may not need provision for significant ongoing additional expenditure above and beyond the webhosting costs. Any of the £7,000 unspent at the year end, and the project not fully completed may be moved into an earmarked reserve Website and Rebrand until the project is completed.

How the Committee agrees its budget for 2025-26 will depend on its vision of the project work of the Council for next year. The Committee has already indicated a desire to repeat the Big Celebration event. There has also been discussion of a community Communications Screen that the Committee may want to make provision for.

The Committee should base its budget request on what it wants the Council to achieve in 2025-26 and beyond in relation to climate action, communications and engagement. Even if the Committee does not have its project plans fully formalised, this Committee has shown itself to be actively engaged with its agenda, and so financial provision should be requested that allows the Committee and Council to pursue new projects and initiatives as the will arises to do so.

The RFO suggests that the budget line for 4650 Communications and Engagement should be at least £8,000. This would cover regular expenditure like the Council News features, website hosting, displays at summer festivals, a further Big Celebration or similar event, public transport publicity and so on, and still allow some financial latitude for other projects that the Committee or Council want to pursue.

How the Committee sees its other budget line 4805 Climate Action depends on the ambitions of the Committee and Council. Proposals have been discussed previously for district heating feasibility surveys and other Councillors, for example, are exploring the provision of allotments in the Holme Valley. The Committee has also said it wants to prioritise the energy efficiency and reducing the carbon footprint of the Parish Councils own buildings. The Committee should base its budget on what it wants to achieve but, again, there should be some latitude in the budget to allow new climate action initiatives to be pursued as the will arises.

Under the new Financial Regulations of the Parish Council, Council and its Committees are asked to consider forward-planning. Some Committees have considered an inflationary uplift (5%) over a three-year period, though, others, have not felt the need to build in provision for inflation because their costs are not an ongoing commitment.

In respect of the EMRs overseen by the Committee, the RFO would recommend that the EMR 341 Climate Action Projects is maintained as, in the main, this has been established to deliver the solar panels project for Holmfirth toilets.

The project purpose of EMR 349 Community Engagement has never been fully established. The Committee should identify a projected use for this money, or it is likely that Finance and Management would recommend disestablishing it for being without purpose.

Funds were moved into EMR 336 Royal Events for Operation London Bridge. The Committee may want to add to this provision from the likely underspend on the Royal Events element of the current 4650 Communications and Engagement budget line, - that is, £1,000. This is for the Committee to consider as it sees fit.