

HOLME VALLEY PARISH COUNCIL

Minutes - **CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE** held on **MONDAY 25 NOVEMBER 2024 at 7.00 PM** in **THE EXHIBITION ROOM, THIRD FLOOR, THE CIVIC, HOLMFIRTH, HD9 3AS.**

Attendees:

Cllr Chris Green (Vice Chair),

Councillors: 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 Sarah Whitelaw (Chair), Cllr Donna Bellamy, Cllr Tricia Stewart, Kim Warren

Absent:

Cllr Jo Liles

WELCOME

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

PUBLIC QUESTION TIME

No members of the public were present.

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

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 55 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 56 Apologies and Reasons for Absence

Apologies and reasons for absence had been received from Cllr Whitelaw, Cllr Stewart, Cllr Bellamy and Mbr Kim Warren.

Cllr Liles was absent.

NOTED: The committee noted the absences of Cllr Whitelaw, Cllr Stewart, Cllr Bellamy, Cllr Liles and Mbr Kim Warren.

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APPROVED: The Committee approved the apologies and reasons for absence from Cllr Whitelaw, Cllr Stewart, Cllr Bellamy and Mbr Kim Warren.

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

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

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

None received.

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

None declared.

2425 60 Minutes of the Previous Meeting

NOTED: The approved minutes of the CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT COMMITTEE meeting held on 9 September 2024 items 2425 25 to 2425 53 was noted by the committee.

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

- Cllr Morgan gave an update on progress regarding the cessation of the use of glyphosate in Kirklees and will continue to update the committee on future progress.
- Cllr Blacka gave an update about the Covid Memorial projects at Holmfirth and Honley. There have been some delays due to the plans for the development work at Honley and are now aiming for Saturday 5 April 2025 to open the memorials at both sites.
- The Climate Action Working Group will **carry forward the action** to explore possible hosts for non-standard recycling points in the valley.
- The Assistant Clerk gave an update on paper timetables and possible options for commissioning print route maps and timetables for the HV services. This will be **deferred to the Transport Working Group**.
- An **action** regarding the creation of a blog about buses for the website will be **carried forward**.
- The Assistant Clerk gave an update that the latest version of Biodiversity Policy was adopted by Full Council on 14 October 2024.

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

2425 61 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.

Cllr Green gave an overview of the proposed changes to the Climate Action, Communications and Engagement Committee.

Committee members discussed their feedback on the proposed plans.

NOTED: Feedback from the Clerking team on proposals to restructure Holme Valley Parish Council committees.

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

NOTED: Updated version of the CACE Action Plan 2023-2027.

2425 63 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 feature in later agenda items.

2425 64 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 feature in later agenda items.

2425 65 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 and exploring other possible initiatives such as Park and Ride.

Cllr Baylin and Cllr Liles sent updates prior to the meeting on progress with a proposed trial for a Holmfirth Park and Ride Scheme and priorities on promoting public transport in the area.

Working Group members gave updates on planned activity.

ONGOING PROJECTS

2425 66 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, 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

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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.

At this time Holme Valley Parish Council are awaiting the decision on the planning application.

2425 67 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, 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 gave an overview of the events and ideas for future activity. Members who attended gave their feedback.

2425 68 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.

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.

Members shared their experiences of the event and feedback they had received.

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.

ACTION: An Action for the Working Group is to consider a further event in 2025 and other smaller roadshow style events and make recommendations to CACE for activity in 2025.

2425 69 The HOLME VALLEY PARISH COUNCIL Website and Brand refresh

i. Holme Valley Parish Council Website

Following the selection of “Zonkey” to be the website supplier, the Assistant Clerk worked with the

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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 gave a verbal report on progress with development and 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.

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.

The Assistant Clerk gave a verbal report on progress.

2425 70 Review of External Communication and Establishing a Communications and Engagement Strategy

A draft media and communications strategy had been prepared by the Chair and circulated prior to the meeting.

RESOLVED: The draft strategy is **RECOMMENDED** to be adopted by **FULL COUNCIL** in its current form.

2425 71 Funding Applications for Climate Mitigation Measures on HVPC Assets

The Assistant Clerk read out a written report from The Clerk on progress with funding applications, including:

- The VCSE Energy Efficiency Scheme for a capital grant for The Civic was declined on 1 November 2024.
- A successful application of £2,000 from the Bright Green Fund for radiant heat emitters has been granted for The Civic, with a plan to implement this over the coming months.
- Round 4 of the Community Ownership Fund having been in abeyance is due to open shortly, and an expression of interest will be submitted during December 2024.

Cllr Green thanked The Clerk for her continued efforts.

MEDIA AND COMMUNICATION

2425 72 Publicising the work of the HOLME VALLEY PARISH COUNCIL

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.

NOTED: Print reports of the work of HOLME VALLEY PARISH COUNCIL published (or due to be published) September to December 2024 in Holme Valley Review, Tito, Hade Edge Breeze, and

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Hepworth Focus were noted by the Committee.

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 was included with the papers.

Mbr Brown also presented the proposals to the committee.

RESOLVED: The Committee resolved to commit £200 per month from January 2025 from budget line 4650 to working with Huddersfield Hub (pending budget allowances on underspend in Item 2425 76) Actions to take forward regarding the proposal for a working relationship with Huddersfield Hub as outlined in paper.

2425 73 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.

NOTED: A Summary of Facebook engagement analytics (90 day report) from 20 August 2024 to 17 November 2024 included in the papers from the Assistant Clerk.

The Assistant Clerk reported that analytics reporting for the new website will be included for the meeting on 27 January 2025.

The Assistant Clerk also reported that although an advertising budget of £50 for the Big Community Celebration was trialled during this period with Meta, the reach from community and village group sharing had been much higher.

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

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.

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RESOLVED: The Assistant Clerk will circulate the consultation to the Full Council for Cllrs to respond as individuals if they wish to do so.

2425 75 EPIKS Community Active Travel Hub

NOTED: 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. Members were encouraged to attend.

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

The Deputy Clerk had prepared a year-to-date expenditure report and 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.

RESOLVED: The following projects and allocated funds are recommended to be dealt with as in the following way:

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.
 - ***This project will remain open as additional expenditure on collateral for the new brand may still be needed in the 2024/25 Financial Year.***
- **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.
 - ***This project is unlikely to need any further expenditure and can be closed. The £845 of unspent funds can be allocated to the new commitment with Huddersfield Hub (see Item 2425 72 (ii) to cover the period January 2025 to March 2025).***
- **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.
 - ***If this budget remains unspent at the end of the year, the Committee would recommend to Full Council that any underspend be moved to EMR 336 Royal Events.***

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- 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.
 - ***The Communications and Engagement Working Group may use this underspend create an additional HVPC flyer for general use so will remain in place at present.***
- **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 will remain open at present and welcomes recommendations from the Transport Working Group.***

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 £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.

RESOLVED: Unspent money in 4805 Climate Action can remain in place at present. The budget will be committed to green energy and efficiency measures at the Gartside Unit as needed. If this budget remains unspent at the end of the year, the Committee would recommend to Full Council that the underspend be moved to EMR 341 to be renamed “Gartside Climate Action Projects”.

The Committee oversees 3 Earmarked Reserves:

RESOLVED: Unspent money in EMR 341 Climate Action Projects (currently £13,526.68) should be committed to committed to green energy and efficiency measures at the Gartside Unit and remain in place as needed.

RESOLVED: Unspent money in EMR 336 Royal Events (currently £1,000) should remain in place.

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

The Deputy Clerk had prepared an overview of considerations to be made ahead of making budget recommendations.

The Assistant Clerk gave an overview of likely projects and costings needed for external communications and event activity in the year 2025/26.

RESOLVED: Recommendation to the FINANCE AND MANAGEMENT COMMITTEE that the budget for the CLIMATE ACTION, COMMUNICATIONS AND ENGAGEMENT committee budget requirements for the year 2025/26 total £20,000 (£5,000 for budget line 4805 Climate Action, and £15,000 for budget line 4650 Communications and Engagement) to cover expected expenditure as follows:

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- Budget Line 4805 Climate Action - £5,000 for climate emergency measures (including investment in the Gartside building).
- Budget Line 4650 Communications and Engagement - £8,000 for existing commitments to website, IT services, print and online publications, and newsletters, £2,000 for new branding roll out on digital and physical assets, £5,000 for engagement events.

RESOLVED: EMR Community Engagement (currently £3,609.87) is recommended to remain in place for the exploration of a digital display hardware purchase or events.

2425 78 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.

No additional items were put forward.

Close 8.59pm