BENTHAM TOWN COUNCIL

Town Clerk:
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19th December 2025

Minutes of the Marketing and Development Committee meeting

On Thursday 18th December 2025 at 7:30pm, Lower Hall, Bentham Town Hall

Present: Cllrs Burton, Stannard, MacEley-Young

Deputy Town Clerk: E Langan

MOP: 0

MD1. To elect a Chair.

RESOLVED to elect Cllr Burton as chair for the year 2025/2026.

MD2. Apologies from members unable to attend:

MD2.1 To note apologies for absence given in advance of meeting.

NONE

MD2.2 To consider acceptance of reasons for absence-if consideration of reasons requested.

NONE

MD3. Declaration of interest: -

MD3.1 To note declarations of interest not already declared under members code of conduct or members register of disclosable pecuniary interest.

NONE

MD3.2 To approve dispensation request-if dispensation request received.

NONE

MD4. **To receive Comment & Concerns**:

Public participation – to hear matters raised by members of the public or Councillors with an interest (that are allowed to speak) either on agenda items or for future consultation.

(NB: for non-agenda items Members of the Council are not permitted to respond, except to ask questions for the purposes of clarification; The period of time designated for public participation at a

meeting shall not exceed 20 minutes unless directed by the chairman of the meeting. A member of the public shall not speak for more than 3 minutes).

NONE

MD5. To agree minutes of the previous meeting of Monday 29th April 2024 and Monday 16th September 2024 as a true and accurate record.

RESOLVED to accept the minutes from Monday 29th April 2024 and Monday 16th September 2024 as a true and accurate record.

MD6. To consider updating the Marketing and Development Committee Terms of Reference.

RESOLVED to **include** in the Marketing and Development Committee Terms of Reference:
To aid the Council and the town of Bentham in its promotion and development.
To assist and develop the Council's website(s) and social media sites.
To produce a Council Business Plan.
To support the Bentham Business Boost group for the people of Bentham.
To promote and expand the development and usage of Bentham Town Hall.
To review the hire charges on an annual basis and make recommendations to the Full Council.
To run the Tourist Information Point with the assistance of invited members of the Tourism Industry in Bentham.

The TIP is an independent organisation run under the Council umbrella. The committee has delegated powers on spending by the TIP up to £200.
To apply for grant funding where it might be available.
To agree an annual budget for inclusion in the Council's budget at the precept meeting.
To keep the Council informed of the TIP activities.

RESOLVED to **remove** from Terms of Reference:
To develop and support a youth committee.
To produce a quarterly newsletter or other for the Council if required.
TIP: To produce the annual Accommodation & Services list.
To facilitate the production of the Forest of Bowland Bentham leaflet when necessary
(*To run the TIP coffee morning and other fund-raising activities as considered necessary*.)

MD7. To review the Town Hall Hire costs and consider recommendations to the full Council.

RESOLVED to recommend to Full Council that hourly rates remain the same, and changes are made to individual hirer discounts commencing 1st April. To recommend to Full Council that the Terms and Conditions be updated to include that, where a Hall user fails to clean the room used to a satisfactory standard, a cleaning invoice will be issued to the hirer at the standard Town Hall rate.

MD8. To consider an aim/vision/strap line/moto for Bentham Town Council/Business Plan to put forward to Full Council.

RESOLVED that the suggested strap line "*Building a better Bentham*" be put forward to Full Council for consideration.
RESOLVED that the aims of the Council Business Plan should be discussed at a Full Council meeting, due to the limited number of members present on the Marketing and Development Committee.

MD9. To consider options for Town Hall social media presence.

RESOLVED that an Instagram and Facebook page be created for the Town Hall, separate from the existing Bentham Town Council Facebook page, to be administered by the Clerks.
ACTION: Clerk to research the cost of social media advertising to promote the Town Hall and to report findings to Full Council.

MD10. To consider supporting the Youth of Bentham,
MD10.1 To consider a Youth Council.

RESOLVED that the Council does not proceed with the establishment of a Youth Council.

MD11. To receive an update on the Tourist Information Point.

Deputy Clerk provided update, the TIP is supported by one volunteer at present, when volunteer is not present the TIP is open and unmanned. The honesty box working well and being emptied regularly, and amounts recorded. Clerks to continue to order leaflets as needed to stock the Tourist Information Point.

MD12. To receive an update on the website; AboutBentham.

Cllr Stannard provided an update.
RESOLVED to recommend to Full Council that the About Bentham website be brought up to date and, once updated, be used to advertise to local groups and businesses, inviting them to provide updates for inclusion on the site; to explore whether permissions can be granted to responsible persons from local groups to update specific sections of the website themselves; and to enable **Bentham Boost** to use the site to advertise and promote its work.
ACTION: Clerk to ask the Bentham Town Council website developer whether a link can be added from the Town Council website to the About Bentham website.

MD14. Items for **next meeting and minor items for information** only.
RESOLVED to suggest to Full Council that Marketing and Development Committee meets twice yearly instead of three times.

RESOLVED to suggest to full Council that Town Clerk and Deputy Clerk run the Council social media pages, and Deputy Town Clerk be added as an administrator to the Bentham Town Council Facebook page.

RESOLVED to suggest to Full Council that the Town Hall booking link be relocated on the Bentham Town Council website, to home page.

MD15. Date of **next meeting.**
Thursday 19th March 2026

Meeting closed at 20:59

E Langan

Emma Langan
Deputy Town Clerk
19th December 2025