



Elland Town Development Board

24th September 2024

Meeting Minutes

Elland Community Hub 6pm - 8pm



Attendance

David Wilkinson
Councillor David Veitch
Samantha McCormack
Graham Hale
Vicky Platt

Others in attendance

Andy Parr
Sam Roper
Graham Gibbons
Rob Shipway
Zakarya Ali

1. Introductions and apologies

Apologies were received from the following: Councillor Angie Gallagher, Councillor Sarah Courtney, Councillor Christine Prashad, David McCorie, Harriet Fletcher, Graham Sykes, Pauline Shaw, Alan Lee.

a. Chair of the meeting

In the absence of Cllr Gallagher, David Wilkinson chaired the meeting as Vice Chair of the Board.

2. Quorate Declaration

The meeting was declared quorate.

3. Declaration of interest

David Wilkinson made a declaration of interest for Elland Hub and Rotary Club Elland.

4. Minutes of the previous meeting

The minutes of the previous meeting were accepted as a true record of events.

a. Matters arising

There were not matters arising.

b. Banking Hub

Councillor David Veitch opened the new banking hub, the first of its kind in Calderdale.

Graham Hale raised the issue of a cash machine, and Cllr Veitch confirmed he would seek further information. GH expressed concerns about the safety of existing cash machines, noting that there have been cases of users being targeted.

Cllr DV will explore the possibility of installing a new cash machine at the banking hub.

c. Christmas Arrangements

The majority vote from the Board was in favour of having a Christmas tree only. As there has not been a large response so far, any additional votes are still welcome. The Christmas tree was ordered today by Councillor Veitch.

GH noted that the costs of Christmas lighting seem disproportionately high, and the recent announcements on Christmas lighting from the council has left people in the borough feeling disappointed.

DMC mentioned in the previous meeting that he would speak to council contractors to obtain a quote for next year's Christmas lighting.

5. Business Forum Update

Andy Parr provided an update on the Business Hub. A business hub initiative has been proposed to support the local business community, with funds being reinvested into charitable causes. It was noted that 1 in 4 shops in the area are closing. Out of 28 members, some have joined the website, while others have not yet signed up.

A digital masterclass is scheduled for 22nd October, focusing on how businesses can achieve a page 1 ranking on Google. The session will cover targeting the right audience and developing a strong Google profile. Additionally, a QR map will be introduced to showcase all businesses in the town.

A website will allow shops to display their products, and discussions are ongoing about a potential local delivery service. Emphasis was placed on the importance of shopping locally rather than at large brands to keep money circulating within Elland.

A meeting is planned with Suma Co-op, a sustainable and ethical food wholesaler, to explore sponsorship opportunities.

The website will also offer the option to purchase vouchers to spend at the market. Upcoming events include a Comic Con event, where participants can meet superheroes in shops, and a fashion event featuring Meg Star on 26th October 2025. The fashion event will link local heritage to the fashion industry, in collaboration with Huddersfield University. A networking event at the hub is planned, showcasing designs from local cloth manufacturers. Three shows have been scheduled and will be marketed via Facebook and other press outlets.

Other planned events include a Trick and Treat initiative and a Christmas media event. A soap cart race is being organised, with an expected attendance of 10,000–20,000 people, and costs estimated between £15,000 and £20,000.

A survey is being conducted across all shops to assess progress and improvements following recent changes. Additional initiatives include pop-up shops, and

discussions are taking place around half-day closing, with efforts to see if members can extend their opening hours.

Funding efforts are focused on 83 businesses with over 50 employees, with some already contacted. A business plan and sponsorship packages are being developed. The fashion event will charge entry fees for attendees and designers and will offer university students a platform to sell their work.

Sponsors are being sought for the soap box race, with plans to monetise it. Huddersfield Road and market stalls will also charge for participation at the event. A vegan market is being planned, with Suma offering select dishes to control costs. When a dish is purchased, a recipe will be provided, and there is consideration for including ingredients as well.

6. There was a discussion around involving Calderdale College, as most of the discussion currently centred around Huddersfield. Calderdale College offers local resources, and Huddersfield's connections are strong with degree-level students. A board member suggested involving Brooksbank students, and it was confirmed they have been contacted. The events will provide ongoing funding and proposals for further funding for the business hub are being developed now that membership is strong and a good programme emerging.

Elland Voluntary Sector Workshop

ZA informed the Board that the invites for the workshop have been sent out and the venue was booked. He highlighted that 50 people had been invited. SMC requested that the number of confirmed attendees would be useful to which ZA said he will chase up.

ACTION: ZA to confirm numbers of attendees for the Voluntary workshop.

7. AOB

Trees have been replanted, and a warranty contract is in place should any of the trees die. If issues arise, the company must be notified to address them.

SR asked Rachel Conway to check if any FHSF funds remain, as councillors are currently unable to determine the remaining funds. GH mentioned there is spare stone and other material left over from the high street project.

A request can be made for Mary Farrar to attend the next meeting to provide updates on the station designs and car parking, with a possibility of including a lift. DW noted that a steel frame and additional car parking spaces could be beneficial for future use.

GH inquired about disability access and mentioned that a ramp has already been fitted. The contractor is responsible for creating architectural plans and designing the building's exterior façade. Disabled car parking is also required. GH further noted that the public lift station could be designed more effectively.

There was discussion on whether requesting changes to the final design might lead to further delays.

Cardboard collection is ongoing, with proceeds going to Elland community events.

8. Date of the next meeting

19th of November 2024.