

Otley Town Council

Meeting: Trade & Tourism

Date: 1st June 2026

Venue: Otley Core Resource Centre, Orchard Gate, Otley

Committee Members Present: Cllr P Carter (Chair)
Cllrs N Gill, L Hoare, S Thomson

In Attendance: Mr J Laycock (Deputy Clerk)
Mrs E Bradley (Admin Officer)

Apologies: It was resolved to accept the following apologies:
Cllr T Featherstone

7. Declarations of Interest

No declarations of interest, of any nature, were received.

8. Minutes for approval

Resolved: the minutes of the Trade & Tourism Committee meeting of 16th March 2026 were approved for accuracy and signed by the Chair

9. Terms of Reference

Resolved: to approve the Committee Terms of Reference

10. Committee Budgets

Resolved: 1. to note the Committee budget
2. To provide a sponsorship package of £1,460 this summer, of which £1,000 for the Woolpack Music & Arts

Studio to support their Yorkshire Day concert on 1st August 2026; £100 for Otley Folk Festival on 12th June 2026; £360 to the Bands in the Park concert on 21st July 2026

11. Wharfemeadows Park Signage

Resolved: to agree expenditure of £1,214 to produce and install new signs in Wharfemeadows Park

Chair said that he had requested costs from Leeds City Council Parks for new signage at Tittybottle Park, as the existing signs are in need of replacement.

12. Car Parking

Resolved:

- 1. to accept the Car Park User Survey from People & Places Insight**
- 2. to authorise Chair of Committee and an authorised Officer to spend up to £4,350 on a Car Parking User Survey in July 2026 and a Car Parking Turnover & Duration Study in September 2026**

13. Coach Signage

Resolved: to agree expenditure of £2,200 on three A4 signs to be placed on lamp posts at the three coach parking locations in the town centre

14. Footfall Sensors

Resolved: to authorise Chair of Committee and an authorised Officer to spend up £4,605 from earmarked reserves on repairing the existing footfall and environmental sensors

15. Town Benchmarking Survey

Resolved: to authorise expenditure of £7,200 to commission People & Places Insight to conduct a “Full” Town Benchmarking Survey in September 2026 and a new “Market User Survey” in July 2026

16. Bus Campaign

Resolved: that Otley Town Council will participate in a campaign with other Councils along the A660 corridor to improve the X84 and other bus services

17. Visit Otley Website Upgrade

Resolved: to authorise expenditure of £180 to commission OnScreen to clone the Visit Otley website, install a new theme and examine the cloned site and report back to Council

18. Christmas Lights

Resolved: that the Members of the Trade & Tourism Committee recommend the Christmas Lights proposal to the Policy & Resources Committee

19. Otley Folk Festival

Resolved: to donate £50 to the Otley Community Larder and £50 to the Otley Food Bank in support of the Otley Folk Festival

20. Agenda Items for next meeting

Resolved: Members to notify the Executive Officer of matters for inclusion on the agenda of the next meeting

21. Next Meeting

Resolved: **The date of the next meeting of the Trade & Tourism is confirmed as the 19th October 2026**

Chair