Otley Town Council

Meeting:	Trade & Tourism
Date:	19th October 2026
Venue:	Otley Core Resource Centre, Orchard Gate, Otley
Committee Members Present:	Cllr P Carter (Chair) Cllrs N Gill, L Hoare, S Thomson, T Featherstone
Members Present:	Cllr C A Campbell
In Attendance:	Dr J Knowles (Deputy Clerk) Mrs E Bradley (Admin Officer)
Apologies:	There were no apologies

140. Declarations of Interest

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

141. Minutes for approval

Resolved: **the minutes of the Trade & Tourism Committee meeting of 1st June 2026 were approved for accuracy and signed by the Chair**

142. Committee Budget

Resolved: **to note the Committee budget**

143. Sponsorships

Resolved:	**to award sponsorships to:**	
	Otley Pub Club	**£300**
	Let's Light Up Otley For Christmas	**£95**
	Wildlife Friendly Otley	**£600**

144. Wayfinding

Chair advised that the designs for the signs in Wharfemeadows Park had been received.

Resolved: **to spend an additional £1,694 to remove the existing sign and install a replacement sign**

Chair advised that the designs for the Otley Bus Drop-Off Maps had been received. The size has been increased from A4 to A3, and installation will take place shortly.

Chair also reported that two signs in Tittybottle Park needed replacing, with one being badly damaged. It is proposed to request Policy & Resources Committee to replace both by using CIL money.

145. Car Parking Additional Data Report

The report from People & Places is attached.

Cllr Campbell said that the Ward Councillors had written to the Town Council and Otley Bid to ask for a formal meeting to discuss future car parking charges in the town. It was agreed to include this on the agenda for the next meeting of Policy & Resources on 16th November 2026

Resolved: **to accept the Car Parking Additional Data report from People & Places**

146. Buy in Otley

Chair advised that Endure Communications had proposed to create a new "Business of the Month" area on the Buy in Otley website following a request from Otley Bid.

Resolved **1. to approve Endure Communications to make the required content changes to the Buy in Otley website to support the Business of the Month feature**
2. To fund Endure Communications for one day's work to implement the project
3. To allocate £200 per month until the end of the Council year to support the Buy in Otley website

147. Sensors

Chair advised that it has not been possible to get the sensors repaired to date and a solution is being sought.

148. Christmas Film 2026

Resolved: **to approve funding of £600 for the 2026 Otley Christmas Film**

149. Town Benchmarking Survey

Chair advised that the surveys are already underway.

Resolved: **to agree expenditure of £100 (£50 x 2) as an incentive to complete the Business Confidence and Town Benchmarking Surveys**

150. Bus Survey

Resolved: **that, should First Bus fail to provide passenger usage data for the X84 service to WYCA, the Town Council will allocate up to £2,400 to undertake an independent passenger count. The survey will record boarding and alighting passengers on a market day, a non-market day,**

and a Saturday in order to gather representative usage data

151. Agenda Items for next meeting

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

1. **Kirkgate footfall data**

152. Next Meeting

Resolved: **The date of the next meeting of the Trade & Tourism is confirmed as the 14th December 2026**

Chair ……..