



NELSON TOWN COUNCIL

**SUMMONS TO ATTEND A MEETING OF THE EVENTS,
PUBLICITY AND MARKETING COMMITTEE OF NELSON
TOWN COUNCIL TO BE HELD AT UNITY WELLBEING
CENTRE, VERNON STREET ON WEDNESDAY 7TH
FEBRUARY 2018 AT 7:00PM.**

A G E N D A

1. **APOLOGIES FOR ABSENCE AND REASONS GIVEN**
2. **DECLARATIONS OF INTEREST**

Members are reminded of the legal requirements concerning the declaration of interests. A Member must generally declare a disclosable pecuniary interest which he or she has in any item on the Agenda. A Member with a disclosable pecuniary interest may not participate in any discussion of the matter at the meeting and must not participate in any vote taken on the matter at the meeting. In addition, the Council's Standing Orders require a Member with a disclosable pecuniary interest to leave the room where the meeting is held while any discussion or voting takes place.

4. **MINUTES**

To approve the Minutes of the meeting held on 1st December 2017.

5. **EVENTS UPDATE**

- 5.1 **Easter Fair 31st March 2018**, Members are asked to note the approved budget of £5,000 for the Easter Fair and Town Crier competition.
- 5.2 **Summer Football Marathon 28th May 2018**, Members are asked to note the approved budget of £5,000.
- 5.3 **Food Festival 8th September 2018**, Members are asked to note the approved budget of £5,000.

5.4 Lancashire Day 24th November 2018, Members are asked to note the approved budget of £10,000.

6. PENDLE TOURISM GUIDE

Members are asked to note the placing of an advert that had to be agreed before taking to the committee due to print deadlines.

7. PUBLICITY AND MARKETING STRATEGIES

Members are asked to note the budget of £15,000 and consider producing a strategy for publicity and marketing and advise on content.

8. 10TH YEAR ANNIVERSARY CELEBRATION

Members are asked to consider and agree on activities for the 10th year anniversary.

9. PENDLE BUSINESS AWARDS

Members are asked to consider sponsoring a category at £1,750.00 (plus VAT) from the Publicity and Marketing budget. Categories are:

1. Pendle Business Person of the Year Award
2. Pendle Employer of the Year Award
3. Pendle Most Outstanding Business of the Year Award – medium/large
4. Pendle Most Outstanding Business of the Year Award – small/micro
5. Pendle Rising Star of the Year Award (operating 0-2yrs)
6. Pendle Apprentice of the Year Award
7. Pendle Business Technology & Innovation of the Year Award
8. Pendle Manufacturer of the Year Award
9. Pendle Flying the Flag Award
10. Pendle Making a Local Difference Award

10. DATES OF NEXT MEETING OF THE EVENTS COMMITTEE

The date of the next meeting is 7th March 2018 at 6:00pm at the Unity Well Being Centre, Vernon Street.