



**Minutes of an Extraordinary meeting of the Events, Promotional and Marketing Committee
held on Wednesday 03rd February 2021 via ZOOM**

Commenced: 7.00pm - Concluded: 7.40pm

Councillors Present: Russell Tennant [Chair], Zafar Ali and Sadia Bashir

Absent Councillors: Faraz Ahmad, Omar Ahmed, Ali Baig, Laura Blackburn and Nigel Pearson-Asher

Non-Councillor (without voting rights): None

Observing Councillors (not a member of the committee): None

Officers: Nick Harbour – Assistant Town Clerk [minute taker]

Members of the Public: None

2020/022
(EPM)

APOLOGIES FOR ABSENCE

To receive and approve apologies for absence and reasons given to the Assistant Town Clerk prior to the meeting.

None received.

2020/023
(EPM)

DECLARATIONS OF INTERESTS

To receive disclosures of personal and prejudicial interests from members on matters to be considered at the meeting. Officers are required to make a formal declaration about council contracts where the employee has a financial interest.

None declared.

2020/024
(EPM)

ADJOURNMENT FOR PUBLIC PARTICIPATION

To adjourn the meeting for 15 minutes to allow members of the public to make representation on the business of the agenda for the meeting. No resolutions can be under public participation.

No members of the public were present at the meeting.

2020/025
(EPM)

MINUTES

To approve the draft minutes of the Events, Promotional and Marketing committee meeting held on 03 December 2020

Proposed by Councillor Ali and Seconded by Councillor Bashir, and

RESOLVED: That the draft minutes of the Events, Promotional and Marketing committee meeting held on the 03 December 2020 be confirmed as a true record and be signed by the

	Chair.
2020/026 (EPM)	<p><u>EVENTS 2021</u> To consider which events are to take place in Nelson for 2021. Due to Covid-19 still being a major issue across the country, Members may wish to consider the cancellation of the events usually held at the beginning of the year.</p> <p>Members discussed the ongoing Covid-19 pandemic and what the latest estimates are in things returning to normal as predicted by government officials and health experts. Given that it will be August at the earliest that all adults will have been offered the vaccination, Members felt that it would be too dangerous to hold the Easter, Summer and Food Festival events. It was also predicted by health experts that social distancing is likely to be in place for the remainder of the year. Last year's Lancashire Day event attracted over 1,000 visitors and this would be too difficult to enforce should a similar number of people attend a 2021 event if social distancing is still in place.</p> <p>Proposed by Councillor Ali and Seconded by Councillor Bashir, and RESOLVED: That the Easter Extravaganza, Summer Football Marathon, Food Festival and Lancashire Day Lights Switch On events are all cancelled for 2021. A budget will be reserved for a town centre event at the end of 2021 should government restrictions be lifted and the event can be held safely.</p>
2020/027 (EPM)	<p><u>BOUNDARY SIGNAGE</u> To finalise the design of the town centre boundary signage.</p> <p>At the last meeting of the Events, Promotional and Marketing committee, it was resolved to involve members of the public to consider three options for the new Nelson boundary signage. The options shortlisted by the committee were:</p> <ol style="list-style-type: none"> 1) A Historic Milltown 2) In the Shadow of Pendle Hill 3) Heart of Pendle <p>A poll went out on Facebook and the overwhelming favourite as voted for by followers of the Nelson Town Council Facebook page was 'Heart of Pendle'.</p> <p>Proposed by Councillor Ali and Seconded by Councillor Bashir, and RESOLVED: That the wording 'Heart of Pendle' is used to accompany the 'Welcome to Nelson' wording on the new boundary signage in line with the public response received via Facebook.</p> <p>Action: The Assistant Town Clerk to contact the signage makers with a decision and look to progress the boundary signage installation.</p>
2020/028 (EPM)	<p><u>PRIDE OF NELSON AWARDS</u> At the last meeting of the Events, Promotional and Marketing meeting, Members requested that an item be added to this agenda around the Pride of Nelson Awards.</p> <p>As agreed at the last meeting of this committee, a number of Councillors via Zoom to discuss ideas on how to progress the Pride of Nelson awards. Covid-19 restrictions still mean that it is difficult to plan the best way forward. Members would prefer to have an event where winners of the awards can receive their trophy/ certificates but this is still not possible at this moment in time.</p> <p>It would be likely that any event would have to take place towards the end of the year. If this is still not possible due to the restrictions, Members would still like to acknowledge the hard work of residents, businesses and voluntary organisations in some way – possibly by having any</p>

	<p>awards sent directly to them rather than inviting the winners to a more formal event.</p> <p>This item will stay on the agenda for discussion at the next meeting.</p> <p>Members noted the update.</p> <p>Action: Councillor Bashir to prepare a timetable in terms of when nominations of the awards should take place and what categories should be considered.</p>
2020/029 (EPM)	<p><u>ANNUAL NEWSLETTER</u> To resolve the content, production and delivery of the newsletter.</p> <p>Councillor Tennant had recently circulated a draft proposal of the content items that he thought would be appropriate for the newsletter. Members had read the draft and were happy with what Councillor Tennant had included. The draft included similar content to the last newsletter which was distributed by the Town Council, but also a few extra pieces such as the work the Council has been doing with the local community, voluntary groups and schools to assist residents during the Covid-19 pandemic.</p> <p>Proposed by Councillor Ali and Seconded by Councillor Bashir, and RESOLVED: That the layout as suggested by Councillor Tennant be approved and Members start to prepare content based on this design.</p> <p>Action: The Assistant Town Clerk to contact Royal Mail to get an idea as to when they would need the final print ready for distribution to all households in Nelson before Purdah starts on Monday 29th March 2021. The Assistant Town Clerk to also contact businesses who can assist with the design and printing of the newsletter to get quotes for this work.</p>
2020/030 (EPM)	<p><u>CHRISTMAS LIGHTS 2021</u> To discuss the Christmas Lights for Nelson Town Centre in 2021 and the tender for the lighting contract.</p> <p>The Assistant Town Clerk had recently met with Paul Buckley from LITE. LITE have carried out the Christmas lights work for the Council for a number of years now and to a high standard. Paul had stated that the existing lights were now worn and all needed replacing. LITE were prepared to replace all existing lights free of charge should the Council agree to a new three year contract with the company. They also promised to keep the prices the same as have been currently paid for the last 4 years – meaning there would be no increase in cost from 2017 right through to 2024.</p> <p>The Council’s Financial Regulations state that any contract over the value of £25,000 must go out to tender. This contract is over that value. However, should the contract go to tender, LITE will no longer be able to hold the prices at 2017 level, meaning that if they won the contract then there would be an increase in the price for the same level of service, nor could they guarantee the free LED lights.</p> <p>Given the specialist nature of the work, the Assistant Town Clerk advised that the contract may not need to go to tender but would seek clarification of this before submitting the proposal to Full Council for consideration.</p> <p>Proposed by Councillor Tennant and Seconded by Councillor Ahmad, and RESOLVED: That LITE be asked to provide a detailed report as to what their proposal entails and for this to be presented to the March Full Council meeting for Members to consider. The Assistant Town Clerk is also requested to ensure that this would abide with Financial Regulations.</p>
2020/031	<u>ANY ITEMS FOR DISCUSSION FOR A FUTURE AGENDA</u>

(EPM)	<p>To notify the Clerk of any matters for inclusion on the agenda of the next meeting</p> <ul style="list-style-type: none"> • Pride of Nelson Awards • Annual newsletter • Tender for 2021 Christmas Lights
2020/032 (EPM)	<p><u>DATE OF THE NEXT TOWN COUNCIL MEETING</u></p> <p>To note the date of the next committee meeting which is scheduled for 03rd March 2021.</p> <p>Members noted the date of the next meeting.</p> <p>The meeting was closed by the Chair at 7.40pm.</p>