



**Minutes of a meeting of the Events, Promotional and Marketing Committee
held on Wednesday 02nd June 2021 in the Selina Cooper Hall, Unity Well
Being Centre, Vernon Street, Nelson**

Commenced: 7.10pm - Concluded: 8.15pm

Councillors Present: Sadia Bashir [Chair], Faraz Ahmad, Russell Tennant and Ikram Ul-Haq

Absent Councillors: Husnan Arshad, Mashuq Hussain, Nigel Pearson-Asher and Atique Rehman

Non-Councillor (without voting rights): None

Observing Councillors (not a member of the committee): Patricia Hannah-Wood

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

Members of the Public: None

2021/001
(EPM)

ELECTION OF COMMITTEE CHAIRMAN

To elect a committee chair for the ensuing year.

Proposed by Councillor Ahmad and Seconded by Councillor Tennant, and

RESOLVED: That the Councillor Sadia Bashir is elected as Chair of the Events, Promotional & Marketing committee for the year 2021-22.

2021/002
(EPM)

ELECTION OF COMMITTEE VICE-CHAIRMAN

To elect a committee vice-chair for the ensuing year

Proposed by Councillor Ul-Haq and Seconded by Councillor Tennant, and

RESOLVED: That the Councillor Faraz Ahmad is elected as Vice-Chair of the Events, Promotional & Marketing committee for the year 2021-22.

2021/003
(EPM)

APOLOGIES FOR ABSENCE

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

Proposed by Councillor Ul-Haq and Seconded by Councillor Ahmad, and

RESOLVED: That the apologies received from Councillor Zafar Ali [Ex-Officio], are approved and accepted.

2021/004 (EPM)	<p><u>DECLARATIONS OF INTERESTS</u> 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.</p> <p>None declared.</p>
2021/005 (EPM)	<p><u>ADJOURNMENT FOR PUBLIC PARTICIPATION</u> 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.</p> <p>No members of the public were present at the meeting.</p>
2021/006 (EPM)	<p><u>MINUTES</u> To approve the draft minutes of the Extraordinary Events, Promotional and Marketing committee meeting held on 03 March 2021.</p> <p>Proposed by Councillor Tennant and Seconded by Councillor Ahmad, and RESOLVED: That the draft minutes of the Extraordinary Events, Promotional and Marketing committee meeting held on the 03 March 2021 be confirmed as a true record and be signed by the Chair.</p>
2021/007 (EPM)	<p><u>CHRISTMAS LIGHTS 2021</u> To receive an update around the Christmas Lights for Nelson Town Centre in 2021.</p> <p>The Assistant Town Clerk reminded Members that at the last Full Council meeting, it was agreed that LITE would continue with the Christmas Lights work for Nelson Town Centre.</p> <p>A meeting is due to take place between the Assistant Town Clerk, the Chair of the Events, Promotional & Marketing committee and a representative of LITE to talk through the details in the next few weeks.</p> <p>Members noted the update.</p>
2021/008 (EPM)	<p><u>BOUNDARY SIGNAGE</u> To receive an update around the boundary signage.</p> <p>The Assistant Town Clerk gave a brief update around the latest with the new town boundary signage. He had been in contact with the company who were previously requested to carry out the work. Although the quote was approved back in September 2019, they had agreed to keep the costings the same as previously agreed.</p> <p>Neil Yates of Pendle Borough Council has agreed to assist with the project. He has experience of getting signage erected across the whole of Pendle. The process is slightly more complex than originally thought as Lancashire County Council have various requirements they need to be met before approving the selected signage. This includes things like distance from the kerbs, whether there is enough room for people to walk around/ under the signage etc.</p> <p>A design for the signage has been sent back from the supplier and this will need approval from Lancashire County Council before work can commence.</p> <p>The Assistant Town Clerk will continue to work with Neil Yates, the signage makers and Lancashire County Council to try to progress the project and report back at the next meeting with any further updates.</p> <p>Members noted the update.</p>

<p>2021/009 (EPM)</p>	<p><u>MUGA AND PLAY AREA SIGNAGE</u> To receive an update around the MUGA and Play Area signage.</p> <p>The Assistant Town Clerk reminded Members that at the last Full Council meeting, it was agreed that Pendle Signs would be making the new signage for the MUGA's and play areas to incorporate the Nelson Town Council logo rather than the Pendle Borough Council one.</p> <p>Pendle Signs are due to start work on the signage next week and it is hoped that the new signs will be installed mid-June 2021.</p> <p>Members noted the update.</p>
<p>2021/010 (EPM)</p>	<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>Councillor Sadia Bashir had previously circulated a draft timetable of things that need to be put in place to ensure that the Pride of Nelson Awards could take place in 2021.</p> <p>Councillors had a discussion to around various courses of action that would need to take place. Given the ongoing pandemic, nothing formal was proposed at this meeting and it was suggested that an extraordinary meeting of this committee would be beneficial once things were a bit clearer in terms of the country heading out of lockdown. An announcement is due mid-June as to whether restrictions will be lifted in the country.</p> <p>Members considered ideas around potential dates, locations, number of attendees, publicity and categories for the awards but nothing final has yet been decided. The date Members would be looking at would be for mid-late November and the location would likely be best at the ACE Centre.</p> <p>Should the restrictions be lifted, an Extraordinary meeting of the Events, Promotional & Marketing committee will be called where the next course of action can be taken.</p> <p>Action: The Assistant Town Clerk to check availability of the ACE Centre for dates in November 2021.</p>
<p>2021/011 (EPM)</p>	<p><u>FOOD FESTIVAL 2021</u> To consider a request for £5,000 Scott Dawson's to support the planned Food Festival in Nelson Town Centre due to take place in September 2021.</p> <p>Scott Dawson's had been in touch with the Council requesting a £5,000 contribution to go towards the annual Nelson Town Centre Food Festival. This money has been provided for the last two festivals in what is usually a very busy town centre event.</p> <p>Whilst in principle Members were not against the request, they felt that for such a contribution in a limited 2021/22 events budget, they would like to see further details from Scott Dawson's in relation to how local businesses would be promoted, and that stalls would be provided free of charge for any Nelson businesses wishing to participate.</p> <p>Proposed by Councillor Bashir and Seconded by Councillor Tennant, and RESOLVED: That the item is deferred to the July Full Council meeting for a decision to be made, and that the extra detail around promoting Nelson businesses and inclusion of stalls for Nelson businesses is confirmed by Scott Dawson's.</p> <p>Action: The Assistant Town Clerk to write to Scott Dawson's requesting the above information</p>

	is provided before July's Full Council meeting to enable Councillors to make a decision.
2021/012 (EPM)	<p><u>PAAK UNITED FRIDAY NIGHT LEAGUE</u> To consider supporting a proposed Friday night league event idea from members of the Sports and Youth Working Group.</p> <p>Councillor Ul-Haq had been in discussions with the Sports Development Working Group and representatives from Paak United around the possibility of receiving funding for a Friday night football event to take place over the course of 10 weeks to include teams from all parts of the town. The two-hour sessions will first involve players from Paak United to train 5-16 year olds from Nelson, and the second hour will be a tournament based event where teams from each ward of the town will be invited to participate. The funding would cover pitch hire, official costs, training equipment and match balls.</p> <p>Councillors were keen on the idea as a way of bringing residents together in an outdoor environment following the lifting of restrictions over the recent lockdown.</p> <p>Proposed by Councillor Ul-Haq and Seconded by Councillor Bashir, and RESOLVED: That the approved request of £3,000 to hold the football event by Paak United at Marsden Heights Community College is approved subject to receiving safeguarding confirmation paperwork from Paak United representatives.</p>
2021/013 (EPM)	<p><u>EVENT AT WALVERDEN PARK</u> To discuss options around the possibility of holding a 'Rides & Slides' type event in Walverden Park in August 2021.</p> <p>The Assistant Town Clerk had been in touch with LJS Funfairs after Members had requested an estimated cost to hold a 'Rides & Slides' type event at Walverden Park in August 2021. The cost had been estimated to be £10,000 if all rides and activities were to be made free to members of the public and Nelson Town Council were to cover all the costs. This would include the hire of all rides and inflatables, cover for 14 members of staff to man the event and the issuing of wristbands to all visitors for up to 2 hours of unlimited access to the facilities.</p> <p>Proposed by Councillor Tennant and Seconded by Councillor Ahmad, and RESOLVED: That the Town Council do not go ahead with the event this year due to a restricted limit to the events budget as approved at the 2021/22 budget review due to Covid-19. The item will be brought back before this committee in 2022 for consideration.</p>
2021/014 (EPM)	<p><u>ANY ITEMS FOR DISCUSSION FOR A FUTURE AGENDA</u> 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
2021/015 (EPM)	<p><u>DATE OF THE NEXT TOWN COUNCIL MEETING</u> To note the date of the next committee meeting which is scheduled for 01st September 2021.</p> <p>Members noted the date of the next meeting.</p> <p>The meeting was closed by the Chair at 8.15pm.</p>