



NELSON TOWN COUNCIL
MINUTES OF THE MEETING OF THE EVENTS, PROMOTIONAL AND MARKETING
COMMITTEE
held in the Selina Cooper Hall, Unity Well Being Centre, Vernon Street, Nelson
on Wednesday 27th June 2018 at 6.30pm

Councillors Present: Cllr Zafar Ali, Mashuq Hussain, Mohammed Kamran Latif

Absent Councillors: Cllr Eileen Ansar, Adrian Barrett, Nazeem Albert Hayat

Non-Councillor (without voting rights): None in attendance

Observing Councillors (not a member of the committee): Cllr Sajid Ali

Officers: Safia Kauser - Town Clerk/RFO

Members of the Public: Zero

2018/001 **ELECTION OF COMMITTEE CHAIRMAN**
(EPM) To elect a committee chair for the ensuing year

Proposed by Councillor Z Ali, and Seconded by Councillor Hussain, and
RESOLVED: That Cllr Latif is elected as Chair for the ensuing year

2018/002 **ELECTION OF COMMITTEE VICE-CHAIRMAN**
(EPM) To elect a committee vice-chair for the ensuing year

Proposed by Councillor Z Ali, and Seconded by Councillor Latif, and
RESOLVED: That Cllr Mashuq is elected as Vice-Chair for the ensuing year

2018/003 **APOLOGIES FOR ABSENCE**
(EPM) To receive and approve apologies for absence and reasons given to the Clerk prior to the meeting

Proposed by Councillor Z Ali and Seconded by Councillor Latif, and
RESOLVED: That the apologies received from Cllrs Hayat and Barrett are accepted

2018/004 **DECLARATIONS OF INTERESTS**
(EPM) 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.

Signed Chair:

Dated:

There were no declarations of Interest.

2018/005
(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 present.

2018/006
(EPM)

MINUTES

To approve the draft minutes of the Events, Publicity and Marketing committee meeting held on 07 March 2018

Proposed by Councillor Z Ali and Seconded by Councillor Latif , and

RESOLVED: That the minutes of the Events, Publicity and Marketing committee meeting held on the 07 March 2018 be confirmed as a true record and signed by the Chair.

2018/007
(EPM)

FOOTBALL MARATHON EVENT

2018/007.1 - To confirm the arrangements for the Football Marathon one day event to be held on the 14 July 2018 from 12pm to 7pm. Members should consider:

- **Temporary Road Closures / permissions for event area / site plan (if applicable)**
- **Entertainment (displays, ground rides, face painting, dancers etc)**
- **Hospitality, food and drinks**
- **Marketing and promotion**
- **Risk Assessment, First Aiders, Portable toilets**
- **General event infrastructure (marquees, volunteers etc)**

Note: Committee have previously discussed a world cup theme, food stalls and ice cream van and fairground rides.

It was agreed that the football pitch should be set-up on the area outside the library same as last year. Other entertainment was considered. It was agreed not to have any funfair ground rides or food vendors and to keep with the theme relating to football. Members of the public to be directed to Pendle Rise shopping centre or morrisons for the use of toilets. Cllr Mashuq volunteered to be present on the day.

Action: A local ice-cream provider to be booked for the day.

Action: Event risk assessment to be submitted with a Town Centre booking form

Action: First Aider to be booked

Action: Contact LITE for electrical supply on the day

Action: Handyman to send out flyers to local school and email to be sent to all cllrs to promote the event

Action: Council marquee to be erected and Cllr Z Ali to arrange PA System

Proposed by Councillor Z Ali and Seconded by Councillor Latif, and

RESOLVED: That an inflatable assault course and inflatable football darts be booked for the event at a cost of £595.00 + VAT

2018/007.2 - To approve the hire fees for the football pitch /stadium at a cost of £1,500 + VAT

Proposed by Councillor Z Ali and Seconded by Councillor Mashuq, and

RESOLVED: That the hire fees of £1,500 + VAT for the football pitch be approved

2018/008
(EPM)

PROMOTIONAL ITEMS

2018/008.1 - To consider the purchase of promotional giveaways for the 10-year anniversary (quotation to be tabled)

Scott Dawson Advertising Ltd provided a quotation for personalized promotional material with the 10 year anniversary logo. It was felt that a local company should be approached to provide a quotation and the order will be placed with the cheapest supplier.

Proposed by Councillor Z Ali and Seconded by Councillor Latif, and

RESOLVED: That an order is placed for 1,000 balloons, 1,000 stickers, and 10 packs of 10m bunting – all materials to be personalized with the 10 year anniversary logo. The order is to be placed with the cheapest supplier based on the two quotations.

2018/008.2 - To consider the purchase of personalized town council pens and key rings to give away at events (quotation to be tabled)

A quotation was tabled for personalized pens and keyrings. Members agreed that pens should be ordered only.

Proposed by Councillor Z Ali and Seconded by Cllr Mashuq, and

RESOLVED: That an order is placed for 1,000 personalized pens at a cost of £240.00

2018/009
(EPM)

TOWN COUNCIL 10 YEAR ANNIVERSARY (VIDEO FOOTAGE)

2018/009.1 - To confirm and approve the costs for the 10-year anniversary footage

Cllr Z Ali provided an update on the footage of the 10 year anniversary which is to be updated and edited. A cost of £800 had been incurred to date. An additional budget was requested for the editing of the final footage.

Proposed by Councillor Latif and Seconded by Councillor Mashuq, and

RESOLVED: That an additional budget of £250.00 is allocated for the final editing of the 10 year anniversary footage.

2018/009.2 - To receive an update on the 10-year anniversary footage and consider a marketing strategy

Proposed by Councillor Mashuq and Seconded by Councillor Z Ali, and

RESOLVED: The marketing strategy for the 10 year anniversary video is to broadcast far and wide including social media sites facebook and twitter; uploading onto a dedicated page on the new town council website; sending dvd footage to all local schools to play in citizenship classes (to be arranged by Councillor Mashuq)

2018/010
(EPM)

PENDLE BUSINESS AWARDS

To confirm the date of the Pendle Business Awards and the members attending on behalf of the Town Council.

The members of the Events committee were prioritized. Members Latif, Z Ali, Nazeem, Zeeshan and Aslam had all confirmed their seats.

Action: Invitation to be sent out to all members for the vacant seats to be allocated on a first come first serve basis via the office.

2018/011
(EPM)

FOOD FESTIVAL EVENT 2018

2018/11.1 - To receive the Nelson Food Activity Plan for the Food Festival event 2018

The food festival 2018 activity plan was circulated to all members. A recent meeting had taken place with Cllr Z Ali, Murray and Zahida from Scott Dawson. Feedback was shared by members on the suitability of stalls as last year there were gin and wine stalls which were not suitable for children. Members requested that consideration be given to a good number of stalls and to include children's rides or entertainment.

2018/11.2 - To authorize the cost of £5,000 contribution towards the Food Festival event to be held on the 08 September 2018 in partnership with Scott Dawson Advertising Ltd

Note: Financial Regulation (11.V) exemption applied

Proposed by Councillor Z Ali and Seconded by Councillor Latif, and

RESOLVED: That the cost of £5,000 contribution towards the food festival event 2018 be authorised in partnership with Scott Dawson Advertising Ltd

2018/012
(EPM)

CHRISTMAS LIGHTS

2018/012.1 - To approve the annual costs of the Christmas Lights refurbishment and storage fee at a cost of £6,180.84

An invoice had been received for the refurbishment and storage fee for the Christmas Lights.

Proposed by Cllr Latif and Seconded by Councillor Z Ali, and

RESOLVED: That the invoice of £6,180.84 inc VAT be paid to LITE for the storage and refurbishment fees

2018/012.2 - To review the contract agreements in place for the Christmas lights installation, dismantle, refurbishment and storage

Councillor S Ali updated the committee on the contract with LITE. It was understood that the current contract is on a rolling basis – this is to be checked out by the office. An annual budget of around £26k is usually set by the Town Council. A breakdown of the costs for 2017/18 was reported and the proposed costs for 2018/19 and 2019/2020.

£11, 876.25 –standard contract installation
£3,958.75 – standard contract dismantle
£3,841.20 – standard contract refurbishment
£1,309.50 – standard contract storage
£20,985.70 – Total fess

£2,480 - Pure Solicitors Christmas tree, lightining and infrastructure installation and dismantle

£7, 980 – Switch on area ‘veiling of light’ infrastructure installation and dismantle
£31, 445.70 – Grand Total – 2017/18

2018 / 2019 Expenditure (proposed)

Standard contract refurbishment - £3841.20
Standard contract storage - £1309.50
Standard contract installation - £11526.25
Standard contract dismantle - £3958.75
Pure Solicitors (including new “twinkle effect” lighting - £1550
Switch-on area “ceiling of light” infrastructure installation and dismantle - £2785
New tree lighting Scotland Rd junction Pendle St including infrastructure works - £2200
New icicle lighting to shop frontages (Kebabish to Furniture Express) including infrastructure - £2495
New icicle lighting to shop frontages (Nelson dry cleaning to Pendleside hospice) including infrastructure - £1800
Removal of 3 displays and re-siting to Leeds Rd - £300
TOTAL - £31765.70

2019 / 2020 Expenditure (forecasted)

Standard contract refurbishment - £3841.20
Standard contract storage - £1309.50
Standard contract installation - £11526.25

Signed Chair:

Dated:

Standard contract dismantle - £3958.75
Pure Solicitors (including new "twinkle effect" lighting - £1200
Switch-on area "ceiling of light" infrastructure installation and dismantle - £2785
Icicle lighting to shop frontages (Kebabish to Furniture Express)- £1095
Icicle lighting to shop frontages (Nelson dry cleaning to Pendleside hospice) - £895
TOTAL - £26610.7

Proposed by Councillor Z Ali and Seconded by Councillor Mashuq, and
RESOLVED: That the Events, Promotional and Marketing committee approves the expenditure of apprx £32k for the Christmas lights 2018/19 subject to allocated budget parameters. The additional work to be carried out at 2 blocks in Scotland Road and the tree lighting on Scotland Rd next to Oscars

Action: Resolution to be reported to full council at their next meeting.

2018/013
(EPM)

ANY ITEMS FOR DISCUSSION FOR A FUTURE AGENDA

To notify the Clerk of any matters for inclusion on the agenda of the next meeting

- Football Marathon event de-briefing
- Lancashire day event
- Christmas lights switch on

No further items were suggested by members.

2018/014
(EMP)

DATE OF THE NEXT TOWN COUNCIL MEETING

The date of the next committee meeting was noted as Wednesday 05 September 2018 at 7.00pm, Pankhurst Room, Unity Wellbeing Centre.

There being no further business, the chair close the meeting at 7.25pm.