



NELSON TOWN COUNCIL
MINUTES OF A MEETING OF THE EVENTS, PROMOTIONAL AND MARKETING
COMMITTEE
held in the Selina Cooper Hall, Unity Wellbeing Centre, Nelson
on Wednesday 06th March 2019 at 7.00pm

Councillors Present: Cllr Mohammed Kamran Latif [Chair], Zafar Ali, Mashuq Hussain OBE, Sadia Bashir

Absent Councillors: Cllr Adrian Barrett, Cllr Nazeem Hayat

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

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

Officers: Safia Kauser - Town Clerk/RFO [minute taker]

Members of the Public: One member of the public

2018/048 (EPM) **APOLOGIES FOR ABSENCE**
To receive and approve apologies for absence and reasons given to the Clerk prior to the meeting

There were no apologies for absence received.

2018/049 (EPM) **DECLARATIONS OF INTERESTS**
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.

There were no declarations of Interest.

2018/050 (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.

2018/051 (EPM) **MINUTES**
To approve the draft minutes of the Extraordinary Events, Publicity and Marketing committee meeting held on 13 February 2019

Signed Chair:

Dated:

Proposed by Councillor Latif and Seconded by Councillor Mashuq, and
RESOLVED: That the minutes of the Extraordinary Events, Publicity and Marketing committee meeting held on the 13 February 2019 be confirmed as a true record and signed by the Chair.

2018/052
 (EPM)

EVENTS CALENDAR 2019

To note the confirmed dates and times for the annual council events scheduled for 2019/20

Easter Extravaganza	Saturday 20 th April 2019	11.00am to 4.00pm
Football Marathon & Nelson By the Sea	Saturday 20 th July 2019	12.00pm to 6.00pm
Food Festival	Saturday 07 th September 2019	TBC
Lancashire Day & Christmas Lights Switch On	Saturday 23 rd November 2019	12.00pm to 5.00pm

A discussion took place regarding multi-cultural events that should be considered going forward. It was noted that Building Bridges currently organize a multi-cultural event that is financially supported by the town council via the grant schemes.

Action: Clerk to publicize the event dates on the website

2018/053
 (EPM)

EASTER EXTRAVAGANZA EVENT

To confirm the arrangements for the Easter Extravaganza Event scheduled for Saturday 20th April 2019 from 11.00am to 4.00pm. Members should consider:

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

The Clerk provided a verbal briefing to the committee on the actions taken to date for the upcoming event.

Action: Clerk to arrange the printing of flyers in advance to enable delivery to local schools prior to the event.

2018/054
 (EPM)

EVENT BANNERS, BUNTING AND PROMOTIONAL MATERIALS

2018/054.1 - To receive an update on the Lancashire Day banners removed by Lancashire County Council

The Clerk reported on the incident logged with Lancashire County Council in November who removed the banners and have not returned them despite a formal request being submitted by the office. A further email was sent on the 30th January to Councillor Keith Iddon, providing the reference number when it was lodged with LCC however to date no response has been received. The Clerk will continue to chase this up.

2018/054.2 - To nominate volunteers to assist the Clerk with reviewing the banners in storage and to order new ones if required in advance of the Easter/Summer events

Councillors Zafar, Mash and Kamran volunteered to assist the Clerk and the Caretaker to review the banners in storage and order new ones if required.

2018/055
(EPM)

FOOTBALL MARATHON AND NELSON BY THE SEA EVENT

To receive an update from the Town Clerk on a potential contractor to be appointed for the seaside themed beach to be erected in the Town Centre alongside the mobile football arena. Contacts have also been secured for an appearance of a celebrity footballer. Members are invited to put forward any further suggestions for consideration.

A discussion took place around the beach theme and the cost factors involved.

Action: Clerk to contact Barnoldswick town council and request any assistance towards the event on a contractual basis to save costs

Action: Clerk to obtain a quotation from the contractor for the set-up of a beach and props and circulate photos of previous events the company has been involved in

2018/056
(EPM)

PENDLE VISITORS GUIDE 2019/20

To receive a draft preview of the Pendle Tourism Guide feature for Nelson Town Council (attached). Please note that the Latin paragraph at the top will be removed. The committee previously approved £330.00 for a full feature page.

Members commented on the grammatical errors in the first paragraph and the choice of photo used.

Action: Councillor Zafar Ali to contact Mike Williams about the changes

2018/057
(EPM)

ANNUAL NEWSLETTER 2018/19

To receive a printed hard copy of the annual town council newsletter for 2018/19. Royal Mail are scheduled to deliver this to each residential and business address week commencing 18th March 2019. The online code for the newsletter is **bit.ly/NTCNews**

Note: The designers were unable to recreate the masthead to remove NTC and replace with Nelson Town Council as there were very tight deadlines to meet. Members should allow reasonable time and advance planning for the next production if they are to scrutinize each individual page and request their own changes to the graphic design and professional editorial content.

This was noted by the committee. 500 hard copies had been circulated to the office for distribution.

2018/058
(EPM)

FINANCIAL COMMITTEE REPORTS AND PAYMENTS

To receive the monthly committee financial monitoring report and approve committee payments for the period of November and December 2018

Note: The schedules of committee payments shall be signed by the Committee chair and included as an annex to the minutes, subject to any redaction to protect personal information

Proposed by Councillor Mashuq and Seconded by Councillor Ali, and

RESOLVED: That the committee payments for the period of November and December 2018 are approved and signed by the Chair

2018/059
(EMP)

DATE OF THE NEXT COMMITTEE MEETING

The next committee meeting is to be confirmed.

The meeting was closed by the Chair at 8.00pm