



**Minutes of a meeting of the Events, Promotional and Marketing Committee  
held on Wednesday 04<sup>th</sup> September 2019 in the Selina Cooper Hall, Unity  
Wellbeing Centre, 62 Vernon Street, Nelson**

**Commenced: 8.15pm - Concluded: 8.50pm**

**Councillors Present:** Russell Tenant [Chair], Faraz Ahmad, Zafar Ali and Sadia Bashir

**Absent Councillors:** Omar Ahmed, Ali Baig, Laura Blackburn and Saanval Safir

**Non-Councillor (without voting rights):** None

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

**Officers:** Safia Kauser - Town Clerk/RFO, Nick Harbour – Assistant Town Clerk [minute taker]

**Members of the Public:** None

2019/013  
(EPM)

**APOLOGIES FOR ABSENCE**

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

Proposed by Councillor Tennant and Seconded by Councillor Ahmad, and

**RESOLVED:** That the apologies received from Councillor Blackburn are approved and accepted.

2019/014  
(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.

2019/015  
(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.

2019/016  
(EPM)

**MINUTES**

To approve the draft minutes of the Events, Promotional and Marketing committee meeting held on 26 June 2019

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 26 June 2019 be confirmed as a true record and be signed by the Chair.

<p>2019/017 (EPM)</p>	<p><b><u>FOOTBALL MARATHON AND NELSON BY THE SEA EVENT</u></b> To receive feedback on the recent event held on 20 July 2019 from 12.00pm to 6.00pm.</p> <p>The Clerk gave a verbal update around the Football Marathon and Nelson by the Sea event. Despite poor weather conditions in the morning, the event was highly successful. All Members in attendance at this meeting were present at the event and in agreement with the evaluation. Feedback received by both the Clerk's Office and Members was on the whole extremely positive, particularly around the 'star appearance' visit of former footballer John Aldridge. The only negative comments received were around the use of company 'Real Donkeys'. A comment on social media felt that using animals at such an event was cruel. This was also mentioned to Councillor Tennant by a member of the public. The update was noted.</p>
<p>2019/018 (EPM)</p>	<p><b><u>GAZEBOS</u></b> <b>2019/018.1 - To receive a copy of the gazebo audit report undertaken by Unique Facilities and consider the purchase of new gazebos (report enclosed).</b> The audit report undertaken by Unique Facilities stated that the current gazebos the Council own are no longer fit for purpose and need replacing. Continuing to use these could pose a health and safety risk to those using them. As well as the health and safety implications involved, the gazebos are unsightly, and covers cannot be cleaned to look presentable.</p> <p>Proposed by Councillor Ahmad and Seconded by Councillor Bashir, and <b>RESOLVED:</b> That the Clerk obtains three quotes for the purchase of new gazebos to be brought to the next meeting of this committee and that the current gazebos are disposed of.</p> <p><b>2019/018.2 - To note that the asset register records fifteen gazebos in storage. There are currently nine gazebos physically verified and audited. This will be reported to the F&amp;GP committee and the asset register will be updated accordingly.</b> Members noted the number of gazebos that had been physically verified and audited.</p>
<p>2019/019 (EPM)</p>	<p><b><u>FOOD FESTIVAL EVENT 2019</u></b> To receive an update on the Food Festival event scheduled for 7th September 2019.</p> <p>Zahida from Scott Dawson's who are running the event has been in frequent contact with the Clerk and Chairman. The Clerk passed on the update that everything is running smoothly to date. As well as the various different food stalls, some of the other activities scheduled to take place include:</p> <ul style="list-style-type: none"> <li>• Meet and greet with celebrity chef Richard Fox</li> <li>• Vintage bus trips bringing other residents of Pendle into Nelson</li> <li>• Bhangra dancing</li> <li>• Children's competitions</li> </ul> <p><b>Action:</b> A photo shoot has been arranged for 10:30am and all Councillors are urged to attend the event.</p> <p><b>Action:</b> The Clerk to email Councillor Tennant the contact details for Zahida at Scott Dawson's.</p> <p><b>Action:</b> The Assistant Clerk to contact Zahida to arrange collection of the Town Council bunting and feather flags to be displayed at the event.</p>
<p>2019/020 (EPM)</p>	<p><b><u>LANCASHIRE DAY AND CHRISTMAS LIGHTS SWITCH ON EVENT</u></b> <b>2019/020.1 - To note the date of the Lancashire Day/Christmas Lights switch on event to take place on Saturday 23<sup>rd</sup> November 2019 from 12.00pm to 5.00pm.</b> The date and timing of the Lancashire Day and Christmas Lights Switch On event was noted.</p> <p><b>2019/020.2 - To confirm the arrangements for the event.</b> Consideration should be given to:</p>

	<ul style="list-style-type: none"> <li>• Stage options and location</li> <li>• Children’s rides provided by LJS funfairs</li> <li>• Candy floss, hook a duck, kiddies testyourstrength, provided by LJS funfair</li> <li>• Hospitality food and drinks</li> <li>• Local artists to play during 12-5pm</li> <li>• Entertainment (Clog dancers, children’s character appearance etc)</li> <li>• Lancashire day theme (Town Crier, distribution of red roses)</li> <li>• Risk assessment, first aiders, portable toilets</li> <li>• Marketing and promotion, marquees and bunting</li> <li>• Site plan</li> </ul> <p>Members received a copy of last years de-briefing report of the event which included a breakdown of the booking and costs. Members stated that they feel the last two Lancashire Day events have been highly successful and agreed to run with the similar theme as last year. Additional suggestions from Members included:</p> <ul style="list-style-type: none"> <li>• Inclusion of some street acts</li> <li>• Self-contained portable toilets</li> <li>• Nelson Brass Band</li> <li>• Booking of a celebrity to switch the lights on</li> </ul> <p>Proposed by Councillor Tennant and Seconded by Councillor Bashir, and  <b>RESOLVED:</b> That the Clerk is to book acts and entertainment in line with the previous year’s event and to include suggestions outlined above from Members.</p> <p><b>Action:</b> Members to submit any further ideas/ suggestions for the event to the Clerk.</p> <p><b>2019/020.3 - To delegate the budget of £13,000 to the Clerk for the Lancashire Day/Christmas Lights switch on event.</b>  £18,000 had been allocated for the whole event and although the Clerk had the delegation of £5,000 for the event, a further delegation was required for bookings without further approval from the committee.</p> <p>Proposed by Councillor Ahmad and Seconded by Councillor Bashir, and  <b>RESOLVED:</b> That the Clerk is delegated the budget of £13,000 for the Lancashire Day/ Christmas Lights switch on event (to incur expenditure for the upcoming event).</p>
2019/021 (EPM)	<p><b><u>TOWN COUNCIL LOGOS AND LETTERHEAD</u></b>  To receive an update on the Town Council logo and letterhead and confirm the letterhead and logo design changes. A letterhead has been designed in-house (copy enclosed).</p> <p>Enquires were sent to 3 local printers for design brief one and two, however no response had been received. The Clerk stated that Stuart Raith, Graphic Designer for Pendle Borough Council, had designed a new letterhead and compliments slip template. Members noted the new look letterhead and compliments slip designs and asked that their thanks be passed on to Stuart for his time.</p>
2019/022 (EPM)	<p><b><u>BOUNDARY ENTRANCE SIGNS</u></b>  To receive an update on the design brief issued to local designers for the work related to the boundary entrance signs.</p> <p>Two specialized companies were approached and three local printers to design the boundary signs with a deadline date. One company had responded to design brief two and provided costings. Members reviewed the different designs which had been submitted to the Office in relation to the previously discussed boundary entrance signage.</p>

	<p>Proposed by Councillor Ali and Seconded by Councillor Ahmad, and  <b>RECOMMENDED:</b> 1) That the Full Town Council approves design option 2 from the design brief for the five entrance boundary signs to be erected around the Town Entrances at a cost of £1,400 to £1,900 for each complete sign  2) That the Events, Promotional and Marketing Committee is given delegated authority to be responsible for the project including design and installation and for the costs to be met by the Special Projects budget.</p>
2019/023 (EPM)	<p><b><u>PRIDE OF NELSON AWARDS</u></b>  To consider reintroducing the Pride of Nelson Awards. The scheme should incorporate a criteria and categories.</p> <p>This item was deferred to the next meeting of the Events, Promotional and Marketing committee due to time restrictions.</p>
2019/024 (EPM)	<p><b><u>FINANCIAL COMMITTEE PAYMENTS AND REPORTS</u></b>  To receive the monthly committee financial monitoring report and approve committee payments for the period of June and July 2019.</p> <p>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</p> <p>Proposed by Councillor Ali and Seconded by Councillor Ahmad, and  <b>RESOLVED:</b> That the committee payments for the period of June and July are approved by the committee and signed by the Chair.</p>
2019/025 (EPM)	<p><b><u>ANY ITEMS FOR DISCUSSION FOR A FUTURE AGENDA</u></b>  To notify the Clerk of any matters for inclusion on the agenda of the next meeting</p> <ul style="list-style-type: none"> <li>• Pride of Nelson Awards</li> <li>• Quotes for new gazebos</li> <li>• Lancashire Day</li> <li>• Boundary entrance signage</li> </ul>
2019/026 (EPM)	<p><b><u>DATE OF THE NEXT TOWN COUNCIL MEETING</u></b>  To note the date of the next committee meeting scheduled for Wednesday 04<sup>th</sup> December 2019 at 6.30pm, Unity Wellbeing Centre.</p> <p>The meeting was closed by the Chair at 8.50pm.</p>