

BIDS FOR FUNDING FROM AREA COMMITTEES CAPITAL (AND REVENUE) PRO FORMA

Short Project Title: Nelson Food Festival 2017

Bid submitted by: Housing, Health and Economic Development, Elliott House, 9 Market Square, Nelson

On behalf of (please include contact details

Amount requested: £5,000 (50% of the project cost, Nelson Town Council have also allocated £5,000 towards the event)

Brief details of Project:

The Nelson Food Festival has been running for the past two years, and has been successfully organised by Scott Dawson Advertising. It is proposed that the 2017 event will again be held in September.

The Food Festival itself was held in September with around 30 stalls selling a variety of foods, cooking demonstrations from a celebrity chef and entertainment throughout the day. The event attracted thousands of visitors to the town centre and received positive comments from stalls holders, Nelson businesses and visitors.

Scott Dawson undertook a survey of businesses in the town to see what impact the Food Festival had on trade. 73% of businesses had an increased footfall on the day and 64% had a better trading day compared to a standard Saturday.

The total cost to Scott Dawson Advertising to organise and host a Food Festival in 2017 would be £10,000. It is requested that the cost be equally split between Nelson Committee and Nelson Town Council. Nelson Town Council agreed to fund £5,000 in February 2017.

Main Outcomes to be Achieved: When will Project be implemented? Exact date is to be confirmed, but the Food Festival is likely to be held in September 2017.

Who will undertake the Project works? The Food Festival will be organised and run by Scott Dawson Advertising, working along side a steering group of Pendle officers, Borough and Town Councillors, and Nelson businesses.

Is the bid for capital or revenue funding? Capital

Is there match funding for the Project from elsewhere? Yes

If so, please give details: Nelson Town Council have agreed fund 50% (£5,000) towards the overall cost of hosting and organising the Food Festival.

Are there long-term revenue consequences and how will these be funded? n/a