

REPORT FROM: HOUSING, HEALTH AND ECONOMIC DEVELOPMENT
SERVICES MANAGER

TO: EXECUTIVE

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PENDLE BUSINESS AWARDS 2018

PURPOSE OF REPORT

To outline the background to the Pendle Business Awards. Summarise the current delivery process and organisation, and suggested outsourcing for the delivery of the 2018 Business Awards.

RECOMMENDATIONS

- (1) That Members agree that the delivery of the Pendle Business Awards is outsourced to a suitable delivery partner.
- (2) That Members agree to fund the delivery of the Pendle Business Awards 2018, to a maximum of £30,000.
- (3) Subject to (2) above, approve a supplementary revenue estimate for £30,000 in 2017/18 funded from an earmarked reserve set aside to support the Vision Board.

REASONS FOR RECOMMENDATIONS

- (1) Staff reduction and capacity of Economic Development Team means it is no longer in a position to deliver the event in-house.
- (2) Outsourcing the delivery will allow the Pendle Business awards to continue.

ISSUE

Pendle Business Awards – Background

1. The inaugural Pendle Business Awards took place in 2008, and has since taken place bi-annually; the next awards are scheduled to take place in the summer of 2018. The Pendle Business Awards are a celebration of the fantastic range of businesses located in Pendle.

2. The Pendle business awards fit strategically within the Pendle Jobs and Growth Strategy and the Promoting Pendle Strategy. The awards can perform a key role in promoting Pendle as a place to do business, and specifically increasing the visibility of shortlisted and winning businesses.
3. The event is attended by approximately 250 people from the business community. The event recognises the achievements of Pendle businesses and creates a real sense of good feeling amongst the Pendle businesses community and raise the profile of Pendle. The Business Awards creates a sense of pride and allows the Council to promote Pendle as a great place to do business, while recognising the achievements of businesses in Pendle.
4. Over the years the award categories have changed slightly, to fit with current business trends. There are approximately 10 awards covering all businesses sectors and sizes. The awards categories are chosen to give every business in Pendle the opportunity to apply.
5. The Pendle Business Awards are funded through a mixture of central funding from PBC/Vision Board, and also sponsorship and ticket sales for business attending the event. The Table below outlines the overall cost of holding the Awards and the Council contribution. The table below outlines the total event cost, PBC contribution and other sources of funding. The overall cost of the event is usually circa £31,000.

Year	Total Cost	PBC contribution	Other funding	Venue
2008	£21,621	£0	Funded by NWDA and LCDL.	ACE Centre, Nelson
2010	£32,683 (ex VAT)	£7,293	Sponsorship -£12,000 Ticket sales - £3,390 NWDA - £10,000	ACE Centre, Nelson
2012	£31,907	£17,267	Ticket sales - £8,640 Sponsorship - £6,00	ACE Centre, Nelson
2014	£31,410	£9,110	Ticket sales - £9,800 Sponsorship - £12,500	Dunkenhalgh, Accrington
2016	£31,182	£13,582	Ticket sales -£6,600 Sponsorship - £11,000	Fence gate, Fence

Previous Pendle Business Awards – Organisation

6. The previous four Awards ceremonies have been organised and managed in house by the Economic Development Team with support from the Communications Team, although certain elements of the event management are currently outsourced, due to the specialised skills required.
7. The Economic Development Team are currently responsible for:
 - Coordinating a working group, made up of Vision Board, Councillors and Officers to oversee the overall event.
 - Sourcing a suitable venue to host the awards ceremony.
 - Sponsorship. Sufficient sponsorship is required to support the event, the team has to agree a sponsorship package and source relevant business/organisations.
 - Awards: Agree award categories and criteria, and invite/encourage applications across all business sectors in Pendle.
 - Arrange judging schedules across all award categories and decide winners/runners up.
 - Event format, including the number of award categories, themes of the event.
 - Tender for Event Management Company & appoint a suitable contractor.

- Marketing is undertaken alongside the Communications team. Including programme, tickets, website, as well the promotion pre and post event.
8. The outsourced work for the 2016 event included:
- Designing, building and setting up an elegant and atmospheric stage
 - Providing displays and decorations at the entrance to the building, reception rooms, the bar area and function room, including dressing of the chairs and tables.
 - Provide band for musical sets in reception room during event reception & entertainment at the tables.
 - Providing a live camera or cameras to transmit pictures of the event to screens and monitors in the function room throughout the event.
 - Controlling lights, sound and visuals throughout the event (including background music and visuals of sponsors' logos during dinner).
 - Video production, editing & technical support to produce an introductory video for the awards on the night to be transmitted to the stage. Also video interviews with each sponsor to be shown on the night.
 - Provide person to compere the whole event; announcing the sponsors on stage and introducing the event and keeping it to timescales. Preferably a well-known public figure, which the audience will recognise.

Pendle Business Awards 2018 – Proposal

9. Pendle Council recognises the value of holding the business awards, and it is proposed that the next event will be held in the summer of 2018. The Pendle Business Awards plays a key part in promoting Pendle as a place to do business, and increases the visibility of shortlisted Pendle businesses. The awards fit strategically within the Jobs and Growth Strategy and the Promoting Pendle Strategy.
10. The Economic Development Team now has a reduced staff resource, and therefore capacity to undertake the organisation of the business awards. The organisation and running of the Business Awards is extremely time intensive, and the Team is no longer in a position to deliver the Business Awards alongside the day to day business support and economic development programme.
11. Economic development staff have had informal meeting with individuals, organisations and businesses who have all expressed an interest in having an involvement in the organisation of the 2018 Pendle Business Awards. Following on from the informal discussions it has become evident that it would be possible for an external organisation to take on the main bulk of the work in organising the event, while Pendle Council and the Vision Board would provide overall direction.
12. It is suggested that the overall organisation of the 2018 awards is delivered externally, and that interested parties should complete a competitive tendering process prior to a delivery partner being announced. This would include all the tasks currently undertaken by PBC as well as the event management (as listed above). Although Pendle Council and the Vision Board would still provide overall direction and format of the event.
13. It is suggested that the tendering process should be capped at a maximum amount of £30,000 to organise and deliver the 2018 Business Awards. The successful business will be chosen on appropriate skills, experience, and ability to deliver the event as well as overall value for money.

IMPLICATIONS

Policy: The continued delivery of the Pendle Business Awards will help the Council to meet its Strategic Objectives within the Jobs and Growth Strategy, and also the Promoting Pendle Strategy.

Financial: Included within the Council's earmarked reserves is the Revenue Expenditure Reserve. The balance on this reserve at the end of 2016/17 includes £30,000 for the Vision Board to support the delivery of the 2018 Pendle Business Awards. If the Executive endorse the proposals outlined in this report it will be necessary to approve a supplementary revenue estimate in the current year of £30,000 funded from the reserve to establish an approved budget for the awards.

Legal: Any tendering process will be undertaken in accordance with the Councils procurement policy.

Risk Management: None arising from the report

Health and Safety: None arising from the report

Sustainability: None arising from the report

Community Safety: None arising from the report

Equality and Diversity: None arising from the report

APPENDICES

LIST OF BACKGROUND PAPERS