

**REPORT FROM: PLANNING, ECONOMIC DEVELOPMENT AND
REGULATORY SERVICES MANAGER**

TO: POLICY AND RESOURCES COMMITTEE

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PENDLE BUSINESS AWARDS 2020

PURPOSE OF REPORT

To outline the background to the Pendle Business Awards. Summarise the delivery process and organisation, and recommend the outsourcing for the delivery of the 2020 Business Awards.

RECOMMENDATIONS

- (1) That Members agree to fund the delivery of the Pendle Business Awards 2020, to a maximum of £20,000.
- (2) That Members agree that the delivery of the Pendle Business Awards is outsourced to a suitable delivery partner for the Pendle Businesses Awards 2020.

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 2020. 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 has previously been 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/, 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.

6.

Year	Total Cost	PBC contribution	Other funding	Venue	Main Organiser
2008	£21,621	£0	Funded by NWDA and LCDL.	ACE Centre, Nelson	PBC
2010	£32,683 (ex VAT)	£7,293	Sponsorship - £12,000 Ticket sales - £3,390 NWDA - £10,000	ACE Centre, Nelson	PBC
2012	£31,907	£17,267	Ticket sales - £8,640 Sponsorship - £6,00	ACE Centre, Nelson	PBC
2014	£31,410	£9,110	Ticket sales - £9,800 Sponsorship - £12,500	Dunkenhalgh, Accrington	PBC
2016	£31,182	£13,582	Ticket sales - £6,600 Sponsorship - £11,000	Fence gate, Fence	PBC
2018	£41,142	£17,354	Ticket Sales – £6,000 Sponsorship - £18,000	Fence gate, Fence	Event Management Company

Previous Pendle Business Awards – Organisation

7. The first four Awards ceremonies up to 2016 were 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.
8. For the first time in 2018 due to reduced staff resources the delivery of the 2018 Business Awards was outsourced to an event management company.

9. 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.
 - Tender for Event Management Company & appoint a suitable contractor.
 - Business Support Team Leader was the key contact for the event management company, and has regular contact.
10. The outsourced work for the 2020 event would include:
- 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.
 - Marketing. Including programme, tickets, website, as well the promotion pre and post event
 - Event format, including the number of award categories, themes of the event.
 - Designing, building and setting up an elegant and atmospheric stage
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 - 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 2020 – Proposal

11. Following the success of the externally delivered 2018 Pendle Business Awards, It is suggested that the overall organisation of the 2020 awards is again delivered externally. Interested parties will be invited to complete a competitive tendering process prior to a delivery partner being announced. Although delivered externally Pendle Council and the Vision Board would still provide overall direction and format of the event.
12. It is suggested that the tendering process should be capped at a maximum amount of £20,000 to organise and deliver the 2020 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: If the Committee endorse the proposals outlined in this report it will be necessary to approve a supplementary revenue estimate in the current year of £20,000.

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