



CAI.31 12/13

**CHALLENGE AND
IMPROVEMENT COMMITTEE**

12 MARCH 2013

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WEST LINDSEY COMMUNITY AWARDS REVIEW

Report by:

Alan Robinson, Head of Central Services

Contact Officer:

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Purpose / Summary:

This report presents a review of the first West Lindsey Community Awards held on 10th December 2012, and invites Members to shape changes for a ceremony in 2013.

RECOMMENDATION(S):

- 1. That Members discuss the content of the report and recommend changes to the process and format for a future awards ceremony for agreement by Prosperous Communities Committee.**

IMPLICATIONS

Legal:

None arising from this report.

Financial :

All options set out within this report are within existing budgets.

Staffing :

None arising from this report.

Equality and Diversity including Human Rights : None arising from this report.

*NB: A full impact assessment **HAS TO BE** attached if the report relates to any new or revised policy or revision to service delivery/introduction of new services.*

Risk Assessment :

None arising from this report.

Climate Related Risks and Opportunities :

None arising from this report.

Title and Location of any Background Papers used in the preparation of this report:

West Lindsey Community Awards report submitted to Prosperous Communities Committee on 18 September 2012.

Call in and Urgency:

Is the decision one which Rule 14 of the Scrutiny Procedure Rules apply?

Yes

No

Key Decision:

Yes

No

1 INTRODUCTION

- 1.1 Following agreement at Prosperous Communities Committee in September 2012 the West Lindsey Community Awards were held on 10 December 2012 as part of the Christmas meeting of Council.
- 1.2 As these awards were to potentially become an annual event, it was resolved that a review would take place following the ceremony to help shape an awards ceremony for 2013.
- 1.3 This paper brings forward a review of the awards ceremony undertaken by the Member Panel, and, taking in to account the findings of the review, a proposal for a ceremony in 2013.
- 1.4 Challenge and Improvement Committee wished to have the opportunity to comment on the review and discuss a potential ceremony for 2013 prior to agreement by Prosperous Communities Committee.

2. REVIEW OF 2012 AWARDS

2.1 Nomination Forms (Attached as Appendix A)

It was noted that, on reflection, not enough information was received on the nomination forms about the nominees. As the content of the form was the basis of the adjudication, a fuller picture on candidates would be required for future years. The panel felt that the nomination form could be amended to invite more comment about nominees by giving more space and asking more questions.

In addition, it was suggested that for 2013, that more encouragement could be given to receive nomination forms electronically.

2.2 Nomination Process

The period of time that the nominations were open for was deemed too short (1 month). It is therefore suggested that for 2013 the awards would be publicised over the summer, with nominations opening in September and closing in November.

Due to the short period of time to nominate, late entries were accepted, and in future the Panel would suggest that no extension would be made.

Many of the nominations received were from West Lindsey Councillors, and whilst these were welcomed by the panel, more focus on nominations from members of the public and parish councils should be encouraged.

2.3 Communications Plan (Attached as Appendix B)

The Panel felt that most elements of the Communications Plan were achieved in the short timescale between agreement of the ceremony in September and the awards in December. Radio coverage was not achieved, neither were posters in village halls, and both were considered to be key communications for 2013. In addition, plans could be put in place to get coverage in the West Lindsey and County newsletters, which timescales did not allow for 2012.

The plan was considered suitable to be updated for use for the 2013 awards, and suggestions were made to target volunteer groups and all parish councils across the district.

It was noted that the press didn't attend the awards as they had indicated they would, therefore possible future promotion of the awards within the press should be considered.

In order to assist with dissemination of information around the awards, it has been suggested that information packs be created for Members and Council officers that spend time working the community.

2.4 Adjudication

It was unfortunate that the member panel were a Member short during the final months of the project. For 2013 it would be suggested that all four places on the panel should be filled. These appointments will be made by the Prosperous Communities Committee.

Although a scoring mechanism was created for the adjudication, this could be developed alongside the application forms for future use.

All nominees were invited to attend the awards on 10th December. The panel felt that for future years, the top 3 candidates for each award could be invited, with certificates being presented to the two runners up.

The number and type of awards were felt to be adequate and appropriate.

2.5 Awards Ceremony

Many members of the public attended the ceremony which gave Members the opportunity to speak with residents of the district and to involve them in local democracy. Some invited attendees wished not to attend the Council meeting, and therefore were invited to join at 7.45pm. Unfortunately the meeting of Council took longer than expected and some 20 members of the public were required to wait in holding rooms so as not to disturb the meeting – which was not ideal. The Member Panel have suggested either holding the awards ceremony on the same night but at a later time, or holding a ceremony prior to the Council meeting may remedy this.

Further suggestions have been made to hold an awards ceremony on a different night to Council. Whilst this arrangement is a valid suggestion, the Member Panel had concerns about attendance and part of the reason it was chosen to be part of a Council meeting was to involve people in local democracy. Whilst this doesn't form part of the proposal set out below, Members may wish to consider holding a ceremony on a separate night. It should be noted that the proposal below is for the Council meeting in November as there is no Christmas Council for 2013.

The format of the ceremony worked well, although use of display equipment could be incorporated as well as better use of the space in the Council Chamber. The hospitality provided was appropriate for the event.

3. PROPOSAL FOR 2013 COMMUNITY AWARDS

3.1 Taking in to account the feedback from the Member's Panel, the proposal for discussion at Challenge and Improvement Committee is as follows:

3.1.1 To be held at the conclusion of Council on Monday 11 November 2013 in the Council Chamber at the Guildhall (NB. there is no meeting of Council close to the Christmas period for 2013).

3.1.2 Awards to be presented:

- a) Citizen of the Year 2013 (To be chosen from the winners of the Area Champion Awards)
- b) Area Champion 2013 for:
 - Fosdyke
 - Caistor
 - Gainsborough
 - Market Rasen
 - Trent
 - Witham
- c) Parish/Town Council of the Year 2013
- d) Volunteer of the Year 2013

3.1.3 The nomination form will be amended to invite further information on candidates and a deadline for nominations set for at least three weeks prior to the meeting.

3.1.4 The communications plan for the awards will be amended to incorporate targeting volunteer groups, parish councils and posters produced for village halls. The press will be approached and appropriate advertisement made including radio coverage. Information packs would be designed and distributed prior to nominations opening.

- 3.1.5 The Member Panel of four Members (appointed by Prosperous Communities Committee) will adjudicate the nominations on a set date in a fair and open procedure, against general criteria, which will be set before the nomination forms are released for completion.
- 3.1.6 Award winners and two runners up for each award will be invited to the meeting of Council, but this date will have been publicised prior to ensure attendance.
- 3.1.7 Appropriate trophies, plaques and certificates will be purchased by which to honour the award winners. Best value on these items will be sought.
- 3.1.8 Following the ceremony refreshments will be provided for all in attendance.

4. DEBATE AND DECISIONS

- 4.1 Members are asked to consider and comment on the review undertaken by the Member Panel, and recommend any changes to the proposal for an awards ceremony in 2013. A proposal is due to be submitted to the Prosperous Communities Committee at their meeting on 9 April 2013.



West Lindsey Community Awards Striving for the gain of all

Monday 10th December 2012 at 7pm
Guildhall, Marshall's Yard, Gainsborough, DN21 2NA

NOMINATION FORM Citizen of the Year / Area Champion 2012

Please clearly print or type the following details about the person you are nominating. Please ensure all sections of the form are completed before submission.

If you are unsure of how to complete the form please contact Nicola Calver on 01427 676596. Please only submit one nomination for a nominee.

SECTION A – YOUR NOMINEE

Surname: _____

Forename(s): _____

Title: _____

Address: _____

Contact telephone number: _____

Email address: _____

Nationality: British
 Other (Please specify)

In line with data protection, the information supplied through the application is treated in confidence and only used by those who take part in the administration and adjudication of the awards.

West Lindsey reserves the right to publish the names and celebrate the achievements of winners at the West Lindsey Community Awards.

West Lindsey may contact applicants to gain further information about their nominee or to request use of some details in our press campaign

SECTION B – THE RECOMMENDATION

In this section space has been provided for you to set out details of how the nominee has made a significant contribution in their area. We are looking for people with exemplary service which may be paid or unpaid, and all submissions will be considered on their own merit.

1. In what role/area has the nominee excelled?

2. How has the nominee demonstrated service worth recognising?

3. What benefits has the nominee brought to their community?

4. Over what period of time has the nominee made a difference?

SECTION C – PERSON MAKING THE RECOMMENDATION

Surname: _____

Forename(s): _____

Title: _____

Address: _____

Contact telephone number: _____

Email address: _____

Signature: _____ Date: _____

Please send this completed form to:

Community Awards
% Nicola Calver
West Lindsey District Council
Marshall's Yard
Gainsborough
Lincolnshire
DN21 2NA
Or
nicola.calver@west-lindsey.gov.uk

APPLICATIONS TO BE RECEIVED BY 5PM ON
THURSDAY 15TH NOVEMBER

SECTION D – FOR ADMIN USE ONLY

Date form received:
Date Acknowledged:
Shortlisted:
Awarded:



West Lindsey Community Awards Striving for the gain of all

Monday 10th December 2012 at 7pm
Guildhall, Marshall's Yard, Gainsborough, DN21 2NA

NOMINATION FORM Parish Council of the Year

Please clearly print or type the following details for your nomination. Please ensure all sections of the form are completed before submission. If you are unsure of how to complete the form please contact Nicola Calver on 01427 676596. Please only submit one nomination.

SECTION A – YOUR NOMINATION

**Name of Parish / Town
Council:**

**Chairman's
Details:**

Clerk's Details:

Contact Address:

Contact Telephone Number:

Email Address:

Signature:

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West Lindsey reserves the right to publish the names and celebrate the achievements of winners at the West Lindsey Community Awards.

West Lindsey may contact applicants to gain further information about their nomination or to request use of some details in our press campaign

SECTION B – THE RECOMMENDATION

In this section space has been provided for you to set out details of how your council has made a significant contribution in your area. We are looking for exemplary service which may be paid or unpaid, and all submissions will be considered on their own merit.

1. In what roles/areas has the council excelled?

2. How has the council demonstrated service worth recognising?

3. What benefit has the council had to its community?

SECTION C – SPONSORED BY YOUR DISTRICT COUNCILLOR

District Councillor Name: _____

District Councillor's Signature: _____

Date: _____

Please send this completed form to:

Community Awards
% Nicola Calver
West Lindsey District Council
Marshall's Yard
Gainsborough
Lincolnshire
DN21 2NA

Or

nicola.calver@west-lindsey.gov.uk

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West Lindsey Community Awards

Striving for the gain of all

Monday 10th December 2012 at 7pm
Guildhall, Marshall's Yard, Gainsborough, DN21 2NA

NOMINATION FORM

Volunteer of the Year 2012

Please clearly print or type the following details about the person you are nominating. Please ensure all sections of the form are completed before submission.

If you are unsure of how to complete the form please contact Nicola Calver on 01427 676596. Please only submit one nomination for a nominee.

SECTION A – YOUR NOMINEE

Surname: _____

Forename(s): _____

Title: _____

Address: _____

Contact telephone number: _____

Email address: _____

Nationality: British
 Other (Please specify)

In line with data protection, the information supplied through the application is treated in confidence and only used by those who take part in the administration and adjudication of the awards.

West Lindsey reserves the right to publish the names and celebrate the achievements of winners at the West Lindsey Community Awards.

West Lindsey may contact applicants to gain further information about their nominee or to request use of some details in our press campaign

SECTION B – THE RECOMMENDATION

In this section space has been provided for you to set out details of how the nominee has made a significant contribution in their area. We are looking for people with exemplary service which may be paid or unpaid, and all submissions will be considered on their own merit.

1. In what role/area has the nominee excelled?

2. How has the nominee demonstrated service worth recognising?

3. What benefits has the nominee brought to their community?

4. Over what period of time has the nominee made a difference?

SECTION C – PERSON MAKING THE RECOMMENDATION

Surname: _____

Forename(s): _____

Title: _____

Address: _____

Contact telephone number: _____

Email address: _____

Signature: _____ **Date:** _____

Please send this completed form to:

Community Awards
% Nicola Calver
West Lindsey District Council
Marshall's Yard
Gainsborough
Lincolnshire
DN21 2NA
Or
nicola.calver@west-lindsey.gov.uk

APPLICATIONS TO BE RECEIVED BY 5PM ON
THURSDAY 15TH NOVEMBER

SECTION D – FOR ADMIN USE ONLY

Date form received:
Date Acknowledged:
Shortlisted:
Awarded:

West Lindsey Community Awards

Communication plan

Executive summary:

This communication plan is a stand alone plan by which we aim to promote the nominations and ceremony for the new Community Awards.

Communications will be targeted at people within the community who may be likely to make a nomination and also to create a general awareness of the ways in which the Council wish to honour the community.

The key issues/objectives are:

- a. Raise awareness of new ways of honouring the community
- b. Gain community buy – in to the process
- c. Encourage nominations
- d. Promote the ceremony
- e. Promote the Council
- f. Make Councillors aware as they may be asked for information within their communities
- g. To give thanks to these people who assist the Council in achieving the objectives

Target Audiences:

- Councillors
- Town / Parish Councils
- Voluntary organisations
- General public
- Localism Staff
- Area Managers

Channels:

- Written communication and forms to community leaders and partners
- Press coverage – radio/newspaper – launch and regular campaign
- Internal communication – Minerva/Newsbeat
- Website information and forms
- Social Networking
- Parish Council Newsletters
- Posters in Village Halls

Key Messages:

- a. Honouring the community
- b. Involving community in democracy
- c. Increasing Council's/Chairman's reputation
- d. Bringing profile to the good work of the people of West Lindsey
- e. Supporting Community Action

Actions:

<u>Action</u>	<u>Target Audience</u>	<u>Resource</u>	<u>Timescale</u>
Develop and agree a Communication plan	Customers	Nicci + Julie	Monday 24 th September 2012
Agree comms plan with member panel	Awards Panel	Nicci	4 th October 2012
Agree nominations forms and criteria for publishing	Awards Panel	Nicci	4 th October 2012
Launch Electronic delivery through website	Customers and Councillors	Nicci, Julie and Jackie Mc	12 th October 2012
Info to members and give them resource information	Councillors	Nicci	12 th October 2012
Publish internally	Councillors	Nicci	12 th October 2012
Press release for news + radio + release	Customers	Nicci + Julie	15 th October 2012
Continue promotion through nomination period	Customers	Julie	October/November
Publish Awards Ceremony with winners	Customers	Julie	November/December

Measuring success:

- a. Review to take place after event
- b. Report back to Prosperous Communities Committee
- c. Build measures into application process
- d. Take feedback seriously and allow members to make changes for the future

Contact officers:

*Nicola Calver – Governance and Civic Officer
01427 676596*

*Margaret Freeman – Governance and Civic Assistant
01427 676614*

*Anne Rossington – Member and Support Services Manager
01427 676686*