

Review of the Civic Award Scheme

RECOMMENDATIONS

- 1.1 That the Derby Civic Award Scheme be suspended.
- 1.2 That the Council becomes a partner in the Community Champions initiative.
- 1.3 That Community Champions from within the City boundary are invited to and fully acknowledged at the Annual Meeting of the Council each year; the level and nature of that to be decided by a cross party working group.

SUPPORTING INFORMATION

- 2.1 The Civic Award Scheme was introduced in 1989 to recognize significant achievement or contribution to the well being of the City.

Nominations are received from the public throughout the year to 31 March, and are considered by a panel of Members. Winners are announced at the April Council meeting and award winners are recognised publicly at the Annual Meeting 'Mayor Making' Ceremony at the Assembly Rooms in May.

Over the eighteen years of the award, winners have been chosen for their contribution to the Arts, Community, Sport, Charities and Community Cohesion. It is unlikely that these awards will be given for service of less than 20 Years, but awards have been made to younger people if they have excelled in sporting competitions.

- 2.2 The Need for Change:
In 2006 a new initiative 'Community Champions' was introduced by the Derby Evening Telegraph and BBC Radio Derby, with support from the Derbyshire Building Society and Derby County Football Club. As with Civic Awards, nominations were sought from the public and eventual winners were not household names. The City Council was approached to be a partner in the scheme from the outset, but declined in year one to gauge the effect on our own scheme. That effect is now clear in that the number and quality of nominations for our awards fell last year as the nominating public were more attracted to the extensive publicity given to the Community Champions initiative.

That scheme attracted over 150 nominations, compared to our five, down from 13 the previous year. Furthermore, every nomination made to the Community

Champions was followed up and stories published or broadcast highlighting the nominee's achievements.

The award ceremony itself was a high profile event at Pride Park that was broadcast live on Radio Derby and with each award being presented by a local dignitary or celebrity. The momentum created by the Community Champions initiative is likely to further undermine the Civic Awards and reduce the number and quality of nominations. For that reason Council resolved at the Annual Meeting in May 2007, to review the Civic Award Scheme, and to consider a report in advance of the need to launch this year's appeal for nominations.

2.3 A Way Forward:

The City Council has again been approached by the Derby Evening Telegraph and Radio Derby to become a partner in the Community Champions initiative. They feel the initiative is likely to benefit from the City Council's involvement by engaging with our frontline employees who are likely to be aware of individuals who should be nominated. The Civic and Members' Services Manager has attended a number of meetings to discuss how our involvement can best be channelled.

The organisers have agreed to a number of points to secure our support.

- An increase in the number of awards, to introduce new categories that are allied to our corporate priorities:
 - Environmental Award
 - Learning Award
- The Mayor to be one of the presenters of an award
- Additional publicity for our public Mayor Making Ceremony at which Community Champions from within the City boundary could be further acknowledged.
- Announcement of winners to be made in good time to allow for winners from within the City boundary to be invited to the Mayor Making Ceremony.

2.4 Consultation:

Opinions have been sought from the Chair of the Derby Civic Award Winners Club and from Councillor Alan Grimadell who is in the unique position of being a Civic Award winner and an elected Member, having won the award before his election.

Both agree that suspension of the Civic Award Scheme and Council involvement in the Community Champions initiative is a sensible way forward.

for more information contact:
list of background papers:
appendices:

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none
Appendix 1 – Implications

IMPLICATIONS

Financial

- 1.1 All promotion costs for the Community Champions initiative are borne by the media partners, the Derby Evening Telegraph and BBC Radio Derby.
- 1.2 There are no direct costs to the Council by promoting the scheme through the website, intranet, 'Your Derby' and 'Council Life'.
- 1.3 The costs of the award ceremony are borne by commercial sponsors Derbyshire Building Society and Derby County Football Club.
- 1.4 The small budget that exists to support the Civic Award Scheme will be retained for recognition of Community Champions from within the City boundary at the Mayor Making Ceremony.

Legal

- 2.1 None.

Personnel

- 3.1 None.

Equalities impact

- 4.1 The much greater publicity given to the Community Champions initiative is likely to ensure an increased number and greater spread of nominations.

Corporate Priorities

- 5.1 The additional categories suggested by the organisers will enable the Council to acknowledge the contribution of individuals to the furthering of our corporate priorities.

