

Report of:	Chief Executive – Tony Parkinson Elected Mayor of Middlesbrough – David Budd
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Submitted to:	Executive 18 December 2018
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Subject:	Civic Community Awards
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Summary

Proposed decision(s)
That Executive approves the proposals for the introduction of a new Civic Community Awards, which will assist in the delivery of the Council’s Social Regeneration ambition.

Report for:	Key decision:	Confidential:	Is the report urgent? ¹
Decision	Non-key	No	No

Contribution to delivery of the 2018-22 Strategic Plan		
Business Imperatives	Physical Regeneration	Social Regeneration
No direct contribution	No direct contribution	The Civic Community Awards can help to unblock barriers to cultural and social participation by promoting community activities aimed at promoting social regeneration and good citizenship.

Ward(s) affected
Residents and community organisations from all wards will have the right to be nominated and receive an award.

What is the purpose of this report?

1. To seek approval to the introduction of an annual Civic Community Awards scheme, which will also incorporate the current Citizen of the Year Award.

¹ Remove for non-Executive reports

Why does this report require a Member decision?

2. The decision to introduce a new Civic Community Awards will affect all Middlesbrough wards and such decisions are reserved for Executive.

Report Background

3. Executive approved the town-wide Social Regeneration Policy in September 2017. Since that time work has been undertaken with residents, partners and community organisations to provide a community view on social issues and ways in which we could address them.
4. These discussions have centred around strengths, issues and solutions to social issues affecting:
 - Employment outcomes
 - Health and wellbeing outcomes
 - Educational and vocational outcomes
 - Community life outcomes
 - Physical neighbourhood outcomes
5. Our work has also highlighted the important contribution that changing perceptions and creating aspiration could make to improvements in these outcomes. Positive stories and recognition that create civic pride is an important component of this work.
6. Consideration has therefore been given to an extension of the current Citizen of the Year award to an annual event which celebrates and recognises the contribution of individuals, community organisations and business in delivering our Social Regeneration ambitions.
7. It is therefore proposed that such an event, which will mirror the annual staff awards ceremony, is introduced with an awards ceremony taking place in April of each year. The timing has been selected so as not to clash with the annual staff awards planning and delivery. The event is likely to cost in the region of £10,000 per annum and will be funded in the main via sponsorship from local businesses. If sponsorship falls below this level the Corporate Initiatives budget will be utilised. There is therefore no impact on Council finances.
8. The categories for a total of 15 awards will reflect our Social Regeneration outcomes as follows:
 - Improving Employment Opportunities for Residents
 - Community Organisation Award
 - Business Award

- Improving the Health and Wellbeing of Residents
 - Individual Award
 - Community Organisation Award
 - Business Award
- Helping People to Improve their Educational and Vocational Capability
 - Individual Award
 - Community Organisation Award
 - Business Award
- Making People Happier
 - Individual Award
 - Community Organisation Award
 - Business Award
- Making Physical Improvements to our Neighbourhoods
 - Individual Award
 - Community Organisation Award
 - Business Award
- Citizen of the Year Award

9. It is intended that a simple application process is developed and that judging panels will be established for each category comprising the appropriate Executive Member, Director, MVDA and sponsor. The exception to this will be the Citizen of the Year award where the existing panel will continue.

What decision(s) are being asked for?

That Executive approves the proposals for the introduction of Civic Community Awards.

Why is this being recommended?

10. The Civic Community Awards seek to involve and recognise those communities and businesses and extraordinary people living in Middlesbrough who tirelessly support their friends, neighbours and their communities. They will also provide inspirational stories that will be used to generate different perceptions of Middlesbrough and create ambition in our communities. This will link with the Council's Place Brand strategy.

Other potential decisions and why these have not been recommended

11. Do nothing – This option is not recommended because Middlesbrough Council are seeking wider public participation and engagement in the creation and delivery of its Social Regeneration ambition.

Impact(s) of recommended decision(s)

Legal

12. There are no direct legal implications arising as a result of the recommendation to adopt the Civic Community Awards.

Financial

13. There are no direct financial implications arising as a result of adopting the Civic Community Awards as corporate sponsorship will be sought to negate any cost to the Council. If additional financial resources are required, the costs will be met by the Corporate Initiatives budget.

Policy Framework

The approval of the Civic Community Awards would not result in an amendment to the existing Policy Framework.

Equality and Diversity

Not applicable.

Risk

The report recommendations positively impact on a number of risks contained within the Council's Strategic and Departmental Risk Registers.

Actions to be taken to implement the decision(s)

- Launch and call for submissions
- Creation of the new Judging Panels
- Organisation of inaugural event

Appendices

None

Background papers

No background papers were used in the preparation of this report.

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