

## Community, Leisure & Recreation Committee

---

<b>Title:</b>	<b>Thame Town Awards 2022</b>
<b>Date:</b>	<b>25 October 2022</b>
<b>Contact Officer:</b>	<b>Lizzie Fuller, Committee Services Officer</b>

### Purpose of the Report

To receive feedback on the 2022 Town Awards and to consider changes for next year.

### Background

1. The Town Awards were introduced not only to recognise those within the parish who have made an outstanding contribution but also to promote the whole ethos of community involvement. The first awards were presented in 2009.
2. The Awards Panel consists of 10 members who represent businesses, churches, schools, community support groups, sports clubs, and emergency services, and includes the Chairman of the Community, Leisure and Recreation Committee or the Town Mayor, with support from Officers as required.

### Nominations

3. This year's nomination period ran from 21 April 2022 to 26 May 2022.
4. The panel met on 13 June to agree the winners:
  - Clare Seed – Sporting Contribution
  - The Black Horse, Thame – Service with a Smile
  - Roy Lancaster – Volunteer of the Year
  - Wayne Gibson – Creative Arts Achievement
  - Thame & District Round Table – Volunteer Group of the Year
  - Lucy Electric – Company of the Year
  - Neal Johnson – Mayor's Special Award (note this is funded from the Mayor's Allowance).
5. The nomination form remained the same as last year as the panel felt the questions encouraged more detailed nominations which enabled them to make an informed decision. Although there were still some variances in the level of detail provided. Generally, the more detailed nominations scored higher as the Town Awards is not intended as a popularity contest, however some weight is given to the number of nominations. Overall nomination numbers remained fairly similar to last year, although there was 25% increase in the number of individuals being nominated.

	<b>2021</b>	<b>2022</b>
<b>No. of total nominations</b>	75	70
<b>No. of valid nominations</b>	70	58
<b>No. of invalid nominations</b>	5	12
<b>No. of people / organisations nominated</b>	40	50
<b>Online nominations</b>	69	67
<b>Hard-copy nominations</b>	6	3

6. The panel were generally impressed with the quality of nominations received in most categories. It was disappointing that the Creative Arts and Sporting categories continue to struggle to receive nominations. There was some overlap with some of the categories, particularly Service with a Smile and Volunteer of the Year.

### Publicity

7. A range of publicity tools were used including:
- Social media – including the Town Council’s Facebook / Twitter / Instagram, the Town Awards Facebook page, and the ‘Love Thame’ Facebook group.
  - Town Council’s website and weekly newsletter
  - Posters / leaflets in the Information Centre, noticeboards, and various locations around the town including shops, café’s, dentists, sports venues and pubs.
  - Advertising boards / banners at the town entrances and Montesson Square railings.
  - Press releases sent to Thame Hub, Thame.net, Red Kite Radio and Look Local.
  - Emails to schools / parent-mail.
8. Unfortunately, due to bad weather, the promotional stand outside the Town Hall had to be cancelled.

### Awards Ceremony & Timelines

9. The winners were invited, together with their guests and the people who nominated them, to a presentation evening at the Thame Barns Centre on 14 July 2022 where the Town Mayor presented the Awards. Members of the Town Awards panel, sponsor representatives, and Town Council Officers & Councillors also attended. A complimentary drink and light buffet were served. The event being held in July at the Barns Centre worked much better than March / September as per previous years.

### Feedback / Recommendations for 2023

10. The panel and Officers were asked for their feedback. Feedback is also welcome from this committee, so it can be fed into the first panel meeting in March 2023.
- **Nomination form:** To be reviewed, with a view to increase nominations whilst still ensuring the panel receive a good level of detail to be able to make an informed decision.
  - **Number of nominations:** Officers have conducted a survey with other town/parish award schemes to understand how they run their awards and what response they receive. The results can be found at Appendix A.
  - **Publicity:** A stand at Thame Carnival 2023 has been booked (subject to staffing capacity from panel and risk assessment). Officers to explore more in-person promotion (e.g. stall outside Town Hall) and paid advertising on social media. Specific publicity efforts needed for the creative arts and sports sectors to increase nominations in these categories.
  - **Panel:** There may be a need to do a recruitment exercise for panel members, depending on how many stay on the panel. A new member from Citizens Advice will be joining.
  - **Terms of Reference** (Appendix B): As the Town Awards panel meetings will fall either side of the elections/annual meeting, it is suggested that the ToRs be updated so that either the Chair **or** Deputy Chair of CLR sit on the panel (this should allow for some continuity) and that the Mayor only needs to attend panel meetings regarding their Special Award (if they chose to award one). This will be brought to the first panel meeting.
  - Additional suggestions were made relating to logistics which Officers will action.

## Resource Appraisal

11. Income – The awards were partially funded thanks to sponsorship from Red Kite Radio, The HR Agency and Helpful Hirings – totalling £750. A budget of £500 was agreed for 2022-23.
12. Expenditure (excluding staff costs and VAT) came to £1,030, leaving an underspend of £220 to carry forward to next year.
13. There is currently £5,041 in earmarked reserves (including £220 underspend from 2022). It is proposed that for 2023-24, the Town Awards utilises the funds in earmarked reserves and no budget is set.

## Legal Powers:

- Local Government Act 1972, Section 145

## Recommendation:

- i) To note the report.*
- ii) To note next year's award ceremony will take place on Thursday 20 July 2023 at the Barns Centre.*
- iii) To feedback any suggestions for ways to improve / change the Town Awards.*