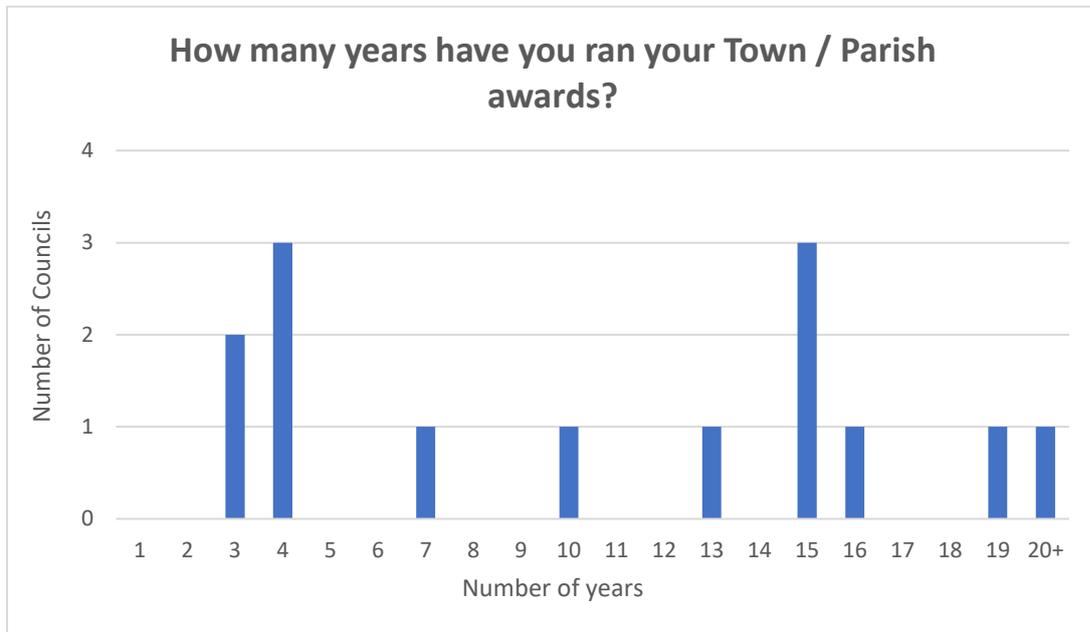


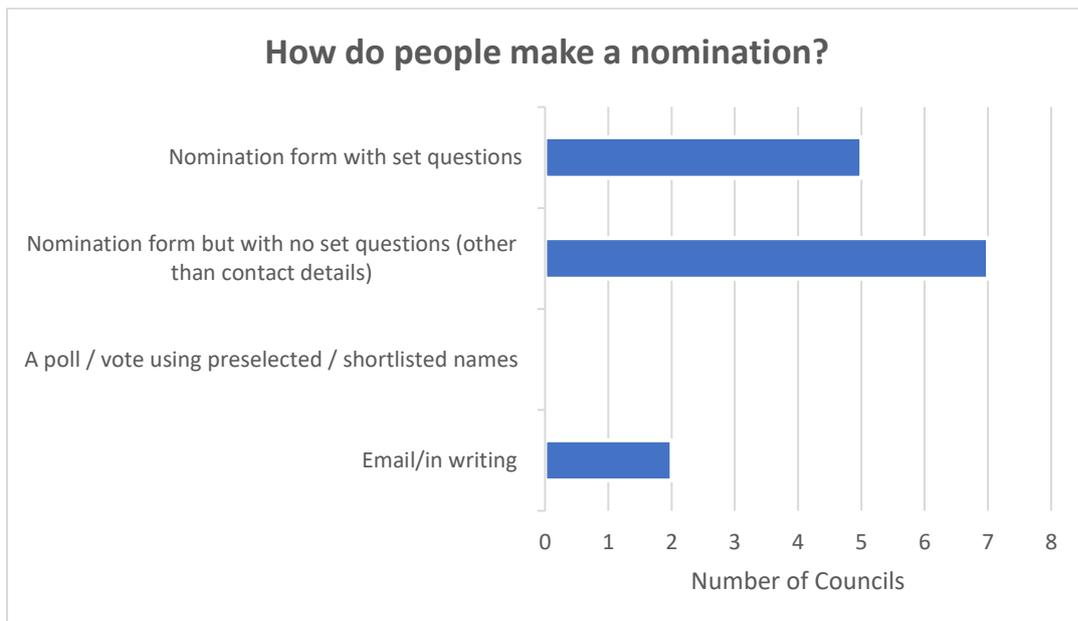
# Town/Parish Awards 2022 Survey Results

14 responses received – 12 town councils, 2 parish councils

Survey held August/September 2022

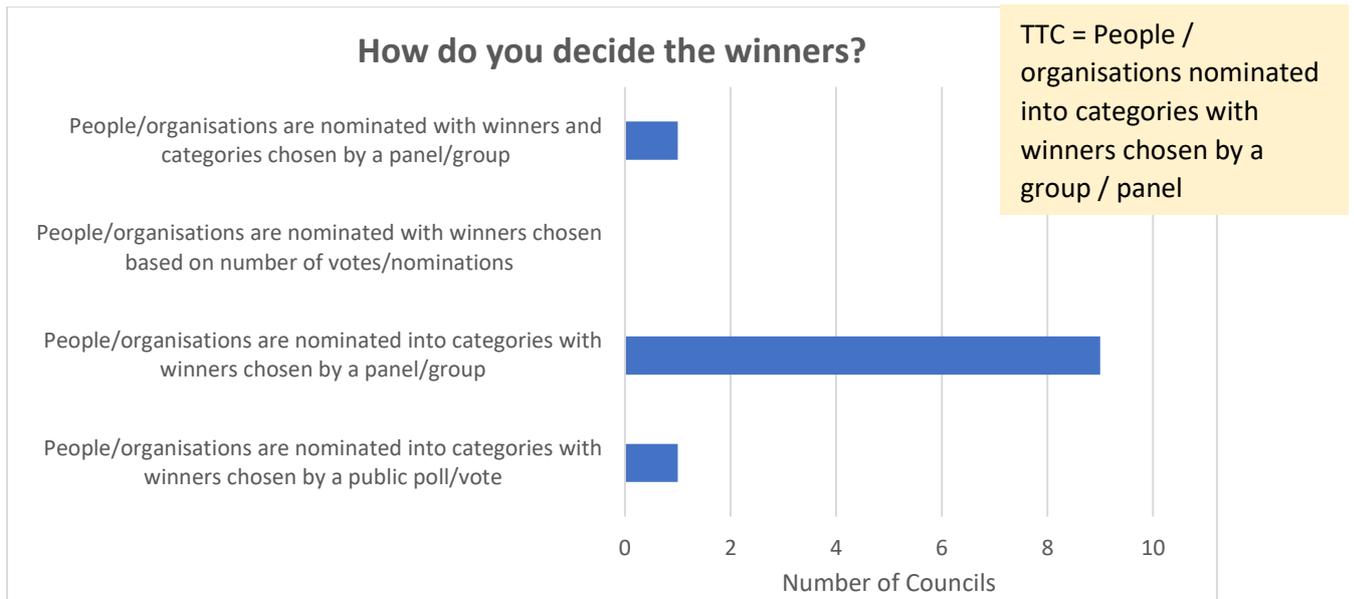


TTC = 13  
(since 2009,  
no awards in  
2020)



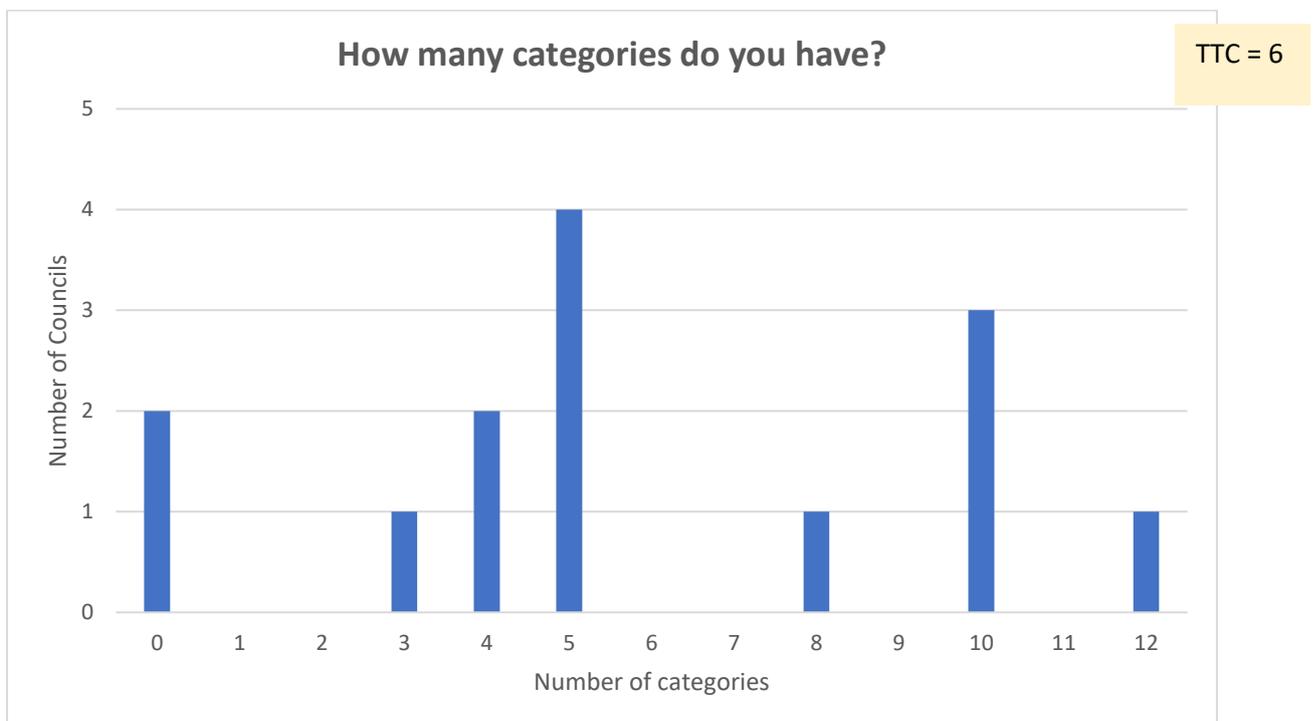
TTC =  
Nomination  
form with  
set  
questions

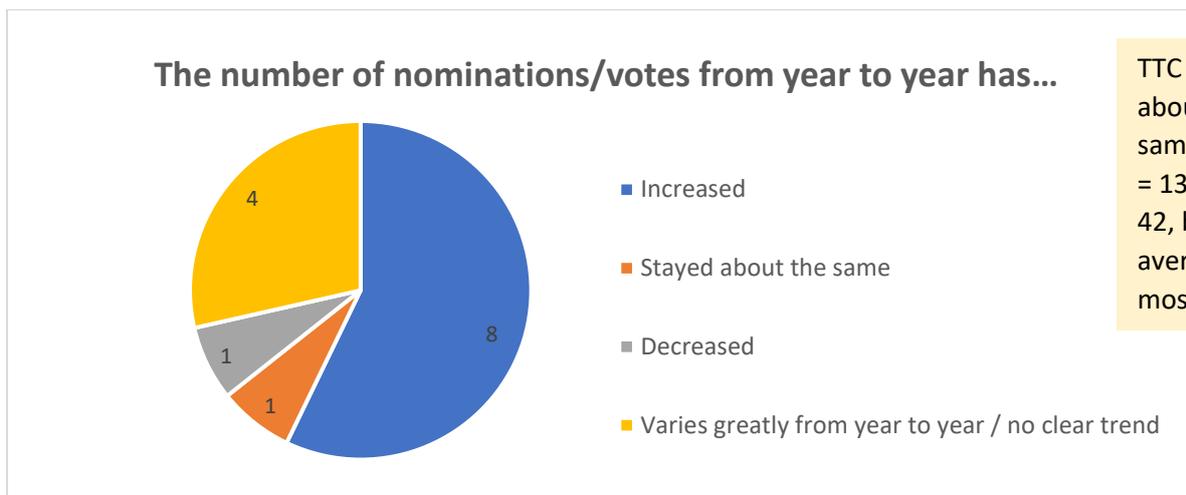
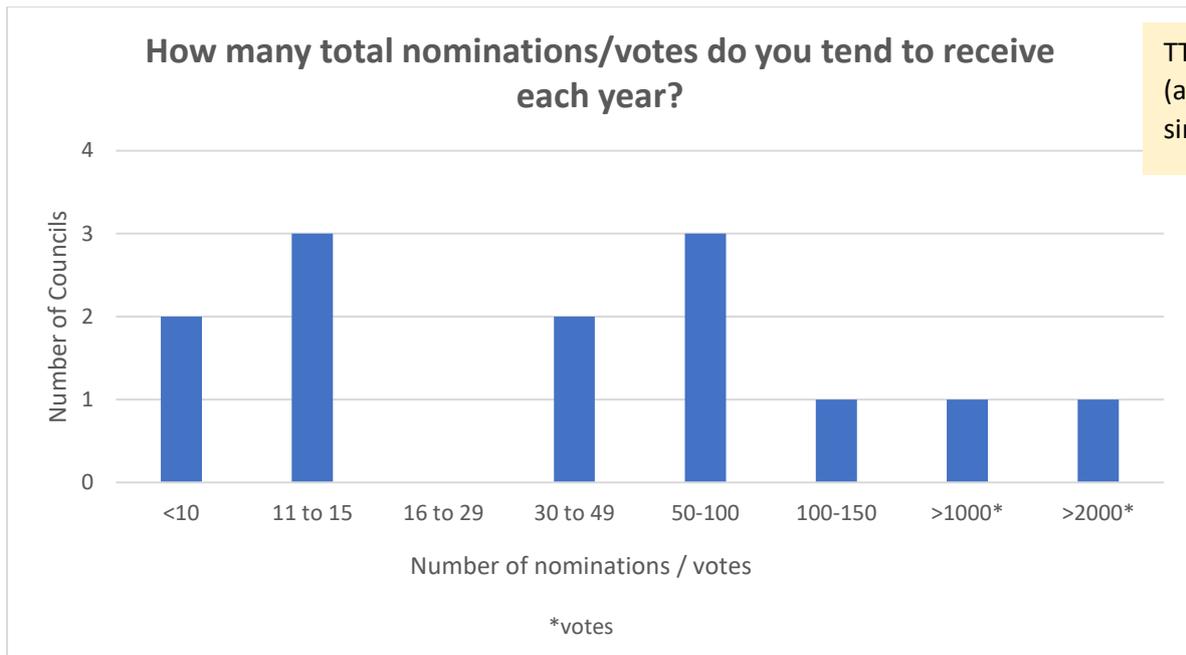
\* When asked what questions are on the nomination form, all councils responded to advise that the only question was to ask people for the reason for the nomination / how the person (or organisation) met the criteria.



**Other:**

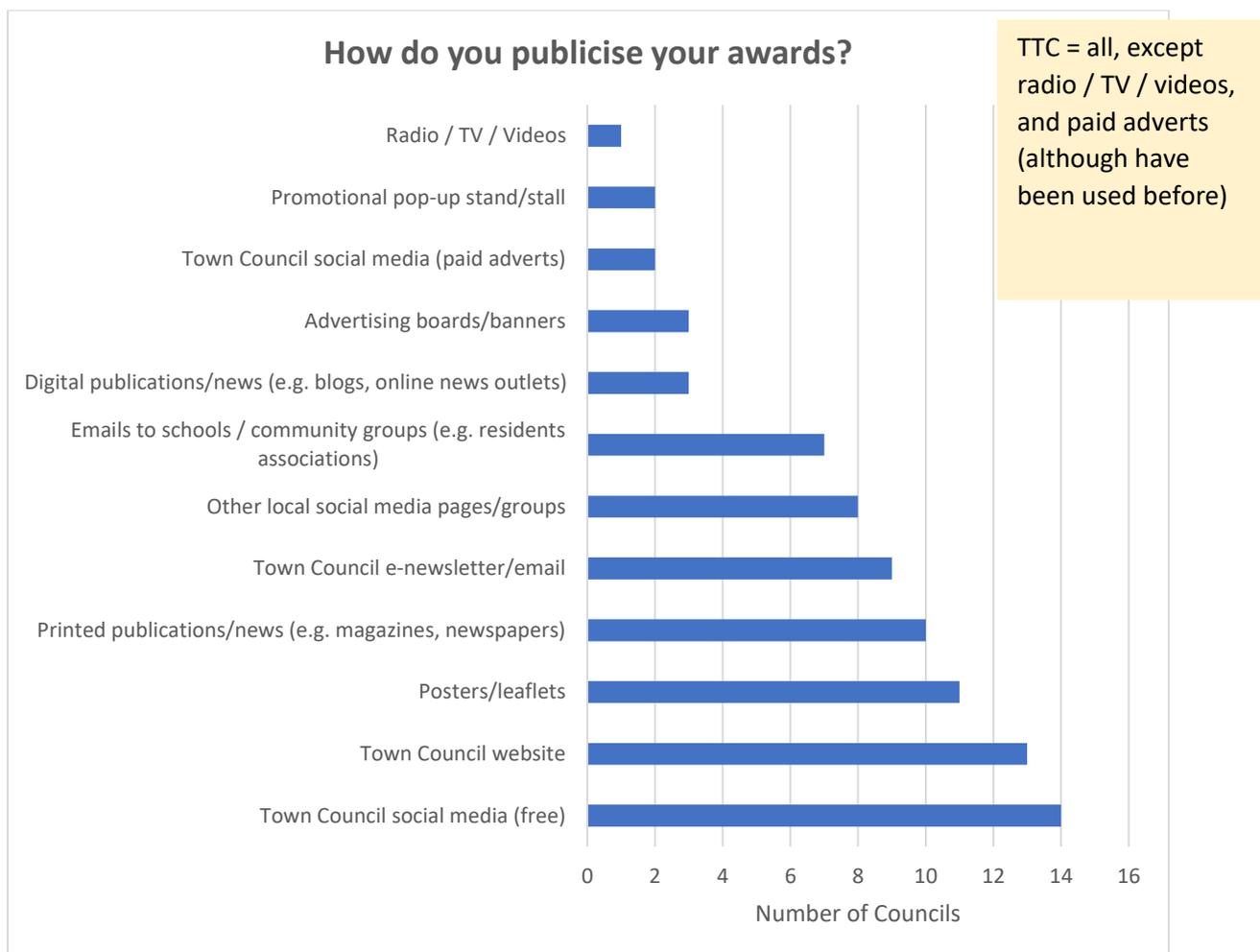
- Cllrs consider nominations in closed session and choose winners. Can have more than one winner in a category
- We choose a maximum of 2 recipients for each of our 2 towns. The full town council then decide through voting after a TC meeting in private.
- Mixture, some categories chosen by public vote others by a panel of judges





**Why?**

- Same groups being nominated each year
- Active community
- Other local awards schemes offering similar categories
- Increased social media / publicity
- More awareness as awards become more established
- Online voting system
- Boost during Covid-19 (2020)
- Possible rigged voting in some years



**Other:**

- direct marketing to care homes, local businesses, CAB, churches, partner organisations, Councillors/Staff, local events, culture group
- Church newsletters

**What do you feel makes your Town / Community / Civic Awards successful?**

Awards ceremony event

- Community coming together
- Oscar-style event
- Mayor being able to choose the style of ceremony each year
- Ceremony part of Annual Town Meeting
- Buffet and professional photographer

Publicity

- Social media announcement of winners
- Wide publicity on nomination period to achieve fair & varied shortlist of nominees

### Engagement

- Engagement from nominees and with community
- Winners enjoy being nominated / winning
- Focus on people/organisations who specifically benefit the town
- Residents enjoy nominating

### Other

- Awards not successful, looking to merge them with another scheme
- 

### **What do you feel is the biggest challenge with running your awards scheme?**

- Getting people to make a nomination each year (x6)
  - Providing an awards ceremony within budget / resourcing (x2)
  - Running out of people / organisations to be nominated (x2)
  - Competition from similar award schemes (nomination fatigue)
  - Sponsorship of awards
  - Differing levels of expectations
  - Obtaining information about winners
  - Appropriateness of categories
  - Variety of publicity to reach different parts of the community
  - Nominations for young people
- 

### **Any other comments**

- Each year is slightly different and improved, with lessons learnt from the previous year.
- We have recently changed the event from an evening event to a Sunday afternoon with afternoon tea. The atmosphere and attendance of friends and family increased.
- It's not easy to get people's attention in a crowded online world.