

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

**EXECUTIVE MANAGEMENT TEAM'S
REPORT TO CABINET**

15 January 2020

Report Title: Our Borough Heroes 2020

Submitted by: Chief Executive

Portfolios: Corporate & Service Improvement, People & Partnerships

Ward(s) affected: All

Purpose of the Report

To seek Cabinet support to establish an "Our Borough Heroes" event to celebrate those people in the Borough to make an exceptional contribution to the community

Recommendation

Cabinet is recommended to:

- a. Establish an Our Borough Heroes event in partnership with The Sentinel
- b. Seek sponsorship for individual categories from partners and businesses in the Borough
- c. Agree to underwrite any shortfall in sponsorship, up to a maximum of £15,000

Reasons

A number of local authorities have established programmes to acknowledge and celebrate those people within their area who make an exceptional contribution to their community. This report provides a vehicle for Newcastle under Lyme Borough Council to do likewise.

1. **Background**

1.1 Across the Borough a huge number of inspirational individuals make valuable contributions to their communities, and to the lives of vulnerable people. This contribution spans caring, culture, heritage, sport, youth and environmental projects. This community contribution goes largely uncelebrated outside of those directly involved and benefitting, but the opportunity exists, through a partnership with The Sentinel, to provide borough wide recognition of this effort, to celebrate those involved, and to raise aspirations in others.

2. **Issues**

2.1 Building on the success of similar ventures elsewhere (eg Staffordshire Moorlands and Stoke on Trent), the Council has been in discussions with The Sentinel to explore the possibility of arranging a Our Borough Heroes programme, culminating in an Awards Event. In order to progress such an event, it is proposed to establish a collaborative effort between Newcastle-under-Lyme Borough Council, The Sentinel and Stoke-on -Trent Live, to deliver "Our Borough Heroes" as a community awards scheme designed to recognise and reward unsung heroes from across the borough. The aim is to shine a light on people who usually receive little or no recognition for their endeavours and to reward community spirit and to raise aspirations in others.

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2.2 If approved by Cabinet, Our Borough Heroes 2020 will be launched in The Sentinel and online at stokeontrentlive.co.uk in February 2020. This will be followed by three months of coverage in the newspaper and online. Each day there will be a nomination article, including photos and interviews with the people nominated. This coverage will be accompanied by logos of sponsor businesses. In May a panel of independent judges will meet to choose a winner and two highly commended entries for each category. The award-winning film maker, Martin Brough, will visit everyone shortlisted, to create an individual short film about them.

2.3 The shortlisted nominees will be invited to an awards event in July. The majority of the guests will be nominees and their families. The guests will also include celebrities, VIPs and representatives of sponsor businesses. Everyone shortlisted will have their moment on the stage, receive prizes and be rewarded for their efforts. Martin Brough's films will give the audience an insight into the life of everyone shortlisted. A short film will be created about the evening, with all of the films shared across social media and on the Stoke-on-Trent Live website.

In order to maximise the collaborative nature of the event, it is proposed to offer sponsorship opportunities for local businesses and partners. Sponsorship opportunities would include:

- 2.4
- **Main sponsor (maximum of two)**
 - **Category sponsor (maximum of nine)**
 - **Video profile sponsor (just one available)**
 - **Drinks reception sponsor (just one available)**
 - **Musical entertainment sponsor (just one available)**
 - **Trophies sponsor (just one available)**

3. Proposal

3.1 It is proposed to establish the Our Borough Heroes Awards programme, in partnership with The Sentinel, to celebrate the "unsung heroes" in our community. The awards will be open to all ages, who live and work in the Borough and will seek to celebrate individuals across the following categories:

- BRIGHT YOUNG THING (UNDER-18s) - A youngster who has shown outstanding endeavour, initiative, innovation or ability beyond their years. This category is also open to young carers;
- COMMUNITY GROUP – for groups which have worked tirelessly to improve the quality of life for people in the community;
- GOOD NEIGHBOUR - People who have put themselves out to improve the lives of those around them.
- EDUCATION STAR - open to anyone who works or volunteers in an education environment.
- CHARITY CHAMPION OR VOLUNTEER - This category recognises people who carry out good work in our communities.
- BUSINESS HERO – Supporting young or disadvantaged people into employment and business
- CHILD OF COURAGE - This category will recognise any youngster who has overcome adversity or shown outstanding bravery and maturity beyond their years.
- ADULT CARER - This can be any adult, paid or unpaid, who acts as a carer.
- PEOPLE FIRST - This category is open to those who have put people at the heart of what they do. It is open to individuals or groups.

3.2 The main cost will be the awards event itself, which needs to be of a high quality to reflect the nature of the celebration, and the numbers attending. An overall budget of £15,000 is envisaged, based on the Sentinel's experience of running similar events. It will be necessary for the Council

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to underwrite this sum, although it is anticipated that sponsorship of the elements identified above will reduce the actual budget required from the Council.

4. **Reasons for Proposed Solution**

The proposal enables the Council to play a lead role in acknowledging and celebrating those individuals and groups within Newcastle under Lyme which make a major contribution to the community.

5. **Options Considered**

The alternate option is to not host such an awards programme.

6. **Legal and Statutory Implications**

None directly arising from this event

7. **Equality Impact Assessment**

This event provides an opportunity to acknowledge and celebrate individuals and groups which impact positively on equalities across the Borough.

8. **Financial and Resource Implications**

This initiative will cost c.£15,000 to stage. Sponsorship will be sought for key elements of the programme to reduce the overall costs to the Council.

9. **Major Risks**

N/a

10. **Sustainability and Climate Change Implications**

N/A

11. **Key Decision Information**

This is not a Key Decision

12. **Earlier Cabinet/Committee Resolutions**

None

13. **List of Appendices**

None

14. **Background Papers**

None

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