

## CITIZEN OF THE YEAR AWARD

### 1 SUMMARY

- 1.1 This report provides an update on the Citizen of the Year Scheme, and presents options for future years.

### 2 INTRODUCTION

- 2.1 Members will recall the Award Scheme was reviewed in 2004, and the categories amended to try and sustain interest, and to attract nominations in the “Young Citizen” section. A recommendation was also set that the scheme be reviewed again the following year if necessary.
- 2.2 For the “Citizen of the Year “ 2005 nominations were invited in three categories:-
- **Young Citizens** (under 16 years) – Young people who have triumphed over personal challenges, or who have helped others
  - **Charitable Support** (all age groups) – Exceptional support for local, national or international charities whether by fundraising or practical assistance
  - **Community Spirit** (all age groups) – People who make outstanding contributions to their community
- 2.3 A winner was chosen in each category and invited to receive their award at the Civic Dinner. On that evening, the overall “Citizen of the Year” was announced.
- 2.4 There were a total of 22 nominations received (this figure is 6 less than the previous year)

### 3 CURRENT SITUATION

- 3.1 The total nominations received declined for the 2005 round of awards, only 2 were received in the Charitable Support category, 4 for “Young Citizen” and the remainder for “Community Spirit”.
- 3.2 The judging panel noted that many of the nominations in the Community Spirit category included an element of work for charities, and that the two categories were difficult to distinguish between. Members may wish to recommend amalgamating the two.
- 3.3 Despite widening the criteria last year, it remains difficult to attract nominations for young people. Members may wish to target a more specific audience by changing the category annually.

- 3.4 For example, as St John Ambulance nominated two of their members in the last awards, there could be merit for 2006 in awarding “Cadet of the Year”, and targeting the publicity at local uniformed services.
- 3.5 An alternative would be to nominate a theme for the year in the young persons category, to fit with our corporate objectives i.e. the environment
- 3.6 If the category was changed in this way, it may be advisable to include an appropriate “expert” on the judging panel. Members may also want to consider introducing a prize for the Winners Company, brigade, school etc as this could act as an incentive to enter. A useful way of doing this would be to offer a piece of equipment up to a limited value, rather than a straight monetary prize.

#### **4 RISK IMPLICATIONS**

- 4.1 The award scheme has generated a lot of positive publicity since its introduction, and it is important to ensure momentum is maintained.

#### **5 RESOURCE IMPLICATIONS**

- 5.1 There may be cost implications if the categories are revised. However, any additional cost is likely to be minimal

#### **6 RECOMMENDATION**

- 6.1 It is proposed that the Committee **RESOLVES**
- (1) To confirm whether the “Community Spirit” and Charitable Support” categories should be combined for the Citizen of the Year Awards 2006
  - (2) To confirm any changes to the “Young Citizen” category

Paul Warren

Chief Executive

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#### **Background Papers:-**

Awards application pack

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