

## SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL

---

**REPORT TO:** Environmental Services Portfolio Holder 9 November 2010  
**AUTHOR/S:** Chief Executive / Corporate Manager (Community and Customer Services)

---

### COMMUNITY PRIDE AND VILLAGE HERO AWARDS EVALUATION

#### Purpose

1. To evaluate the first year of the Community Pride and Village Hero Awards.
2. This is not a key decision. However, the report relates to a Council action from 2009/10 and it was first published in the October 2010 Forward Plan.

#### Recommendations

3. That the Environmental Services Portfolio Holder notes the report and provides any observations relating to the process.

#### Reasons for Recommendations

4. The report provides a basic evaluation of the first year of the Community Pride and Village Hero Awards for information; it does not require a decision.

#### Background

5. On 16 March 2010 the Portfolio Holder agreed to amend the Council action for 2009/10 from "introduce our own Best Kept Village Competition" to "introduce our own Community Pride and Village Hero Awards".
6. A short summary outlining the purpose of each of the awards is set out below (as agreed on 16 March 2010):

**Community Pride Awards** – South Cambridgeshire District Council would like to celebrate the excellent work that parish councils do to make the district a place in which residents can feel proud to live.

**Village Hero Awards** - South Cambridgeshire District Council would like to pay tribute to residents who have made a significant contribution to their local community. Parish councils would be requested to nominate up to one person each.

7. The Awards were publicised from March 2010, with nominations forms being made available for a 10-week period from 21 May 2010. Nomination forms were sent by hardcopy to all parish councils and meetings, advertised via Weekly Bulletin and made available in electronic format on the South Cambridgeshire District Council website. The closing date for nominations was set as 31 July 2010.
8. The Awards were sponsored by Scotsdale Garden Centre, Hill Residential Ltd and Algar Signcraft Ltd.

## Considerations

9. The Council received nominations from five parish councils for the Community Pride Award and 17 for the Village Hero Award. During the nomination period, the Council also received comments from a few parishes who decided not to participate:
- (a) Eversdens Parish Council – “voted unanimously not to participate in either of these two schemes”.
  - (b) Haslingfield Parish Council – “does not wish to participate in the these schemes, and considers it to be a waste of public money in the current economic climate”.
  - (c) Melbourn Parish Council – runs their own awards and not enough time to allow the Council to deal with it in a proper manner.

The above three parishes were all responded to; an explanation was given to Haslingfield regarding the private sector sponsorship received and Melbourn was asked what period of time would have been reasonable to allow them to participate. Melbourn did not respond.

10. The awards were judged by a virtual panel of elected members and officers. The judges, chosen by the Chairman, were:
- Councillor Richard Barrett
  - Councillor Deborah Roberts
  - Councillor Hazel Smith
  - Geoff Clark, Housing Service Team Leader
  - Andy O’Hanlon, Arts Development Officer
  - Michael Stares, Home Improvements Agency Technical Officer

The judges were each asked to read the nominations and then, based on the purpose of the award and the questions as set out on the nomination form, to choose a 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place for each award. The position given by each judge was then converted into a score and the individual or parish receiving the highest scores won.

11. The winners of the Community Pride Awards were:
- 1<sup>st</sup> place – Caldecote Parish Council
  - 2<sup>nd</sup> place – Great Shelford Parish Council
  - 3<sup>rd</sup> place – Stapleford Parish Council

12. The winners of the Village Hero Awards were:
- 1<sup>st</sup> place – Mr Tom Eaton (nominated by Longstanton Parish Council)
  - 2<sup>nd</sup> place – Mr Michael Hellowell (nominated by Horningsea Parish Council), Mrs Joan Barnes (nominated by Stapleford Parish Council) and Mr Phillip Sutton (nominated by Weston Colville Parish Council)

13. The Awards ceremony was held alongside the awards for the Council’s long-running Best Kept Garden competition on 1 October 2010 at the David Rayner Building, Scotsdale Garden Centre, Great Shelford. Approximately 100 people attended the ceremony, of which the majority were nominees or parish council representatives.

14. Framed certificates were presented to all those achieving first, second or third place in either award and all remaining nominees for the Village Hero Award were also presented with a Certificate of Recognition. The winner of the Community Pride

Award was presented with a wall plaque donated by Algar Signcraft Ltd and the winner of the Village Hero Award was presented with a trophy bought with monies received by Hill Residential Ltd.

15. The main learning point from the ceremony was that most people arrived before 7.30pm and sat immediately, having eaten before they came. The project team purposely under-catered for the event, however, food remained at the end of the evening. It is suggested that any future awards ceremony caters for 'bar snacks' and welcome drinks only, making both the arrival and start times clear on the invite. The level of budget / amount of sponsorship required for similar awards should be reduced accordingly.

**Options**

16. Only one option has been considered:  
 (a) To notes the report and provide any observations relating to the process.

**Implications**

17. Financial	The cost of the Community Pride and Village Hero Awards was covered by sponsorship.
Legal	The Legal Officer has suggested that a sponsorship policy be developed prior to future awards if sponsorship is sought.
Staffing	A relatively small amount of officer time was required to coordinate the Awards process, which included advertising the Awards, receiving nominations, coordinating the judging, designing certificates and organising and supporting the ceremony.
Risk Management	None.
Equality and Diversity	None.
Equality Impact Assessment completed	No. The Council's Aims, Approaches and Actions were not Equality Impact Assessed in 2009/10. This action is not a policy or strategy.
Climate Change	None.

**Effect on Strategic Aims**

18. The Community Pride and Village Hero Awards were introduced under the 2009/10 strategic aim of "We are Committed to Making South Cambridgeshire a Place in which Residents can Feel Proud to Live".

**Conclusions**

19. The first year of the Community Pride and Village Hero Awards were successful, although the number of parish councils entering the Community Pride Award was low. The ceremony was well attended and informal feedback has been positive.

**Background Papers:** the following background papers were used in the preparation of this report:

**Contact Officer:** Gemma Barron – Partnerships Manager  
 Telephone: (01954) 713340