

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 7 March 2016

Portfolio:	Finance and Resources
Subject:	Citizen of Honour
Report of:	Director of Finance and Resources
Strategy/Policy:	Community
Corporate Objective:	To support the people and communities of the Borough to take a full part in society.

Purpose:

This report presents nominations for consideration under the Council's annual Citizen of Honour and Young Citizen of Honour Awards 2016.

Executive summary:

The Citizen of Honour Award was introduced in November 1996. Five years later, the scheme was extended to recognise the efforts of younger residents under the age of 18 through the Young Person of the Year Award.

Over the last 20 years, the award has honoured 78 residents of the Borough, with nominations being received from all areas of Fareham.

This year, the Council has received 20 nominations overall. There are 14 nominations for the Citizen of Honour Award, two nominations for the Young Citizen of the Year Award (12-18 year olds), and four nominations for the Young Citizen of the Year Award (4-11 year olds).

In order to encourage resident participation in future years, those who put someone forward for nomination this year, will be invited to do so again next year if their candidate does not win the 2016 award. The Executive reserves the right to increase the number of candidates who are honoured in future awards, providing a higher number of nominations are received.

Recommendation/Recommended Option:

That the Executive approves:

- (a) that no more than two candidates be selected from the attached nominations to be formally recognised as Citizens of Honour 2016;
- (b) that no more than one candidate be selected from the attached nominations as Young Citizens of the Year (12-18 year olds); and

(c) that no more than one candidate be selected from the attached nominations as Young Citizens of the Year (4-11 year olds).

Reason:

The Citizen of Honour and Young Citizen of the Year Awards are valuable initiatives for rewarding local residents for their community service and for recognising the important contribution and difference that they have made to the lives of others. The Young Citizen of Honour category also recognises young people who have overcome severe personal difficulties or who give up their time to care for family or friends.

Cost of proposals:

All costs will be met through existing resources attached to this initiative.

Appendices:

**A: Citizen of Honour Nominations 2016
Ages 18+**

**B: Young Citizen of Honour Nominations 2016
Ages 12 - 17**

**C: Young Citizen of Honour Nominations 2016
Ages 4 - 11**

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BOROUGH COUNCIL

Executive Briefing Paper

Date:	7 March 2016
Subject:	Citizen of Honour Awards 2016
Briefing by:	Director of Finance and Resources
Portfolio:	Finance and Resources.

INTRODUCTION

1. The Citizen of Honour Award was initially introduced by the former Grants Sub-Committee on 25 November 1996. The Young Citizen of the Year Award was introduced in 2001.
2. The primary reason for the awards is to show the Council's gratitude in recognition of the voluntary, unpaid service to the community made by up to 4 adult Borough residents and 2 young Borough residents aged 12-18. The awards also recognise 2 young residents aged 4-11 who have shown bravery in their lives, or have helped other people.
3. To demonstrate the importance and distinction of these awards, they are presented to the winners at the Mayor Making ceremony each year by the outgoing Mayor.
4. The award winners and their guests are then invited to a private reception, held in their honour, in the Mayor's Parlour, on a date after Mayor Making, where the new Mayor presents each person with their Citizen of Honour certificate. The award winners are also asked to sign the Roll of Honour and their names are added to the Citizen of Honour/Young Citizen of the Year awards list displayed in the Customer Service Centre at the Civic Offices
5. In previous years, the winners of the Young Citizen of the Year Awards have been invited to accompany the Mayor at the official switching on of Fareham's Christmas lights in the year of the award.

Publicity and promotion

6. In order to encourage greater participation in the scheme a marketing campaign was put in place. A 'superhero' theme was used to promote the awards through a range of different communication channels both online and offline.
7. A letter to explain the scheme and encourage people to nominate others, along with leaflets and posters, were sent to community centres, churches, schools, libraries and

local community and sport groups.

8. The awards were promoted on Council Connect, including posters, and a video was shown on the two screens at various points in the run up to the closing date. The video was also shown on the screens in the reception area of the council. A large cardboard cut out of the superheroes, including information about how to nominate, was also present in reception.
9. To encourage more people to nominate someone for the awards, those who nominated were entered into a prize draw to win two tickets to a selected show of their choice at Ferneham Hall.
10. A message promoting the awards was sent to the E-panel database which has around 2000 members.
11. Various 'Tweets' and 'Posts' were placed on Twitter and Facebook. Posts on Facebook were boosted and targeted those who are 'friends' with the Council on the site, as well as those that are 'friends' with them. A sponsored post was also set up which targeted people within a 5km radius of Fareham, over a time period of three weeks.
12. The awards were featured at various points in the local press such as The News, Daily Echo, and Meon Valley News.
13. All information about the scheme is on the Council's website and was shown on the main story rotator on the landing page at various points throughout the campaign.

Nominations for the 2016 awards

14. This year, the Council has received 20 nominations overall. There are 14 nominations for the Citizen of Honour Award, two nominations for the Young Citizen of the Year Award (12-18 year olds), and four nominations for the Young Citizen of the Year Award (4-11 year olds).
15. In order to encourage resident participation in future years, those who put someone forward for nomination this year, will be invited to do so again next year, if their candidate does not win the 2016 award. The Executive reserves the right to increase the number of candidates who are honoured in future awards, providing a higher number of nominations are received.

Official Presentation of Awards

16. In order to retain the profile of the awards, they will continue to be presented during the Annual Council Meeting, before the commencement of the Mayor Making Ceremony in May this year. The winners will also receive invitations to the Mayor Making lunch and to a reception in the Mayor's Parlour, where the Roll of Honour will be signed and certificates will be presented.

Formal Decorations

17. The official award presented to the winners of each of the categories will continue to be an enamelled pin decoration, engraved with the winner's name, and a framed certificate. In addition to the pin and certificate, an engraved shield and £15 in gift vouchers will be awarded to each Young Citizen of the Year. Family pantomime tickets for the Gala Performance at Ferneham Hall will be given to all winners. To retain the status and importance of the scheme, the shield will be kept in the trophy cabinet within

the Customer Services Centre at the Civic Offices.

Official Citizen of Honour Duties

18. The winners of each of the awards are invited to a number of civic functions as guests of the Mayor. Currently these are the annual Civic Service, the Remembrance Day service and any special or ad-hoc events that may be arranged in the year of the award.
19. All award winners will also be given family tickets to the Gala Performance of the pantomime at Ferneham Hall and invited to meet the cast or to attend an alternative performance if they wish.

Financial Implications

20. The funding of this awards scheme will continue to be met from resources allocated within the Civic Events budget.

PROPOSAL

21. The Executive is requested to consider all the nominations as presented and select up to four successful candidates to be formally recognised as Citizens of Honour 2016, up to two young people aged between 12 and 18, and two aged between 4 and 11 to be recognised as Young Citizens of the Year for 2016.

RISK ASSESSMENT

22. There are no significant risk considerations in relation to this report.

CONCLUSION

23. Since their inception, the Citizen of Honour and Young Citizen of the Year award schemes have recognised the tremendous voluntary work and selfless, courageous acts performed by local residents of Fareham.
24. This report presents the nominations received for the Citizen of Honour and Young Citizen of the Year awards 2016 and requests that the Executive considers and selects the winning nominees.

Enquiries:

For further information on this report please contact Becca Bennett (Ext 4609)