

<b>CONSTITUTION &amp; ETHICS COMMITTEE</b>	AGENDA ITEM No. 7
<b>30 SEPTEMBER 2024</b>	<b>PUBLIC REPORT</b>

Report of:	Neil McArthur, Director of Law and Governance and Monitoring Officer	
Cabinet Member(s) responsible:	Cllr Mohammed Jamil, Deputy Leader and Cabinet Member for Finance and Corporate Governance	
Contact Officer(s):	Rachel Edwards, Head of Constitutional Services Susan Proctor, Executive and Member Services Manager	Tel. 079201640514

## REBRAND FOR CIVIC AWARDS SCHEME

RECOMMENDATIONS	
<b>FROM:</b> Neil McArthur, Director of Law and Governance and Monitoring Officer	<b>Deadline date:</b> 16 October 2024
<p>It is recommended that the Constitution &amp; Ethics Committee:</p> <ol style="list-style-type: none"> <li>1. Approves to rename the former Civic Awards to the Mayor of Peterborough Community Awards</li> <li>2. Approves the new process for selection of award winners</li> <li>3. Approves the rebranding and ceremony event</li> <li>4. Approves the launch of the awards nomination period</li> <li>5. Recommends to Full Council the changes arising to the Civic Protocol in the Constitution in respect of the above.</li> </ol>	

### 1. ORIGIN OF REPORT

- 1.1 This report is submitted to Constitution and Ethics Committee following a request from the Chief Executive to rebrand the current Civic Awards following the successful staff awards that were held in 2023 and 2024.

### 2. PURPOSE AND REASON FOR REPORT

- 2.1 The purpose of this report is to outline the process to rebrand and to launch the new awards process. The Chief Executive approached the Executive and Member Services Team asking for the awards that have been the same process for over 10 years to be rebranded and to form a similar approach to the very successful staff awards that have been running for the last two years.
- 2.2 It is proposed that the awards be renamed to the “Mayor of Peterborough Community Awards”. A rebranding exercise, led by the Council’s Communications Team, would take place to complement the change in name, creating a new logo for the awards that would be used on certificates, the nomination form, the website page, and any social media output related to the awards.

As part of the refresh of the awards, a new electronic nomination form would be developed that includes space for nominators to upload and attach supporting information as part of the report process. A “hard copy” version of the nomination form will remain available on request, to ensure that those nominators who cannot access the electronic form are not excluded from making a

submission. The current guidance notes will also be refreshed to reflect the changes in the nomination process.

The changes to the awards will also see a revision to the process for the Constitution and Ethics Committee considering nominations. Submissions will be redacted to remove reference to both the person/organisation being nominated and the person(s) making the nomination, to allow the Committee to consider each submission equally. These considerations will continue to take place in exempt session.

The Committee will be asked to recommend to Full Council one winner and two highly commended submissions for each of the following new categories:

- Good Neighbour Award
- Outstanding Contribution
- Green Champion
- Youth Excellence
- Community Business
- Outstanding Organisation
- Create and Thrive

As with the submissions to the Committee, the submissions proposed for winners and highly commended will be redacted to remove reference to the nominee and the nominator, and Full Council will consider the Committee's recommendations in exempt session.

2.3 The Communications Team will work with local businesses in Peterborough to secure sponsorship for the awards so that a voucher can be provided to the winner of each category along with the branded framed certificate and certificates for those submissions that are highly commended.

All nominees will be invited to a presentation evening; it is proposed that the Chair of the Constitution & Ethics Committees introduces the evening, with a member of CLT/Group Leader leading on each category and the Mayor of Peterborough presenting all awards.

2.4 As the current awards scheme is set out in the Civic Protocol, which is part of the Peterborough City Council Constitution, this report also seeks the Committee's recommendation to Full Council to amend the Constitution to reflect the changes to the awards scheme.

2.5 This report is for Constitution and Ethics Committee to consider under its Terms of Reference No. 2.7.2.7:

To make recommendations to Council in relation the Council's Honour's process and appointment of Honours. Administration of this process is delegated to Executive and Members' Services.

### 3. **TIMESCALES**

Is this a Major Policy Item/Statutory Plan?	<b>NO</b>	If yes, date for Cabinet meeting	N/A
---	-----------	----------------------------------	-----

### 4. **BACKGROUND AND KEY ISSUES**

4.1 The Civic Awards were initially launched by members of Peterborough City Council in 2014 under the remit of the Honours Panel, which was made up of cross-party members. It was then agreed to move the Honours Panel into the Constitution and Ethics Committee in the Mayoral year of 2022-23.

4.2 The awards are currently held on an annual basis, with the period of nominations being launched in July. Councillors, officers and members of the public are encouraged to nominate individuals and groups within the following categories:

- Community Involvement
- Business
- Outstanding Commitment to the Environment
- Contribution to Art and Culture
- Young Person
- Lifetime Achievement

The nomination period runs from July to November each year. Once the nomination period closes, all submissions are presented to the Constitution and Ethics Committee for consideration in exempt session, with recommendations for approval being made to Full Council. Following final approval, a presentation event is held.

4.3 Historically, nominations have been made via a hard copy form that can be submitted to the Executive and Member Services Team via post or email. In 2023 an electronic form was introduced which allowed submissions to be made electronically; the form did not have the ability for supporting evidence to be submitted as part of this process, however, and the nominator was required to further engage with the Executive and Member Services Team to append any supporting documents to their submission.

4.4 Whilst there are no fundamental key issues surrounding this format, it is recommended that the awards scheme would benefit from a refresh and more promotional activity.

## **5. CORPORATE PRIORITIES**

5.1 Sustainable Future City Council

- How we Work
- How we Serve
- How we Enable

Further information on the Council's Priorities can be found here - [Link to Corporate Strategy and Priorities Webpage](#)

5.2 The proposal is a rebranding & launch exercise for the Council's Civic Awards. There will be slight increase in emissions from a launch event. Emissions associated with presentations will remain neutral as this is a continuation of previous activity.

## **6. CONSULTATION**

6.1 Consultation was undertaken with the Mayor of Peterborough, Chief Executive, Group Leaders, Head of Constitutional Services and Head of Communications.

## **7. ANTICIPATED OUTCOMES OR IMPACT**

7.1 It is anticipated that if the recommendation for a re-brand of the existing awards scheme is agreed, would allow more marketing of the awards scheme to bring more awareness across the city.

## **8. REASON FOR THE RECOMMENDATION**

8.1 The rebranding of these awards is to make the process more dynamic and to allow the winners to be recognised in their category for their achievements.

## **9. ALTERNATIVE OPTIONS CONSIDERED**

9.1 To not update the awards scheme and continue with its current format.

## **10. IMPLICATIONS**

### **Financial Implications**

- 10.1 There are no additional finance implications. If the proposals are approved, the Communications Team will seek sponsorship for the awards to augment the existing financial resource.

### **Legal Implications**

- 10.2 There are none.

### **Equalities Implications**

- 10.3 There are none.

## **11. BACKGROUND DOCUMENTS**

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

- 11.1 Peterborough City Council Constitution (Civic Protocol)  
Guidance notes for nomination forms  
Nomination form  
Carbon Impact Assessment

## **12. APPENDICES**

- 12.1 Appendix A – Current Guidance Notes for Nomination Forms  
Appendix B – Proposed Guidance Notes for Nomination Forms  
Appendix C – Current Nomination Form  
Appendix D – Proposed Nomination Form  
Appendix E – Proposed Changes to the Constitution (Civic Protocol)