

Report



Meeting	ADMINISTRATION COMMITTEE		
Date	29 September 2010	Agenda item number	4(c)

REPORT OF THE SERVICE DIRECTOR CULTURAL SERVICES

SPORTS REVIEW OF THE YEAR 2011

Purpose of the Report

- 1 To re-consider the request from the Sports Service to host the annual Sports Review of the Year during February or March 2011 at a reduced cost of £7,000 with suggested amendments to the event.

Information and Advice

- 2 The Sports Review is one of the ways in which the County Council supports and celebrates the achievements of local people in sport. The awards are designed to reflect the enormous sporting pedigree of the county, to celebrate national and international success, and to recognise the invaluable contribution of the voluntary sports sector to the life of Nottinghamshire. The County Council uses the event to add names to the prestigious 'Roll of Honour' which marks the lifelong contribution to sport made by some Nottinghamshire citizens.
- 3 The event is attended by four hundred guests from across sporting and public life and offers an opportunity for the County Council to raise its profile, to generate positive media coverage and to clearly identify in the minds of the public the connection between our investment and sporting achievement at grassroots and elite level.
- 4 Feedback from guests has consistently been extremely positive with the evening seen by many as the highlight occasion of the year.
- 5 The Leader, Cabinet Member for Culture and Chief Executive are given the opportunity to contribute to the guest list. All County Council Elected Members have in the past been invited.
6. The Nottinghamshire County Council event links to sporting awards which are organised by district and borough councils. Logistically the planning and organisation of the Sports Review needs to commence almost a year in advance of the evening, which is currently proposed to take place during January or February 2011. In a change to previous years it is proposed that the district and borough council winners will make up the initial finalists for each category, which will be reduced to the actual 3-5 finalists by judging panels.

7 The event also provides a chance to attract business interest in sport and commercial investment in our work. Officers aim to use the event as a showcase to attract inward investment.

8 Taking into consideration the feedback from Administration Committee the categories for the Sports Review will now reflect the work of individuals and teams towards the success of community sport with an emphasis on work with young people within Nottinghamshire:

- Coach of the Year (Community) for work with young people
- Volunteer of the Year (for work with young people)
- Breakthrough of the year
- Club of the Year.
- Junior Sportsperson of the Year.
- Junior Disabled Sportsperson of the Year.
- Junior Volunteer of the Year.
- Junior Team of the Year.
- Sportsperson of the Year.
- Disabled Sportsperson of the Year
- Young coach of the Year
- Coach of the Year (Performance).
- Outstanding Achievement Award.
- Roll of Honour.

The organising group also plan to investigate the possibility of including a number of school awards

9 The Sports Review showcases the work undertaken within sport in Nottinghamshire through a number of films. This year it is proposed that the films will emphasise the County Council's work with young people:

- Work undertaken by young volunteers/ leaders in sport.
- The development of young athletes through Nottinghamshire County Council grants.
- The Olympic legacy for Nottinghamshire.

10 In the time between the two administration committees officers have recast proposals and made a number of changes to reduce the overall costs, they include,

- For the proposed 2010-11 event we have taken the Committees suggestion regarding costs and cut the buffet element of the event and, with a negotiated discount, have reduced the venue costs at the East Midlands Conference Centre to £4,000. In year filming, audio visual support, purchase of trophies, programme production and other event costs will be contained within a remaining £4,000 to produce the event.
- Presenters from the BCC have offered their normal charged for "compere service" for free.
- Officers are confident that they can generate a minimum of £1,000 sponsorship from the award categories.

- It is estimated that the new proposal to deliver the event will cost £8,000 with a sponsorship target of £1,000. Clearly if more sponsorship can be raised then this will reduce the overall cost to the council.

Financial implications

- 11 The estimated cost of the event of £7,000 is allocated in the Cultural Services budget for 2010/11.

Statutory and Policy Implications

- 12 This report has been compiled after consideration of implications in respect of finance, equal opportunities, personnel, crime and disorder and those using the service and where such implications are material they have been described in the text of the report.

Recommendation

- 13 That approval is given to organise the Sports Review of the Year during January or February 2011 utilising a 'core' budget to the value of £7,000

PATRICK CANDLER

Service Director Cultural Services
Communities

Comments of the Service Director (Finance)

- 14 As indicated in the report the cost of £7,000 for the event will be funded from the Cultural Services Budget within the Culture and Communities Portfolio. (PB 09-07-2010).

Legal Services Comments

- 15 The Administration Committee has authority to approve the recommendation set out in this report at paragraph 13. (NAB 21.06.10).

Background Papers Available for Inspection

- 16 Notes from the review organising group meeting to reconsider the format of the event. Notes from the sports team meeting, with suggestions for venue, format and funding options.

Electoral Divisions Affected

- 17 All Electoral Divisions are affected.