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**Meeting:** Arts, Culture and Tourism Committee. Item ACT1.12

**Date:** 03 August 2021

**Author:** Project Officer

**Subject:** Innovator Awards 2021

### **1.0** Purpose of report

- 1.1 For councillors to consider and agree whether to hold a second edition of the Innovator Awards in the autumn of 2021.

### **2.0** Background information

- 2.1 In Summer 2020, following the announcement that the Mendip District Council Businesses Awards would not be taking place, a recommendation was made by Councillor Gavin Mayall that the Town Council organise its own virtual businesses awards. These awards were run entirely online and were well-received by the local community. The overall budget for the scheme was £500 which was primarily spent on marketing materials. The recommendation of the working party which was involved in developing the award scheme was that the council consider running future editions of the Innovator Awards in subsequent years.
- 2.2 Councillors are being asked to consider whether they wish to run a second edition of the Innovator Awards in the Autumn of 2021 (September / October). These awards would be managed by the Project Officer but supported by the Marketing, Communications and Community Engagement Officer and build on the model used last year.

### **3.0** Financial Information

- 3.1 A suggested budget of £600 is being requested for the scheme (if agreed) to be taken from the Community Projects budget line (4225-800).

#### **4.0 Environmental Implications**

- 4.1 The scheme will be run primarily online and printed materials will only be used where they are expected to make a significant difference to the success of the scheme.

#### **5.0 Town Plan Reference**

##### 5.1 Promotion

Engage with and support businesses and commerce	Work with the wide range of local, national and international businesses that are based in Shepton, to offer each other opportunities for development and growth
Encourage future investment	Work with partners, businesses and developers to ensure that Shepton is a place for business and inward investment
Support the market and events	Promote the delivery of a wide range of annual, seasonal and regular activities that includes the markets, Carnival, Lantern Parade, Snow Drop Festival, Festival of Dogs, Collett Festival and others, that encourages local participation and attracts visitors

#### **6.0 Recommendations**

- 6.1 For councillors to consider and agree whether they wish to run a second edition of the Innovator Awards in Autumn 2021.
- 6.2 If 6.1 is agreed, for councillors to consider and agree to give delegated authority to the Project Officer to progress the scheme and to for a £600 overall budget to be allocated for this from 4225-800 Community Projects.
- 6.3 For councillors to consider and agree that Cllr Gavin Mayall be named lead councillor on this project to support the Project Officer where required.