

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

21 May 2013

Report of the Director of Street Scene and Leisure (Designate)

Part 1- Public

Matters for Information

1 2013 COACH OF THE YEAR AWARD

Summary

This report updates Members on arrangements for the 2013 Coach of the Year Award together with the Lifetime Achievement in Sport Award.

1.1 Background

At the 10 January 2005 meeting of this Board (Decision 050110CAB009), a Lifetime Achievement Award was awarded to the late Dave Arnold for his achievements in the field of athletics coaching. It was also agreed at this meeting that a future Coach of the Year Award be established and for nominations to be considered by this Board. A number of criteria for judging nominations were approved by Members and it was agreed that an Award Panel, including the Chairman of the Tonbridge Sports Association, the Councils' Sports Development Officer, a sports coach and the Cabinet Member for Leisure, Youth and Arts should consider the nominations received. To mark Olympic Year, it was felt appropriate to include an additional sporting award in recognition of those who dedicate many years to their sport, often in ways that go unrecognised. A Lifetime Achievement in Sport Award was therefore introduced in 2012.

1.2 Promotion of the Awards

1.2.1 Up to and including the 2012 Awards, nomination forms were sent to sports clubs, schools, parish councils and libraries as well as being displayed in the Council's own facilities. In addition, details of the awards were included in Here and Now and posted on the Council's website.

1.2.2 Despite borough wide publicity of the awards, the number of nominations received was falling each year, possibly due to the following:

- People being reluctant to nominate someone that had been unsuccessfully nominated the year before, even if they fulfilled all the necessary criteria.
- Despite a good quality trophy being awarded to the winners, there is no other prize, monetary or otherwise.

- There is no a high profile presentation event at which the winners receive their awards.
- There may be an element of confusion in the eyes of the general public with both Tunbridge Wells Borough Council and the Courier Newspaper also running their own sports awards.

1.3 2013 Sports Awards

- 1.3.1 In December 2012, the Council was approached by Tunbridge Wells Borough Council about the possibility of merging the awards with both Councils going into partnership with the Courier Newspaper Group.
- 1.3.2 Following agreement the awards were launched through the Tonbridge Courier and all the Courier Group newspapers at the end of March. People can make nominations online, using a paper nomination form or by telephone.
- 1.3.3 The nomination period will close on 30 September therefore from April to September the Council will benefit from regular coverage both on the sports pages and in the main part of the paper. All coverage will mention the Tonbridge and Malling Awards and Council logo in addition to the details of any nominations.
- 1.3.4 The Courier Group website currently carries extensive information about the awards including a home page, sponsors logos and a nomination form. There is also a separate page for the Council with a link to the Council website.
- 1.3.5 The different award categories for 2013 are:

Organisation/Sponsor	Award
Tonbridge & Malling Borough Council	– Coach of the Year – Lifetime Achievement in Sport
Tunbridge Wells Borough Council	– Primary School Team of the Year – Secondary School Team of the Year
Hexx Sportswear	– Young Team of the Year – Young Sports Star of the Year
Kent County Playing Fields Association	– Groundsman of the Year

1.4 Award Panel Recommendations

- 1.4.1 Following the 30 September deadline for nominations the public will then be encouraged to vote for their favourite nominees from 25 October to 17 November. Details of the five nominees with the most votes in each category will then be forwarded to each sponsor to decide the winner.
- 1.4.2 The Tonbridge and Malling Sports Award panel will then meet as soon as possible after the 17 November to decide on the Coach of the Year and Lifetime Achievement in Sport winners.

1.4.3 The panel's recommendations will then be put to the Members of this Board for information at the 9 December meeting. A presentation evening will be held at K College in Tonbridge.

1.5 Legal Implications

1.5.1 None.

1.6 Financial and Value for Money Considerations

1.6.1 The cost of the trophies is approximately £250.

1.6.2 The cost of publicising the awards, administration of the nominations received and the organisation of the presentation evening will be shared with Tunbridge Wells Borough Council.

1.7 Risk Assessment

1.7.1 None.

1.8 Policy Considerations

1.8.1 Community, Young People.

Background papers:

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