

Report on	Great British High Street Awards
Date of Meeting	25 October 2018
Reporting Officer	Adrian McCreesh
Contact Officer	Adrian McCreesh

Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	x

1.0	Purpose of Report
1.1	To advise Members that Cookstown has been shortlisted in the 'Champion High Street Category' of the Great British High Street Awards and seek approval for two representatives from Council to attend the Awards Ceremony in London on 15 November 2018.
2.0	Background
2.1	<p>The Great British High Street (GBHS) Awards are an exciting opportunity for Councils, businesses, community groups and volunteers to learn from the leading examples of the ways in which high streets are succeeding in overcoming the challenges of a rapidly changing environment.</p> <p>The GBHS Awards 2018 launched on 20th June 2018. On 17th September 2018, a selection of 38 shortlisted finalists were chosen by the independent judging panel. These shortlisted high streets are eligible to win up to £10,000 for their local community, plus have the opportunity for their local businesses and consumers to extend their participation in a Visa GBHS Spend & Win Competition, which rewards the people that make our high streets so special.</p> <p>This is the first year the GBHS Awards is open to entries from Northern Ireland.</p> <p>The 'Champion High Street Category' will award the best high street in England, Scotland, Wales and Northern Ireland. High streets are judged on four pillars of success; Community, Customer Experience, Environment and Digital Transformation.</p> <p>An application was submitted for Cookstown and this has been shortlisted in the 'Champion High Street' category.</p>
3.0	Main Report
3.1	An application was made to the Great British High Street (GBHS) Awards 2018 under the Champion Category for Cookstown Town Centre. The GBHS is run by the Ministry of Housing, Communities & Local Government sponsored by Visa and

	<p>supporting partners, which recognise and celebrate local achievements on high streets.</p> <p>Cookstown Town Centre has been shortlisted in the Champion Category. The scoring for the awards has been broken into 2 areas as follows:</p> <ul style="list-style-type: none"> • 30% of the final score for the awards is decided by social media support, through Facebook, Twitter or Instagram, by using its unique hashtag #MYHIGHSTREET #GBHSCookstown. Currently Council are compiling short endorsement videos by businesses/community organisations within Cookstown which will be rolled out through social media channels. • The remaining 70% of the final score will be allocated following a visit from the Independent Judging Panel. This took place in Cookstown on Tuesday 16 October 2018 from 1pm-3pm. The visit will include lunch and a brief presentation delivered by the Director of Business & Communities, after which the judging panel conducted a walk around the town. <p>As Cookstown has been shortlisted, the event organisers have offered Council two complementary passes to attend the Great British High Street Awards Ceremony on:-</p> <p>Date: Thursday 15 November 2018 Time: 11.45am-3.30pm Location: Lancaster House, St James's, London SW1A 1BB</p> <p>Whilst entry to the awards ceremony is free, there will be travel and subsistence costs incurred, should Council decide to send two representatives to attend.</p>
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: Tickets to the Award Ceremony are complementary and free of charge. Travel and subsistence costs will be incurred for two people.
	Human: Member/Officer time to attend the events.
	Risk Management: n/a
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: n/a
	Rural Needs Implications: n/a

5.0	Recommendation(s)
5.1	<p>It is recommended to Members that;</p> <p>Two representatives from Council attend the Great British High Street Awards Ceremony in Lancaster House, St James's, London on 15 November 2018, in line with Council's established practice and protocol regarding representation of elected members at events.</p>
6.0	Documents Attached & References
	N/A