

Durham County Council  
Freedom of Information Act 2000  
Information request



Reference Number:	FOI20175716AS	Date: 120717
Date Received:	Date: 230617	
	Requestor: Arthur Smith	

The Council was nominated for an award at the 2017 Municipal Journal awards.

**You requested 1:**

Which organisation nominated the Council? If the Council was nominated for more than one award category, please list each category and the organisation which made the nomination.

**Our response 1:**

The council nominated itself for three award categories:

'Excellence in Community Engagement' for its nationally-recognised life-saving work around open water safety. The nomination was endorsed and encouraged by the Safe Durham Partnership and The Royal Society for the Prevention of Accidents (RoSPA) and followed a campaign launched as a result of an approach from the grieving mother of a boy who had drowned and who wanted to raise awareness around open water safety to ensure that further loss of life was prevented.

'Delivering Better Outcomes' for its approach to providing services to and improving relations with the Gypsy, Roma and Traveller community. The nomination was encouraged by the multi-agency strategic partnership which coordinates work with the Gypsy, Roma and Traveller community.

'Innovation in Finance' for its work via Business Durham to support companies to locate, invest, expand and create jobs in the county via innovative finance schemes.

**You requested 2:**

For any awards where the Council nominated itself, please provide copies of the nomination form submitted

**Our response 2:**

Please see Appendix A through C attached separately.

**You requested 3:**

Please provide copies of any press releases produced by the Council pertaining to the MJ awards 2017 – including any prior to the award ceremony and any which were issued after the award ceremony.

**Our response 3:**

The council has issued one press release which can be accessed here:

<http://www.durham.gov.uk/article/13990/National-award-for-cold-water-shock-campaign>

The press release about the council's success in the awards generated significant publicity in local and regional media and helped to maintain the profile of open water safety and the 'Dying to be Cool' campaign, which so far has reached 1.5 million people regionally and nationally and has been re-launched for the summer 2017 season to deliver life-saving messages to hard to reach groups. The release generated publicity and coverage on Made in Tyne and Wear TV channel, Metro Radio, the Northern Echo, Durham Times and the ITV and Star Radio websites.

As well as recognising the council's responsive and forward thinking approach to working with communities and private sector partners, winning the award has also enabled us to apply the MJ Achievement Award winner accreditation to our campaign materials and assets, which will encourage their adoption in other areas and help to spread important open water safety messages more widely.

**You requested 4:**

How many personnel attended the awards dinner in London? Please state the number of councillors and the number of officers.

**Our response 4:**

As part of our approach to staff recognition, we decided to send the staff who were at the forefront of delivering the shortlisted projects and initiatives so that they could receive the recognition they deserve for their innovative and hard work.

Across the two shortlisted entries, six personnel from the council attended including one councillor and five officers.

**You requested 5:**

How much money did the Council spend on seats at the awards dinner? For clarity, where a place was sponsored by an external body, please do not include in this total i.e. only include Council expenditure

**Our response 5:**

The council spent £2,495.00 excluding VAT.

The above also included seats for individuals and partner organisations who have worked with us on the initiatives and campaigns. This included two people from 'Campaign for Cam', the campaign for the young boy who lost his life in a drowning incident, and who subsequently worked with us on the 'Dying to be Cool' campaign including personal visits to talk to school assemblies across the county.

**You requested 6:**

How much external sponsorship was received to support the event? Please list each sponsoring organisation and the sum provided

**Our response 6:**

Nil.

**You requested 7:**

What were the travel, accommodation and subsistence costs for Council personnel, including councillors and officers, attending the event?

**Our response 7:**

£1,542.17

**Attachments:** Appendix A through C

**Exemptions Applied:** not applicable

**The Public Interest Test:** not applicable

**Review Procedure**

I hope that this information is of assistance. However, if you are dissatisfied with the handling of your request, please contact: The Information Management Team [Tel:03000268034](tel:03000268034) Email: [foi@durham.gov.uk](mailto:foi@durham.gov.uk)

After you have exhausted our internal appeals procedure, you also have a right of appeal to the Information Commissioner at: Telephone: 01625 545 745 Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)

Julie Hodgson  
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