

Report for: ACTION



Contains Confidential or Exempt Information	NO - Part I
Title	Good Business Neighbour Competition
Responsible Officer(s)	Russell O'Keefe, Strategic Director of Corporate and Community Services
Contact officer, job title and phone number	Kevin Mist, Head of Communities & Economic Development
Member reporting	Claire Stretton, Principal Member for Culture and Communities, Cllr Ed Wilson, Ward Member Clewer South
For Consideration By	Big Society Panel
Date to be Considered	24 March 2016
Implementation Date if Not Called In	Immediately
Affected Wards	All Wards

REPORT SUMMARY

1. This report provides an update on the progress of the Good Local Business Neighbour competition launched as a pilot within Clewer and Dedworth in September 2015 as detailed within a report presented to the Big Society Panel on the 11 August 2015.
2. The Panel asked that the results of the pilot are brought back to a meeting of the panel and, if successful, the council should look to rolling out the scheme across the whole Borough.
3. The Clewer and Dedworth pilot was launched in September 2015 and residents were invited to nominate local businesses within the community that they felt had gone above and beyond their role of just providing a service.
4. To promote the competition, 2,500 leaflets were distributed in Clewer North and Clewer South with a media press release..
5. In total 76 resident responses were received, 50 of those were nominations for one local business, Dedworth Convenience Store who were subsequently awarded a winning trophy by the Mayor on 11 December 2015.
6. Ward Members have been sent details of the pilot and competition and invited to run similar competitions within their Wards.
7. Based on the success of last years pilot the competition will run again this year in Clewer and Dedworth and potentially within Ascot and Windsor.

If recommendations are adopted, how will residents benefit?	
Benefits to residents and reasons why they will benefit	Dates by which they can expect to notice a difference
Residents have an opportunity to nominate businesses in their local area that they feel have been exemplary community neighbours and/or have made a positive contribution to the local community.	1 September 2016
<p>The competition will enable businesses to connect with their local communities creating on going links with residents, an opportunity to publically recognise examples of good practice, resolve local issues and potentially a greater future involvement in the community.</p> <p>It will encourage businesses to take pride in their local environment, shop/business fronts, seek to employ local people where possible, and encouraged to become more embedded in the local community</p>	1 September 2016

1. DETAILS OF RECOMMENDATIONS

RECOMMENDATION: That the Committee:

- i. Notes the success of the Good Local Business Neighbour competition pilot in Clewer and Dedworth;**
- ii. Requests that the Community Partnerships Team works with other ward councillors to extend the Good Local Business Neighbour competition to other areas across RBWM.**

2. REASON FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

2.1 As a vanguard authority for the Big Society, the Council is committed to ensuring that local businesses, as corporate local citizens, are encouraged to be more widely involved in initiatives that seek to engage with and support local communities.

2.2 This competition seeks to encourage local businesses to connect with their local communities, become more involved in Corporate Social Responsibility (CSR) and to contribute to those communities by being a responsible Community neighbour.

2.3. The competition is an extension of the Council's long standing commitment to working with and supporting local communities and builds on the success of other local initiatives such as the Adopt-A-Street scheme, the annual Best Kept Street, Love Dedworth project and CSR activity.

2.4 The pilot competition was launched in Clewer and Dedworth in September 2015 (see press release Appendix A) and promoted locally by Ward Members. The

nominations received were judged by the Ward Members against meeting certain criteria that demonstrated how their business was being good local neighbours within their communities (attached at Appendix B).

2.5. Local businesses were nominated for a wide variety of different reasons with a total of 76 resident responses being received. 50 of those were nominations for one local business, Dedworth Convenience Store who was judged to be the overall winner with the Mayor presenting the business with the winning award on 11 December 2015. The nomination by business are detailed below

Dedworth Convenience Store	-	41 votes
Woody's Café	-	17 votes
Scott's Fish and Chip shop	-	5 votes
Hetpole Chemist	-	3 votes
Mahjacks	-	2 votes
Bath and Bone	-	2 votes
Continental Cleaners	-	2 votes
Dedworth Post Office	-	1 vote
Costa Outlet	-	1 vote
Horler Estate Agent	-	1 vote
QV London	-	1 vote

2.6 Although there is no financial prize, the winner received a glass plaque giving public recognition of being the premier Good Local Business Neighbour and publicly promoting their achievement - encouraging other businesses to engage in the community. The store displays its award prominently.

2.7 Feedback received by ward councillors following the competition confirmed that that

- local businesses not involved with the pilot had asked what they needed to do to win the award for the following year.
- Shops and businesses had started to ask what more they could do for their communities
- Comments from residents confirmed that the efforts made by local business to be active members of the community when the extra mile for their communities were being recognised
- Residents had started looking at local businesses as local neighbours.

Option	Comments
The Council chooses to support the Good Local Business Neighbour competition and for it to be extended to other areas across the borough.	This would be consistent with the Council's commitment to encourage businesses to make stronger links with the local community and to encourage them to be involved in Corporate Social Responsibility- learning about the impact they have on the local environment both positive and negative, encouraging them to be more active in

Option	Comments
	their local community and understand the importance of local civic participation. This is the recommend option
The Council chooses not to support this competition and for it to be extended to other areas across RBWM.	Local residents will lose an opportunity to nominate a business they think particularly stands out in the local community. Businesses will not be aware of how much their business is appreciated in the area and the links between businesses and residents will not have the opportunity to become stronger. This option is not recommended

3 KEY IMPLICATIONS

Defined Outcomes	Unmet	Met	Exceeded	Significantly Exceeded	Date they should be delivered by
Number of Good Business Neighbour Competitions held	<3	3-4	5	> 5	31/03/17

4. FINANCIAL DETAILS

Financial impact on the budget

	2015/16	2016/17	2017/18
	Revenue £'000	Revenue £'000	Revenue £'000
Addition	£0	£0	£0
Reduction	£0	£0	£0

	2015/16	2016/17	2017/18
	Capital £'000	Capital £'000	Capital £'000
Addition	£0	£0	£0
Reduction	£0	£0	£0

4.1 The initiative will be funded through existing budgets.

5. LEGAL IMPLICATIONS

5.1 There are no direct legal issues arising from this report.

6. VALUE FOR MONEY

6.1 The competition aims to encourage local civic participation by connecting local communities and businesses therefore improving the services and environment for local residents. This competition is a non bureaucratic initiative; the nomination process is a simple application form or an on-line nomination. Where possible the council would seek to secure additional sponsorship through local employers.

7. SUSTAINABILITY IMPACT APPRAISAL

7.1 N/A

8. RISK MANAGEMENT

8.1

Risks	Uncontrolled Risk	Controls	Controlled Risk
Residents and local businesses are not aware of a local competition.. There is insufficient interest from residents to nominate local businesses.	Medium	The council, and in particular the Community Partnership Team and Ward Members, use its communication channels to ensure residents and local communities are made aware completion launches.	Low

9. LINKS TO STRATEGIC OBJECTIVES

9.1 Residents First

- Support Children and Young People
- Improve the Environment, Economy and Transport
- Work for safer and stronger communities

Value for Money

- Deliver Economic Services
- Improve the use of technology

Delivering Together

- Deliver Effective Services
- Strengthen Partnerships

10. EQUALITIES, HUMAN RIGHTS AND COMMUNITY COHESION

10.1 None

11. STAFFING/WORKFORCE AND ACCOMMODATION IMPLICATIONS

11.1 None.

12. PROPERTY AND ASSETS

12.1 None

13. ANY OTHER IMPLICATIONS

13.1 None.

14. CONSULTATION

14.1 None

15. TIMETABLE FOR IMPLEMENTATION

Stages	Timescale
Report to Big Society Panel	24 march 2016
Launch of local competitions in other areas of the Borough	From April 2016 on wards

16. APPENDICES

16.1 Appendix A, Press release.

16.2 Appendix B, Competition Judging Criteria

16.2 Appendix B, Media coverage

17. BACKGROUND INFORMATION

17.1 None

18. CONSULTATION

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Internal				
Cllr Bateson	Chief Whip and Lead Member for Neighbourhood Planning	12/03/16	15/03/16	
Cllr Stretton	Principal Member for Culture and Communities	11/03/16	11/03/16	
Cllr Ed Wilson	Ward Member Clewer South	11/03/16		
Russell O'Keefe	Strategic Director of Corporate and Community Services	11/03/16		
Kevin Mist	Head of Communities and Economic Development	11/03/2016		
Christopher Targowski	Cabinet Policy Manager	11/03/16	15/03/16	
External				

19 REPORT HISTORY

Decision type:	Urgency item?
Non-key decision	No.

Full name of report author	Job title	Full contact no:
Harjit Hunjan	Community and Business Partnerships Manager	01628 796947

Appendix A:

Press Release -17.9.15

- **Calling all businesses in Clewer and Dedworth**

Residents and businesses in an area of Windsor are being encouraged to nominate a local company that they feel makes a real difference to the community.

Nominations are currently being sought for the Clewer and Dedworth **Good Local Business Neighbour Award**. The business can be any size, as long as the nominee feels it plays an important role in the community.

The nominees may keep their shop clean and clear of litter, sponsor community groups or help residents in some way. The competition is a chance for businesses to make further connections with local communities and links with residents.

Judges of the competition will include ward councillors and the winner will receive a trophy.

Cllr Edward Wilson, Clewer South, said: "The sort of businesses we are looking for don't just sell us goods and services, they make a real difference to Clewer and Dedworth and are at the heart of the community."

Leader, Cllr David Burbage said: "We want to recognise businesses in Clewer and Dedworth that go the extra mile for their community."

"This is a further example of Big Society in action and it will encourage companies, big and small to take pride in their local environment."

This Award is a pilot scheme and we may be in a position to roll it out to other wards in the Royal Borough in the future

Nominations should be submitted to Debra Beasley, community partnership officer, by email debra.beasley@rbwm.gov.uk or by calling 01628 796100. Please give the name of the business and the reason(s) why you think they deserve to win.

Alternatively you can contact you a Clewer North, Clewer South or Dedworth councillor. Closing date for nominations is Sunday 15 November.

Contacts:

Cllr Edward Wilson, Clewer South, tel: 07747 007913

Debra Beasley, Community Partnership Officer, tel: 01628 796100

Appendix B

Competition Judging Criteria

1. Appearance – external building (score out of xx)

- Is building well kept/maintained? – Windows/doors etc.?
- Is the area outside the business clean and tidy?
- Is it free of litter, card board, wooden crates etc.?
- Are there any extra Litter bins?
- Is the area immediately in front of the business attractive, are there?
- Has the business planted any flowers/shrubs/trees planted?

2. External Signage (Score out of xx)

- Is it in keeping with the area?
- Do they look attractive?
- Are they clean/well maintained?

3. Is the business a considerate neighbour? (score out of xx)

- Are vehicles and cars parked (staff and customers) parked in a considerate manner (not on pavements etc.).
- Is the Business an Adopt-A-Street Business
- Does it or has it supported the local community i.e. local events /street parties /Charities etc.

4. Customer service (score out of xx)

- Is the staff friendly and helpful?
- Does the business provide excellent levels of customer service?

Appendix C

Local media coverage (Windsor Ascot and Eton Express)

Dedworth Convenience Stores win award for 'going the extra mile'

A convenience store has won an award for going the extra mile.



Dedworth Convenience Stores, in Dedworth Road, was nominated for the Clewer and Dedworth Good Local Business Neighbour Award by other residents. It is owned by Daljit Toor and Manjit Toor.

The award was launched in September for businesses that residents feel go the extra mile. It was open to all businesses that play 'a key role' in the community.

Cllr Ed Wilson (Con, Clewer South) said: "The community has spoken. A very large number of residents cited Dedworth Convenience Stores as a place where they go out of their way, especially for older people who find the owners very friendly and helpful.

"They also clean the front of their shop from time to time, helping keep Dedworth clean." The shop was presented with a glass plaque by the Mayor of the Royal Borough, Cllr Eileen Quick, on Friday, December 11.

The award is a pilot scheme that may be rolled out to other wards in the borough in the future.

