

CYNGOR SIR POWYS COUNTY COUNCIL

10 June 2011

Report Author: Karen Lewis - Economic Regeneration Manager

Subject: Powys Business Awards Sponsorship

Report: For Delegated Decision by Portfolio Holder

1. This report outlines the proposal for further sponsorship from Powys County Council for the Powys Business Awards 2011.
2. On 18th December 2008 Board approved funding from Labgi Funds of £7000 for 2008/09 (to fund 2009 Business Awards scheme) and £5000 for 2009 (to fund 2010 Business Awards scheme). The previous Business Awards were a resounding success and this report seeks to secure additional resources in order to deliver an enhanced Awards scheme and business event for 2011.
3. Plans for the Business Awards 2011 are already underway and it is proposed that the following categories (as seen below) are available by making the event more inclusive and encourage more businesses to participate.

In order to take advantage of the media interest and to exploit the enthusiasm shown by businesses a business event is also being planned to be held over 2-3 days around the Award ceremony. This is likely to take the form of awareness raising events and to offer opportunities for businesses to network.

In view of the success of the previous events and the exciting plans to expand the scheme in 2011 it is proposed that a further £5000 is allocated as sponsorship for the 2011 Powys Business Awards. It is proposed that this is funded from the Labgi fund, where there is a current balance of unallocated funds of £47,000. This will then leave a balance of £42,000 unallocated.

The Powys Business Awards are designed to showcase the extent of business talent and the quality of companies and individuals that we have here in the county. Powys is home to so many exciting and diverse businesses, a number are well known, some with market leading credentials, but the majority are unsung heroes that given the opportunity have the skills and ability to rival anyone in their sector.

4. The Awards were launched in May 2011 with a short ceremony held in County Hall. Mid Wales Manufacturing Group (MWMG), as lead partner with Powys County Council, had secured sponsorship for all 10 categories which comprised:

Business of the Year Award 2011 – Powys County Council

Growth Award – Finance Wales
Training & Development Award – Coleg Powys
Start-Up Business Award – County Times
Small Business Award – Turner Peachey, Chartered Accountants
Young Entrepreneur Award – Cambrian News & Brecon & Radnor Express
Leadership Award – Leadership & Management Wales (LMW)
Tourism Award – Tourism Partnership Mid Wales
Manufacturing Award – Mid Wales Manufacturing Group (MWMG)
Social Enterprise/Charity Awards – Mid Wales Housing Association Ltd
Judges Award – Themes Restaurant

5. It is considered that the investment made by Powys County Council from the Labgi fund provided excellent value for money and met the strategic aims of the Council:-

- Celebrating achievement
- Reflecting on success
- Providing a benchmark of performance
- Providing positive public relations
- Developing business networks
- Learning from best practice
- Developing business differentiation which will be a key tool for companies to use with current and future customers, employees and suppliers
- Demonstrating that businesses care about their future success and the successes of the County as a business location
- Developing real opportunities to promote the business through Powys and beyond

6 The 2010 Powys Business Awards ceremony was held on 28th September at The Metropole, Llandrindod Wells. The event was exceptionally well received by over 200 guests present representing all sectors of the business community of Powys. The evening commenced with a short drinks reception, followed by a 3-course dinner and the Awards Ceremony.

The Business Awards scheme would continue to emphasise best practice and achievement in the categories specified in relation to sustainable economic, social and environmental business development.

The Principal Accountant for Community, Skills and Learning confirms that the funding is available.

Recommendation.

That the sum of £5,000 is allocated as sponsorship to the Powys Business Awards Project for 2011.

Karen Lewis
10 June 2011