

Partnership Awards Report 2007

Cheshire & Warrington Partnership Sports Awards 2007 Evaluation Report

Introduction

The 2007 5th Annual Cheshire & Warrington Sports Partnership Awards Dinner promised to be another fantastic evening of reward and recognition, building on the success of previous award dinners, and gives the opportunity to honour the commitments and successes of Cheshire & Warrington's sporting stars, be they players, coaches, clubs, volunteers or officials.

This Awards Dinner was held at Cranage Hall in Holmes Chapel Cheshire on **Friday 19th October 2007**. The venue was chosen for its location and beautiful surroundings. 200 people were invited to enjoy the evening which included a 3 course dinner, wine and entertainment.

A champagne welcome reception was held before the start of the evening where guests were able to relax and chat before taking their seats.

The evening was hosted by Steve Parry Olympic Swimming Medallist and Guest Speaker was Jamie Andrew an Accomplished Disabled Mountaineer.

Nomination Process

Each Local Authority hosted their own awards competition or selection panel to choose a winner for each of the categories. The winner of each category in every Local Authority was then automatically put forward to the County Partnership Awards.

Planning for this year's event started in June 2007. A venue was located based on the number of guests at last year's event. An events co-ordinator was appointed for 15 hours per week. Temporary Full time Project Manager was appointed in September.

This year's nomination process was a new process and was discussed and agreed by partners for this year. It was decided that Local Authorities would hold their own awards event, or nomination process, decide their winners and then all winners will be invited to the County Awards.

Nomination forms and regular reminders of the new procedures were communicated via Sport Cheshire and LA's through website, emails, post, publicity, promotion and posters to all contacts.

Nomination forms were received for all categories from all LA's. Club of the Year had 6 representatives due to West Cheshire AC representing both Chester and E/P.

The new process meant that nominees for this year increased from last year by 2 categories.

Categories for 2007

This years Categories were as follows:

Club of the Year (Junior and Senior)
Coach of the Year (Male and Female)
Volunteer of the Year (Female, Male, Young)
Special Recognition.

The introduction of a new category for next year was highlighted at this year's event, when Margaret Mary Cochrane, Wife of the late Jim Cochrane (Sport Cheshire Chair) received an award dedicated to Jim's memory. This will be included in the categories for 2008 and will be to recognise disability sport of which Jim was very passionate about.

Winners of the Club of the Year Award will be invited to and automatically nominated for the

Partnership Awards Report 2007

B|B|C North West Sports Awards which are to be held on 26th November at Hilton Hotel Manchester.

Winners 2007

CLUB – West Cheshire AC – Chester
JUNIOR CLUB – Friday Night Fever – Ellesmere Port & Neston
MALE COACH – Mike McLoughlin – Warrington
FEMALE COACH – Rachel Burrows – Macclesfield
MALE VOLUNTEER – Stuart McIntosh – Warrington
FEMALE VOLUNTEER – Estelle Graham – Warrington
YOUNG VOLUNTEER – Emma Hill – Macclesfield
SPECIAL RECOGNITION – Alan Boyle – Warrington

Tickets

200 guests had received tickets for the evening. 194 attended on the night. The remaining seats were taken by Sport Cheshire Staff who had kindly given up their seats prior to the evening to accommodate the number of guests requesting tickets. Requests for tickets was well over the amount available, leading to staff making lots of enquiries for a new venue at short notice. Unfortunately due to timescales and financial reasons it was not suitable to change venues. Ticket requests reached 300. Cost of tickets = £30

Due to the quick sale of tickets for the evening, the event was 75% sold out before nominees had made requests for tickets for their guests to attend. Sport Cheshire managed to accommodate at least 1 guest per nominee. Although disappointing for some people it was a really positive response for the event, and highlights the need for a bigger venue for next year. Each nominee received 1 free ticket; all guests attending with nominees were paying guests.

Young volunteer nominees ages ranged from 12-18. As young volunteers would need to be accompanied by an adult, requests were made for guests to be allocated free tickets. This would need to be discussed for 2008 event.

Guest Speakers

Information and contact details were identified of numerous guest speakers. Most high profile athletes/speakers were unavailable or not within our budget. Speakers identified and requested were: Kelly Holmes, Pen Hadow, Darren Campbell, Jamie Baulch, Ewan Thomas and agents acting for motivational speakers. Jamie Andrew was recommended and Steve Parry was a must after last year's event. Having 2 speakers for the evening raised the profile of the event and proved successful in attracting old and new guests.

Sponsorship

Sponsors identified by staff and partners who may have be interested in sponsoring the event.

Weather seal, Guardian Newspapers, Thornton's, Yellow Pages, Virgin Trains, Concorde Trophies, Cheshire Life, Milk People, Sale Sharks, Flower Emporium, Desktop, NMC Design, and PYG Sponsors.

Actual Sponsors of the event were: Sports Volunteering North West (SVNW), Pebble Promotions (Trophies) Hilton Studios (AV equipment) Office Essentials (Programmes, tickets) Sale Sharks (Mascot Package, kit, Family Match Ticket) Flower Emporium (Table flowers).

Raffle

Prizes for this year's raffle were donated from, Cranage Hall, Sale Sharks, Jamie Andrew, Warrington Wolves and Sport Cheshire. Part of the proceeds of the raffle will be to recruit and support Young Sporting Ambassadors. Raffle tickets cost £5 and over £500 was raised.

Partnership Awards Report 2007

Promotion and Publicity

Two event press releases were published and circulated to contacts and were also made available for Local Authority use. 1 post event press release was issued 1 week after the awards and has been circulated.

The website has been updated regularly with the latest news and headlines. Nomination forms were available to download pre event. Regular email updates sent to Partner's and contacts. www.cwsportspartnership.org Post event press release in Macclesfield Leisure Centre Newsletter.

Awards Event tickets sales, posters, postcards and letters sent by post to promote the evening. Updates during planning of the event were included in any meetings that were taking place throughout the partnership.

Sport Cheshire Event photographer was available on the night and photos have been received via email and on disc for our use. Photographer also took photo's of guests at their leisure which are available to buy on his website www.grabmeimaphotographer

Judging Panel

Invites were sent to identified people from across the Partnership who may have been available for a day. Packs containing all nominee information and judging criteria were sent to all members of the panel before the meeting took place.

Members of the judging panel (Michelle Carney – Chief Exec, Andrea Gumbs - Event Co-ordinator, Sarah Pickford – WSF, Richard Newton – Cricket, Gus Ryrie – CDO Sportscoach UK, Stu Fields - Chester Uni, Viv Gorst – SVNW).

Jim Cochrane Dedication

The Cheshire and Warrington Sports Partnership has dedicated an Award to the late Jim Cochrane. (Chairman, Cheshire Sports Trust Ltd 1995-2007) His wife, Margaret Mary received the Award on the evening. This will be presented in future years in his memory of disability sport, and the contribution he made.

Staff

Members of the CWSP Core Teams were involved with the planning and organisation of the awards event. Staff attended on the evening and were allocated job roles. Staff debrief meeting took place (18th Oct) to familiarise all staff with their role for the evening. Due to the number of ticket sales, staff did not have an allocated seat on tables. As some people didn't turn up on the evening staff were able to take up the empty seats.

Feedback and Debrief

Winner of the Club of the Year – West Cheshire AC will automatically go through to the BBC sports awards. Nomination forms were submitted to Sport England and West Cheshire actually went on to win the BBC NW Community Club of they Year. A proud achievement for the Sports Partnership and congratulations to all at the club that have deserved this award.

Hard copy feedback forms were sent to all guests who attended on the night. A web version of this feedback form was also made available to all CWSP members. All feedback received has been filed and kept in the general office. A copy of the questionnaire is in the 2007 awards folder (G:\Projectareas\sportsawards\2007\postevent

Partnership Awards Report 2007

2007 Evaluation results (Total response of 60 evaluations)

Top Answers in each Category bold & Highlighted

<u>Evaluation Category</u>	Excellent	Good	Fair	Poor	Did not Respond or N/A
Venue (Cranage Hall Hotel)	68%	31%	2%	0%	0%
Sign in/Seating plan	37%	51%	5%	7%	0%
Layout of room/Style	31%	51%	17%	2%	0%
Promotional video clips (2012) and Photo Slideshow	42%	47%	7%	3%	0%
Food	29%	39%	27%	5%	0%
Complimentary Drinks	34%	51%	10%	5%	0%
Welcome reception	25%	64%	10%	0%	0%
Service (Venue staff)	27%	63%	10%	0%	0%
Presentation (in terms of technology)	39%	56%	5%	0%	0%
Steve Parry Sporting Celebrity Host	66%	29%	3%	2%	0%
Jamie Andrew Motivational Speaker	73%	27%	0%	0%	0%
David Newton (Speech) Chair, Photographer	19%	47%	22%	12%	0%
Sport Cheshire Staff	10%	53%	15%	7%	15%
Awards Ceremony Format	53%	44%	3%	0%	0%
Trophies	36%	53%	12%	0%	0%
Certificates	46%	39%	15%	0%	0%
Disco	20%	59%	8%	0%	12%
Quiz	2%	25%	24%	27%	22%
Raffle/Prizes	20%	66%	10%	2%	2%
Raffle/Prizes	19%	56%	19%	3%	3%
Stage Set-up / Venue Design	24%	59%	15%	0%	2%
Scheduling/Timing	29%	54%	14%	3%	0%
Overall professionalism	39%	58%	3%	0%	0%
Overall enjoyment	47%	46%	7%	0%	0%

<u>Most Enjoyable Part of Evening.....(Top 5)</u>	Chosen by
Jamie Andrews	27 People
Awards Presentation	7 People
Networking / Socializing	7 People
Steve Parry	6 People
Quiz	2 People

Partnership Awards Report 2007

<u>Least Enjoyable Part of Evening.....(Top 5)</u>	Chosen by
Food	8 People
Disco	7 People
Chairmans Speech, too long	5 People
Awards Presentation Format	3 People
Layout of Room / Temperature	3 People

<u>General Comments (To Celebrate and Improve)</u>	<u>General Comments (Challenges to address & Improve)</u>
<p>Overall a really enjoyable evening</p> <p>Jamie Andrews was outstanding - Better than Excellent Could the runners up in each category also be announced? Classy Event A real celebration Pace of the evening was spot on, Perfect Brilliant Good Atmosphere Good Quiz</p> <p>Many thanks, great evening and SVNW pleased with brand exposure Every detail had been worked out and you gave us all a wonderful event</p> <p>We thought Steve Parry and Jamie Andrew were great guests and we really enjoyed their input.</p> <p>The coaches and volunteers had a fun time taking part in the quiz and were ecstatic to come away with the Young club of the year</p>	<p>More information could be provided about all nominees - Not just winners Certificates should be presented rather than on seats.</p> <p>Wheelchair accesibility needs to be better</p> <p>No Soft drinks on the table Tables too close together Choice of Food Menu poor, Service very poor</p> <p>Room needs to be bigger How do you purchase photos from the evening? Awards need to be more dynamic Selection process needs to be reviewed Bias votes for Warrington, spread the Awards around LA</p> <p>Chairmans Speech, more dedication to him rather than the Awards Did not mention any shortlisted Nominees Steve Parry sexist, no research done on Nominees</p> <p>Ticket allocation (young vols aged 12-18 need to be accompanied by an adult. Possibly 2 free tickets for Young vol category). Ticket allocation for nominee guests. At least 1 ticket should be kept for each nominee, possibly at a discounted price.</p>

Partnership Awards Report 2007

Initial Recommendations from Feedback

- Nominee certificates were placed on their seats before they arrived. Names were read out by the host and appeared on the large screen before winner was announced. It has been suggested that Nominees should be invited to the stage to receive their award and recognition of their achievement.
- The venue was in a beautiful location, and was of a high standard. Maximum capacity was 200. As requests for tickets exceeded 200 a bigger venue for 2008 would be more suitable.
- Ticket allocation (young vols aged 12-18 need to be accompanied by an adult. Possibly 2 free tickets for Young vol category).
- More time is needed for Judging panel to select winners. 1 whole day would be recommended.

Steering group to be established early in 2008 to address the challenges raised and to establish format, date and venue for the 2008 event

Thanks You's

Individual thank you cards were sent to Margaret Mary Cochrane and David Newton. Individual thank you letters and questionnaires were sent to Steve Parry, Jamie Andrew and Tony Jackson. A Thank you letter and questionnaire was sent to all sponsors. Thank you emails sent to all staff, guest speakers and sponsors.

Summary

Overall the 2007 Partnership Awards Evening was a great success and feedback has suggested the best event ever. 196 guests and 8 Sport Cheshire Staff enjoyed the atmosphere and the entertainment provided by the host and the inspirational story of Jamie Andrew.

The professionalism of the host Steve Parry ensured the awards ran smoothly and gave the opportunity for the winners to receive the recognition they deserve. All partner's played a vital role in the success of the event and with great relationships and teamwork, next years event will no doubt be bigger and better.

Recommendations will be made to improve future events, with sponsorship being highlighted as making a difference in delivery. The Partnership Awards Event takes months of planning and organising, involving the many partners of the Cheshire & Warrington Sports Partnership