

COMMUNICATIONS – SPONSORSHIP (L&S)

ORGANISATION: MEDIA SOUND HOLDINGS LTD

Purpose for which Grant is sought: Community Achievement Awards

Total Project Cost:	£900
Amount of Grant Sought:	£900
Previous Grants:	Annual

Background information:

Media Sound Holdings is a media company that has a portfolio of radio stations, print and digital media. Bright FM (106.4-106.8) is the local commercial radio station for Haywards Heath, Burgess Hill and the surrounding villages with 34,000 listeners every week. The station provides a source of local news, travel, music and information. The station works with a number of local charities and organisations and can regularly be seen broadcasting from events.

As part of their service to the local community they run the Bright Awards, which is a community awards event that recognises and rewards people that work or live in the area, and go above and beyond to make this area a great place to live. There are a total of 13 awards ranging Courage and Lifetime Achievement to Business Awards. The Bright Awards are extensively promoted through a cross media campaign.

This year's awards will take place at the South of England Showground in Ardingly on Friday 16 September. Over 150 guests are invited to attend the black tie event and the 13 awards will be presented during a ceremony that makes use of audio and video to convey the inspirational stories of bravery, determination and success.

Mid Sussex District Council has sponsored the 'Community Award' category for the past six years. Bright FM receives hundreds of entries each year from local residents nominating someone they know who deserves recognition for their achievements.

The project meets the following corporate objectives

Better Services – the awards provide an opportunity for residents to nominate high quality local businesses and community volunteers. They encourage residents to take part in activities that benefit and improve their communities and celebrate success. The awards raise awareness of people, associations, business and initiatives that help change lives, provide services and develop the local area.

Recommendation

That the sum of £900 from the current revenue budget be agreed as the Mid Sussex District Council's contribution to the Bright Awards 2016.