

## DIAMOND JUBILEE CIVIC HONOURS COMPETITIONS

### ENTRY GUIDELINES

**Her Majesty The Queen has agreed that competitions may be held for a grant of city status and a grant of Lord Mayoralty (called a Lord Provostship in Scotland) to mark Her Diamond Jubilee in 2012.**

1. Any local authority (district, borough, parish/town/community or unitary council) in any part of the United Kingdom which considers that its area deserves to be granted the rare honour of city status on this very special occasion is welcome to enter the competition by the closing date of 27 May 2011.

2. Lord Mayoralty / Lord Provostship is an exceptional distinction conferred on the Mayoralties or Provostships of a few – usually long-established and important – cities. Her Majesty has agreed on this occasion that applications from cities of less than 15 years' standing are unlikely to succeed. Local authorities for existing cities, other than those honoured with city status for the Millennium or The Queen's Golden Jubilee, are welcome to enter the parallel competition for a Lord Mayoralty / Lord Provostship by the same closing date, 27 May 2011.

3. Applications may only be made by an elected local authority – normally, in respect of the entire local authority area. In recognition of the fact that the legislation underpinning local authorities is different in Scotland, however, applications may be submitted by Scottish local authorities on behalf of distinct areas within the unitary local authority boundary.

4. Although there are no specific criteria either for city status or for Lord Mayoralty / Lord Provostship, the Government is asking local authorities to submit their entries in a standard size and format, as described in Part 1 of the attached Annex. This is intended to help local authorities minimise the expense of entering the competitions and to provide the Government with a fair basis for comparison and assessment of the entries received. Local authorities are asked to keep their entries within the bounds of the standard size and format; the Government reserves the right to disregard entries or parts of entries that exceed these.

5. The Annex also provides suggestions (mainly in Part 2) as to information local authorities may wish to include and/or to highlight; these reflect Ministers' view that the places to be honoured for the Diamond Jubilee should be vibrant, welcoming communities with interesting histories and distinct identities. Local authorities are free to include additional or different information if they so wish but are strongly advised not to exceed the limits of the standard size and format as described in Part 1 of the Annex. Part 3 of the Annex provides answers to some possible questions on the entry process. Answers to other frequently asked questions, along with a list of cities and a list of cities holding a Lord Mayoralty or Lord Provostship, are to be found on the website of the Department for Culture, Media and Sport -

[http://www.culture.gov.uk/what\\_we\\_do/honours/diamondjubilee.aspx](http://www.culture.gov.uk/what_we_do/honours/diamondjubilee.aspx).

5. The decisions made by Her Majesty, under the Royal prerogative and on Ministerial advice, will be final and no reasons will be given. No details can be given of the assessment process but local authorities may be assured that each entry will be considered 'in the round', on the merits of its contents rather than on the standard of presentation. Each local authority will be sent brief comments on its entry when the results of the competitions are announced in 2012.

6. Two hard copies of each application are requested to be submitted (by post or courier) to reach the Cabinet Office by 4pm on the closing date, Friday 27 May 2011. The address to be used is:

Constitutional Policy Branch  
c/o Strategic Communications  
Cabinet Office  
3<sup>rd</sup> Floor  
22 Whitehall  
London  
SW1A 2WH.

7. Entrants are asked to notify the Constitutional Policy team separately when their entries are dispatched, by sending an email to the following address, giving the date of dispatch of the hard copies; the civic honour applied for (i.e. city status or Lord Mayoralty / Lord Provostship); the name of the local authority submitting the application, and its full contact details:

[diamondjubilee@culture.gsi.gov.uk](mailto:diamondjubilee@culture.gsi.gov.uk).

8. Acknowledgements will be sent by email when the hard copies have been received. If no acknowledgement is received within 6 working days of the closing date (or of dispatch, if earlier), please send a further email to the above address with either 'City status entry enquiry' or 'Lord Mayoralty entry enquiry' (or 'Lord Provostship entry enquiry' for entries from Scottish cities) and the name of the local authority area in the heading.

## ENTRY GUIDELINES

### 1) FORMAT

Entrants are asked to confine their entries to the following limits:

- a) An **introduction** comprising no more than five A4 pages of text, highlighting why the area deserves city status (or Lord Mayoralty / Lord Provostship, as appropriate), with particular reference to its age, distinct identity, history, traditions, famous residents, any associations with Royalty and any other particularly distinctive features.
- b) A **profile** of the area, including statistics, to assist understanding of the area and its bid in comparison to the bids of other applicants. Information it would be helpful to include is outlined in Part 2 below. The profile should comprise no more than 20 A4 pages (including numbers, any tables and graphics).
- c) Up to 50 **photographs** of permanent features of the area (rather than events or people), with brief captions describing what is shown. The emphasis should be on giving a representative and reasonably comprehensive impression of the area - especially the part that constitutes (for Lord Mayoralty/ Lord Provostship applicants) or would constitute (for city status applicants) 'the city centre' - rather than photographic artistry. The photographs, with their captions, should be submitted two to a page of A4 paper and may be computer-printed rather than photographic prints.
- d) Two **maps**: an outline map (maximum A3 size) showing how the part that constitutes or would constitute 'the city centre' sits within the local authority area as a whole, together with a more detailed map of the area (maximum A2 size) showing the main tourist / leisure / entertainment sites and green spaces accessible to the public. The main transport routes serving these, with an indication of services' frequency, should either be shown on the detailed map or listed in an accompanying document (no more than two A4 pages long).

### 2) PROFILE

Ministers take the view that the places to be honoured with city status and with Lord Mayoralty / Lord Provostship for Her Majesty's Diamond Jubilee should have supplied convincing evidence of their ability to welcome people into their areas and to provide, promote or facilitate access to a wide variety of places, activities and events.

It would therefore be helpful if local authorities could include statistical information on the resident population of their area, breaking this down between the main towns if the area includes more than one, and on economic

activity, including the number of people who work (but do not reside) in the area. Information on the numbers attending schools and other educational institutions in the area would also be helpful.

In addition, local authorities are invited to include within the profile:

- brief details of the local governance arrangements for the area,  
and
- an account of the range, variety and appeal of community and 'interest' groups based in the area. Where readily available, statistical information (e.g. as to membership or attendance) is welcome, but local authorities are not expected to carry out extensive research.

Examples of other matters on which any information (both qualitative and, especially, quantitative information) would be of particular interest include:

- tourist attractions and places of interest (including museums, art galleries etc)
- visitor accommodation
- public green spaces
- major events – please state if any are supported by the local authority in any way (e.g. with publicity)
- sport and leisure facilities – again, please state if any are supported by the local authority in any way (e.g. with publicity)
- local authority support (of any kind) for the voluntary sector
- shopping centres.

Detailed information and statistical breakdowns – particularly statistics that indicate levels of use / popularity, such as 'footfall' at key sites, attendance at events and so forth - are welcome, if available.

Local authorities are asked to specify the sources of any data and whether the figures are actual or estimated. Where possible it would be appreciated if statistics could be provided for a 12-month period (no earlier than 2009), e.g. for 2010 or for the latest 12 months for which figures are available.

Local authorities are reminded that the profile should not exceed 20 A4 pages, including any figures, tables and graphics.

### 3) QUESTIONS AND ANSWERS ON ENTRY GUIDELINES

#### **Q1: Can we submit our entry online instead of sending hard copies?**

A1: No. Local authorities are welcome to send us an additional copy of their application by email if they wish, but the two hard copies stipulated in the guidelines are essential to the assessment process.

**Q2: Can we involve the public in the compilation of our entry?**

A2: Yes, by all means, so long as you do not exceed the standard size and format.

**Q3: Can we publish our entry on our website?**

A3: Yes, local authorities are welcome to publish their entries if they wish to do so.

**Q4: Will the Government keep our entry confidential?**

A4: Not necessarily. Requests for disclosure will be considered in accordance with the requirements of the Freedom of Information Act 2000. If a local authority wishes any part of its application to remain confidential it is asked to flag this up with a clear indication for us to take into account in deciding whether the information should be released. Wherever possible we would then alert the local authority before releasing such information.

**Q5: Can we submit a DVD / CD / video instead of photographs?**

A5: No, please do not do this as it would hinder the assessment of applications.

**Q6: Will we be penalised for sending computer print-outs rather than photographic prints?**

A6: No; local authorities are welcome to send computer print-outs of their photographs rather than actual prints.

**Q7: Can we submit our application in the form of a booklet?**

A7: Yes, local authorities are welcome to do this.

**Q8: We cannot afford a glossy booklet/ external publishers/ research; is it still worth our entering?**

A8: Yes. The Government does not want local authorities to incur any undue expense entering the competition. It is the quality of the contents of the application, taken as a whole, that will be assessed, rather than the standards of presentation.

**Q9: We do not have data on all the points suggested in Part 2; does this matter?**

A9: No; please simply provide whatever you have or can readily obtain. The Government does not want local authorities to incur any undue expense by entering the competition.

**Q10: Will late entries be accepted?**

A10: No. If an entry is received late, evidence that it was dispatched in time to reach us by 4pm on Friday 27 May 2011 will be requested.