

# Committee of the Year Award

## Gloucestershire Committee

*“The Gloucestershire Committee team deserves immense credit for their exceptional communication and community engagement campaigns fostering a sense of trust with residents encouraging them to actively participate in keeping Gloucestershire safe”.*



## Overview

The Gloucestershire Committee set themselves two key objectives for 2023/24 which was to build greater brand awareness across the county and utilise networks and connections to reach rural communities and recruit more volunteers. They succeeded admirably in all respects. Their flagship rural campaign ‘Speak up to Stop Rural Crime’ was a real team effort with members using their networks to help maximise their reach into all rural communities in the county. A varied blitz of means to raise awareness were deployed including social media, radio advertising and low-cost giveaways. The results were staggering. The committee is full of highly experienced volunteers with skills and networks they willingly use. And all members look to be involved with events involving local communities as they’ve done throughout 2023/24 at, for example, the popular police open days and an event featuring the Bee Anti-Violence Monument. A true team of action.

## Judges’ comments

The judges had very little hesitation in making this award to the Gloucestershire Committee for their highly impressive achievements over the last twelve months and for satisfying the award criteria comprehensively in every respect. To take one feature, the judges particularly admired the very real sense that this was teamwork at its very best with a focused, driven Chair and all members pitching in relentlessly and clearly enthusiastically to achieve the many deserved successes of community engagement at its best.

