

COUNCIL MEETING – 2ND JULY 2026

AGENDA ITEM NO. 5 (2)

APPOINTMENT OF CHAMPION ROLES

A report from the meeting of the Licensing and Corporate Business Committee held on 16th June 2026

SUMMARY

Champions are elected members who are appointed by the full Council to act as advocates or spokespeople for themes or topics which support the Council in delivering its functions.

Further to recent changes agreed by the Council at its meeting on [19th March 2026](#), Champion roles are non-executive non-political roles, and this report sets out the recommendation of the Licensing and Corporate Business Committee for appointments to the following Champion Roles:

- Pride in Place for 2026/27
- Armed Forces Covenant for two years from 2026/27

At its meeting on [16th June 2026](#), the Licensing and Corporate Business Committee considered the nominations, and the proposed terms of reference for each of the Champion Roles for 2026/27 (copy attached at Appendices 1 and 2). Nominations were considered by the Committee following a call for expressions of interest and supporting statements, and in accordance with the new guidance note for Champions (copy attached at Appendix 3),

For the Pride in Place Champion, there was one nomination for the current serving Champion. However, for the Armed Forces Covenant Champion, there were two nominations with both demonstrating a link to armed forces, strong interest in the role and a willingness to work cross-party. Following deliberation, the Committee's recommendation to Council is set out below.

Champions will be asked to provide the Licensing and Corporate Business Committee with a periodic summary report of their activities, engage with the Leader of the Council/relevant Portfolio Holder, and discuss any activities that require budget allocation.

RECOMMENDATION That:

(1) Cllr Lisa Greenway be appointed as Champion for Pride in Place for the 2026/27 Municipal Year with terms of reference as set out in Appendix 1; and

(2) Cllr Steve Masterson be appointed as Champion for Armed Forces Covenant for two years from June 2026 with terms of reference for the 2026/27 Municipal Year as set out in Appendix 2.

CLLR SARAH SPALL
CHAIR OF LICENSING & CORPORATE BUSINESS COMMITTEE

**Pride of Place Champion
Role and Priorities 2026/27**

Purpose: To develop a sense of pride in place within the community to deliver a promise for cleaner streets.

Role:

- (1) Work with the Council's Operations and Communications teams
- (2) Promote engagement with schools and educational institutions across the Borough
- (3) Work to improve the awareness of residents, Members and Officers of Pride of Place in the Borough
- (4) Report back regularly to the Council via the Licensing and Corporate Business Committee on plans, projects and activities

Champion Priorities in 2026/27

- (1) Continue to develop and expand a sustainable community engagement model focused on delivering "Pride of Place" across the Borough of Rushmoor.
- (2) Develop and deliver a borough-wide litter picking campaign, culminating in participation in Keep Britain Tidy's Great British Spring Clean in March 2027
- (3) Deliver a creative place-enhancement programme that improves the visual appearance of public spaces, fosters community pride, and contributes to a more attractive and welcoming environment across the Borough.

**Armed Forces Covenant Champion
Roles and Priorities 2026/27**

Purpose: Promote the objectives of the Armed Forces Covenant on behalf of the Council through local action and by building connections between the Military and civilian communities.

Role:

- (1) Ensure that Council Services reflect the principles of the Armed Forces Covenant
- (2) Act as a conduit for all parts of the military community, including veterans, who are looking for assistance from the Council
- (3) Understand the needs of the local military community and act as a signpost and interface between the military and the community
- (4) Brief and raise awareness of the role of the champion and the objectives of the Covenant to Elected Members and staff
- (5) Support events held by and for the military community
- (6) Report back regularly to the Council via the Licensing and Corporate Business Committee.

Champion Priorities in 2026/27/28

- (1) Advocate for the local Armed Forces community and build relationships with Rushmoor, building on the legacy of the National Armed Forces Day event in Rushmoor
- (2) Actions to maintain the organisation as one that aims to be at the Gold Award Standard in the Defence Employer Recognition Scheme.
- (3) Deliver an initiative to support Cadets Week in October 2026
- (4) Continue to advocate for the Armed Forces Covenant and support the covenant partnership arrangements in North Hampshire.
- (5) Action to support a North Hampshire Armed Forces Covenant Conference in 2027
- (6) Conduct an armed forces community survey to gain insight into how members of the Armed Forces community experience council services and identify where small realistic improvements can be made.

13. CHAMPIONS GUIDANCE NOTE

1. Introduction

“Champions” are elected members of the Council appointed to act as advocates or spokespeople for particular themes or communities which should be of interest to the Council in delivering its functions.

The Council will have a standing ‘Champion for Armed Forces Covenant’ who shall be appointed for a two-year period or until vesting day in the case of local government reorganisation falling within two-years from the date of appointment.

Other additional Champion Roles appointed in any year should be:

- discussed first with the Leader of the Council taking account of Council priorities and Portfolio responsibilities
- cross cutting and represent a sustainable corporate priority which supports the Council’s Delivery Plan
- clearly defined: not open-ended

The Council shall have a maximum of three Champion roles, in receipt of a special responsibility allowance, at any one time.

2. Responsibility for appointment of Champions

The full Council has responsibility for approving which champion roles the Council will have, and Champions’ terms of reference/objectives.

The Council will confirm appointments to Champion roles, on the recommendation of the Licensing and Corporate Business Committee (LCB). The LCB Committee will be responsible for considering nominations and recommending terms of reference to accompany the roles.

The Council shall also have powers to dismiss Champions.

Shadow Champions shall not be appointed.

3. Nominations – Expressions of Interest

Nominations for roles to be sought in advance and discussed with Group Leaders and Managing Director and Monitoring Officer in advance of a report to the Licensing and Corporate Business Committee.

When expressions of interest in a Champion role are invited, interested Members should be encouraged to say how they see the role and their ideas to enable an individual element and enthusiasm to be brought to the role.

Members can make suggestions for Champion roles, which they believe they could fulfil, for consideration by the Licensing and Corporate Business Committee.

4. Purpose and remit of the Champion role

The Champion acts in an advocacy and advisory capacity and has no decision-making powers. The Champion will ensure that any recommendations for actions arising from the role are referred to the relevant Cabinet Member or Committee Chair and supporting officers.

The Champion will be supported by a lead officer as well as the Senior Leadership Team and will be provided with sufficient access to information, briefings and meetings to enable them to make a meaningful contribution in their Champion role.

The following is a general role description for Champions. In addition, topic specific plans may supplement this:

- To raise the profile of the area of interest/issue with elected members, officers and local communities
- To provide positive support in driving forward the Council's objective on the issue
- To promote effective communication and positive working relationships both within the Council and with community groups and other stakeholders
- To foster cross-party co-operation on the issue

Champion for Armed Forces Covenant and Mayor

The focus of the Champion for the Armed Forces Covenant is to promote the Armed Forces Covenant and actions to deliver the covenant, which is distinct from the role of the Mayor who represents the Borough at civic military/community functions and events.

5. Eligibility and term of office

Champion roles are open to all Members but should not be Cabinet Members or the Mayor, or Deputy Mayor, or the Chair of the Licensing and Corporate Business Committee.

Roles should be allocated based on 'best fit' based on previous experience, skills and interest for the role, and with reference to the person specification in para. 7 below.

The Armed Forces Covenant Champion will be appointed for two years.

Other Champions will be appointed for one year (or for the remainder of a civic year) and may be re-appointed the following year.

6. Reporting and accountability

Champions shall be asked to provide the Licensing and Corporate Business Committee with a periodic summary report of their activities.

Champions will be expected to engage with the Leader of the Council/relevant portfolio holder, and to discuss activities that require budget allocation.

7. Person Specification

Within the Council:

Understanding of the area of interest being championed in terms of council strategies and policy, good practice, improvement and national agendas and the needs of the client group.

Ability to engage with a range of members and officers around the issue and listening to requirements.

Ability to advocate on behalf of the issue/area of interest within the Council

In the Community:

Understanding of the needs of the community in relation to the topic

Ability to engage with residents and community groups in matters related to the topic

Ability to lead and support local initiatives related to the interest

Ability to represent the position of the council to the community in relation to the interest.