



CASE STUDY MOUNTJOY MAKING A DIFFERENCE IN THE COMMUNITY

Initiative: People's People Award's—being a valuable part of the community
Date: September 2007
Partners: Isle of Wight Radio
General Public

Summary of Achievements

- sponsored a high profile charitable event encouraging good will in the community;
- been part of an event that has given recognition to people in the community who have made a real difference;
- written a fully comprehensive corporate social responsibility statement, along with a detailed action plan. The Board of Directors and all staff are all totally committed to delivering the plan;
- promoted an increased awareness to staff of the importance of supporting the people in our community;
- agreed to be main sponsors for the next year's event.

In 2007, Isle of Wight Radio and Mountjoy teamed up for the People's People Awards 2007. Isle of Wight Radio is positioned right in the heart of the community and thrives on getting involved with events throughout the year.

Islanders voted for their 'heroes' of the Isle of Wight to give these people the recognition they deserve for whatever reason they have gone that extra mile.

It was a fantastic opportunity that rewarded the people in our community that are making a real difference.

The awards included Charity Fundraiser of the Year, Courageous Child of the Year, Outstanding Act of Bravery, Carer of the Year, Customer Service of the year, Champion of School Catering, Apprentice of the year, Crossing Patrol Person of the Year, Best Neighbour of the Year, Emergency Service Person of the Year and The People's Person Award which is sponsored by Mountjoy.

We were very proud to sponsor the People's People Awards, it was a great chance for those generally un-sung hero's in the community to be rewarded for their efforts!



Making a difference

Making a difference with the community

Other references: Mountjoy Visions and Values, Corporate Social Responsibility Statement.