

Guidance for your Mayoral Engagement

The role of Mayor is to be the ambassador for Bracknell Forest Council and to represent the Borough as its First Citizen at events and functions. The Mayor is committed to raising the profile of Bracknell Forest and to forge links with public, voluntary and private organisations in the Borough.

The Mayor, as your guest to your event, is there to celebrate and recognise your own organisation's achievements and milestones.

Below are tips to ensuring your event is enjoyable and memorable for everyone involved.

How you should address the Mayor/Deputy Mayor:

To introduce the Mayoral party at your event and for invitations, written correspondence and publicity purposes:

- The Mayor of the Borough of Bracknell Forest, Councillor Mr Tony Virgo
- The Deputy Mayor of the Borough of Bracknell Forest, Councillor Mrs Tina McKenzie-Boyle
- The Mayor of the Borough of Bracknell Forest's Consort, Mr Bruce McKenzie-Boyle

During your event:

- Mayor, Deputy Mayor, Mr McKenzie-Boyle

In advance of the engagement:

- Please complete the online engagement form or contact Customer Services on 01344 352000 to request the Mayor's attendance at your event. Please be aware that the Mayor is unable to accept any directly received invitations without an engagement form being completed.
- When you submit your engagement request please provide as much background information as possible on your organisation and the event. It would be really helpful if you could attach any leaflets or any other information which would be useful for the Mayor.
- If you have asked the Mayor to make a speech please send key information you wish to be included such as key dates or details of names you wish to be mentioned.
- It is only on very rare occasions that the Deputy Mayor is invited to events in their own right, usually only if there is a combined interest such as, as a Governor or supporting a personal charity. Please still direct this request through the Mayoral office unless the invitation is being sent to all Borough Councillors.
- Please reserve a parking space for the civic car, especially if your function begins or ends after dark.
- The Mayor will not be accompanied by a photographer so you will need to make your own arrangements for someone to take photographs during the event.
- If you are considering issuing a press release and want to include a quote from the Mayor, please contact the Council's media team at communications.marketing@bracknell-forest.gov.uk.

- The following local media may be interested in publicity material about your event:
 - The Bracknell News - news@bracknellnews.co.uk
 - BBC Radio Berkshire - radio.berkshire.news@bbc.co.uk
 - Heart FM - thamesvalley.news@heart.co.uk
 - Sandhurst & Crowthorne News & Mail - newsgroup@aldershot.co.uk
 - Time FM - news@time1066.com

At the engagement:

- Please ensure that the Mayor or Deputy Mayor is met on arrival by the member of your organisation indicated on the engagement form and it is helpful if the Mayor can be accompanied when being introduced to key personnel.
- The Mayor's Consort has no civic standing but will accompany the Mayor throughout the event if attending.
- The Mayor should be introduced first to your other guests unless a member of the Royal Family or a representative of the Queen is present.
- The seat reserved for the Mayor should be on the immediate right of the person presiding at your event and the seat reserved for the Mayor's Consort should be on the immediate left of the person presiding. The Mayor will be happy for you to take photographs at appropriate times throughout the event, for example presenting prizes, cutting a ribbon, meeting members of your organisation.

After the engagement:

- We would be grateful if you would send copies of any photos you take to the Council's media team at communications.marketing@bracknell-forest.gov.uk. Please note that these might be included in the Mayor's blog and Twitter account.