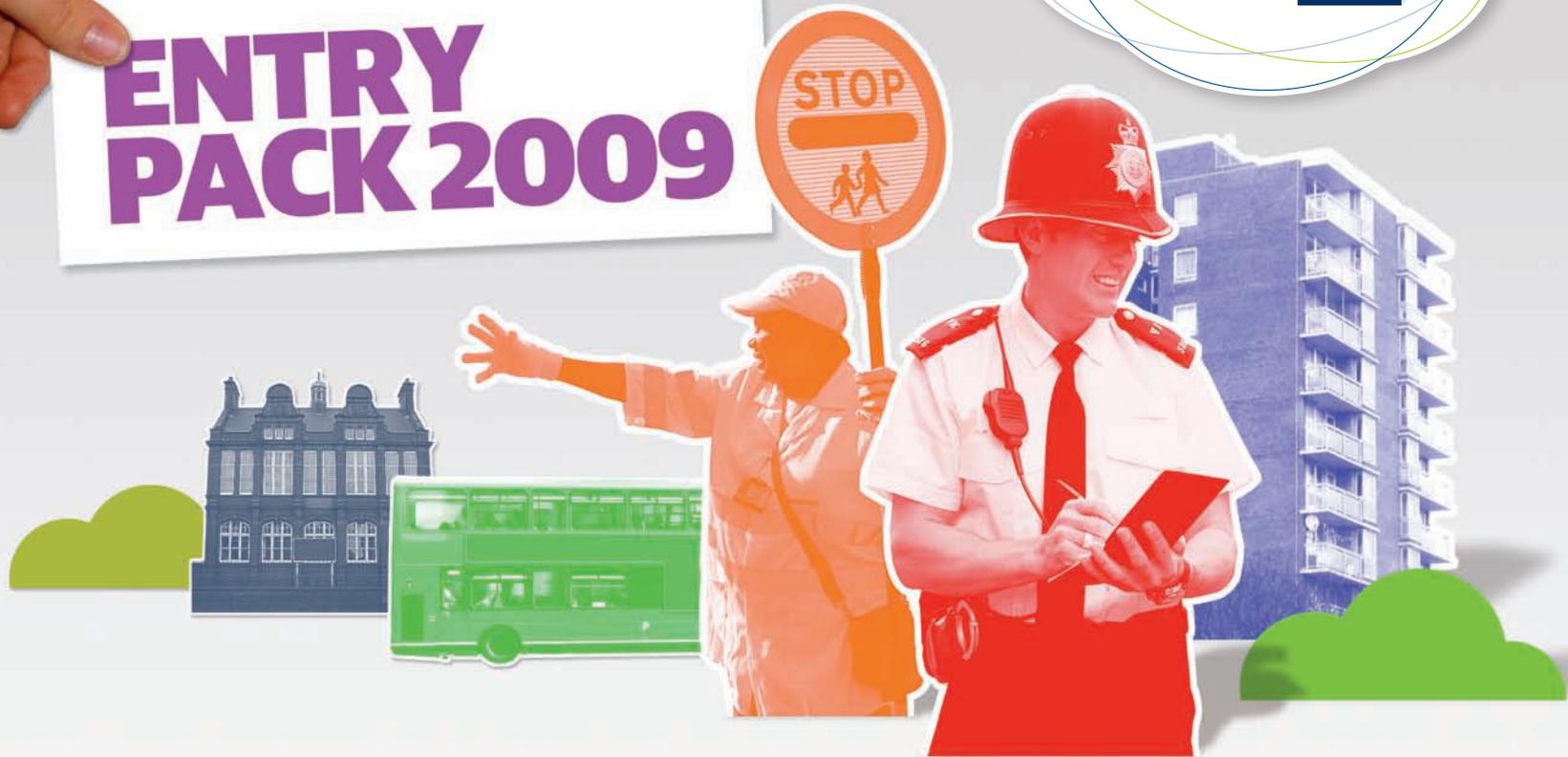


theguardian
**Public Services
Awards 2009**

in partnership with **HAYS**

**ENTRY
PACK 2009**



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INTRODUCTION





The recession is placing huge demands on our public services. People who lose their jobs very often go on to lose their homes, their health and their direction in life. State agencies and charities are reporting sharp increases in demand for advice, support and care, and, with the prospect of an inevitable public spending squeeze, face the challenge of doing more with less.

It's a time for inspiration and ingenuity across the public services. Since their inception six years ago, the Guardian Public Services Awards have become established as the leading celebration of excellence among organisations commissioning or providing services. That excellence is non-negotiable as far as today's more demanding consumers are concerned, so more than ever the emphasis now must be on innovating to make available resources stretch that bit further.

Our awards, run in partnership with Hays Specialist Recruitment, are for all organisations involved in public services, whether they sit in the public, private or voluntary sector. This year we have made a couple of small adjustments to the categories, stressing more the role of informal carers in supporting people who live with long-term health conditions and the contribution of frontline workers to service innovation. As before, there is also an additional

award for citizenship and volunteering, open to private sector organisations that may not be engaged in public services as a whole, and an award for the individual public servant of the year.

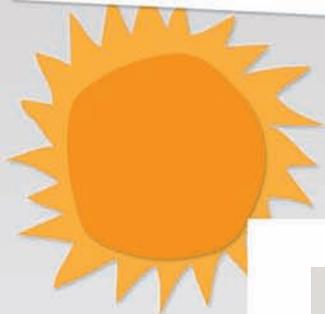
While our main focus is on teams and teamwork, sometimes it is the contribution of just one person that makes a service something special.

"It was a great privilege to win the Guardian Public Services Awards for customer service and overall winner. This was recognition on a national scale of the work we are doing to promote financial inclusion and has allowed us to build on existing partnerships and develop a national profile. This accolade has added value to work that normally takes place outside of the public spotlight and has been a fantastic boost for the project team, who undertake very challenging work with enthusiasm and commitment. I would encourage all public services to nominate worthwhile projects in the future."

Sharon MacPherson, debt strategy officer, Glasgow city council, development and regeneration services - 2008 customer service award and overall winner



WELCOME



At a time when confidence in banks and financial services was plummeting, it was enormously gratifying to see Scotcash acclaimed overall winner of the Guardian Public Services Awards last year. Here was a social enterprise, backed by Glasgow city council, stepping in to provide money advice and practical support to people suffering social exclusion. A fine example of how public services, at their best, can adapt and innovate in response to emerging needs.

The sudden and steep economic downturn means that public services must be on their mettle. Through the 2009 awards, we are aiming to find those who are setting new standards for excellence and to help spread their good practice. We are delighted to be working once again with our main sponsor, Hays Specialist Recruitment, which has backed the awards since their inception. Hays was the first recruitment consultancy to specialise in public services and understands how you drive change and improvement. We have assembled a richly experienced panel of judges who look forward to receiving your entries and selecting the winners to be honoured at our awards evening in London on 24 November.

Alan Rusbridger
Editor, The Guardian

ENDORSEMENTS



The principles of improvement, innovation and effective change - the themes you have chosen for the Guardian Public Services Awards - are watchwords for public services in the years ahead. If we are to take on and beat the great social challenges of our time, and if we are to get the most out from the resources we put in, we need new thinking.

It's often at the local level that new ways of doing things are pioneered. So I am delighted to support these annual awards, which seek to recognise the work of public service professionals and others who have driven change and improvement on the frontline.

Rt Hon David Cameron MP
Leader, Conservative Party



Now more than ever, we need public servants who go the extra mile to deliver real help to those who need it. I'm delighted that these awards shine a spotlight on public servants whose innovation and drive are helping people to make the most of their lives.

Last year's finalists included a team in Sheffield working to double the number of looked-after children enrolling in college and a Merseyside project that wanted to make sure lack of transport was not a barrier to finding work. Inspiring examples of public sector innovation and initiative, and this year I'm really looking forward to seeing more examples of such dedication and commitment.

Rt Hon Liam Byrne MP,
Minister for the Cabinet Office



CATEGORIES





The team awards are in two main sections: service delivery, and innovation and progress. Within each section there are a number of different categories. Please read the judging criteria carefully to ensure that you are entering in the correct category.

There is one further, special award for citizenship and volunteering. This is open to teams operating in the private sector, as well as in the public services, and is designed to recognise volunteering and other initiatives that contribute to the community.

One overall winner will be selected from the category awards. This will be the team judged to have made a truly outstanding contribution in terms of innovation and outcomes.



"Winning the Public Services Award for our work with looked-after children has strengthened our determination to succeed; we feel even more sure that our mission to encourage these young people into education and to make sure they achieve is one that we are equipped to accomplish. Recognition of our project has increased opportunities to work with a wider range of organisations and share good practice with other educational establishments - good practice is contagious!"

John Trevail, student support manager, The Sheffield College, 2008 children and young people award winner

"While awards are not the reason why we choose to invest in our local community, there is no doubt that being recognised by such a prestigious publication as the Guardian has done much to raise the profile of our programme internally and ensure that the substantial contribution of the firm's partners and our people is properly acknowledged."

Justin D'Agostino, partner, Herbert Smith LLP, 2008 citizenship and volunteering award winner



SERVICE DELIVERY

The judges have selected six challenging areas of public services to be considered in this section of the awards: children and young people; complex needs; carers, families and communities; care of older people; housing and regeneration; transport and mobility. If you have worked in these fields and delivered lasting improvements to the lives of the people using these services, then you should enter.

Judging criteria

- Has the target group for which the project was designed enjoyed a demonstrable improvement of service?
- Has the project displayed an innovative approach? Has it worked or achieved results in a way that has never been done before?
- Is there a sustainable legacy for the project, either in the results it has achieved or in the development of staff contributing to it?

a) Children and young people

Sponsored by



Integration of services is essential to delivery of the Every Child Matters agenda. We're looking to showcase the work of teams that have risen to this challenge most effectively, and are both safeguarding children and promoting their wellbeing.

b) Complex needs

Sponsored by



Growing numbers of people of working age have complex needs. They may have a mental health problem, addiction issues or a learning disability. Here's a rare opportunity to honour innovative work in this difficult field.

c) Carers, families and communities

Sponsored by



Many people living with a long-term health condition or disability rely on support from family and friends. But who supports them? What makes an effective partnership between care services, unpaid carers and users of services themselves?

d) Care of older people

Sponsored by



Who is making person-centred care and support a reality for older people? We want to find the teams that are doing so and celebrate their success.

e) Housing and regeneration

Sponsored by



Effective neighbourhood regeneration and community cohesion schemes have housing at their core. We want to hear from teams that are going the extra mile in supported housing or general needs.

f) Transport and mobility

Sponsored by



Mobility, or lack of it, is increasingly seen as a key cause of social exclusion. Tell us about your innovative transport solutions that are meeting needs, complementing other services and respecting the environment.

INNOVATION & PROGRESS

Sponsored by



We have sought to identify core roles that unite all organisations delivering public services: sustainability; transformation; customer service; partnership working; diversity and equality; frontline engagement. We will be judging the project less by the scale of what has been achieved than by evidence of progress within the culture of the organisation.

Judging criteria

- Has the project delivered lasting improvement in its area of focus?
- Have the leaders of the project provided the structure and vision for it to succeed once management time and funding have moved to other areas?
- Is the work pioneering?
- Could it be replicated in other areas of our public services?

a) Sustainability

Sponsored by



In the inescapable context of global warming, all solutions to all challenges must aspire to be sustainable. Who's setting the standard for low-carbon communities?

b) Transformation

Sponsored by



Delivering efficiency savings demanded by government while improving quality requires the introduction of new ways of working as well as application of technologies. We are seeking the best and boldest.

c) Customer service

Sponsored by



These days everybody claims to be customer focused. But saying it and being it are very different things. Who is really in touch with what users of services want and need? Who is "walking the talk"?

d) Partnership working

Sponsored by



It's utterly essential, but too often it remains an aspiration. Give us your very best examples of truly integrated planning, commissioning and delivery of services. Tell us how collaboration is improving outcomes.

e) Diversity and equality

Sponsored by



Who can demonstrate they are inclusive and accessible? We're setting out to showcase the most impressive outcomes – not just aspirations – whether inside an organisation or within its services.

f) Frontline engagement

Sponsored by



The best, most innovative ideas for reforming and redesigning services come from the people who deliver them. Can you demonstrate how engagement with your frontline workers has helped you to deliver improved outcomes and better value for money services?

CITIZENSHIP AND VOLUNTEERING

Sponsored by



Our public services and a healthy civil society depend on the willingness of people to give freely of their time and skills. And with people's lives becoming ever more pressured, such willingness is at a premium. This award seeks to recognise schemes that promote good citizenship by employees, whether by volunteering, serving as councillors, school governors or magistrates, or perhaps by helping and representing disadvantaged groups.

The award is open to employers operating in the private sector as well as those engaged in the public services. Entrants must be able to give evidence of a clear policy that has been taken up by a number of staff.

Judging criteria

- Has the scheme provided staff with the opportunity to work in their local communities and supported their attempts to do so?
- Has this scheme been taken up by employees and been promoted to ensure maximum exposure?
- What impact has the scheme had on both the local community and the employer?

OVERALL WINNER

Sponsored by



Invidious, and certainly difficult, as it may be to put one category winner above all others, there will be an overall Guardian Public Services Awards team of the year. This team will have demonstrated an exceptional level of application, innovation and achievement and will have delivered substantial improvement in a public service that has made a real difference to people's lives.

Past overall winners have reflected the full breadth of the awards. Last year, it was Glasgow city council for its Scotcash social enterprise which helps the financially excluded. In 2007 it was Croydon NHS primary care trust, for its Virtual Wards initiative. In 2006 it was Bristol Community Housing Federation, for its transformation of a rundown housing estate. The 2005 winner was a team from the former Department for Constitutional Affairs that implemented the Xhibit IT system in the crown courts. In 2004 the accolade went to Blackburn with Darwen council for its one stop children's centres.

The 2009 winner will be chosen from the individual category winners. It is not possible to enter for it separately.

PUBLIC SERVANT OF THE YEAR

Sponsored by



Teamwork is the bedrock of effective service delivery. But sometimes it's the contribution of an individual as a member of any team that makes the critical difference between a good service and an outstanding one. This special award is intended to honour just such a person.

Judging criteria

- Has the individual made a contribution above and beyond that of colleagues or peers in comparable organisations?
- Are there outcomes or a demonstrable impact that can be clearly related to the individual's role?
- Could the individual's achievements be replicated by others?

How to enter

Uniquely, nominations for this special award may be made by service users and other members of the public. The nomination process is straightforward and does not follow the full procedure for the team awards. The winner is then chosen from a shortlist by Guardian readers and website users through an e-ballot on guardian.co.uk/publicservicesawards



WINNERS AND AWARDS

The winners of the awards will be announced on 24 November 2009 at a prestigious awards ceremony in central London to which all shortlisted organisations will be invited.

As well as significantly raising the profile of their work and achievements among their colleagues and peers, the winning teams and organisations will feature in a special awards supplement that will appear in the Guardian. The winning organisations will also be able to use the awards logo on their own promotional material.

The overall winning team will be offered a Winner's Day at the Guardian, including training and discussion of the winner's choice.

"It was a great honour to win the public servant of the year award. The other people who were nominated had, in my view, also achieved so much. I do not see this as an individual award but more so as recognition of all the staff working within the juvenile estate. There is a lot of excellent intervention work that goes on throughout the estate that often does not get acknowledged. I feel that by winning this prestigious award that it goes a long way in highlighting the positive contribution made to young people's lives by the prison service."

Lee Peck, principal officer, HMP and YOI Warren Hill, 2008 public servant of the year award winner

"Hays is the UK's leading recruitment consultancy to the public sector and we are delighted to be involved in the Guardian Public Services Awards for another year. The awards are a testament to the excellent work going on within public sector organisations."

Tim Cook, managing director of UK & Ireland, Hays Specialist Recruitment

ENTRY REQUIREMENTS



- Other than for the citizenship and volunteering category, you must be part of a team working within the public services in the UK (this can be local government, central government, health, housing, NDPB, transport, or a charity, social enterprise or limited company delivering public services).
- The awards are open to private, voluntary and community bodies as well as public sector organisations.
- Your work or project can be any size. We're not assessing the scale of your success but the approach you have taken to overcome obstacles.
- Anyone within your organisation can enter. However, except for the public servant of the year category, the submission must include the signature of your chair, chief executive or board director in order to be considered.
- Your achievement must have taken place between 21 July 2008 and 17 July 2009.
- The closing date for entries is 17 July 2009.

"Winning the award has had a huge impact on our service, in terms of being able to raise our profile and reputation locally and across the UK. It has also been the most wonderful boost for our team. I would encourage all public services to nominate teams who are doing something really special and innovative. It's good for them and it's good for your service."

Victoria Livingston, marketing manager, Aberdeen city council, 2008 sustainability award winner

"We are extremely proud to have received this award and be acknowledged as an example of outstanding practice. It has given us a real boost and brought recognition to the school. Everyone needs praise and acknowledgment for a job well done but it is even better when you are recognised at such a high level. Sincere thanks to the Guardian for putting us in the spotlight."

Dave Seddon, staff governor, principal, Baxter College, 2008 people management award winner

HOW TO ENTER

The evidence of your teamwork could be provided in the form of a case study, illustrating a specific project. Or it could be that you address one of our categories on an ongoing basis, in which case please outline this broader approach in your submission. To enter, simply complete the entry form at the back of this pack and send by post to the Guardian Public Services Awards 2009, *Category name*, PO Box 485, Wilstead, Bedford MK45 3BP.

Alternatively, enter online at guardian.co.uk/publicservicesawards

Additional/support material

Please do not send any additional material with your entry at this stage. Should your organisation be selected for the shortlist you may be asked to provide a supporting statement, a set of financial accounts and optional promotional material where appropriate. A limit of three promotional items may be sent should your application be shortlisted. The Guardian and its advisers may request additional information if necessary to meet the judges' criteria. All material is generally non-returnable.

Pointers

It is important that your entry is clear and concise and is in the right category. Think hard about how you can grab the judges' attention by making your entry stand out. The judges will be looking for clear evidence of teamworking, an ambition for improvement and proof of effective change. This last point is especially important: if you cannot quantify any change, you must seek to demonstrate it in qualitative terms. In your submission, you should clearly outline the aims of your scheme, problems faced, solutions created and the subsequent benefits.

Judging

All entries are considered by an esteemed panel of judges. Visit guardian.co.uk/publicservicesawards for a full list of judges. Preliminary and shortlist judging will take place in August and September 2009, after which all shortlisted entrants will be notified. The panel of judges is appointed by the Guardian and all its decisions are independent of the awards administration. The judges' decision will be final and the Guardian will not enter into any discussion or correspondence concerning the results. The information contained in this document is correct at time of going to press.

The Guardian Public Services Awards administration reserves the right to make any changes that subsequently become necessary.



CONTACTS



**For general inquiries and frequently asked questions,
please visit guardian.co.uk/publicservicesawards
Alternatively email publicservicesawards@guardian.co.uk**

Additional entry packs
020-3353 2597

Sponsorship and table sales
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Application inquiries
Saoirse Richardson
Events assistant
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ENTRY FORM

Please return completed forms (clearly stating category entered on envelope) by Friday 17 July 2009 to: **The Guardian Public Services Awards 2009, Category name, PO Box 485, Wilstead, Bedford MK45 3BP** or apply online at guardian.co.uk/publicservicesawards

Organisation

Address

.....

.....

.....

..... Postcode

Proposer's name

Position

Email

Telephone number

CATEGORY

Indicate which category you wish to enter by ticking the relevant box below

Service delivery

- Children and young people
- Complex needs
- Carers, families and communities
- Care of older people
- Housing and regeneration
- Transport and mobility

Innovation and progress

- Sustainability
- Transformation
- Customer service
- Partnership working
- Diversity and equality
- Frontline engagement

Citizenship and volunteering

Public servant of the year

APPLICATION SUPPORT

For all categories except public servant of the year, you are required to answer the three questions below. Please print your answers clearly on a separate document and enclose it with this application form.

- A** Briefly outline the nature of the project. What does it aim to achieve? Who are the target audience? How long has it been in operation? (Strict maximum 150 words)
- B** Demonstrate how your project meets the specific criteria for the category you are entering. (Strict maximum 500 words)
- C** Demonstrate how your project has exceeded the requirements and expectations of those it is serving. Bear in mind that it will be judged against schemes from different areas of the public services. (Strict maximum 500 words)

FUNDING

Annual level of income for the organisation:

.....

What level of funding did this specific project receive over the period 21 July 2008 – 17 July 2009?

.....

Where did you hear about the awards?

.....

We would like to keep you up to date with information about other events and products from Guardian Professional. Please tick here if you would prefer not to receive this.
We will never pass your email address to parties outside of Guardian News and Media. If you would prefer not to receive information by post from Guardian Professional's supporting partners please tick here.

ENDORSER

For all team awards, please supply contact details of your chair, chief executive or board director. (If your organisation is shortlisted we will contact your endorser for confirmation of the above details.)

Name

Position

Signature

Telephone

Email

PUBLIC SERVANT OF THE YEAR

Explain in an accompanying document why this public servant should receive an award for outstanding work in the public services. (Strict maximum 500 words)

Public servant's name

Organisation

Address

..... Postcode

Email Telephone no



"Winning the award has helped to raise the profile of Staying Positive and the importance of self-management support for young people with long-term conditions. It demonstrates to partners that the programme is recognised nationally as an example of good practice. This is important to us as we roll the programme out across England over the coming year."

**Catherine McMahon, project manager,
young people's programme, Expert Patient Programme CIC,
2008 long-term conditions award winner**

"Winning the Guardian Public Services Award for housing and regeneration has given the project an enormous boost. The delivery team has been strengthened and enlarged as more and more partners want to join a winning team. The community has rallied, and where an inward focus was prevalent, we now have residents looking further afield for inspiration and viewing their position against a national background. The sustainability of the programme has also been enhanced, as the team and residents work together to ensure that their magnificent effort and success is not lost."

**Jackie Bell, programme manager,
Sandwell metropolitan borough council,
2008 housing and regeneration award winner**

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guardian.co.uk/publicservicesawards