

LGA Group – LGcommunications Reputation Awards 2010

27th May, Leeds Town Hall

LGcommunications



2010 Timetable

- **The deadline for award applications is 5pm on Friday 19th March 2010.**
- The shortlist will be published on the website www.lgcomms.org.uk on Monday 29th March 2010.
- Award winners will be announced on Thursday 27th May 2010 at Leeds Town Hall. Delegates of the LGcomms annual conference, hosted from 26th to 28th May in Leeds, automatically get a free place at the ceremony. To book a place independently of the conference, please call 020 7641 2575.

Award criteria

Awards will be judged on how far they have improved the reputation of the authority.

This is based on an assessment of how far the activity has delivered:

- the specified objective
- coherence of the strategy
- implementation of the plan
- strong evaluation
- evidence of providing value for money set against the overall contribution to the reputation of the authority.

How to enter the awards

Judging is based on a 700 word submission on how your authority has improved reputation.

Please provide up to three pieces of supporting material such as:

- a publication
- a strategy document
- media coverage
- examples of artwork.

Each entry costs £50 for LGcomms members and £100 for non-members.

To enter the awards, fill out the attached entry form and send it to the below address with your 700 word submission and your supporting material:

Sonja Parfrey

LGcommunications
C/O Communications
17th Floor, City Hall, 64 Victoria Street
London SW1E 6QP

Telephone enquiries: 020 7641 2575

Email: lgcommunications@westminster.gov.uk

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February 2010

Dear colleague,

We are inviting you to enter the 2010 Reputation Awards and showcase some of your best practice communications work.

The awards recognise the most successful examples of work to improve council reputation. They reflect the core actions of the Reputation Campaign and the aspiration of LGcomms and the Local Government Association Group to enhance the role of the sector.

Winning entries will be those that the judges believe can be used as national exemplars because they evidence how the work has enhanced the overall reputation of the authority with clear objectives, a strong evaluation and well-considered strategy.

Winners will be invited to present at the LGcomms reputation seminar in September 2010.

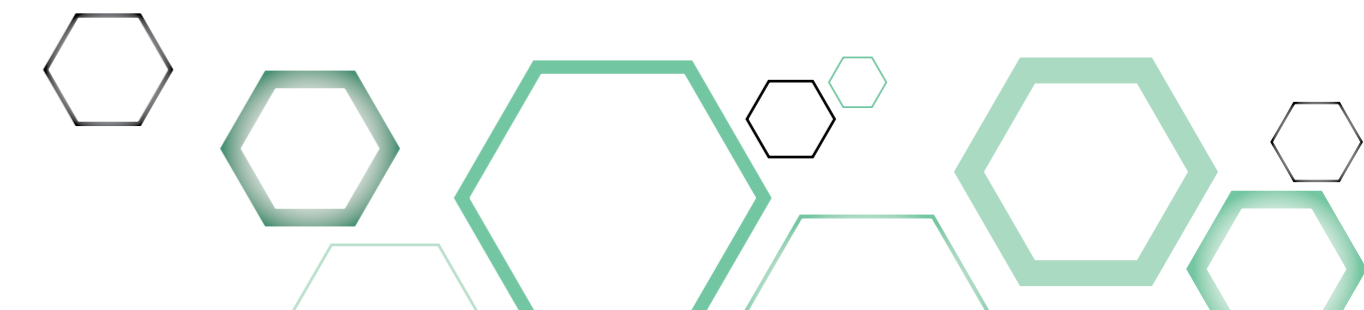
I would like to wish you all the best of luck.

Kindest regards,

David Holdstock
Chair,
LGcommunications



Jenny Crighton
LGA Group, Director
of Communications



Categories – 2010 REPUTATION AWARDS

Use of reputation channels

CATEGORY 1: MEDIA RELATIONS

For the authority that provides the best strategy and consistent implementation of actions to manage the media effectively to promote and defend the council.

CATEGORY 2: PUBLICATION

For the authority that provides the best example of a regular council publication that informs residents.

CATEGORY 3: EMPLOYEE ENGAGEMENT

For the authority that provides the best example of how to communicate well with staff so they become advocates for the council.

Drivers of reputation

CATEGORY 4: ENVIRONMENTAL COMMUNICATIONS

For the authority that can demonstrate the most effective communications around an environmental initiative. This may cover at least two of the following areas: promoting the work of the cleansing service, facilitating public reporting of problems, dealing with 'grot spots', dealing with fly-tipping or educating and enforcing on environmental matters.

CATEGORY 5: VALUE FOR MONEY

For the most effective campaign communicating the value for money of local services to local residents and stakeholders. This category may include campaigns to tackle the recession, recognising that the economic outlook has changed perceptions of value for money.

CATEGORY 6: LOCAL DEMOCRACY

The Local Democracy Act of 2009 has placed statutory duties on local authorities to promote democracy and involve people in decision making. This award is for the authority that best demonstrates the promotion of local democracy in terms of showing good government, widening involvement and feeding back to citizens on the performance of the authority.

CATEGORY 7: CRISIS MANAGEMENT

For the authority that can demonstrate how it successfully managed a threat to corporate reputation or a civil emergency through timely, proactive communications with tangible benefit to local reputation and the community.

Promoting the reputation of the authority

CATEGORY 8: DIGITAL AND SOCIAL MEDIA

This category will reward entrants who can demonstrate how digital media has played a positive role in council strategy to achieve policy goals, engage people in the political process and unite communities. Judges will be looking for outcomes in terms of improved understanding of or access to local services.

CATEGORY 9: COUNCIL REPUTATION

For the authority that best demonstrates how they have enhanced the council brand. This may include evidence of how a strategy has been put into practice, communicating the council's story and demonstrating the value of key services to enhance council reputation.

CATEGORY 10: DISTRICT COMMUNICATIONS

For the district council that provides the best example of improving district council reputation across the range of disciplines (media, marketing, internal communications and environmental communications).

CATEGORY 11: NEXT GENERATION

For the local authority communicator who can demonstrate that they have improved the reputation of their local authority and local government in their area through effective strategic and tactical communications. Candidates should be under 30 years of age on 1.1.10, be at the level of communications manager or below and be considered part of the 'next generation' of heads of communication.

Promoting the reputation of the place

CATEGORY 12: TOTAL PLACE LEADERSHIP

For the authority that can best show how public services have worked together to promote the reputation of the whole area. This may mean demonstrating how communications has improved access to public services or how joint work has successfully improved the reputation of the area.

CATEGORY 13: COMMUNITY REASSURANCE

For the public authorities that can most effectively demonstrate how the police and council have worked together to reduce fear of crime, or actual levels of crime. These can be joint entries from the council and police.

CATEGORY 14: IMPROVING HEALTH

For the public authorities that can most effectively demonstrate how they have worked together to improve public health or reduce health inequalities. These can be joint entries from the council and local health service.

CATEGORY 15: PARTNERSHIP

For the council that can most effectively demonstrate how it has worked with other partners to deliver specific benefits for the community in terms of targets set through the Local Strategic Partnership (LSP) or other forums. These may be joint entries from public and private sector partners.

Detach here

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Local Government Association Group and
LGcommunications Reputation Awards 2010

PLEASE COMPLETE IN BLOCK CAPITALS

Please send your completed entry and payment to:

Sonja Parfrey

LGcommunications

C/O Communications

17th Floor, City Hall, 64 Victoria Street

London, SW1E 6QP

Telephone enquiries: 020 7641 2575

Email: lgcommunications@westminster.gov.uk

Awards categories (please tick)

- Media relations
- Employee engagement
- Value for money
- Crisis management
- Council reputation
- Next generation
- Community reassurance
- Partnership
- Publication
- Environmental comms
- Local democracy
- Digital and social media
- District communications
- Total place leadership
- Improving health

Awards entry form

Personal details

Name of person submitting entry:

(This person will be the main contact for the judges and organisers)

Job title:

Organisation:

Address:

Telephone:

Email:

Payment details

Per award category

£50 LGcomms members £100 non-members

(enter by 5pm Friday 19th March 2010)

We enclose a cheque payable to LGcommunications for £

OR BACS payment to: LGcommunications, Royal Bank of Scotland

Sort Code: 16-13-07 Account Number: 10004294

BACS payment sent £

Account reference:

OR Please invoice me: