



LGA-LGcomms Reputation Campaign Awards 2008

Dear colleague

We are inviting you to enter the 2008 Reputation Awards.

These awards seek to measure the most successful examples of our work to improve council reputation.

They reflect the core actions of the LGA Reputation Campaign and the aspiration of LGcomms 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, have clear objectives, creative implementation and a well-considered strategy.

In addition to these criteria the 2008 submissions will be scrutinised for their value for money and contribution to the corporate reputation of the authority.

We will be inviting the winning case studies to present at an LGA-LGcomms seminar in Sheffield in July 2008.

To help authorities understand where they stand we will be publishing the ranked top ten submissions in each category with their overall judging score.

Kindest regards,

Jayne Surman, Chair, LGcommunications

Ben Dudley, Project Manager, Reputation Campaign, LGA

Categories

There are ten categories

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. Sponsored by Ether-ray.

CATEGORY 2: A-Z

For the authority that provides the best example of an effective A-Z guide to council services.

CATEGORY 3: PUBLICATION

For the authority that provides the best example of a regular council magazine or newspaper that informs residents.

CATEGORY 4: BRAND

For the authority that provides the best example of how the council brand is consistently linked to services.

CATEGORY 5: INTERNAL COMMUNICATIONS

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

CATEGORY 6: ENVIRONMENT

For the authority that can demonstrate the most effective communications around an environmental initiative covering 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 7: NATIONAL STORY

For the authority that generated the best positive story about local government in the national media.

CATEGORY 8: MARKETING COMMUNICATIONS

For the authority that demonstrates how it has most effectively reached a target audience using direct marketing methods. Sponsored by Royal Mail.

CATEGORY 9: PARKING COMMUNICATIONS

For the authority that has most effectively explained why parking controls are necessary in their area. Sponsored by NCP Services.

CATEGORY 10: DISTRICT

For the district council that provides the best example of implementing the reputation project. This can't be entered directly but is judged from district council submissions in other categories.

Criteria

These awards are designed to highlight best practice in delivering the five communication objectives set out in the Reputation Campaign.

There will be ten awards, nine for the main categories and the tenth for the best district council entry. All district entries will automatically be entered for the 'best district communications' category.

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; the coherence of the strategy; the implementation of the plan, the strength of evaluation and evidenced value for money set against the overall contribution to the reputation of the authority.

Entry

Entries are judged through the submission of a statement of 650-700 words on how the authority has improved reputation. Authorities may submit up to three pieces of supporting material for each entry such as the publication, strategy, media coverage or examples of artwork.

Each entry attracts a fee of £25 for members of LGcomms and £50 for non-members.

2008 Timetable

The deadline for awards has been extended to Friday 4th April

The shortlist will be published on Tuesday 29th April

The award winners will be announced at the LGcommunications conference on Wednesday 21st May

Key facts

LGA - LGcomms Reputation Awards

Entry costs £25 for LGcomms members

700 word submissions by 4th April

Entry to cover how the activity has improved the overall reputation of the authority

Winning entries classed as Gold, Silver and Bronze

For advice on the awards please contact Alex Aiken, LGcomms Secretary on 020 7641 3226

To be sent 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



Local Government Association and
LGcommunications Reputation Awards 2008

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

- Media relations
- A-Z
- Publication
- Brand
- Parking communications
- Internal communications
- Environment
- National story
- Marketing communications

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

Awards £25 members £50 non-members
(entry by Friday 4th April 2008)

We enclose a cheque payable to LGcommunications for £

OR BACS payment to:

Association of Local Government, Communications

Royal Bank of Scotland

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

BACS Payment sent £ **Date:**

Account reference:



innovation in communication

LGcommunications
conference 2008

21st-23rd May 2008
Thistle Marble Arch, London