

## SCOTTISH PUBLIC SERVICE AWARDS: UPDATE

### Executive Summary

1. As the SPCB is aware parliamentary officials received an approach from Holyrood Magazine for the SPCB's support as a key partner for their inaugural Scottish Public Service Awards to be held in early December 2014.
2. At the SPCB's meeting on Wednesday 4 June, the SPCB discussed and agreed in principle to support as a key partner with the Scottish Government the inaugural Awards. However, before approving their partnership they asked for clarification on other award ceremonies and the nomination process for applications. This updated Paper provides clarification on these points as well information on the judging panel and award categories.

### Background

#### Award ceremonies

3. The Scottish Public Service Awards would focus on good practice in the wider public services beyond the civil service and recognise the work that goes on sometimes very much behind the scenes. It would be presented as filling a space not covered by the CoSLA and NHS Awards. It would also be completely separate to the Scottish Council for Voluntary Organisations (SCVO) Awards which are primarily aimed at the best charity, best charity campaign, charity champion etc and would focus on the staff and volunteers who support the third sector and charities behind the scenes rather than the charities themselves.

#### Nomination process

4. Following final approval by the SPCB, the nomination process would open on Monday 7 July with a deadline of Tuesday 30 September. These dates would allow Holyrood Magazine to sift applications if required in early October. Following a sift, if required, the final list of nominations would be presented to a meeting of the judging panel mid-October and then an announcement of the shortlists by late October, with a bit of time built in should there be any issues that arise. That allows little over a month between the launch of the shortlists and the event itself, which should be sufficient. The winners of each category will announced at the Award ceremony.
5. Individuals can self-nominate or nominate a colleague or team – we would recommend that we promote the nomination of teams and colleagues rather than relying on self-nomination. Nominations will be open to any team or individual currently working in the public service. Nominations can involve partnerships with commercial/non-public service organisations. Each

nomination would be asked to clearly illustrate why the entry is worthy of an award based on the specific award criteria.

6. There would be no limit on the number of nominations across all the categories from individuals, teams or organisations although they would need to ensure their nomination meets the specific award criteria for all categories entered.
7. To simplify the process all submissions will be made online. There would be no requirement for supporting evidence for the application - applicants may provide supporting testimonials if relevant within the agreed word count – but each nomination must be validated by a Senior Manager within the organisation. Without this the nomination will not be considered.
8. The Awards will recognise examples of outstanding teams or individuals who have innovated, impressed and made a difference in their area over the past 12 months. Nominations will be considered against award-specific criteria as well as the following elements:
  - Measureable Benefits: Does the nomination provide evidence that demonstrates how the project or programme is having a tangible effect?
  - Working in partnership: Has the nominee introduced effective working arrangements that bring together colleagues from multiple teams, departments or other internal or external organisations?
  - Sustainability: Will the initiative/practice described leave a lasting legacy and can it be replicated throughout the public service?
  - Innovation: Has the nominee used innovative approaches, and made the best of technology available, which have resulted in a step up from business as usual and delivered real benefits to end users?
  - Impact: Has the nominee made an impact beyond their immediate team/business area/department?

### Judges

9. The judging panel is likely to consist of the Clerk/Chief Executive alongside the Editor, Holyrood Magazine; Permanent Secretary and a Director General from the Scottish Government; senior civil servant from UK Government Department based in Scotland (most likely DfID in East Kilbride); Chief Executive, SCVO; the Auditor General; and Chair of Scottish Funding Council.

### Categories

10. There will be a maximum of 11 categories for the Awards agreed by judging panel before the announcement on Monday 7 July. The draft list of categories includes Emerging Talent; Third Sector Partnership; Policy; Analysis and Use of Evidence; Engagement; Innovation in Public Service Delivery; Project and Programme Management; Employee Engagement and Skills; Leadership; and the Campbell Christie Public Service Reform. The 11<sup>th</sup> award, the Lifetime

Achievement Award, will not be open for nominations but instead will be chosen by the judging panel if deemed appropriate.

### **Discussion**

11. This is an opportunity to celebrate the outstanding work done by the public sector, Civic Scotland and other public service bodies, which is often unseen and too often unrecognised. There are currently no specific awards in Scotland that recognise the work of these sectors.
12. The Awards if jointly supported by the Scottish Parliament and Government will provide a mechanism to promote the corporate reputation of the Parliament and provide a platform for the recognition of much valued effort and hard work.

### **Communications Approach**

13. The Awards offer a positive opportunity to engage with civic Scotland and the public sector directly, positioning the Parliament as strong supporters of best practice and innovation. To ensure the success of the Awards it is critical that they are promoted as widely as possible which will be done through Holyrood Magazine and the key partners ensuring as many teams and individuals are nominated.

### **Resource Implications**

14. There are no direct costs to the SPCB supporting this initiative as all costs for organising the awards and the awards ceremony would be met by Holyrood Magazine through sponsorship.

### **Publication Scheme**

15. This Paper should only be published after the formal announcement of the Scottish Public Service Awards.

### **Next Steps**

16. If the SPCB formally approves to jointly support with the Scottish Government, the inaugural Scottish Public Service Awards, parliamentary officials will liaise with Holyrood Magazine and Scottish Government staff over the award categories, judging panel and all the necessary planning and delivery for the ceremony itself.

### **Decision**

17. The SPCB is invited to consider this updated Paper and to agree that it supports with the Scottish Government the inaugural Scottish Public Service Awards

## **EVENTS AND EXHIBITIONS TEAM**

June 2014

## 1) Emerging Talent Award

### Criteria:

Tomorrow's leaders within the public sector are already with us, largely working unrecognised, and this award will seek to shine a spotlight on them. Nominations should come from a senior manager or team leader for a junior member of staff with no more than two years' service and should include:

- Background of the nominee's role and responsibilities within their department/project team
- Evidence of how the nominee has exceeded the expectations of their role and shown leadership or insight that belies their experience

## 2) Third Sector Partnership Award

### Criteria:

Many public services in challenging environments are only possible by public bodies working in partnership with charities and third sector organisations. These services are often lifelines for vulnerable citizens who could otherwise go unnoticed and this award seeks to recognise those organisations working in partnership with the public sector to deliver a better Scotland. Nominations can be made by either third sector organisations themselves or senior public sector managers commissioning services. Nominations should include:

- Background of the service the partner organisation provides and its service user(s) including any explanation for why this service is only possible through a partnership approach

## 3) The Policy Award

### Criteria:

An award that recognises a project or approach that has brought different strands of successful policy making together and made a real difference in terms of practical delivery, user experience or cost effectiveness:

- Developing sound evidence base and managing diverse range of input
- Managing the political context in a robust and dynamic manner
- Developing and designing with implementation in mind, for example through interaction and engagement with users
- Utilising new and innovative platforms and tools to progress work at pace e.g. digital

## 4) Analysis and Use of Evidence Award

### Criteria:

An award that recognises excellence in the way knowledge is managed, this could include:

- Improving results by placing robust evidence and analysis at the heart of decision-making process

- Capturing knowledge and data from a wide variety of disciplines and sources, including from inside and outside your organisation, and using this information to influence policy development and deliver better results to end users
- Ensuring that learning is captured and can be disseminated to others to help spread good practice elsewhere
- Using information management to improve services to the customer

## 5) Engagement Award

### Criteria:

An award that recognises an exceptional performance by a team in the delivery of a highly effective engagement campaign, targeting either internal or external stakeholders/audiences.

External campaigns should clearly demonstrate effectiveness and efficiency of delivery and be able to show how they have enhanced the reputation and user engagement of the organisation, or achieved a specific aim, i.e. behaviour change, awareness raising etc.

Internal campaigns should have resulted in high levels of staff engagement on the given issue.

Submissions should show the four I's: Insight, Ideas, Implementation and Impact and specifically highlight:

- The objective of the campaign in terms of specific changes in awareness, understanding and behaviour change in the audience
- The strategy deployed and a summary of the implementation plan, including involvement of any third parties
- Evidence of significant, positive outcomes achieved as a direct result of the campaign, including evaluation methods. Where possible detailing ROI and additional public (external), employee or organisational (internal) benefits

## 6) Innovation in Public Service Delivery Award

### Criteria:

The challenges in the delivery of public services are ever changing and so innovation is critical. This is an award for a team or individual who has shown genuine innovation in the delivery of a public service or project, challenged convention and either delivered a new solution to an existing problem or significantly changed an under-performing service for the better.

Nominations should demonstrate:

- Background of the service or project in question
- How the nominee has exhibited fresh insight to an existing issue
- How the nominee has adopted new technology or methodology to improve a service or policy

- How they quickly stopped doing what didn't work, and ensured that the organisation learned from it

## **7) Project and Programme Management Award**

### **Criteria:**

An award recognising good practice in project, programme and portfolio management, open to any team or individual that can demonstrate:

- Best practice application of expert project management skills and techniques.
- Evidence of systematic oversight of the project/programme and clear appreciation of the customer supplier environment.
- Clarity about pre-agreed benefits and evidence of their delivery.

## **8) Employee Engagement and Skills Award**

### **Criteria:**

An award for a team or collective leadership group who have displayed excellence in promoting skills development across teams or operational units. This should include:

- Evidence of a significant and sustainable contribution, increasing skills improvement and sharing
- The positive business outcomes achieved as a direct consequence of up-skilling a team or operational unit
- Evidence of embedded good practices in determining evolving development needs and real innovation in addressing them

## **9) Leadership Award**

### **Criteria:**

An award open to any individual who has demonstrated outstanding leadership. This would include:

- Setting compelling vision for future direction
- Engaging people and developing their own and other capabilities
- Managing effectively and delivering results

## **10) Campbell Christie Public Service Reform Award**

### **Criteria:**

An award for the team that best embodies the spirit of public service reform, showcasing the exceptional public sector of the future – working across departmental and organisational boundaries, placing the citizen at the centre of service delivery and working to tackle the causes of social ills, rather than solely the symptoms. The award criteria are:

- A team or project that have exhibited an ability to effectively collaborate across departments and organisations to provide better services

- A team or project who have engaged effectively with their services users and put the citizen at the centre of their approach
- A team or project who can exhibit how their approach has improved the efficient delivery of their service and/or project

## **11) Lifetime Achievement Award**

The Lifetime Achievement Award will recognise and promote individuals who have made a significant contribution to the Scottish Public Service over a sustained period of time.

The Lifetime Achievement Award will be award to an individual who has:

- An established history of distinguished service
- Made a lasting contribution to the Scottish public service
- Exhibited leadership and provided inspiration to others in the Sector
- Earned recognition by other industry, training, education or employer groups.
- Gained the respect of their professional peers
- General acknowledgement as having reached a pinnacle of their profession.
- Personal integrity

This award will be chosen by the judging panel and will not be open for nominations.