

**CITY AND COUNTY OF CARDIFF
DINAS A SIR CAERDYDD**

Employment Conditions Committee: 15 January 2007

Report of the Chief Executive

‘Proud – Our People Awards 2007’ - Proposed Categories and Criteria

Background

1. The very first Cardiff Council employee recognition awards ‘Proud – Our People Awards’ took place on 17 May 2006 and, as reported to this Committee on July 17 2006, was a success. It has been agreed that it will become an established annual event. This year we plan to expand the number of awards offered and give all employees the opportunity to have a say. The aim is to make the awards accessible to any employee of the Council and we have achieved this through ensuring that the criteria for all the categories are broad enough to encompass all roles. This year’s format builds further upon the Council’s core values, in particular openness and transparency.
2. This Committee on July 17 2006 considered an update report from the event itself. It was recommended that further development of the Awards for the Council be undertaken and be presented to this committee, setting out how to continue to make the event a success and develop and expand the format and criteria to improve on 2006’s event.
3. A date has been fixed for the 2007 “Proud – Our People Awards” - Wednesday 16th May 2007. The venue will again be the Assembly Rooms at City Hall starting at 12.00pm with finish time of 2.00pm. A small Project Team has been established to oversee the event including Service Area and Trade Union Representatives. Mitel have agreed to be our major sponsor for the 2007 event and other sponsorship is being sought to supplement the budget.
4. This initiative helps to support evidence of “Indicator 6” of the IIP Standard – “People’s contribution to the organisation is recognised and valued” and in particular refers to the following:
 - a) Managers can give examples of how they recognise and value people’s individual contribution to the organisation – *in this sense by nominating individuals or teams etc for their contribution, good work and achievements etc.*
 - b) People can describe how they contribute to the organisation and believe they make a positive difference to its performance – *by the very nature of them being nominated, taking part and linking to a particular category etc.*
 - c) People can describe how their contribution to the organisation is recognised and valued – *the award process will help to raise the profile of this evidence requirement.*

Proposals

5. Awards Structure Development

The suggested award structure has been developed to reinforce a number of corporate themes. The awards are also open to Individual and Team nominations and we have further developed the award structure to expand the number of categories. The suggested categories also link to a number of major external awards giving us an early opportunity to identify potential submissions so that we not only recognise contributions within but also benchmark our efforts against others. Consideration has to be given to timescales of external award submissions and by having our internal awards aligned with external we will avoid duplication submission process.

6. Suggested Categories for 2007

It has been proposed that for the 2007 event there will be 4 award categories which would apply to all Service Areas and both individuals and teams can be nominated for them. Appendix A attached highlights the proposed categories and links to external awards:-

- a. Excellence in Service Delivery
- b. Outstanding Contribution to the Community
- c. Change and Innovation
- d. Outstanding Achiever of the Year 2007

7. Future Categories

A number of additional categories could be considered for 2008 event including:

- a. Best Groundbreaking Project
- b. Best Idea/Efficiency Saving Award
- c. Best Work Experience Contributor

8. Criteria for Award submissions

The learning from the previous event was that the criteria for award submissions needs to be much clearer and more precise for 2007. This will make the decision making process more objective and fairer, addressing some of the feedback from last year's event. More detailed information is attached as Appendix A.

9. Shortlisting Criteria

A shortlisting proforma will be created where all the criteria will be listed. Each criteria point will be assessed on a scale of 0 – 3; 0 standing for 'does not meet any of the criteria', 1 'partially meets criteria', 2 'meets most of the criteria' and 3 'fully meets all criteria'. As a score will be given against each of the criteria, therefore the applicant with the most points will be announced as the winner.

10. Judging Panel

It is proposed that this arrangement should be similar to that used last year with representation from Senior Management, two Trade Unions representatives and Members, plus additional time for guest speakers to be involved. It is paramount a cross-section of representatives from the organisation is achieved for the judging to be seen as fair.

11. Sponsorship of each award

Each winner will be presented with an award, which will be the same design that was used for 2006. Consideration will be given to external sponsorship of each award.

A sponsor (e.g. A local Hotel) to provide a prize to the winner of the Outstanding Achiever award such as an all expenses paid weekend for two. Discussions with the Marketing team will confirm whether this is plausible in due course.

Attached as Appendix A is the Award Categories and links to external awards. Appendix B for information is suggested outline for the May 2007 event. Appendix C highlights the marketing strategy pre and post event.

12. Investment for Reform/Benefit to service user

Evidence suggests that an effective recognition scheme can lead to increased commitment to the organisation, an improvement in an individual's performance and an overall increase in productivity for the Council. Service users will benefit from such a focus.

13. Council Policies Supported

This report supports the Corporate Plan and the Council's commitment to delivering continuously improving services. The principles outlined in the report also support key elements of the Council's Drivers for Change.

14. Advice

This report has been prepared in consultation with relevant Corporate Directors and reflects their advice. It contains all the information necessary to allow Members to arrive at a reasonable view, taking into account the following advice.

15. Legal Implications

There are no unusual legal implications and the proposal is legally achievable.

16. Financial Implications

It is anticipated that the costs of the event will be met through a combination of sponsorship and existing resources, although detailed costings are not available at this stage.

17. Human Resource Implications

The on-going development of recognition schemes is essential to the success of the organisation. The concept was warmly welcomed by Corporate Directors and Chief Officers earlier this year and their on-going support is critical. The implementation of the 2007 Awards needs to include the development of appropriate criteria and guidelines for managers and staff. It is important that any criteria be inclusive so that all staff whether in the front line or back office are recognised. This development work would need to be undertaken with the co-operation and support of staff and in consultation with the Trade Unions. Human Resources would monitor the 2007 Awards process to ensure consistency and fairness across the organisation.

18. Trade Union Comments

A range of comments have been made by Trade Unions about the principles, criteria and event outline for 2007. UNISON initially expressed some concerns about the process being weighted towards Senior Management and also about transparency and clarity of the selection / nomination process. However, following the revisions made and further discussions UNISON now welcomes the proposals and hopes that the scheme will be one that all employees can buy into.

The GMB however considered that the principle of recognising outstanding performance by whatever means was welcomed. They suggested that easy to understand categories and criteria, perhaps directly related to a service area/function/grade basis may be more meaningful. Further, they suggested that certificate presentation on stage to all winners would be appreciated, desirable although the logistics may be more difficult to achieve.

RECOMMENDATION(S)

19. It is recommended that:-

- (i) This Committee approves the four Award Categories and criteria proposed for the Proud – Our People Awards 2007 as outlined in Appendix A
- (ii) The order of events (Appendix B) and Marketing/Promotion Strategy be noted (Appendix C)
- (iii) A report back on the May 2007 event be submitted to a future meeting of this Committee

BYRON DAVIES
CHIEF EXECUTIVE

The following appendices are attached:-

Appendix A – Award Categories Guidance and links to External Awards

Appendix B – Suggested Order of Events for 16 May 2007

Appendix C - Marketing and Promotion of 2007 – Proud Our People Awards

APPENDIX A

2007 EVENT: AWARD CATEGORIES, GUIDANCE AND LINKS TO EXTERNAL AWARDS

Category	Project, Team or Individual	Suggested Guidance Required	Example from last year	Links to external Awards
a. Excellence in Service Delivery	Project, Team or Individual	<ul style="list-style-type: none"> Supported or/and helped create an, improvement in their service area Supported or/and helped create a positive impact on service users Made effective use of Council resources 	<p>Llanrumney High School Kitchen Team</p> <p>The Kitchen team increased their income by £11,000 (8.3%) and their vending income by £3,000 (7%) making an overall profit of £25,198. They have a consistently high standard in presentation and selection of the food on offer. The team have shown to have an excellent rapport with the pupils and are well represented at the School Council meetings. Good communication is sustained with the teachers. The team has an enthusiastic attitude, and there's a great camaraderie within the team. Customer satisfaction is very high which is a testimony to their dedication. The team were named 'Kitchen Team of the Year' by Cardiff Catering in 2006 (this is an annual in-house motivational award).</p>	<p>Excellence Wales – for all categories; Our Health, Our Homes, Our Older People and Our Council – Leading our Communities.</p> <p>Association for Public Service Excellence (APSE) – e.g. Social Care Service</p> <p>The Municipal Journal Achievement Awards – e.g. Best Achievement in Children's Services.</p> <p>The Guardian Public Service Awards – e.g. Service Delivery.</p>

Category	Project, Team or Individual	Suggested Guidance Required	Example from last year	Links to external Awards
b. Outstanding Contribution to the Community	Project, Team or Individual	<ul style="list-style-type: none"> • Made a valid contribution to helping others within the community. • Worked towards a more optimistic community, creating a better place in which to live, work and play • Received a community award or recognition for their work 	<p>Dot smith, Public Convenience Attendant</p> <p>Dot takes a real pride in doing her job well. She enjoys her job so much that she is actually working past her retirement age. Cleaner Cardiff convenience attendants are very much the unsung heroes doing a difficult job seven days a week, coping with a wide range of events and visitors to the City. Each of the conveniences receiving up to 40,000 visitors a week with more when large events are held in the City. Dot has adapted very well to recent changes in ways of working, adopting a mobile team approach. The cleanliness standards for the conveniences were integral to the City's success in 'Britain's Cleanest City Competition' where Cardiff was a top 10 finalist. Dot is a fantastic ambassador for the service, the Council and the City.</p>	<p>Excellence Wales – for all categories; Our Health, Our Homes, Our Older People and Our Council – Leading our Communities.</p> <p>Association for Public Service Excellence (APSE) – e.g. Social Care Service</p> <p>The Municipal Journal Achievement Awards – e.g. Best Achievement in Children's Services. The Guardian Public Service Awards – e.g. Service Delivery.</p>

Category	Project, Team or Individual	Suggested Guidance Required	Example from last year	Links to external Awards
c. Change and Innovation	Project, Team or Individual	<ul style="list-style-type: none"> • Thought of innovative ideas to support their work and the work of their colleagues. • The innovative ideas have created a lasting improvement in their service area. • The innovative idea can be adopted as best practice across the Council 	<p>Jason Hennessy, Senior Graphic Designer, Corporate Communications.</p> <p>Jason was responsible for the production of the creative concept for the Proud Capital concept translating the values and aspirations of the organisation into a visual profile. He also developed a brand strategy of the organisations ability to 'live' the brand. Jason was responsible for the design and production of the 'Cardiff – Rebirth of a Capital' book which was produced for the 2005 centenary celebrations, it's innovative design recognised by a Gold Chartered Institute of Public Relations Award. A dedication to innovation showed in all aspects of his work.</p>	<p>CIPR Local Government Excellence in Communication Awards – e.g. Best Internal Communication practices. Association for Public Service Excellence (APSE) – e.g. Best Information & Communication Technology Initiative.</p> <p>The Municipal Journal Achievements Awards – e.g. Legal Achievement. Good Communication Awards e.g. Strategic Communications Campaign The Guardian Public Service Awards –e.g. Innovation and Progress</p> <p>Categories to be considered for the 2008 event.</p>

Category	Project, Team or Individual	Suggested Guidance Required	Example from last year	Links to external Awards
d. Outstanding Achiever of the Year 2006	Team or Individual	<ul style="list-style-type: none"> • Made an outstanding contribution that means that they stand out as an exceptional team member. • Shown a high level of performance over a period of time • Demonstrate that a positive image of the Council has been portrayed 	<p>‘Winner Dave Jackson, from Culture, Leisure and Parks, Leisure Centre Manager of Maindy Pool and Cycle Track.</p> <p>Dave was a pivotal figure in securing outstanding cycle track facilities for the city; he was also behind the innovative programme encouraging women from black and minority ethnic communities to use Maindy Pool. Dave had shown a consistent strong customer service based approach to service delivery of the highest standard.</p> <p>His main objectives being improving the health of Cardiff’s citizens; improving social inclusion and equal opportunities and opening routes into training and employment for women.</p>	<p>The Guardian Public Service Awards – e.g. Public Servant of the Year</p> <p>The Western Mail and Echo Welsh Woman of the Year.</p>

Future Categories	Project, Team or Individual	Suggested Guidance Required	Example from last year	Links to external Awards
a. Best Groundbreaking Project	Project, Team or Individual	This category could be linked to projects and the development of the Centre of Excellence, thereby reinforcing the importance of Project Management. The winning entry could be adapted to fit a category for all the major awards including MJ Awards, APSE Awards etc.		
b. Best Idea/Efficiency Saving Award	Project, Team or Individual	This category could be linked to developments related to a staff suggestion scheme and encouraging staff to come forward with suggestions/ideas that lead to efficiency savings. The winning entry could be adapted to fit a category for all the major awards including MJ Awards, APSE Awards etc.		
c. Best Work Experience Contributor	Project, Team or Individual	This category could be linked to our partnership with Careers Wales and how we promote local government as a career option to schools within Cardiff. This could also be extended to Work Experience voluntary organisations. Would link to external awards such as National Council for Work Experience. Also could be adapted to fit categories in other awards.		

Appendix B

Suggested order of events

Time	Activity
11.15 – 11.45	Guests begin to arrive at City Hall and register (Marble Hall) – Refreshments available
11.50	Guests escorted into the Assembly Rooms and seated (table plan to be arranged and displayed in the Marble Hall)
12.00	Welcome to the Proud Awards by Byron Davies (CEX)
12.05	Lord Mayor and the Leader to address the guests (Interactive video to be shown?)
12.15	Sir Terry Matthews to speak for 10 mins (this may be changed to Sir Terry handing out an award TBC)
12.25	Food and drinks to be served
12.55	Celebrity guest to speak (10-15 mins)
1.10 – 1.50	Award ceremony to commence, all awards agreed and photo's of all the nominees to be shown and winners announced
1.50	Award ceremony to end with the staff choice award 'Outstanding Achiever Award 2006' presented by last year's winner Dave Jackson
2.00	CEX to thank/congratulate the guests and the winners and ask them to make their way out to the Marble Hall (inform them that the coaches are waiting outside to take them back to the office.

Appendix C

Marketing and Promotion of 2007 Proud – Our People Awards

In line with launch date – co-ordinated activity to ensure the Proud Awards and key messages are constantly reinforced.

- Core Brief - managers to communicate to employees
- Tool Box Talks or Team Brief – managers / supervisors briefing teams
- Staff Intranet – articles featured prior and post the event
- Staff newsletter – articles featured prior and post the event
- Staff Information emails – articles featured prior and post the event
- Banners – located in the reception areas of Council main buildings
- Poster awareness campaign – especially if we go for staff choice award (each department could carry out their own campaigns!)
- Council employees to choose who receives the title of ‘Outstanding Achiever of the Year’ by casting their votes a via free phone telephone number (if you phone from a Council telephone).

Pre-event promotion

- Build –up with awareness campaigning starting in January 2007 inline with established external awards
- Chief Officers emailed at the start of the year to make them aware of the award categories and confirmation of the date when the nominations will be required and award mechanic.

Post promotion

- Local Press
- Capital Times
- Reviews of the event from the nominees, winners and organisers to be posted on the intranet
- Winners showcased in the Staff Newsletter, Intranet and local press.