



# **PPMA Excellence in People Management Awards 2020**

## **Judging Criteria**



**Our judges are highly experienced and committed leaders and have a deep understanding of public services.**


What is important is the content of the nomination rather than how well the nomination is written and presented.

This year we have restricted the length of a submission to ensure a level playing field for judges and entrants alike.

Judges will be looking to score how each entry meets:

- ✓ The general criteria outlined in the Awards Information Pack.
- ✓ The category specific information included in this pack.

**The Judging process is independent and is focused on quality of entry.**



## The Judging Event

**This year judging for all award categories will take place on Wednesday 29<sup>th</sup> January 2020.**

**Shortlisted entries in each category will be announced on Wednesday 12<sup>th</sup> February 2020.**

**All entrants, judges and sponsors will receive an invitation to the shortlisting event.**



## The Categories are:

### Best Social Media Recruitment Campaign

- Sponsored by - TBC

This award goes to the entry which best showcases a recruitment campaign which has utilised social media in a way that had maximum impact on the campaign.

- The recruitment campaign has driven a successful recruitment process by being pro-active in utilising social media, maximising employer branding to support new talent into the organisation.
- Evidence of strong visual communication ability, design skills and demonstrable results achieved.
- Describing which social media was used, why and an understanding of the issues involved in using social media.
- 

### Best Creative Concept Recruitment Campaign

- Sponsored by - TBC

This award goes to the entry which shows the most creative response to a recruitment brief. This can be in print, digital, or events, but should be representative of a whole campaign with supporting evidence of results.

- The response should be original and show an innovative approach to a recruitment campaign.
- Visual examples must be included as attachments to the entry.
- Can be across any media, including TV, radio, digital, live and print etc.



**ppma**

PUBLIC SERVICE PEOPLE  
MANAGERS' ASSOCIATION





## Best Senior Leadership Campaign

○ Sponsored by - TBC

This category is open to all leadership campaigns demonstrating a coordinated marketing campaign utilising different media, designed to solve an organisation's leadership recruitment objectives. aimed at recruiting for multiple positions.

### Entries will clearly describe:

- A clear outline of the entire brief, the challenges for any specific skills within the brief that may have required a special focus.
- Effective and relevant creative strategy and delivery
- Promotes the employer brand in an effective and appropriate way
- Evidence of effectiveness.
- Were results linked to initial brief and how well did the campaign perform?

## Best Front-Line Recruitment Campaign

○ Sponsored by – Matrix-SCM

Open to all front-line campaigns demonstrating a coordinated marketing campaign utilising different media, designed to solve an organisation's challenge in attracting hard to recruit of high turnover roles.

### Entries will clearly describe:

- A clear outline of the entire brief, the challenges for any specific skills within the brief that may have required a special focus.
- Effective and relevant creative strategy and delivery
- Promotes the employer brand in an effective and appropriate way
- Evidence of effectiveness.
- Were results linked to initial brief and how well did the campaign perform?





## Best Apprenticeship Programme

○ Sponsored by - LGA

In this category, we will recognise apprenticeship programmes that provide great opportunities for learners to progress, support efforts to increase diversity and inclusion, and are integrated into organisations' wider workforce planning.

### Entries will clearly describe:

- What was the strategic driver for introducing the apprenticeship programme?
- How the programme has positively impacted the organisation and its broader workforce. This may include financial metrics (revenue, profits, ROI, productivity), customer engagement/satisfaction levels, people-related indicators (eg, absence levels, staff turnover, engagement), as well as less tangible outcomes such as the impact on the credibility and integrity of the organisation/ function/ profession, and impact on succession planning and recruitment challenges.
- Evidence of high-quality mentoring, line management and on-the-job learning
- Evidence of high-quality training
- Evidence of impact on individual outcomes – such as learner satisfaction, engagement, and career progression



**ppma**  
PUBLIC SERVICE PEOPLE  
MANAGERS' ASSOCIATION



## Best Inclusion and Diversity Programme/Initiative

### ○ Sponsored by – Crown Commercial Services

This award goes to the organisation that has diversity and inclusion at the heart of its business and is using a particular programme or initiative to drive continued improvement, representation, support and opportunities for women, people from black & minority ethnic backgrounds, people from the LGBTI (lesbian, gay, bisexual, transgender, intersex) community, disabled people and other minorities.

### Entries will clearly describe:

- A clear narrative that demonstrates why the D&I programme was implemented and its purpose.
- How it is linked to broader business strategy with clear evidence of the organisation's diversity and inclusion statistics and how these are evaluated.
- What were the measures of success and what were the mechanisms for tracking success.
- Please use metrics, anecdotes, employee/customer feedback and case studies.

### Judges will mark highly entries that demonstrate:

- How this intervention has made an improvement for the better to its target audience with relevant testimonials to support the evidence.
- What was the cost of the project and evidence that the agreed outcomes were delivered together with clarity of the return on investment?



**ppma**

PUBLIC SERVICE PEOPLE  
MANAGERS' ASSOCIATION





## Best Health and Wellbeing Initiative (including mental health, general health & Safety)

○ Sponsored by – Neyber

This award goes to the team that shows how their initiative has clearly enhanced organisational awareness of the impact on wellbeing in the workplace and significantly improved the lives of employees living and working mental health conditions.

### Entries will clearly describe:

- Why the initiative was developed – what was its purpose?
- How it was implemented and why was the approach considered appropriate?
- How it is has clearly enhanced the awareness of mental health in the workplace.
- Evidence of success: how it has improved the lives of employees living and working with mental health conditions – this should include metrics, anecdotes, testimonials from employees/ trade unions/ leaders.

### Judges will mark highly entries that demonstrate:

- What was the cost of the initiative and what was the return on investment?

## Best Change Management/Organisation Development Initiative

○ Sponsored by – Iken

This award goes to the team that has completed a successful people-focused business transformation or change management programme. Areas that will be assessed include making the business case for change, its communication, implementation, measurement, achievements, improvements/ outcomes.

### Entries will clearly describe:

- Why the initiative was developed – what was its purpose?
- How effectively the programme was communicated, implemented and measured, including how it has overcome any resistance.
- The role that HR/OD has played in the programme, and its impact.
- Evidence of success: how it has strengthened the organisation - please use metrics, anecdotes, customer feedback and case studies.

### Judges will mark highly entries that demonstrate:

- What was the cost of the initiative and what was the return on investment?



**ppma**

PUBLIC SERVICE PEOPLE  
MANAGERS' ASSOCIATION



## Best Learning and Development Initiative

### ○ Sponsored by – Clear Review

This award recognises how a creative and effective Learning & Development initiative has contributed to the success of the organisation and its workforce. Learning and Development embraces a wide range of approaches such as mobile, socially collaborative, work based, and through communities of practice and peer support. We welcome entries that embrace such creativity.

### Entries will clearly describe:

- The range of evidence and information you used to inform the decisions made. What was the driver for the initiative? Does the initiative align to the organisation's strategic objectives?
- How the work positively impacted the organisation and its people. This may include financial metrics (revenue, profits, ROI, productivity), customer engagement/satisfaction levels, people-related indicators (eg, absence levels, staff turnover, engagement), as well as less tangible outcomes such as the impact on the credibility and integrity of the function/profession within the organisation
- A clear link between the L&D initiative and business goals and development needs. You should also indicate the context for your activities, such as a change management programme.







## Best Supplier Partnership

○ Sponsored by – TBC

This award is open to partnerships centred around the joint work of an HR team from an organisation(s) and a private sector partner or a voluntary sector organisation. We are seeking a successful partnership which has brought about service improvements and/or improved efficiency from the programme of work delivered.

### Entries will clearly describe:

- Which organisations are involved in the partnership and what services are covered.
- Details of the scale of the partnership, for instance in number of people involved and value of the work undertaken.
- The objectives of the programme of work and the extent to which they have been achieved.
- Evidence of the success especially in terms of measurable improvements to services, reduced costs and impact on residents.
- The extent to which the partnership is improving services and/or reducing costs.
- The extent to which the partnership has added real value to the outcomes for the service/ council.
- Evidence of how the knowledge from the private sector partner has been transferred to the council's team and enhanced their skills and knowledge for the long-term benefit of the council.

## Best Employer and TU Partnership

○ Sponsored by - TBC

Working with and through recognised trade unions is an essential skill of effective HR professionals. This award goes to the organisation who can positively demonstrate effective and meaningful engagement with Trade Unions in bringing about effective change across an organisation or service.

### Entries will clearly describe:

- How the Trade Union(s) work effectively with the organisation.
- Details of any specific programmes of work being used to illustrate the effectiveness of the partnership
- The changes that have been achieved through the partnership
- Include endorsements from the leaders of the employer and trade union in support of the entry.





## Public Sector Team of the Year

○ Sponsored by - Oracle

This award goes to the HR/OD team that demonstrates the most effective work within their function and their successful business partnering with other parts of the organisation. The entry can include specific projects and also demonstrate the function's collaborative approach to improving the organisation and their ability to attract and develop excellence in the HR profession.

### Entries will clearly describe:

- A clear narrative that demonstrates how the team is having an impact on other functions and the wider business.
- An innovative approach to people management, taking into account challenges facing the sector.
- The size of your team and service provision. Context is important, so please include the level of resource available/ budget and the business environment in which your organisation operates – the number of employees supported by the team/ project.
- Evidence of success: how has your team strengthened the organisation – please use metrics, anecdotes and case studies. Judges will consider feedback from customers and how this is sourced.

### Judges will mark highly entries that demonstrate:

- Feedback from customers/ service users and how this is sourced and tracked over time.
- How the range of positive and constructive feedback has been applied to bring about service improvement.





## Public Sector HRD of the year

- Sponsored by – The MJ

This award goes to the most inspiring Public Service HR/OD Director/Head of the Year.

### Entries will clearly describe:

- How they have inspired the people they lead and the organisations they support to fulfil a pivotal strategic leadership role in Public Sector.
- Evidence of the direct impact they have made to raise the profile and relevance of the HR/OD profession both within and external to their organisation and the regard in which they are held by their managers, peers, team members, politicians (if relevant) and trade union colleagues (if relevant).
- How they work creatively and collegiately in pursuit of the organisations ambitions while creating a culture of performance excellence and customer service.
- Evidence that they are recognised as an excellent role model within and outside their own organisation.

### Judges will mark highly entries that demonstrate:

- Evidence of how they have sought to influence beyond their organisation.

## President's Award for Special Contribution

- Sponsored by – Public Sector Show

This award will be for an individual who has made a special contribution to the HR/OD community and a real impact within the profession.

- Nominees for this award need to be sponsored by a PPMA Policy Board member. Email [president@ppma.org.uk](mailto:president@ppma.org.uk) for details.
- An HR/OD individual who is a great asset, always outcome focussed, they strive to deliver a high quality service with the aims and objectives of the organisation in the forefront of their mind.
- They have established a positive difference within the HR/OD community through their contribution.
- They have demonstrated pride in everything they do, over a consistent period of time, and are the 'true spirit of their profession'.
- They are seen as role models for other HR/OD professionals.

# GOLD AWARD –

Sponsored by Hammond Clarke

**This award is for the 'best of the best' and is selected from the winner of each of the categories.**