

THE
LONDON

Child Poverty Awards 2009

NOMINATE TODAY



Rewarding those who deliver the
most for families that have the least



Child Poverty Unit

HM Government

There are six London Child Poverty Awards:

Awards for Organisations

- Superb Service
- Exemplary Employer
- Corporate Commitment

Awards for Individuals

- Outstanding Practitioner
- Inspirational Parent
- Child Poverty Champion

Tackling child poverty is far from easy! It takes a concerted effort from all of us; policy makers, practitioners and parents.

Many people are already doing great things, and we think it's about time they got the recognition they deserve.

The London Child Poverty Awards will celebrate people and organisations that are doing fantastic work to support families across the capital.

If you know anyone who has gone the extra mile for families, someone who has shown innovation and commitment and who inspires others, get in touch with us and tell us about their achievements.

THE DETAILS....

Who can enter the awards?

The Child Poverty Awards are open to **any** organisation or individual in any public, private or voluntary sector in Greater London.

How can organisations or individuals be nominated for an award?

If you belong to an organisation that you feel merits an award, then you can apply for an **Organisation's Award** by completing the form overleaf and writing around 500 words to demonstrate how you have met the required criteria.

If you know an inspirational individual, you can nominate them for an **Individual's Award** by completing the form over the page and writing around 500 words, describing why you are nominating that person.

When do nominations have to be submitted?

Nominations must be received by 5th October 2009.

How will winners be selected?

Entrants will be assessed on how well they have met the criteria set out for each award: it is important for judges to see clear evidence of what the organisation or individual has done to make a difference in tackling child poverty. Shortlisted entrants will be invited to speak to a panel of judges in October.

What will happen to the winners?

Winners and runners-up will be invited to an exclusive and glamorous awards evening on 16th November 2009 and presented with special plaques and certificates. The awards will be publicised, and we will showcase stories of the winners and runners-up as examples to encourage and inspire others to do more to tackle child poverty.

AWARDS FOR INDIVIDUALS



The **Outstanding Practitioner** award is for a skilled individual who provides high quality personalised support to disadvantaged families and through this has helped families to escape poverty and improve their opportunities and outcomes.

The winning practitioner will:

- Have a clear understanding of the needs of the families he/she deals with.
- Be able to demonstrate how their work has generated better outcomes for families.
- Continuously improve his/her own work, and his/her organisation to accelerate progress towards tackling child poverty.

The winning practitioner may also:

- Reach out to, engage and support families that are 'hard to reach' and at particular risk of poor outcomes.
- Work in partnership with other practitioners from a range of organisations to provide an integrated service for families.
- Have shown particular energy, innovation and gone the extra mile to provide an exceptional service.



The **Inspirational Parent** award is for an individual who has overcome adversity and tackled barriers in order to enter, stay and progress in work and who has inspired and encouraged others to do the same.

The winning parent will:

- Have conquered difficulties and constraints to overcome poverty.
- Have entered, stayed and progressed in work.
- Actively support and encourage other parents to achieve their full potential and escape poverty.

The winning parent may also:

- Balance work and family life, thus enabling their children to grow up happy and healthy and to achieve their full potential.
- Be a clear role model and inspiration to their community.



The **Child Poverty Champion** award is for an individual who has raised the profile of child poverty and made it everybody's business.

The winning practitioner will:

- Understand what the needs of poor families are and ensure that they remain a priority in their own community or organisation.
- Have actively championed and driven change, and been a source of challenge and support to others.

The winning practitioner may also:

- Have a clear understanding of what works in tackling child poverty, based on experience, evidence and listening to others.
- Take action to engage, work with and encourage action amongst wider partners and stakeholders.



AWARDS FOR ORGANISATIONS

THE MAYOR'S FUND FOR LONDON

The **Superb Service** Award is for an organisation that provides a high quality service and support that meets families' needs and helps parents to enter, stay and progress in the workplace.

The winning organisation will:

- Understand and respond to the needs of the local community.
- Reach out to, engage and support families that are 'hard to reach' and at particular risk of poor outcomes.
- Generate better outcomes for families, and contribute to increasing the number of parents in sustainable employment and reducing child poverty.

The winning organisation may also:

- Work in partnership with other local services to provide an integrated service for families.
- Continuously improve their service on the basis of evaluation and evidence about what works.



The **Exemplary Employer** Award is for an organisation whose HR policies and practices enable disadvantaged parents in London to find suitable and fulfilling jobs, to balance work and family life and to earn a decent wage.

The winning organisation will:

- Recruit fairly, and offer jobs to local people.
- Offer family friendly employment and support employees to manage their caring responsibilities.
- Improve employees' skills and offer all staff opportunities to progress.

The winning organisation may also:

- Ensure that all directly and indirectly employed staff earn a decent wage.
- Provide employees with information and advice about financial support, including working tax credits and childcare support.



The **Corporate Commitment** Award is for an organisation that has made tackling child poverty a priority.

The winning organisation will:

- Have a clear and comprehensive child poverty strategy.
- Ensure action to tackle child poverty is embedded in policies and processes across all relevant areas of the organisation.
- Have processes in place to ensure that the impact of changes in policy or service delivery on child poverty is clearly understood and factored into decisions where relevant.

The winning organisation may also have:

- Staff at all levels and in relevant parts of the organisation who understand their role in tackling child poverty. Staff are encouraged and enabled to act in a way that will have most impact on ending child poverty.
- Relevant senior staff with clear responsibilities to lead action to tackle child poverty.

AFFIX
STAMP
HERE

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