

# HPMA EXCELLENCE AWARDS 2020 INFORMATION SHEET



**16 CATEGORY DESCRIPTIONS, CRITERIA AND  
SUBMISSION QUESTIONS. PLEASE GO TO  
[HPMA.AWARDSPLATFORM.COM](http://HPMA.AWARDSPLATFORM.COM)  
AND REGISTER TO ENTER.**

## KEY DATES

**ENTRY DEADLINE:**  
17:00 TUESDAY 18 FEBRUARY 2020

**JUDGING DAY:**  
FRIDAY 27 MARCH, LONDON, COURTESY OF DAC BEACHCROFT

**AWARDS CELEBRATION AND CEREMONY:**  
THURSDAY 4 JUNE 2020 CROWNE PLAZA BELFAST  
(EVENING OF DAY ONE OF THE HPMA UK CONFERENCE)

**ENTRANTS SHOULD NOTE THAT ALL CATEGORIES REQUIRE A 50 WORD OUTLINE OF THE PROJECT, OR SUMMARY OF THE NOMINATION. PLEASE USE ACCESSIBLE LANGUAGE AND AVOID JARGON – IT'S A SHORT 'PITCH' SO ANYONE DISCOVERING THE SUBMISSION CAN QUICKLY READ WHAT IT'S ALL ABOUT.**

## **1. CAPSTICKS AWARD FOR INNOVATION IN HR**

A cutting edge, creative initiative within any sphere of HR management that has led to improved practice.



### **Criteria**

- Evidence of true innovation, not simply new ways of working or implementation of policy
- Clear demonstration of need and rationale
- Detail of the process of implementation
- Evidence that the innovation is making a difference to patient/client care
- Plans for further research, development and full evaluation.
- The potential for the transfer of learning to other organisations.

### **Submission questions**

1. Describe your project, including evidence of how your project demonstrates innovation (500 words or fewer)
2. Outline the project design, business need and rationale that support your chosen project strategy (200 words or fewer).
3. What are the measurable achievements, expected benefits and impact on patient care of your project (400 words fewer)? The judges are looking for qualitative and/or quantitative metrics that demonstrate the impact of your project.
4. Outline your plans for further research, development and full evaluation (200 words or fewer)
5. What is the potential learning from this project, and how best could this learning be shared (300 words or fewer)?

## **2. SOCIAL PARTNERSHIP FORUM AWARD FOR PARTNERSHIP WORKING BETWEEN EMPLOYERS AND TRADE UNIONS**



This award will be given to an initiative that fully demonstrates the benefits of true partnership working between employers and trade unions in the provision of health and social care.

### **Criteria**

- Clear description of how the project came about, demonstrating genuine partnership working between employers and trade unions from the outset.
- Planning and implementation process, including any challenges and how they were overcome
- Explicit detail about how employers and trade unions, and any other relevant partners, successfully worked in partnership - not simply collaboration - on this project.
- Evaluation of impact of project
- Sustainability, transferability and lessons learnt.

See case studies and podcasts on the partnership award finalists and winners on the SPF website

[www.socialpartnershipforum.org](http://www.socialpartnershipforum.org)

### **Submission questions**

1. Describe how your project came about, including how trade unions and employers, and any other relevant organisation or group, were involved from the outset (200 words or fewer)
2. Outline what you did, including how any challenges were overcome (200 words or fewer).
3. Explain how employers and trade unions, and any other relevant organisation or group, worked in partnership successfully on this project (200 words or fewer)
4. What has the project achieved or what are the expected benefits (200 words or fewer)? The judges are looking for qualitative and/or quantitative statistics that demonstrate the impact of your project.
5. Explain whether your project could be replicated and what lessons have you learned from the project (200 words or fewer)?



### 3. AWARD FOR EXCELLENCE IN EMPLOYEE ENGAGEMENT

Awarded to an organisation that has significantly improved patient care and has happier, more motivated and more productive workforce through improved staff engagement.

#### Criteria

- Evidence of engagement and support from the top of the organisation
- Evidence of measurable benefits to patient care
- Evidence of the link between the interventions, staff engagement and improvement in patient care
- Evidence of systematic approach having impact across the organisation
- Evidence of an approach that is sustainable and contributing to a change in organisational culture, potential for the transfer of learning to other organisations.

#### Submission questions

1. Describe your initiative or project, including background intimate and wider context. (500 words or fewer).
2. Outline the project design, business need and underpinning evidence base that supports your chosen project strategy (200 words or fewer).
3. What were your challenges and how were they overcome (200 words or fewer)
4. What are the measurable achievements, expected benefits and impact on patient/client care/workforce of your project (400 words or fewer)? The judges are looking for qualitative and/or quantitative statistics that demonstrate the impact of your project.
5. What is the potential learning for other trusts from this project, and how best could this learning be shared (200 words or fewer)?

### 4. ACADEMI WALES AWARD FOR EXCELLENCE IN ORGANISATIONAL DEVELOPMENT

An OD initiative or project that has significantly benefited the organisation through improved effectiveness or viability.

#### Criteria

- Project design based upon analysis of organisational need and the existing evidence base
- Excellent project management and evaluation processes
- Measurable achievement of expected benefits (including quality and value)
- Evidence of good leadership skills and excellent team working
- Making a difference to patient/client care
- The potential for the transfer of learning within and to other organisations.

#### Submission questions

1. Describe your project, and any relevant background to your work (500 words or fewer).
2. Outline the project design, business need and underpinning evidence base that supports your chosen project strategy (200 words or fewer).
3. Outline your project management process and evaluation (200 words or fewer)
4. What are the measurable achievements, expected benefits and impact on patient care of your project (400 words or fewer)? The judges are looking for qualitative and/or quantitative statistics that demonstrate the impact of your project.
5. How does your project demonstrate leadership skills and team working? (200 words or fewer)
6. What is the potential learning for other organisations from this project, and how best could this learning be shared (300 words or fewer)?



## 5. PATCHWORK AWARD FOR HR ANALYTICS



This category recognises how the analysis of workforce data delivers insight, which generates action, leading to better decision making and better business performance.

### Criteria

- Alignment of the analytics project with business objectives.
- Clarity of the current and future state using qualitative and quantitative data.
- Overcoming barriers to collecting and analysing data.
- A deeper level of understanding from data to analysis, onto insight.
- Analysis of the data which articulate a compelling story that drives decisions and action.
- Demonstrated outcomes from the analysis tested against experience and intuition.
- A logical approach to delivering the analysis.
- Evidence of better decisions and performance increase as a result of analysis.

### Submission Questions

1. Introduce your project, and detail any relevant to your work (500 words or fewer)
2. Outline the business need and the evidence that justifies your chosen project, its approach and design; detail expected outcomes and success criteria (500 words or fewer)
3. Describe the execution phase of your project, including your approach to measuring outcomes (500 words or fewer)
4. Describe and provide evidence of your analysis, highlight and quantify outcomes; making the link to improved HR effectiveness and subsequent benefits for patient care (400 words or fewer)
5. Describe your learning from the project, and proposed next steps, also consider how other trusts could benefit from a similar approach. (500 words or fewer)

## 6. NEYBER AWARD FOR WELLBEING



This award recognises organisations who can demonstrate how specific employee health, fitness or wellbeing initiatives are making a positive impact on staff satisfaction, motivation, health or productivity.

### Criteria

- An effective, innovative wellbeing strategy that addresses an important business issue
- A clear narrative that demonstrates why the strategy was implemented and how it is linked to broader business strategy
- Evidence of success: return on investment and how it has strengthened the organisation – please use metrics, anecdotes, staff feedback and case studies
- Impact on engagement and productivity levels.

### Submission questions

1. Describe your initiative or project, including background, rationale and wider context (500 words or fewer)
2. Outline the project design, business need and rationale that support your chosen project strategy (200 words or fewer).
3. Outline your project management process and evaluation (200 words or fewer).
4. What are the measurable achievements, expected benefits and impact on patient care and quality of healthcare of your project (400 words or fewer)?
5. Describe your learning from the project, and proposed next steps, also consider how other trusts could benefit from a similar approach (500 words or fewer)?



## 7. MILLS & REEVE AWARD FOR MOST EFFECTIVE USE OF DIVERSITY

Awarded to an organisation that has significantly improved diversity and can demonstrate impact on governance, recruitment and/or promotion.

### Criteria

- Commitment from Board and Executive Group to creating greater diversity in the organisation
- Clear assessment of diversity deficits in the organisation
- Evidence of Board, Executive Group and staff engagement in making the links between diversity and strengthened governance and/or recruiting and promotion
- Evidence of impact on greater diversity in governance, recruitment and/or promotion
- Identification of measurements used to analyse success or failure in diversity in the organisation.

### Submission questions

1. Identify the significant discussions and stimuli that led to Board and Executive Group commitment to creating greater diversity (300 words or fewer)
2. How were the diversity deficits in your organisation assessed? (200 words or fewer)
3. Provide evidence to illustrate engagement of Board, Executive Group and staff in making the links between diversity and strengthened governance and/or recruiting and promotion (500 words or fewer)
4. Provide evidence of the changes made to create greater diversity in governance, recruitment and/or promotion (500 words or fewer)
5. What measurements were used to highlight and quantify diversity in the organisation in order to assess success (300 words or fewer)?

## 8. CHAMBERLAIN DUNN LEARNING AWARD FOR EDUCATION, LEARNING AND DEVELOPMENT INITIATIVE



We are looking for entries that demonstrate a strong link between L&D initiatives and key business goals, including leadership programmes at all levels. An organisational culture that promotes learning, focuses on talent and performance, uses innovative delivery approaches and encourages openness among employees about their development needs.

### Criteria

- An innovative learning, development or education strategy that addresses an important business issue need?
- A narrative that illustrates how the strategy was implemented and the journey from implementation to success
- Evidence of board-level commitment to learning, development and education
- Evidence of return on investment and success in terms of how it has met its learning objectives and demonstrated a positive impact on the organisation – please use metrics, anecdotes and case studies. Judges will look for evidence of impact and how this is evaluated.

### Submission questions

1. Describe your initiative or project, including background, rationale and wider context (500 words or fewer)
2. Provide evidence as to why your initiative was particularly innovative in making a positive difference to the working lives of NHS staff? (500 words or fewer)
3. Describe the ways in which your initiative challenged or enhanced organisational performance and culture? (500 words or fewer)
4. Describe how you evaluated your project and what are the measurable achievements, expected benefits and impact on patient care and quality of healthcare of your project? (400 words or fewer)
5. Describe your learning from the project, and proposed next steps, also consider how other trusts could benefit from a similar approach. (500 words or fewer)



## 9. HEALTHSECTORTALENT AWARD FOR BEST RECRUITMENT INITIATIVE

This award recognises a well-planned and well-executed recruitment initiative that has helped healthcare organisations to achieve their recruitment goals. Measurable evidence of how the strategy and execution met the brief and its objectives will be required. Tell us how your recruitment team has delivered exceptional performance and impact in this most challenging of climates.

### Criteria

- Evidence of technical excellence, an innovative approach, creative working and/or team work
- Rationale behind the initiative and anticipated outcomes e.g. what did success look like as part of the initial planning
- Details of challenges encountered and/or blockages and how they were overcome
- Outcome of the initiative including actual deliverables vs anticipated outcomes
- Impact of the initiative on the organisation including any potential impact on retention
- Thorough evaluation and assessment e.g. How was the campaign measured and what were the metrics of success?
- Sustainability, transferability and lessons learnt.

### Submission questions

1. Describe the objective of your chosen strategy, please include background/context for your organisation (300 words or fewer)
2. Please outline the initiative and how it was adopted (300 words or fewer)
3. Describe how the initiative has been evaluated, using metrics to qualify your success and its impact (400 words or fewer)
4. Agency (where applicable):
5. Budget:
6. Date of launch:

An additional three files of material may be uploaded with your entry.

## 10. THE UNIVERSITY OF BRADFORD AWARD FOR CROSS-SECTOR WORKING

Increasingly solutions are not developed or delivered by one sector alone whether public SME, or private, or a combination, but require cross-sector collaboration or there is a solution developed by one sector which is then utilised and implemented in another.

This award is for a project, product or service across sectors that, has had a measurable impact and delivered real outcomes for health service clients or customers.

### Criteria

- Clear description of background including rationale, context, planning and implementation demonstrating cross sector working benefits.
- Explicit detail about how parties were brought together
- Challenges and how they were overcome
- Evaluation of impact of project
- Sustainability, transferability and lessons learnt.

### Submission questions

1. Describe your project, including background to the project, rationale and wider context. (500 words)
2. Outline your planning and implementation process (500 words or fewer).
3. Explain how parties on this project were brought together (200 words or fewer)
4. What were the challenges, and how were they overcome (200 words or fewer)
5. What are the measurable achievements, expected benefits and impact on patient care of your project (400 words or fewer)? The judges are looking for qualitative and/or quantitative statistics that demonstrate the impact of your project.
6. How does your project demonstrate sustainability and transferability, and what are your 'lessons learnt' (200 words or fewer)?



## 11. HEALTH EDUCATION AND IMPROVEMENT WALES (HEIW) AWARD FOR WORKING SMARTER

This award is looking for projects, programmes or initiatives that demonstrate how HR teams have worked 'smarter', to save money while still improving quality, safety and patient care. It could be use of technology, a change in workforce strategy or the development of new models of care. We're searching for highly transferrable initiatives that address the need in every healthcare HR team across the UK to improve efficiency and reduce costs.

### Criteria

- Clear description of background including rationale, context, planning and implementation
- A narrative that illustrates how the HR team has worked smarter to achieve financial savings and efficiency improvements
- Evaluation of impact of project
- Sustainability, transferability and lessons learnt.

### Submission questions

1. Describe your initiative, including background, rationale and wider context. (500 words or fewer)
2. Outline the project design, business need and underpinning evidence base that supports your chosen project strategy (200 words or fewer).
3. What are the measurable and expected achievements, benefits and impact of your initiative? The judges are looking for qualitative and/or quantitative metrics that demonstrate the impact of your project. (500 words or fewer)
4. Provide evidence as to why your initiative promotes 'smarter working'. (500 words or fewer)
5. What is the potential learning for other trusts from this project, and how best could this learning be shared (300 words or fewer)?

## 12. RISING STAR AWARD

The rising star award aims to recognise up-and-coming HR practitioners that are set for a bright future. Entrants can self-nominate or be nominated by a senior manager. Candidates must have worked for a minimum of two years in HR (but not necessarily in current role) and present evidence of their contribution to the business. The entrant should be below the level of deputy HR director or equivalent.

### Criteria

- Impact - makes a tangible contribution to the organisation and the wider HR / healthcare community
- Progression - demonstrates an upwards trajectory beyond the expected in their career
- Leadership - demonstrates a capacity for leadership
- Commitment - demonstrates a passion for HR
- Innovation - is ahead of the field in ideas and practices
- Credibility - demonstrates personal credibility within the organisation and HR community
- Strategic thinker - demonstrates an understanding of strategy and how HR will deliver strategy

### Submission statement

Entrants are invited to make a 1,000 word statement highlighting how they meet the category criteria as a rising star. Feedback from their HR Director or other senior managers may be submitted to support the entry.



### 13. DEPUTY HR DIRECTOR OF THE YEAR

*Sponsored by NHS England and NHS Improvement*



Awarded to a UK healthcare deputy director (or equivalent role) demonstrating an outstanding contribution to their employer, the sector and the HR profession over the last 12 months.

#### Criteria

- Evidence of impact on the organisation, staff experience and on patient care
- Evidence of high levels of personal and professional credibility within the HR function and organisation
- Record of delivery of a high quality customer focussed workforce function
- Evidence of initiative, innovation and commitment to HR in the workplace
- Examples of successfully deputising for the HRD internally at Board level or externally and displaying HRD qualities
- Ability to combine HR management delivery and strategic leadership.

#### Submission questions

1. Please explain the reasons for nominating your deputy for this award, highlighting any specific challenges for the organisation during this period (500 words or fewer)
2. What achievements has the deputy contributed to during the past year either in terms of his/her organisation's or team's performance? (250 words or fewer)
3. What qualities has the deputy brought to his/her role? (250 words or fewer)
4. Please explain how the deputy has provided professional leadership for other members of the HR function (250 words or fewer)

### 14. HR DIRECTOR OF THE YEAR

*Sponsored by NHS England and NHS Improvement*



A UK healthcare HR director demonstrating excellent leadership and an outstanding contribution to the HR profession over the past 12 months.

#### Criteria

- Evidence that nominated director is a shining example to the profession as a HR leader
- Examples of how the nominated director makes a difference in the workplace
- Evidence of how the HR Director has made a difference to patient experience.
- Evidence of initiative, enthusiasm, and dedication in promoting the work of HR in the workplace
- Evidence of impact on the organisation and on patient care within the organisation.
- An outstanding leader renowned for putting quality of care at the heart of service delivery
- A reputation for spotting talent and being regarded as a role model and sponsor for emerging leaders
- Contributing to removing barriers to diversity in the workforce and service-wide
- Ability to motivate and energise other people
- Ability to influence and work with a range of partners
- Delivery of measurable outcomes from interventions.

#### Submission questions

1. Please explain why you are nominating the HRD for this award, highlighting any specific challenges faced by the organisation or the wider health economy? (500 words or fewer)
2. What achievements / impact has the HRD contributed to during the past year either in terms of his/her organisation's performance or within the wider health economy? (250 words or fewer)
3. What qualities has the HRD brought to his /her role? (250 words or fewer)
4. Please explain how the HRD has acted as the professional lead for the HR function and give details of any contribution to the development of the national HR function. (250 words or fewer)

Please note that the judges are looking for clear and tangible evidence in your nomination.



## 15. HR TEAM OF THE YEAR

*Sponsored by NHS England and NHS Improvement*

Awarded to a UK healthcare HR team working together and achieving exceptional things over the past 12 months.

### Criteria

- Exceptional performance and impact on frontline team experience and service delivery
- Evidence of excellent team working and cohesive relationships
- Thorough evaluation and assessment and exceptional feedback on service
- Clearly demonstrate service excellence

The entry can include specific projects and also demonstrate the function's collaborative approach and ability to attract and develop excellent HR people.

### Submission questions

1. Describe the HR team composition, ways of working and organisational context (200 words or fewer).
2. Give examples of technical excellence, innovative approach, or creative working that has enabled the team to reach exceptional performance levels and provide excellent service (500 words or fewer).
3. How does your team demonstrate good leadership skills and excellent team working (200 words or fewer)?
4. How has the HR team contributed to the measurement and achievement of corporate objectives (200 words or fewer)?
5. Describe the evaluation and assessment of your team, and the feedback received (200 words or fewer)?

## 16. PRESIDENT'S AWARD FOR OUTSTANDING LIFETIME ACHIEVEMENT

*Sponsored by DACBeachcroft*

Awarded to an individual who has made contributions of outstanding significance to the field of healthcare human resource management.

### Criteria

- An established history of distinguished service
- Evidence of a lasting contribution to HR practice in healthcare
- Evidence of leadership and having provided inspiration to others in the sector
- A positive influence to healthcare HR on a local, national or international level
- The nominee's contributions should be above and beyond the everyday and have had a long lasting impact in the sector.

### Submission statement

Nominations may be submitted in the form of a supporting statement (1000 words or fewer).

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