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**At iESE we believe it’s important to continually recognise and champion examples of innovation and best practice. That’s why you can apply for an iESE Certificate of Excellence at any time throughout the year!**

The Certificate of Excellence is open to any public body in England, Wales, Scotland and Northern Ireland, and their partners in the voluntary, community and private sector. Each Certificate of Excellence submission can be for the whole organisation, a department, or an individual project.

# [See previous winners of the Certificate of Excellence.](https://www.iese.org.uk/project/certificate-excellence)

# **The Application Process**

There are a number of iESE judging days throughout the year where Certificate of Excellence applications will be assessed against a number of criteria. Please navigate to page 8 to read how the applications are scored.

If your Certificate of Excellence application is successful, it will be automatically fast-tracked into the pool of nominations for the annual Public Sector Transformation Awards; the next awards event will be in March 2022, with the awards finalists will be announced in February.

[Click here to read more about the awards.](https://www.iese.org.uk/project/public-sector-transformation-awards)

Projects that are considered outstanding by our judging panel will also be in with the chance to be presented with a hard copy of the certificate at our autumn conference, where we invite the best of the best to showcase the most innovative transformations and improvements with the public sector.

As part of the conference, you would also have the opportunity to present your projects to our conference delegates and contribute content into our quarterly magazine [Transform](https://www.iese.org.uk/project/transform-magazine).  The next autumn conference will be on Wednesday 8th September 2021 with the winning projects for our   
autumn conference being announced.  
[Click here to read more about the conference.](https://iese.org.uk/conference-2020)

# **iESE Certificate of Excellence – Application Categories**

#### Here are the established categories under which submissions can be entered; as you can see, they mirror our annual Public Sector Transformation Awards as successful applications will be fast-tracked into the awards nomination pool. With the exception of the Innovation category, the public body must make the submission. You may select more than one category for your submissions should you feel that your project could be a candidate for several.

**1. Asset Management and Regeneration**

This category is for innovative local authority-led projects that use assets to deliver proven benefits to communities.

**2. Best Transformation Team**

This category recognises a team who has made an exceptional contribution and long-term positive impact in their organisation through a series of transformation and continuous improvement. They continuously look for new ways to innovate and push the boundaries of local public service deployment.

**3. Communications**

**No matter the budget, topic or channel, we are looking for excellence in public service communications campaigns; in particular the campaigns that made a real impact.**

**4. Community Focus**

This category is for the initiative that does most to reinvigorate the local community. This might be for a major programme of regeneration that creates economic opportunity for the local area or initiatives that engage the local community, creating greater resilience, better life chances and less dependency on public services.

**5. Customer Focus**

Celebrating organisations that deliver outstanding service to their customers, this category recognises those that, firstly, demonstrate the link between excellent customer service and improved value to the bottom line.

**6. The Use of Digital and Technology**

This category is for the innovative use of digital tools and technology, from remodelling existing services, to creating totally new and dynamic services that lead to improved outcomes.

**7. The Use of Data Insight**This category is for the use of data insight and the application of data, rewarding creative approaches to managing and manipulating data to deliver outstanding results.

**8. Efficiency and Effectiveness**This organisation has harnessed the real potential in their organisation, delivering elevated performance, creating efficiencies, and delivering outstanding customer service with improved value to their residents. Above all, this organisation has shown its ability to adapt a virus-fuelled environment, and achieve fantastic results in doing so.

**9. Green Council**

This category recognises, rewards and promotes environmental best practice across the public sector in the UK. This organisation has shown how they have helped the environment and improved sustainability not only in their organisation, but their surrounding community.

**9. Innovation**

This category is not only open to the public sector but also **private or third sector** organisations. This category is for developing and/or bringing to market new innovative technologies or facilities that can transform the delivery of a local public service.

**11. Transformation in Heath & Social Care**

Submissions can be based upon transforming access to services, remodelling the service, working in partnership or a combination of all three. The winning applications will have demonstrated the greatest impact for customers of health and social care.

**12. Working Together**This category is for simplifying the way that residents and local businesses deal with public services, bringing together multiple contact points, removing the barriers between organisations and moving resources closer to the customer.

iESE Certificate of Excellence 2021

***Celebrating public sector innovation and transformation***

**The deadline for submission is: 5pm on Friday 23rd July**

Our next judging date will be on Friday 30th July

We will be notifying applicants on Monday 2nd August

**Please send your completed application to** [**enquiries@iese.org.uk**](mailto:enquiries@iese.org.uk)

*For help completing this application form, please read the notes section at the end of this document*

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| --- | --- | --- | --- | --- |
| **Category**  (See Note 1) |  | **Asset Management and Regeneration** | | |
|  | **Best Transformation Team** | | |
|  | **Communications** | | |
|  | **Community Focus** | | |
|  | **Customer Focus** | | |
|  | **Digital and Technology** | | |
|  | **Data Insight** | | |
|  | **Efficiency and Effectiveness** | | |
|  | **Green Public Service** | | |
|  | **Innovation** | | |
|  | **Transformation in Health and Social Care** | | |
|  | **Working Together** | | |
|  | | | |
| **Organisation**  (See Note 2) |  | | |
| **Nominee**  (See Note 3) | Name: | | |
| **Contact** | Email address: | |  |
| Contact number: | |  |
| Contact number: | |  |
| **One paragraph overview of your nomination (no more than 100 words).** | | | |
|  | | | |
| **Overview of your nomination – maximum 2000 words**  (See Note 4) | | | |
|  | | | |
| **How has the initiative demonstrated innovation? – maximum 1000 words**  (See Note 5) | | | |
|  | | | |
| **Demonstrate how the initiative has had an impact – maximum 1000 words**  (See Note 6) | | | |
|  | | | |
| **How has the initiative improved the skills and capabilities? – maximum 1000 words**  (See Note 7) | | | |
|  | | | |
| **What was the quality of delivery of the initiative? – maximum 1000 words**  (See Note 8) | | | |
|  | | | |
| **How has the initiative made a contribution to the sector – maximum 1000 words**  (See Note 9) | | | |
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| --- |
| **Certificate of Excellence Application Submission** |
| Please check this box if you do not wish your information to be used as case study material for future iESE knowledge share events/publications. If used, all information will be attributed to the author organisation. |
| Please send your Certificate of Excellence application to [**enquiries@iese.org.uk**](mailto:enquiries@iese.org.uk) with the subject line “Certificate of Excellence application”. You will receive a confirmation email on receipt of your application, and we will be notifying successful applicants on Monday 1st June.  When submitting your nomination form, please provide a copy of your organisation’s logo and at least 2 images that can be used alongside your submission. We also encourage you to submit a short 10-minute video summarising your nomination which we will share with the rest of the sector to showcase your best practice.  If you have any queries regarding the Certificate of Excellence or the process, please do not hesitate to contact Annabelle Spencer at [annabelle.spencer@iese.org.uk](mailto:annabelle.spencer@iese.org.uk) |

Notes

1. **Award Category**

Your submission may be nominated for more than one award category. The judges reserve the right to move the submission to a category they deem more appropriate. The judges reserve the right to nominate the submission for additional award categories that they deem appropriate.

1. **Organisation**

The organisation / department or individual that is the subject of the submission.

1. **Nominee**

If different to the Organisation in note 2, the organisation that is making the nomination.

1. **Overview of the nomination**

A description including the purpose of the initiative, its start date and the current status.

1. **Innovation**

A description of why the initiative should be considered innovative. Has the approach taken to delivering the project been original? Will the initiative be deemed to have set new standards for local public service delivery and if so why? Are their best practice lessons from this initiative, if so what and how are they planned to be shared?

1. **Impact**

Has the initiative in question proven results? Are those results outstanding and do they exceed targets; for example in comparison to other similar initiatives by individuals, departments or organisations?

1. **People**

Has the organisation shown its commitment to its staff, the customer and its community? Has the initiative developed skills and created a platform for further transformation?

1. **Quality of delivery**

Was the project well-conceived and planned as well as executed well and professionally? Have any big changes in working culture or customer service been implemented smoothly and without disruption?

1. **Contribution to the Sector**

How has the authority’s work positively contributed to local government as a whole? Have they made significant progress in overcoming the issues facing local public services whether financial constraints, regeneration or in helping local businesses? Have they raised the bar in their service area? Will local government now be viewed more positively as a result of this initiative?

**Scoring key as follows:**

0 No reference to the criteria at all

1 – 3 Mention of criteria somewhere in the nomination

4 – 6 Described at some length, with the relevant information

7 – 10 Evidence has been given that it has been done