

**Children &
Young People Now**
Awards 2021

Entry instructions



Closing date: Friday 9th July 2021

Free entry

presented by

**Children &
Young People Now**

Enter online at www.cypnowawards.com



Rewarding innovation, excellence and impact

The Children & Young People Now Awards have become the gold standard for everyone working with children, young people and families. Now in their sixteenth year, these awards provide a great source of pride and recognition for all those who strive day in, day out, to improve the lives of others. They offer an opportunity to raise the profile of projects and initiatives to funders and the general public.

The Awards are a tremendous showcase of learning and best practice from across the United Kingdom that can be an inspiration to all. They recognise initiatives from the public, private and voluntary sector that work with children and young people from birth to adolescence as well as their families. Initiatives might be aimed at all children and families within a community or targeted at those who are the most vulnerable or disadvantaged.

Crucially, entrants must be able to **provide evidence** that what they have done has had a **positive impact** on people's lives.

We hope you will be inspired to enter the Awards and achieve the wider recognition that your organisation's achievements deserve.

Who should enter?

Entries should focus on work that was launched, or is ongoing, between 1 July 2020 to 30 June 2021. Any organisation, setting or project, whether in the public, voluntary or private sector, can enter relevant work.

However, where the work is delivered by a partnership of organisations, entries must list all the partners involved.

Entries are invited from across the UK.

Please note that it is free to enter the Awards.

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Free entry

How to enter

To submit your entry, go to www.cypnowawards.com download the relevant entry form, fill it in, and upload it through our online system under the “Enter Now” tab on our website.

To help you prepare, here is a list of the information you will need to provide:

- Name of project, team individual or organisation
- Length of time the work has been taking place
- Source of funding
- Contributions of any partner organisations
- Number of people reached
- Number of paid staff and volunteers involved
- Approximate cost of the work done
- Description of the work
- Description of the task and challenges, and any difficulties overcome
- Aim of your work
- Achievements, results and outcomes in meeting these aims
- Key learning from delivering the work
- Why the work stands out to merit a CYP Now Award

You will be able to log in to the entry system and amend/add entries up until the closing dates for entries, which is **Friday 9th July 2021**.

Please keep in mind that young people, as well as adult professionals, will be judging each award, so make your entry as young person-friendly as possible. The maximum number of categories an initiative can be entered for is three.

It is understood that entries may include commercially sensitive information. Children & Young People Now reserves the right to publish descriptions and case studies of winning entries. But if an entrant asks for any part of their submission to remain confidential, it will.

Sponsor organisations are not allowed to enter the category they have sponsored.

The decisions of the judges are independent and final and no correspondence will be entered into concerning the results.

If you are having any difficulties, or would like to discuss entering the Children & Young People Now Awards, please contact Alma Watson on 020 8057 8482 or alma.watson@markallengroup.com who will be happy to help.



Categories

Children and young people's wellbeing and achievement

The Early Years Award

For the initiative that has done the most to improve the life chances of young children under five, especially among disadvantaged or hard-to-reach communities. Entries are open to nurseries, children's centres, childminders and local authorities.

The Play Award

For the initiative that has done the most to offer children and young people the opportunities to play freely, enjoy childhood and contribute to their social, emotional and physical development. The judges will look for work that has enabled children to follow their own ideas and interest, and in their own way.

The Youth Work Award sponsored by



For the initiative that has done the most to promote young people's personal development and help them achieve their potential through youth work, informal education and participation in positive activities, especially among disadvantaged or excluded groups.

The Youth Volunteering and Social Action Award

For the initiative that has enabled children or young people to make a difference in their communities or to their peers, through volunteering, social action or campaigning. The judges are looking for entries where children and young people have taken the lead in planning, organising and delivering the work.

The Learning Award

For the initiative that has made the best contribution to improving educational achievement. The judges will in particular look for work that has helped children with special educational needs and disabilities or disadvantaged groups such as looked-after children.

The Family Justice Award sponsored by



This award has been created to honour the memory of District Judge Nicholas Crichton, who pioneered the creation of family drug and alcohol courts to tackle parental substance misuse in care proceedings. The award is for the initiative that has done the most to help families avoid disputes and resolve problems. The judges will look for examples of innovation, in particular where families have played a key role in developing the initiative.

The Advice and Guidance Award

For the initiative that has done the most to reach and provide young people with information and support in making sound life choices. Entry is open to providers of advice and guidance in areas such as careers and employability, relationships, health or education.

The Family Support Award

For the initiative or service that has done the most to support whole families to help their children lead healthy, happy and fulfilling lives safe from harm. The judges are looking in particular for work that has helped challenging or disadvantaged families.

The Leaving Care Award

For the initiative that has done the most to help young people leaving the care system make a smooth and successful transition to adulthood by supporting their accommodation, health, housing, and training and employment needs. Judges will be looking for examples where young people have played a key role in planning their independent living.

The Mental Health and Wellbeing Award

For the initiative that has done the most to transform the mental health and wellbeing of children and young people, whether through prevention, early intervention or treatment. Entries are open to CAMHS, public sector, voluntary sector, clinical commissioning groups, and specialist support services.

The Early Intervention Award

For the initiative that has intervened early and most effectively with children and young people at risk from problems such as poor health, dropping out of education, homelessness, crime or substance misuse, and prevented the transmission of poor outcomes from one generation to the next.

The Safeguarding Award sponsored by



For the initiative that has made the biggest contribution to keeping children and young people safe from harm. Judges will be looking for examples of exceptional teamwork and multi-agency working.

The Youth Justice Award

For the initiative that has made the biggest contribution to improving the life chances of young offenders, or those at risk of offending or reoffending. Entries are invited from local authorities, youth offending teams and youth services, as well as voluntary organisations and individual projects.

The Young Carers Award

For the initiative that has done the most to support children, young people or young adults up to 25 who care for a family member or friend with an illness, disability, mental health problem or addiction. This includes support to meet carers' educational, health, social and emotional needs; helping carers who have previously been unidentified by services; and working with families to reduce inappropriate levels of caring.

The Children in Care Award sponsored by

For the local authority or care provider that has done the most to improve outcomes for looked-after children or young people, whether in residential care, foster care or other types of placement. The judges are looking in particular for examples of exceptional teamwork, joint working or activity above and beyond the call of duty.

The PSHE Education Award

For the Personal, Social, Health and Economic (PSHE) education initiative that has done the most to develop young people's knowledge, skills and attributes in managing the challenges of modern life, such as sex and relationships, substance misuse, mental health, challenging extremism and radicalization, and preparing for the world of work. The judges are looking for initiatives delivered in schools or other education settings. Entries are open to teaching staff as well as external providers.

The Arts and Culture Award

For the initiative that has done the most to inspire children and young people in cultural activities, such as music, dance, drama or the visual arts, especially among disadvantaged groups, and where collaboration is shown between public services, the cultural sector and children and young people.

The Youth Relationships Award sponsored by

For the initiative that has done the most to inspire and enable young people to develop relationships with friends and family in all forms, throughout their lives, that are healthy, nurturing and dependable. The judges will be looking for examples where young people have played a key role in shaping the work, which is likely to be delivered mainly in a youth setting.

Individuals, teams and organisations

Children and Young

People's Champion sponsored by

For the adult individual who has achieved significant improvements in the lives of children or young people, especially among disadvantaged or excluded groups, through campaigning, lobbying, boosting participation or other activities. Entries must include a description of their work and its impact.

The Children's Achievement Award

For the individual child or young person that has achieved significant improvements in his or her own outcomes and made a positive contribution in their community through activities such as volunteering or campaigning. They must be nominated for the award by an adult professional.

The Partnership Working Award

For the multi-agency project or team that has made the greatest improvement to people's lives. This applies to partnership working between public sector agencies as well as those involving organisations in the voluntary and private sectors.

The Recruitment and Professional Development Award

For the organisation, team or initiative that has made the biggest contribution to boost recruitment or the status of work with children, young people and families through activities such as innovative marketing, change management or training.

The Public Sector Children's Team Award

For the public sector team that has made the greatest impact in improving the life chances of children, young people or families. Entries are open to teams and departments within local authorities as well as local health services and national bodies.

The Children and Young People's Charity Award

For the charity that has made the most impressive contribution, at a local or national level, in improving the life chances of children, young people or families. Achievements will have been driven through a combination of innovative practice, effective partnership working or campaigning for change. Entries are open to charities of any size.



The Shepherd's Hut – Outdoor Day Nursery



Tutors United – Tutoring Young Residents Programme & Response to Covid-19



The judging process

Who will judge the awards?

A panel of experts and professionals from across the children and young people's sector will judge the entries. This panel will represent the diversity of agencies and disciplines that make up the sector and the judges will have the knowledge and experience to assess each project according to its objectives and available budget.

They will be joined by a group of young judges hand-picked by Children & Young People Now.

Judges who have a connection with any entry will not be allowed to vote on that entry or lobby the other judges on its behalf.

What will the judges look for?

The aim of the Children & Young People Now Awards is to recognise excellence. The judges will be looking for examples of excellent projects, services, teams, and individuals. Each entry must indicate clearly to both the adult and young judges the nature and degree of difficulty faced, and how this was overcome, all backed up with **hard evidence**. For the best chance of winning an award, be concise, be clear and remember your entry will be judged by young people as well as sector experts.

What do we mean by 'hard evidence'?

Judges will look for entries that show **evidence of positive impact** in the lives of children, young people and/or families. This impact can be described, but also, crucially, should be quantified in some way. Judges will want to know how that impact is measured, and how you are ensuring this impact is sustained over time.

How will the entries be judged?

The adult and young judges will study all the entries, looking for examples of exceptional work. The judging teams will discuss the entries and each judge will award their own mark to each entry, with a shortlist drawn up from these marks.

The finalists and winners will be calculated by aggregating the adults' and young judges' marks. The adult and young judges will have the right to move entries between categories if they feel the new category would be more appropriate.

Tips for entering

The adult judges and young judges will be looking for a clear description of facts rather than bland statements or unsupported claims of the value of the work. Wherever appropriate, include a description of:

- the organisation and its aims
- the work done, the target group, who commissioned it, its aims/targets, and the budget
- any research carried out or procedures put in place to guide the work or to determine performance or outcome
- particular issues or challenges faced and how these were addressed
- how the work met or exceeded its goals/targets, or improved outcomes for children and young people
- how children and young people were involved in shaping the work and in decisions affecting them
- the partners involved, and the structures or procedures used to ensure joint working
- how the work was innovative or broke new ground
- evidence of effectiveness or outcomes

You can back up your entry with supporting material, which should be presented separately. Make sure any such material directly supports your entry. This can include:

- examples of the work itself
- user or partner testimonials
- statement from the commissioning organisation supporting research, evaluation or inspection reports, with relevant sections clearly highlighted
- press cuttings, promotional material, photographs or other material that can give the judges a flavour of how the project worked on the ground, and what it felt like to the children or young people involved

However, please do not overload the judges with material; make what you send in really count.

How much does it cost to enter?

Entry is free

Thanks to the support of Children & Young People Now and the sector it has been possible to waive the entry fee (normally £35 for the public and voluntary sectors and £75 for the private sector), which covers the cost of administration and the judging process.

However, there is a cost for late entries. Any entry received after the official closing date without prior agreement will incur a charge of £50 plus VAT, irrespective of whether the entry is from the public, voluntary or private sector. This is to cover the extra cost of administration.

If you think your entry will be late then please get in touch immediately with events executive Alma Watson on:

020 8057 8482
alma.watson@markallengroup.com

Sponsorship

Organisations interested in sponsoring any of the award categories should contact George Hogg on:

020 7501 6699
george.hogg@markallengroup.com

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www.cypnowards.com**

“We are honoured to receive this Award and hope that it gives us a platform to reach even more young people. It’s fantastic to get this acknowledgement and such a wonderful reward for the hard work that the team have put into our Education Programme. I hope we can continue to work with youth-facing professionals to inform, educate and safeguard our young people on such important topics. It is truly a memorable moment for everyone here at YGAM.”

**Amy Bussey, education manager, Yorkshire and Humber, Young Gamers and Gamblers Education Trust,
whose National Gambling Education Programme won the 2020 PSHE Education Award**