



A guide to submitting
a winning entry

Before you start



- ✓ Familiarise yourself with the award categories and the initiative you're planning on entering.
- ✓ Get buy in from the top – make sure your organisation is supportive of your submission.
- ✓ Learn from the best - take a look at previous Allocate Awards winners or speak to colleagues with previous awards success.
- ✓ Gather statistics and data which can be used as evidence for your submission, check the numbers support the narrative.
- ✓ Source testimonials before you start writing so they can be woven into the content.
- ✓ Confirm who needs to sign off the entry. Put time in their diary now to make sure they'll be able to do it before the deadline.

Helpful hints



- ✓ Involve the right people - making the entry a team effort will often produce a better, more comprehensive submission.
- ✓ Follow the rules and read the award criteria carefully – it's important to make sure you understand what the judges will be looking for.
- ✓ Please note that entries are restricted to two per organisation, this can be two entries in one category or they could be submitted in two separate categories. In both cases you will need to submit a different project or initiative for each entry.
- ✓ If you are submitting the same project or initiative as in previous years you must provide evidence of significant progress for the judges to consider it in 2021.
- ✓ Map evidence against the criteria – make sure you can tick all of the boxes for the award category you're entering.
- ✓ Allow sufficient time to prepare, include a week for sign-off before submitting. Remember the deadline for entries is Friday 17th September 2021.

Checklist of content



Your entry should include:



- ✓ Evidence that describes how the initiative meets the award criteria.
- ✓ A clear explanation of how Allocate Software solutions were effectively used to achieve outcomes.
- ✓ A narrative for the judges to become familiar with the challenges faced, actions taken, and results or goals met.
- ✓ The qualities that make this entry exceptional, and that are clearly relevant to the award criteria - this could be stories, illustrations, statistics and testimonials from users/other stakeholders.

Create an advantage

Once you've ticked all of the award criteria you should think about what will make your initiative really stand out and the judges choose your entry over another.



- Can your project be replicated/adopted by others?
- Does it contribute to the progress of the NHS and the wider sector?
- Does your project make things better for at-risk or vulnerable groups?
- Have you cracked a problem that everyone has, but no one else has solved?
- What's next? Show you have plans to move things forward and retain momentum.



Do...



- ✓ Give yourself plenty of time, last minute doesn't give time to edit.
- ✓ Make sure you enter the most appropriate category.
- ✓ Be passionate, punchy and positive – remember it's not a report.
- ✓ Demonstrate achievements and keep it evidence based – don't just give an opinion, back it up with examples of outcomes.
- ✓ Review your entry – ask someone else to read your application, preferably someone who wasn't involved in the work and doesn't have detailed knowledge. Maybe ask your communications team to do this and check they understand it?
- ✓ Remember the judges will not have any background information on your project and may not be familiar with terminology.



Don't...



- ✓ Use lots of jargon and abbreviations – it won't help the judges. Keep it simple, write in plain English, be clear and concise. Keep sentences short, use commas and bullet points.
- ✓ Ignore the word count limit.
- ✓ Pretend a project is something that it's not – if there is no evidence of impact, wait a year and gather evidence.
- ✓ Submit lots of supporting attachments – the limit is two.
- ✓ Re-enter if you have submitted the same project previously and not been successful, and nothing has changed.
- ✓ Miss the deadline.

Past winners tips



Calderdale and Huddersfield
NHS Foundation Trust

“Start your application early to give opportunities for reflection and amendments. Set the scene from the beginning of the journey to the end result.

Ask a colleague who isn't directly involved with the content to review, to ensure it flows and tells the story of your achievements.”

Rose Hagreen
Head of eRostering Nursing & Midwifery Services
Winner of board assurance award



The Newcastle upon Tyne Hospitals
NHS Foundation Trust

“I would encourage everyone to enter at least one submission to showcase a piece of work that you are really proud of.

We picked categories which we thought were best suited to the achievements we had made and started to pull together all the evidence, carefully following the brief outlined within the criteria.”

Samantha Hunt
e-Rostering Systems Manager, Winner
leadership and engagement award



Lancashire Care
NHS Foundation Trust

“Make sure your application provides evidence of the successes and quotes from colleagues who have benefitted most.

Think about how your work best fits into the categories, ask for colleagues to proofread your entry and include their feedback.”

David Mulligan
Workforce Systems Performance Manager
Winner of improving working lives award



Finally...good luck!

We hope to see you at the awards
ceremony on 21 October 2021