

star awards

2017

Recognising outstanding commitment

Support our awards to make a difference to NHS teams

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about

Sandwell and West Birmingham Hospitals NHS Trust

Sandwell and West Birmingham Hospitals NHS Trust is an integrated care organisation. We are dedicated to improving the lives of local people, maintaining an outstanding reputation for teaching and education, and embedding innovation and research.

We are responsible for the care of over 530,000 people from across North-West Birmingham and towns within Sandwell.

We have over 7,000 employees who are committed to providing compassionate, high quality care from City Hospital on Birmingham's Dudley Road, Sandwell General Hospital in West Bromwich and from our intermediate care hubs at Rowley Regis and at Leasowes in Smethwick. We are building a brand new acute hospital in the Smethwick area. The Midland Metropolitan Hospital will become a beacon for integrated acute care in the NHS.

Our Trust also includes the Birmingham and Midland Eye Centre, a supra-regional eye hospital and the second largest of its kind in Europe.

At City Hospital in the heart of Birmingham, we also host the Sickle Cell and Thalassaemia Centre, and the regional base for the National Poisons Information Service.

Alongside the acute and specialist services we offer, we also have community teams who deliver care across Sandwell and West Birmingham providing integrated services for children and families, GP practices, patients at home, offering both general and specialist home care for adults, in nursing homes and hospice locations.



promises

Our values and promises

We have nine well established care promises which set the standard for how staff treat patients, visitors and each other, all day, every day.

Our care promises were developed by frontline teams who felt that even if we were providing excellent clinical care, we also need to provide a great patient experience, which our patients told us needed to be consistent in every area of our Trust.

These promises run through every nomination made in our Star Awards :

- ⦿ **I will make you feel welcome**
- ⦿ **I will make time to listen to you**
- ⦿ **I will be polite, courteous and respectful**
- ⦿ **I will keep you informed and explain what is happening**
- ⦿ **I will admit to mistakes and do all I can to put them right**
- ⦿ **I will value your point of view**
- ⦿ **I will be caring and kind**
- ⦿ **I will keep you involved**
- ⦿ **I will go the extra mile**



about

Our Star Awards

The Star Awards recognise the tremendous efforts of colleagues across the Trust. The awards have grown to include multiple categories which receive hundreds of nominations every year.

Our awards recognise the hard work and dedication of both clinical and non-clinical colleagues working within our acute hospitals, intermediate care units and in the community who spend every working day providing compassionate care to patients, carers and families.



The annual Star Awards are a highlight for all staff and we are delighted you are interested in partnering with us in 2017

A stylized, handwritten signature in black ink, likely belonging to Toby Lewis.

Toby Lewis – Chief Executive

Across our 18 award categories, three finalists from each category are shortlisted, with the winner being announced at the glittering awards ceremony at Aston Villa Football Club.

Over the years, we have been privileged to honour hundreds of healthcare professionals who have worked tirelessly to bring about real improvements to the care of patients. Winning an award is a great achievement. It acts as a catalyst for award winners to go on to bigger and better things, both in terms of their own careers and in terms of further improvements to patient care.

The 2017 awards will be held at the Aston Villa Football Club on Friday 13 October 2017

Key Dates

- ⦿ **1 May** nominations open
- ⦿ **30 June** nominations close
- ⦿ **17 July** judging takes place
- ⦿ **21 July** shortlists announced
- ⦿ **24 July** SWBH voting opens
- ⦿ **13 October** Star Awards ceremony

sponsorship

Why sponsor our awards?

Sponsoring our Star Awards is an ideal opportunity for you to get involved and to show your appreciation for the hard working and dedicated healthcare teams who serve and support the people of Sandwell and West Birmingham.

By becoming one of our sponsors you will be supporting the amazing work our teams do each and every day. You will have the opportunity to promote your company and build your

brand awareness whilst supporting an extremely worthy cause.

Sponsorship opportunities range from individual awards to the evening programme on the night and the option of bespoke sponsorship arrangements giving your brand a high profile whilst showing your appreciation for the hard working teams of Sandwell and West Birmingham Hospitals NHS Trust.



categories

Our award categories

Employee of the year

A member of staff who has an excellent attitude to work, colleagues and patients, who has repeatedly gone beyond the call of duty, made improvements to the delivery of services or the patient experience, or who consistently demonstrates the Trust's promises to provide excellent care.

Clinical team of the year (adults)

A team that has provided consistent, high quality care for adults whilst meeting financial and operational targets, demonstrating best practice or driving forward improvements in patient care or has pulled together through particularly difficult circumstances.

Clinical team of the year (children)

A team that has provided consistent, high quality care for children whilst meeting financial and operational targets, demonstrating best practice or driving forward improvements in patient care or has pulled together through particularly difficult circumstances. This can include teams who care for children across our Trust settings and services, not just our specialist paediatric teams.

Non-clinical team of the year

A team with consistently excellent performance whilst meeting financial and operational targets, demonstrating best practice or has introduced a change in approach resulting in improvements to financial or operational performance or has pulled together through particularly difficult circumstances.

New leader

A rising star who has held some leadership or management responsibility for at least a year and who has demonstrated outstanding ability, talent and leadership, showing great promise for the future.

Volunteer of the year

A individual who has made a significant impact to our Trust whilst volunteering. A person who has shown selflessness and determination to support the people around them.

Digital leader of the year

A leader or manager who has inspired or brought about clear and demonstrable outcomes in terms of digital ways of working. This can include changing processes to reduce reliance on paper, improvements in



Excellence in research prize

An individual or team that has participated in research which has made a demonstrable difference to patient experience and outcomes.

Excellence in education prize

An individual or team that can demonstrate excellence in providing and supporting high quality education.

Chairman's award for notable contribution to the local health and social care system

This award is presented to an individual or team that has made a significant contribution to the health and wellbeing of patients, carers or the public in the Sandwell and West Birmingham community. The award winner will have demonstrated how they have linked up different teams or organisations, and been instrumental in breaking down barriers for the benefit of patients or the wider population.

Quality of care award (nominated by patients, visitors and carers)

We want to hear about colleagues or teams you think provide excellent

quality care, in line with our quality plan, producing improved outcomes for patients and those who have consistently upheld and demonstrate our nine Care Promises:

- ⦿ **I will make you feel welcome**
- ⦿ **I will make time to listen to you**
- ⦿ **I will be polite, courteous and respectful**
- ⦿ **I will keep you informed and explain what is happening**
- ⦿ **I will admit to mistakes and do all I/we can to put them right**
- ⦿ **I will value your point of view**
- ⦿ **I will be caring and kind**
- ⦿ **I will keep you involved**
- ⦿ **I will go the extra mile**

Local Primary Care award for the most valued service in the Trust (nominated by GPs)

Awarded to the service that primary care clinicians deem to be of most value to their patients, that demonstrates effective working arrangements with primary care, a responsive service, and that integrates well across organisational boundaries.



service or care for our patients, or financial savings, and who productively engages with and includes their colleagues in the digital journey, providing effective direction and motivation, actively creating a positive working environment for colleagues.

Distinguished service award

An individual or team that has worked above and beyond the call of duty in their service to the Trust. This could be a current member of staff or someone who has left during the previous year.

Prize for innovation

This award is presented to an individual or team that has introduced new innovative practice or an innovative scheme during the year that has made substantial improvements to services or systems and processes.

Patient safety award

This award is presented to an individual or team exhibiting best practice in providing safe care, who has openly raised awareness of safety issues, championed transparency or introduced new ways of working to a service or treatment that has improved patient safety.

2020 Vision prize for integrated care pioneer of the year

Awarded to an individual or team that has demonstrated integrated care, either by working in partnership with local healthcare / social care / voluntary services, or in their daily work to ensure that their patients “can plan my care with people who work together to understand me and my carer(s), allow me control, and bring together services to achieve the outcomes important to me”.

Learner of the year

Awarded to an individual who can demonstrate the impact training has had on themselves, their team and their service. This is open to all colleagues and could include, for example, completing an apprenticeship, a computer course or a post grad/ leadership programme or university module.

Public Health award for equality and diversity champion

An individual or team that has demonstrated engagement with a minority group or diverse groups from the Sandwell and West Birmingham community to deliver improved services for patients or carers.



packages

Sponsorship packages



Platinum package £8,000

As a platinum level sponsor you will have the exciting opportunity to sponsor and present one of our most prestigious awards. These awards are:

- ⦿ **Employee of the year**
- ⦿ **Clinical team of the year** (adults)
- ⦿ **Clinical team of the year** (children)
- ⦿ **Non-clinical team of the year**
- ⦿ **Quality of care award**

This package includes:

Before the awards

- ⦿ Company logo on all communications promoting the awards, including the awards online voting forms that will be seen by over 7,000 colleagues.
- ⦿ Company logo included within Compassion in Care online nomination forms seen by patients.
- ⦿ Company logo on our Trust website.

During the awards

- ⦿ Five tickets for representatives from your company to come and attend the awards ceremony at Aston Villa Football Club and network with senior Trust representatives and partners.
- ⦿ Key member of your organisation on stage to announce and present the award.
- ⦿ A full page advertisement in the Star Awards souvenir brochure – which you can use to promote your company. This brochure is given to over 350 guests on the night of the awards.
- ⦿ Your company logo will be shown on all audio visual presentations around the venue including the main awards presentation, which is shown to guests on the awards evening.
- ⦿ Each table will feature the company logo displayed at the centre of the table
- ⦿ Opportunity to add promotional material to goodie bags, which will be provided to all guests on the night of the awards.



After the awards

- The opportunity to promote your company within our Trust with an advertisement slot on our digital signage screens situated across the Trust for four months. These screens are located in prominent patient facing areas.
- The opportunity to promote your company with a banner advert on our intranet site which has 50,000 visits per day.





Gold package £6,000

As a gold level sponsor you will have the exciting opportunity to sponsor one of the following 13 awards.

- ◉ Chairman's award for notable contribution to the Local Health and Social Care system
- ◉ New leader
- ◉ Volunteer of the year
- ◉ Digital Leader of the year
- ◉ Distinguished service award
- ◉ Black Country Alliance prize for innovation
- ◉ Patient safety award
- ◉ Integrated care pioneer of the year award
- ◉ Learner of the year
- ◉ Public Health award for Equality and Diversity Champion
- ◉ Excellence in research Prize
- ◉ Excellence in education Prize
- ◉ Local Primary Care award for the most valued service in the Trust

This package includes:

Before the awards

- ◉ Company logo on all communications promoting the awards, including the awards online voting forms that will be seen by over 7,000 colleagues.
- ◉ Company logo on our Trust website.





During the awards

- Three tickets for representatives from your company to come and attend the awards ceremony at Aston Villa Football Club and network with senior Trust representatives and partners.
- Key member of your organisation on stage to announce and present the award.
- A half page advertisement in the Star Awards souvenir brochure – which you can use to promote your company. This brochure is given to over 350 guests on the night of the awards.
- Your company logo will be shown on all audio visual presentations around the venue including the main awards presentation, which is shown to guests on the awards evening.
- Each table will feature the company logo displayed at the centre of the table
- Opportunity to add promotional material to goodie bags, which will be provided to all guests on the night of the awards.

After the awards

- The opportunity to promote your company within our Trust with an advertisement slot on our digital signage screens situated across the Trust for two months. These screens are located in prominent patient facing areas.
- The opportunity to promote your company with a banner advert on our intranet site which has 50,000 visits per day.





Silver package £2,500

This package includes;

Before the awards

- ⦿ Company logo on our Trust website, which averages 1,500 visitors a day and our Trust intranet site, used daily by over 7,000 colleagues.

During the awards

- ⦿ Two tickets for representatives from your company to come and attend the awards ceremony at Aston Villa Football Club.
- ⦿ A quarter page advertisement in the Star Awards souvenir brochure – which you can use to promote your company's profile. This brochure is given to over 350 guests on the night of the awards.
- ⦿ Your company logo will be shown on all audio visual presentations around the venue including the main awards presentation, which is shown to guests on the awards evening.

After the awards

- ⦿ The opportunity to promote your company within our Trust with an advertisement slot on our digital signage screens situated across the Trust for one month. These screens are located in prominent patient facing areas.
- ⦿ Inclusion of your company logo on our intranet site which has 50,000 visits per day.





Tailor made packages

We would be delighted to tailor make a package for your organisation, including drinks packages, flower sponsorship or for a particular award. Please contact the **Communications Team** on **0121 507 5303**, to discuss sponsorship.



For more information contact: **Communications team** ☎ 0121 507 5303
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