



Celebrating excellence
in mental health

Sponsorship Opportunities

Trinity Park, Ipswich, 21 March 2019





Welcome to the Putting People First Awards 2018/19

Every day, dedicated teams and individuals providing mental health services across our Trust, go to extraordinary lengths to provide exceptional care and fantastic services, dedicating their careers to ensuring that local people get the very best care in both our inpatient units and in their homes and communities across Norfolk and Suffolk.

It's really important that we recognise our staff's efforts and thank them for what they are doing for our Trust and, most of all, our service users and carers. And so, in March 2019, we are holding our Putting People First Awards – a gala evening to celebrate their commitment to service users and carers.

This year, we are offering sponsorship of our awards and we hope that you will lend your support in making it a truly memorable evening for those staff who go even further than the rest in demonstrating the very best care.

We know that your business regards as important the same standards of excellence as we hold within our Trust. This is why we are taking this opportunity to contact you.

Many of our awards categories may resonate with your organisation. You may supply services to our Trust and already know about the services we provide, equally, this may be the first time our Trust has come to your notice and you can read more about the services we provide on page 3.

All we ask is that you take 10 minutes to read through this pack and decide if this could be the year you support our NHS staff, and help us say a big 'thank you' to them on behalf of the thousands of vulnerable patients they look after every day.

A handwritten signature in black ink, appearing to read 'Antek Lejk'.

Antek Lejk
Chief Executive

A handwritten signature in blue ink, appearing to read 'Gary Page'.

Gary Page
Chair



Our many mental health services...

Norfolk and Suffolk NHS Foundation Trust (NSFT) provides a wide range of services across both counties.

We provide mental health and learning disability services across Norfolk and Suffolk. We believe in recovery and wellbeing, and understand the importance of good physical health, maintaining relationships and achieving a balance between treatments and continuing an active life.

Service users and carers are at the centre of our work and are vital in helping shape and support our service strategy. Our strategy supports and enables people with mental health problems, or who need to improve their wellbeing, to live a fulfilling life and make their personal recovery journey.

We aim to deliver high quality, excellent and cost-effective services, together with a commitment to research and innovation. We also aim to be an expert in mental health wellbeing, known by the local community to provide excellent advice, care and treatment in a friendly and flexible way.

You can read more about our Trust, our services and our staff on our website at:

www.nsft.nhs.uk



Sponsoring our awards...

Trinity Park, Ipswich on Thursday, 21 March 2019

The Putting People First Awards event will be a memorable evening for sponsors and staff alike. At the event at Trinity Park on 21 March, there will be a chance to meet our staff and senior team over welcome drinks and dinner, while hearing about the exceptional stories of all our finalists. All of those in with a chance to win an award on the night will have either been nominated by their fellow colleagues or by service users and carers who have come into contact with our Trust and wish to show their appreciation of the service they have received.

The Archant newspaper group are acting as our media sponsors and there will therefore be media coverage to both promote the awards, invite nominations for the Public Choice Awards and cover the event on the night.

We are offering a range of sponsorship options and along with this pack you will find a Sponsorship Form on which you can indicate your intention to sponsor an award/s or generic package. But if you can't see something that is right for your organisation, we would be happy to talk to you about your ideas on how you would like to be involved.

Sponsorship for an award (winners and runners-up)

| Packages: | Amount: |
|------------------|----------------|
| • Platinum | £3000 + VAT |
| • Gold | £2000 + VAT |
| • Silver | £1000 + VAT |

Sponsorship packages

Platinum Sponsorship:
£3,000 each + VAT (five packages available)



As a platinum level sponsor you will have the opportunity to sponsor one or more of our top level awards, we have five awards on offer. These awards are:

- Clinical Achievement Award
- Innovation Award
- Inspirational Leader Award
- Partnership Working Award
- Team of the Year Award

A full description of all these awards can be found on page 10 and 11.

This package includes:

You will be provided with four tickets to the event where you will be hosted by members of the Trust's senior management team.

A company representative will be invited to present the award that you are sponsoring, alongside our CEO and Chair.

Your company logo will be prominent on our awards website and in all event literature, including the awards brochure, winners' trophies and finalist certificates. It will also be highlighted on all audio visual presentations around the venue.

A full page advertisement in the staff awards souvenir brochure.

After the evening you will be recognised as a sponsor and named in all NSFT internal and external publicity and be provided with photographs to use in your own company promotional materials.

Gold Sponsorship:

£2000 each + VAT (Six packages available)



As a gold level sponsor you will have the opportunity to sponsor one or more of the following six awards:

- Emerging Talent Award (Clinical)
- Emerging Talent Award (Non-Clinical)
- Unsung Hero Award (Clinical)
- Unsung Hero Award (Non-Clinical)

Public Choice Awards

- Outstanding Care and Compassion Award (Children, Families and Young People)
- Outstanding Care and Compassion Award (Adult services)

A full description of all these awards can be found on page 10 and 11.

This package includes:

You will be provided with two tickets to the event to sit alongside members of our Trust's senior management team.

A company representative will be invited to present the award that you are sponsoring, alongside our CEO and Chair.

Your company logo will be prominent on our awards website and in all event literature, including the awards brochure, winners' trophies and finalist certificates. It will also be highlighted on all audio visual presentations around the venue.

After the evening you will be recognised as a sponsor and named in all NSFT internal and external publicity and be provided with photographs to use in your own company promotional materials.

Silver Sponsorship:

£1,000 each + VAT (three packages available)



The silver sponsorship package will cover either the welcome drinks, the wine for the tables or the awards brochure.

This package includes:

Your company logo will be prominent on our awards website and in all event literature, including the awards brochure. It will also be highlighted on all audio visual presentations around the venue.

After the evening you will be recognised as a sponsor and named in all NSFT internal and external publicity and be provided with photographs to use in your own company promotional materials.

How to reserve your package

To reserve your package, please complete the Sponsorship Form and email to: staffawards@nsft.nhs.uk

If the sponsorship packages outlined in this prospectus not meet your requirements, we would welcome the opportunity to discuss your organisation's specific needs and, where possible, can work with you to tailor a package that best suits you.

Once a package is agreed you will be emailed confirmation and an invoice will be issued.

For further information, please contact our Awards planning team on 01603 421120 or email: staffawards@nhs.nsft.uk

And the awards are...

At NSFT we recognise the dedication and expertise of our staff and their ongoing commitment to providing the very best care to our service users and patients. We have approximately 4,000 staff working across Norfolk and Suffolk who live within their communities and have a strong connection to our service users and patients.

We held our last staff awards in 2016 and are now relaunching the awards for 2018/19 to celebrate those staff that go the extra mile every day to ensure our service users and patients continue to have access to the very best mental health care.

As a Trust, we feel it is really important to recognise the work of our staff and thank them for all they are doing for our service users and patients.

This is where you can help to make this a really special event for our staff and a truly memorable evening by sponsoring one of the award categories below, or one of the other packages on offer. The awards that are available for sponsorship are:

- Clinical Achievement Award
- Emerging Talent Award (Clinical)
- Emerging Talent Award (Non-Clinical)
- Innovation Award
- Inspirational Leader Award
- Partnership Working Award
- Team of the Year Award
- Unsung Hero Award (Clinical)
- Unsung Hero Award (Non-Clinical)

Public Choice Awards

- Outstanding Care and Compassion Award (Children, Families and Young People)
- Outstanding Care and Compassion Award (Adult services)

Clinical Achievement Award

This award recognises clinicians – a team or individual – who have performed ‘over and above’ the standard expected for their role and have demonstrated consistently high quality clinical care, while achieving the highest standard safety. They have involved people in their own care and worked together with service users and carers to achieve the best outcomes.

Emerging Talent Award (Clinical)

Emerging Talent Award (Non-Clinical)

This award is looking for two individuals who are at the beginning of their careers in the NHS and who have shown a clear commitment to developing a career in our Trust / mental health. They will have already demonstrated significant achievement which is having a positive effect for service users and their colleagues.

These two individuals will have demonstrated exceptional levels of initiative, skill and commitment in their roles and have made a positive impact within their teams. They will already be demonstrating, at this early stage, a commitment to work to the best of their abilities. They show an appetite and passion for learning and could be an inspiring role model in the years ahead. These individuals are an asset to the organisation and ‘stars in the making’.

Innovation Award

This award is aimed at an individual or team who have pioneered or championed an innovative idea or project – large or small – that has led to significant improvements in service delivery, quality, productivity or performance, with improved service user outcomes.

Inspirational Leader Award

An individual who, by their energy, enthusiasm and motivation inspires others to follow their example of leadership. Someone who others have aspired to be like and who always acts as an excellent role model; setting high standards, championing these and providing mentoring for others to do the same. This individual demonstrates a strong example of personal values and goals, which others readily relate to and adopt.

Partnership Working Award

Partnership working has the potential to improve quality, resulting in truly joined up, patient-centred care. This award will recognise the team or individual that has demonstrated a commitment to partnership working and has delivered real improvements to the health and wellbeing of our service users.

Team of the Year Award

This award is for the team that has worked together effectively and efficiently to improve the service that they offer to service users, partners or internal customers. The definition of a team in this context is two or more members of Trust staff sharing the same goals, in either their day-to-day work or on a particular project or task.

Unsung Hero Award (Clinical)

Unsung Hero Award (Non-Clinical)

These awards are for two individuals who are recognised as going above and beyond the requirements of their 'day jobs' in pursuit of high quality service user care and/or the delivery of an excellent level of support to their colleagues / teams.

These are the people known by their colleagues as committed and passionate, who go about their job in a professional manner, giving their support generously to those around them and who will often be the last people to broadcast their successes.

Public Choice Awards

Outstanding Care and Compassion Award (Children, Families and Young People)

Outstanding Care and Compassion Award (Adult services)

We are asking service users, carers and NHS and social care colleagues to nominate the person or team that they feel provided outstanding care, and made a real difference to someone's life.

Sometimes it's the smallest things that matter most, especially when people are at their most vulnerable.

It could be the person for whom nothing is too much effort; or maybe it is the staff member who always takes time to explain what is going on and listens to the views of their service users.

It maybe a person who – with words or actions – helped someone when they felt like giving up; or it might be a person whose regular support has enabled someone to make positive changes in their life.

Thank you for taking the time to read our Sponsorship Pack. We hope that you would like to join us in making it a truly memorable evening for those staff that demonstrate the very best care to our service users and look forward to hearing from you soon.

Putting People First Awards
Communication Team
Trust Headquarters,
Hellesdon Hospital,
Drayton High Road,
Norwich, NR6 5BE

For more information, please contact our Awards planning team on 01603 421 120 or email:
staffawards@nsft.nhs.uk

Web: www.nsft.nhs.uk
www.nsftawards.co.uk