



Criteria and Marking Guidelines 2025

CRITERIA

New Thinking

How is the initiative different, innovative and ambitious: what makes it different from previous practice/activities? Why does it stand out? Does it make you think “Why hasn’t this been done before?” Is it a new approach or new use for an ‘old’ idea? How does it exhibit fresh thinking in the organisation? What makes it different? How is it an example of a great idea (big or small) well executed?

Leadership

The quality of management and project leadership: this includes the clarity of the initiative’s objectives; how well they were communicated; how effectively the project was introduced and implemented; its planning and execution? How have they involved stakeholders, what learning have they experienced through the project, how have they tackled problems? Leadership is also about resilience

Outcomes and Sustainability

Measuring Success: How has performance been measured and benchmarked, how successful was the project? How did it achieve its aims – or exceed them?

Impact on Patient Experience: How has patient (and/or staff) experience and service delivery improved or changed as a result of the initiative? Was what happened both intended and unintended?

Sustainability: How will the initiative make a sustainable, ongoing difference? How does it have longevity? What is the plan to sustain the work?

Involvement and Inclusion

Involvement: Who was involved? How have patients/ carers/ family members/ colleagues/staff been involved (for example co-creation, co-production, steering groups, advisory groups etc)? At what stage were they involved – early, ongoing?

Inclusion: How inclusive has it been, for example has accessibility, ethnicity, proactively involving seldom heard voices etc. been considered? What has been done to address health inequalities and what have they learnt through this process?

Transferability and Dissemination

Transferability: How easily could the initiative be replicated in other parts of the organisation or transferred to other organisations, teams, specialities?

Sharing Good Practice: How effectively has the learning from the project been spread within the organisation and/ or throughout the healthcare sector as a whole?

MARKING GUIDELINES

All criteria have equal weighting.

Each are scored out of a maximum of 100.

Please bear in mind the guidelines below which will be used by the Judges.

Rating	Description Of How Well Entry Meets Criteria	Marks Available
Outstanding	Compelling, robust, fully evidenced description	80 - 100
Strong	Some compelling evidence, very good	60 - 79
Adequate	Good, above average, lots of evidence but not compelling	40 - 59
Limited	Some weak areas, would have benefited from more evidence	20 - 39
Weak	Unconvincing, weakly evidenced description	0 - 19