



Celebrating innovation and enterprise
in public safety communications

CATEGORY CRITERIA

Public Engagement (Individual, Team or Organisation)

One of the biggest challenges for our public safety community is engaging effectively with the public, whether in assessing needs, gathering opinions, explaining options or justifying actions. This Award is for those who have recognised and overcome difficulties to make a positive difference to a community in terms of public safety. The judges will be looking for evidence from both those involved and those affected by the engagement.

ELGIBILITY

- The nominator does not need to be a current BAPCO member.
- Membership of BAPCO is not a requirement for the nominee.
- Nominees may be an individual, team or an organisation.
- There does not need to be a formal relationship between nominator and nominee.

CRITERIA

In general, nominees will have demonstrated a highly innovative approach to developing and delivering methodologies that actively engage communities in discussions about public engagement. Specifically, the recipient will have demonstrated **one or more** of the following attributes:

- Devised and delivered a method that explicitly ensures their organisation can demonstrate accountability and transparency, relevance and/or responsiveness.
- Found an innovative way to engage with and involve the local, regional and/or national community on the current and future direction of public safety, strengthening the organisation's, reach, brand and/or identity.
- Enacted an approach that enriches their organisation's productivity, such as opportunities for the public to contribute to the development of new approaches to public safety via communications and technology.
- Built and facilitated proactive engagement amongst their team to deliver an internally inclusive approach to external community engagement.
- Developed and delivered a strategy that has increased the public's understanding and appreciation of and support for emergency services and public safety.
- Developed and delivered a strategy for supporting the local, regional and/or national community with their organisation's expertise.
- Developed and delivered a strategy for recognising and responding to cultural differences and diversities by facilitating dialogue and collaboration.
- Judges will particularly look for techniques for public engagement that can be replicated and therefore have potential wider benefits if adopted elsewhere. They will also look for effective use of practices learned or adopted from sectors outside of public safety.

