



**Un Llais Cymru  
One Voice Wales**

**NATIONAL AWARDS  
CONFERENCE**

**2025**

**NOMINATION GUIDE**

We are delighted to be holding our **National Awards Conference 2025**.

The Awards are an opportunity to showcase Community and Town Councils, the services they provide for their local communities and the commitment and work of Members, Clerks and staff. This is an opportunity for local councils to receive the recognition they deserve.

The innovative practice recognised will play a key part as an evidence base to Welsh Government, unitary authorities, the third sector and other key partners to highlight the good work local Councils are doing in their communities.

The winning entries of each award category will be announced as part of the **National Awards Ceremony** to be held at **Hafod a Hendre, Royal Welsh Showground, Llanelwedd, LD2 3SY on Wednesday 30 April 2025**.

We are pleased that this well-established event has become an integral part of the annual calendar of activities of One Voice Wales, and that we are able to recognise, reward and celebrate the councils, Councillors and staff who work so hard to best represent and deliver for the communities they serve.



**Cllr Mike Theodoulou**  
**Chair, One Voice Wales**

## Introduction

### Who Can Nominate

A Member or officer of a Council can nominate a Council for an award.

### How to Apply

To apply you must complete the attached Application Form including the brief report section, **using no more than 400 words (one side of A4)** covering the criteria of the theme. **Applications greater than the 400 words limit will not be accepted.**

**Please email your applications to: [ejohn@onevoicewales.wales](mailto:ejohn@onevoicewales.wales)**

**Closing Date: Friday 28 February 2025**

Your aim should be to provide the judges with a concise report, referring to source evidence and signposting to any further documentation that can substantiate your application.

Applications should include examples of good practice which represent new or 'groundbreaking' ways of designing and delivering public services and/or proven ways of delivering service improvements and efficiencies.

Should you be successful in being short-listed for an award, we will trust that you agree to share the information you have provided as part of the assessment process and give your consent for us to use the material in future promotional activity such as Conference Reports. Successful applications will be promoted on our website, in the media and across our social media.

## Judging Process

Applications will be judged against the **theme** and the **following governance criteria**:

- contributes to the achievement of national and local priorities
- contributes to democratic governance by elected members and stakeholders and public accountability
- collaborating with internal and external partners
- learning from others and influencing service sector
- evidence of impact, improvement and achievement on equalities
- evidence of impact on citizen and communities
- evidence of efficient and effective resource management (human and financial)
- evidence of sustainability in service and financial planning
- costs used and the power upon which the project relied

Naturally the more evidence of the above you can provide will improve your chances of success.

**N.B. Applications greater than the 400 words limit will not be accepted.**

## Timeline

**Deadline for applications: Friday 28 February 2025**

**Judging Process:** An independent panel made up of representatives of partner and stakeholder organisations will meet to judge all the applications received. All Councils shortlisted for an award will be notified as early as possible.

**Awards Ceremony:** This will take place on **30 April 2025 at Hafod a Hendre, Royal Welsh Showground** – all shortlisted applications under each Award Category will be expected to showcase their Council's project(s) during the event.

## Award Categories

### **Best Governance Initiative**

This could include your Annual Report or how you have used the Finance & Governance Toolkit, other sound or innovative governance arrangements which reassure the public that the Council is well run and properly managed. This award will recognise a Council that has produced an informative annual report for its residents and the wider community outlining its work, achievements and aspirations.

#### **Who can nominate?**

A Member or officer of a Council can nominate a Council for an award.

#### **Criteria**

You will be asked to describe and explain:

- How you have used the Finance & Governance Toolkit
- How your Annual Report has been publicised and distributed
- What benefit does it bring to the Council, its community and the wider public
- **Please Note:** Additionally, applications will be judged against the judging process governance criteria.

#### **How to apply**

To apply you must complete the application form attached including the brief report section, **using no more than 400 words (one side A4)**, covering the criteria and remembering to include a copy of the Annual Report if applicable.

**Please send to:** [ejohn@onevoicewales.wales](mailto:ejohn@onevoicewales.wales)

**Deadline for applications: Friday 28 February 2025**

#### **Prize**

The **Best Governance Initiative Award 2025** will be presented to representatives of the winning Council at the Awards Ceremony. Runners-up will receive a framed certificate.

## Best Democratic Health Initiative

This award is to highlight the work a Council has undertaken to improve the democratic health of the community. How has the Council encouraged engagement and voting at elections?

### Who can nominate?

A Member or officer of a Council can nominate a Council for an award.

### Criteria

You are asked to describe:

- The actions and initiatives undertaken by the Council to improve Democratic Health within the community
- How the Council has encouraged engagement and participation of residents in voting at Elections within the community
- How has the Council supported diversity.
- **Please Note:** Additionally, applications will be judged against the judging process governance criteria.

### How to apply

To apply you must complete the application form attached including the brief report section, **using no more than 400 words (one side A4)**, covering the criteria. Evidence (additional attachments) highlighting the service would also be beneficial (**no more than 6 photographs**).

Please send to: [ejohn@onevoicewales.wales](mailto:ejohn@onevoicewales.wales)

**Deadline for applications: Friday 28 February 2025**

### Prize

The **Best Democratic Health Initiative Award 2025** will be presented to representatives of the winning council at the Awards Ceremony. Runners-up will receive a framed certificate.

## Best Use of Digital Resources

This award is to acknowledge the most innovative use of digital resources used by a Council including a council website that provides information and signposting to the work of the Council and local services; digital communications and promotional activities; social media platforms and other digital Apps. Many Councils embrace digital communications to deliver sustainable and modern solutions and services: hybrid meetings, social media platforms, vibrant and lively websites, electronic newsletters? Tell us about your Council's achievements.

### Who can nominate?

A Member or officer of a Council can nominate a Council for an award.

### Criteria

You will be asked to provide:

- the website address and social media links/addresses, and describe why the digital initiatives or activities undertaken are innovative
- evidence supporting the benefit to the community or the wider public from the digital resources used
- **Please Note:** Additionally, applications will be judged against the judging process governance criteria.

### How to apply

To apply you must complete the application form attached including the brief report section, **using no more than 400 words (one side A4)**, covering the criteria.

Remember to highlight the addresses of the nominated website, the social media platforms and Apps.

**Please send to:** [ejohn@onevoicewales.wales](mailto:ejohn@onevoicewales.wales)

**Deadline for applications: Friday 28 February 2025**

### Prize

The **Best Use of Digital Resources Award 2025** will be presented to representatives of the winning council at the Awards Ceremony. Runners-up will receive a framed certificate.

## Best Sustainability Initiative

This award recognises a sustainable initiative introduced by the Council. You will demonstrate how the initiative benefits the local community and supports the goals of the Well-being of Future Generations (Wales) Act 2015. Demonstrate how the initiative benefits the local community and supports the goals of the Wellbeing of Future Generations (Wales) Act 2015.

### Who can nominate?

A Member or officer of a Council can nominate a Council for an award.

### Criteria

You are asked to:

- Give the background and details of the initiative
- Describe how it benefits the community and supports the goals of the Well Being of Future Generations (Wales) Act 2015
- **Please Note:** Additionally, applications will be judged against the judging process governance criteria.

### How to apply

To apply you must complete the application form attached including the brief report section, **using no more than 400 words (one side A4)**, covering the criteria. Evidence (additional attachments) highlighting the project would also be beneficial **(no more than 6 photographs)**.

Please send to: [ejohn@onevoicewales.wales](mailto:ejohn@onevoicewales.wales)

**Deadline for applications: Friday 28 February 2025**

### Prize

The **Best Sustainability Initiative Award 2025** will be presented to representatives of the winning council at the Awards Ceremony. Runners-up will receive a framed certificate.



## Best Environmental Project

This award is to highlight an environmental project undertaken by the council that demonstrates how the project benefits the local community. Tell us how you encourage biodiversity, provide safe places for wildlife or help tackle climate change. Local Councils do great work in these important areas.

### Who can nominate?

A Member or officer of a Council can nominate a Council for an award.

### Criteria

You will be asked to provide:

- Background details on why and how the project was implemented
- Details and evidence illustrating how it benefits the local environment
- **Please Note:** Additionally, applications will be judged against the judging process governance criteria.

### How to apply

To apply you must complete the application form attached including the brief report section, **using no more than 400 words (one side A4)**, covering the criteria. Evidence (additional attachments) highlighting the project would also be beneficial (**no more than 6 photographs**).

Please send to: [ejohn@onevoicewales.wales](mailto:ejohn@onevoicewales.wales)

**Deadline for applications: Friday 28 February 2025**

### Prize

The **Best Environmental Project Award 2025** will be presented to representatives of the winning council at the Awards Ceremony. Runners-up will receive a framed certificate.

## Best Heritage and Culture Initiative

The award is to highlight the work of a Council that has undertaken a heritage initiative or championed a cultural project within its community. Wales is a land rich in culture. The Land of Song, castles, industrial heritage and an ancient language. Is your Council a Heritage Hero?

### Who can nominate?

A Member or officer of a Council can nominate a Council for an award.

### Criteria

You are asked to describe:

- Background details on why and how the project was implemented
- Details and evidence illustrating how it benefits the local environment
- **Please Note:** Additionally, applications will be judged against the judging process governance criteria.

### How to apply

To apply you must complete the application form attached including the brief report section, **using no more than 400 words (one side A4)**, covering the criteria. Evidence (additional attachments) highlighting the Heritage project would be beneficial (**no more than 6 photographs**).

**Please send to:** [ejohn@onevoicewales.wales](mailto:ejohn@onevoicewales.wales)

**Deadline for applications: Friday 28 February 2025**

### Prize

The **Best Heritage and Culture Initiative Award 2025** will be presented to representatives of the winning council at the Awards Ceremony. Runners-up will receive a framed certificate.

## Best Tourism Initiative

This award is to acknowledge and highlight an example of a successful tourism initiative that has been introduced by the council that actively supports the local tourism economy. Wales is a beautiful land, full of wonderful scenery, a stunning coastline and interesting towns, cities and villages. Your entry will highlight a successful tourism initiative that the Council has introduced which actively supports the local tourism economy.

### Who can nominate?

A Member or officer of a Council can nominate a Council for an award.

### Criteria

You will be required to:

- Describe why there was a need for the initiative and the council's involvement
- Explain and provide proof that it is of benefit to the local tourism economy
- **Please Note:** Additionally, applications will be judged against the judging process governance criteria.

### How to apply

To apply you must complete the application form attached including the brief report section, **using no more than 400 words (one side A4)**, covering the criteria. Evidence (additional attachments) highlighting the initiative would also be beneficial **(no more than 6 photographs)**.

Please send to: [ejohn@onevoicewales.wales](mailto:ejohn@onevoicewales.wales)

**Deadline for applications: Friday 28 February 2025**

### Prize

The **Best Tourism Initiative Award 2025** will be presented to representatives of the winning council at the Awards Ceremony. Runners-up will receive a framed certificate.

## Best Community Engagement Initiative

Local Councils are at the grassroots of local democracy. This award celebrates an example of a successful community engagement initiative. Tell us how the Council engaged with the community and how the community responded.

### Who can nominate?

A Member or officer of a Council can nominate a Council for an award.

### Criteria

You will be asked to:

- Outline the background to the initiative.
- Describe the methods used to engage with the community
- Provide details on how the community responded
- Provide evidence supporting the success of the engagement initiative.
- **Please Note:** Additionally, applications will be judged against the judging process governance criteria.

### How to apply

To apply you must complete the application form attached including the brief report section, **using no more than 400 words (one side A4)**, covering the criteria. Evidence (additional attachments) highlighting the initiative would also be beneficial (**no more than 6 photographs**).

Please send to: [ejohn@onevoicewales.wales](mailto:ejohn@onevoicewales.wales)

**Deadline for applications: Friday 28 February 2025**

### Prize

The **Best Community Engagement Initiative Award 2025** will be presented to representatives of the winning council at the Awards Ceremony. Runners-up will receive a framed certificate.

## Best Youth Engagement Initiative

The award is to highlight the work of a council that has developed and maintained successful engagement with the young people in its community. Our young people are our richest asset. Tell us how the Council has developed and maintained successful engagement with the young people in its community.

### Who can nominate?

A Member or officer of a Council can nominate a Council for an award.

### Criteria

You are asked to describe:

- How the Council established, maintained and managed effective engagement with local young people
- How the engagement process benefits the Council, the young people and the community
- **Please Note:** Additionally, applications will be judged against the judging process governance criteria.

### How to apply

To apply you must complete the application form attached including the brief report section, **using no more than 400 words (one side A4)**, covering the criteria. Evidence (additional attachments), if appropriate, highlighting the engagement with young people would be beneficial (**no more than 6 photographs**).

Please send to: [ejohn@onevoicewales.wales](mailto:ejohn@onevoicewales.wales)

**Deadline for applications: Friday 28 February 2025**

### Prize

The **Best Youth Engagement Award 2025** will be presented to representatives of the winning council at the Awards Ceremony. Runners-up will receive a framed certificate.

## Best Older Persons Initiative

This award will recognise how a Council has developed and maintained successful engagement with the older persons within its community.

### Who can nominate?

A Member or officer of a Council can nominate a Council for an award.

### Criteria

You are asked to describe:

- Background details on why and how the project was implemented.
- Details and evidence illustrating how it benefits the Council, older persons or the local community
- Key partners and stakeholders involved in the initiative
- **Please Note:** Additionally, applications will be judged against the judging process governance criteria.

### How to apply

To apply you must complete the application form attached including the brief report section, **using no more than 400 words (one side A4)**, covering the criteria. Evidence (additional attachments), if appropriate, highlighting the service or asset devolved would be beneficial (**no more than 6 photographs**).

**Please send to:** [ejohn@onevoicewales.wales](mailto:ejohn@onevoicewales.wales)

**Deadline for applications: Friday 28 February 2025**

### Prize

The **Best Older Persons Initiative Award 2025** will be presented to representatives of the winning council at the Awards Ceremony. Runners-up will receive a framed certificate.

## Best Devolution of Service or Asset Project

The award is to highlight the work of a Council that has undertaken devolution of a service or an asset within their community to sustain the provision of a much-valued service or asset. Community and Town Councils are taking on more and more local projects.

### Who can nominate?

A Member or officer of a Council can nominate a Council for an award.

### Criteria

You are asked to provide:

- Background details on why and how the project was implemented.
- Details and evidence illustrating how it benefits the local community.
- **Please Note:** Additionally, applications will be judged against the judging process governance criteria.

### How to apply

To apply you must complete the application form attached including the brief report section, **using no more than 400 words (one side A4)**, covering the criteria. Evidence (additional attachments) highlighting the service or asset devolved would be beneficial (**no more than 6 photographs**).

Please send to: [ejohn@onevoicewales.wales](mailto:ejohn@onevoicewales.wales)

**Deadline for applications: Friday 28 February 2025**

### Prize

The **Best Devolution of Service or Asset Project Award 2025** will be presented to representatives of the winning council at the Awards Ceremony. Runners-up will receive a framed certificate.

## Best Initiative addressing the Cost-of-Living Crisis

The Cost-of-Living crisis continues to impact on communities across Wales. Many Councils have put in place initiatives to tackle the crisis within their community or provided innovative service to help those impacted by the crisis. This award is to highlight the work of a Council that has undertaken initiatives to tackle the Cost-of-Living crisis within their community or has provided an exemplar/innovative local initiative/service to help those impacted by the Cost-of-Living crisis.

### Who can nominate?

A Member or officer of a Council can nominate a Council for an award.

### Criteria

You are asked to describe:

- The improved service and/or innovative initiative provided by the Council
- How the actions taken have tackled the Cost-of-Living crisis in the wider community
- **Please Note:** Additionally, applications will be judged against the judging process governance criteria.

### How to apply

To apply you must complete the application form attached including the brief report section using **no more than 400 words (one side A4)**, covering the criteria. Evidence (additional attachments) highlighting the service would also be beneficial (**no more than 6 photographs**).

Please send to: [ejohn@onevoicewales.wales](mailto:ejohn@onevoicewales.wales)

**Deadline for applications: Friday 28 February 2025**

### Prize

The **Best Initiative addressing the Cost-of-Living Crisis Award 2025** will be presented to representatives of the winning council at the Awards Ceremony. Runners-up will receive a framed certificate.



Un Llais Cymru



One Voice Wales

### ABOUT ONE VOICE WALES

One Voice Wales is the national representative organisation for Community and Town Councils throughout Wales. The vision subscribed to by One Voice Wales is:

*"Working with local councils in Wales to shape places communities want to live in"*

One Voice Wales aims to support Community and Town Councils in achieving this vision and has adopted the following Mission Statement to guide its work:

*"To represent the interests of Community and Town Councils; raise awareness and understanding of this primary tier of government; and work collaboratively with our partners to ensure the sector contributes fully to the goal of developing dynamic and sustainable communities in Wales."*

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