

NSPCC



The Esther Awards

Lightbulb moments that became brilliant ideas
Our winners and nominees

EVERY CHILDHOOD IS WORTH FIGHTING FOR

As I have travelled the UK, meeting staff and volunteers from the NSPCC and Childline, I have been inspired by the passion and commitment, and the creativity and skills being used to make a difference in the lives of children.

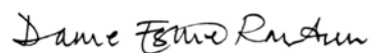
Clearly we are a society of problem solvers, who come up with brilliant ideas, sometimes using logic, sometimes imagination, sometimes humour, to meet new challenges.

Having mentioned this to our CEO, Peter Wanless, after I stepped down from the Board of Trustees last year I was delighted when the Board said they wanted to associate me with an annual celebration, creating awards for innovation. Peter decided they should be named after me as a goodbye present, and so we are calling them, The Esther Awards. A fabulous legacy, and I was deeply touched. The awards will be presented for the first time at the Annual Council Meeting this year and I hope will become a regular event.

When we launched an invitation for nominations earlier this year, we were thrilled to receive so many high-quality nominations from staff and volunteers across the organisation. We have been hugely impressed by these innovative ideas, and I am sure that many could be used and copied by the rest of us. By recognising and celebrating these ideas, we are also delivering a message that a great idea is a great idea, whoever invents it, wherever you work. So, we are not only celebrating the inventor, but also colleagues who welcomed the innovation, and gave it time, space and support. This booklet shines a light on the winners and the nominations we received, to showcase and celebrate the brilliant ideas that which have been invented across the whole organisation.

Thank you.

Esther



Dame Esther Rantzen
Childline President



Nominees

Alison Wales, Policy and Information Officer, Policy and Public Affairs Scotland

Alison has long campaigned on equal protection – to end the physical punishment of children. In 2014, Alison had the idea of updating a previous NSPCC Northern Ireland publication to demonstrate the evidence on the impact of physical punishment on children. She approached and convinced Dr Anja Heilmann from University College London to undertake the research for a sum of £5k, including monies from other charities. She supported its drafting and even secured Sir Michael Marmot to draft the preface. The Equally Protected? report has been pivotal to the campaign in Scotland, and is responsible for getting us

to the point where there is a Bill in the Scottish Parliament which is expected to pass in September and make physical punishment unlawful. The report reframed physical punishment from a children's rights issue to a public health issue, and gave us a really strong evidence base to campaign for change. The report has almost single-handedly convinced Members of the Scottish Parliament, and a range of other organisations, to support a legal change which will benefit thousands of children in Scotland and Alison has played a huge part in that.

Ally Sultana, Local Campaigns Manager, Safeguarding in Communities

With Equality, Diversity and Inclusion (EDI) in mind, Ally came up with the idea to consult with Muslim communities on safeguarding issues within the community, barriers to help, and trusted support networks. Ally consulted with women who shared their honest thoughts about our services and campaigns as well as letting us know where they feel safe and how we could better engage with them. The findings from this consultation helped her to approach local mosques and education centres to plan a local campaign to help

embed safeguarding into their practices as well as design a campaign that will reach some of the most vulnerable groups. This partnership is progressing well and now we are linking in with the Schools Service team and exploring avenues for fundraising and creating resources that will meet their needs, for example, a resource for Muslim parents on how to talk to children about "growing up". This is a huge step forward in building a positive relationship with the Muslim community.

Caroline Trickey, Consultant social worker, Swindon service centre

Caroline has been working for the NSPCC in Swindon for over 25 years, which is an achievement in itself. Caroline started delivering therapeutic work to children who had experienced sexual abuse at our Victoria Road site. Over her time, Caroline has been able to share her passion and knowledge for the work, which in turn has led to the development of our Letting the Future In (LTFI) guide. Caroline has been absolutely

crucial in the development and success of the LTFI model at the NSPCC, which has gone on to inform National Institute for Health and Care Excellence (NICE) guidelines. This work is hugely important to Caroline and she has contributed to this service from the point of an idea, to the delivery of a successful model. Caroline remains passionate about this work, as she was there at the start and helped found it.

Cathryn Williams, Mike Jones, Sarah Ryan and Sue Jones, Prestatyn service centre

The team decided they wanted to help raise vital funds for our service centre in North Wales, Cathryn had already completed the Cardiff half and was due to do the London Marathon – a suggestion arose to cycle from Prestatyn to the Cardiff service centre to raise awareness throughout Wales for the work the service centres do. The team began their planning, reached out to local business for support and received a donation of a support vehicle as well as donated fuel money to ensure all money raised came directly to the children of North Wales. They paid

for accommodation themselves along the way. On Monday 21 June, they set off from Prestatyn and began the 225 miles to Cardiff – spanning over four days and arriving in Cardiff on the morning of 24 June. Along the way Mike dressed as Pantosaurus, using this as the perfect opportunity to invite questions and promote the different services, including PANTS, to the public. Not only do this team work tirelessly to support the children of North Wales daily, they used their own time to help raise funds to support what they do.

Childline Belfast Retention Team, Childline

An enthusiastic and creative staff retention team of five have transformed the Belfast base, including the counselling room, over the last year. The team set out to improve the atmosphere in the base and make it a welcoming, comfortable, fun and rewarding place to volunteer and work. This team is an excellent example of working together and striving for excellence.

The ultimate aim is to retain more volunteers— so that volunteers enjoy being here while they are supporting young people and giving up their precious time. The team meets bi-monthly and developed a monthly creative activity plan to keep momentum going. They have showcased activities on as low a budget as possible and welcome ideas from volunteers too.

Examples of work undertaken are: a diversity board on display welcoming everyone at the entrance, staff photo board, engagement of Santander pro-bono to paint the briefing room a bright and cheerful colour, monthly quizzes for volunteers, photo booths and a holiday noticeboard for volunteers to send in photos wearing a Childline t-shirt, a themed music playlist for volunteers to contribute to on PIB shifts to create atmosphere, marking national days such as Eiffel Tower day with treats, a Buzz board advertising local events and reviewing local attractions, profiles of volunteers and photos of training groups, a self care board, beauty product swap, and Fareshare bakery donations from Tesco weekly.

Debbie Boughtflower and Gavin Dein, Head of Planning, Programmes and Operations, and NSPCC Co-Optee

Gavin and Debbie worked with the Head of Philanthropy to create the Concept Club, a new giving circle which supports the creation and early development of new Children's Services projects. It's unique to the charity sector, and has now brought in over 20 members and £100k to the organisation, and it's still growing. It's the best new idea in the Major Giving Fundraising realm for a long time. Donors

give £5k annually and get stewarded and engaged with our work as a group, with opportunities to network and advise us, as well as offer pro-bono support above their giving. Gavin and Debbie worked very hard to get it off the ground, working out how it would operate and how we'd make it attractive to donors.

WINNER – VOLUNTEER AWARD



Emma Leeke, Wales Appeal Board member and corporate supporter

Emma is the Managing Director for Leekes Retail Ltd and in 2018 she decided to run the 'Corporate Challenge' where each of the 12 departments at Leekes Retail Ltd were given £20 and they had a specific time frame to turn it into as much money for the NSPCC as possible, as long as it was ethical and legal. In six months that investment turned into a £10k donation to the NSPCC. Activities included: a quiz, a weekly raffle, a raffle to win an extra day of holiday donated by a staff member, a clothes swap, sweepstakes for sporting events / royal baby names, a summer barbecue, refreshment tuck shop, plant sale and car wash. The benefits that Leekes Retail Ltd enjoyed were that departments were interacting with each other; a healthy sense of competition and motivation across different departments; an opportunity to involve everyone in corporate social responsibility; injecting fun and social events. This has now been turned into a case study and other corporate supporters in Wales are adopting the model to fundraise.



WINNER – EMPLOYEE AWARD



Jacky Wood, Social worker and community lead for Together for Childhood, Plymouth service centre

Jacky came up with the idea of using bears we had been donated from Build-A-Bear to take into the community as an engagement and learning aid. Ernie the bear, as he was aptly named by some young people at the youth club, has helped us to talk to people about our new initiative Together for Childhood, preventing child sexual abuse. He has been visiting areas of our Together for Childhood site and helped young people to tell us about the areas where they feel safe and where they feel unsafe. He really has caused a stir within the community and members have been excitedly making pants for the bears so we can spread our PANTS message. This is helping us to get a very important message across and helping carers, parents and grandparents to have a simple conversation to help keep children safe from abuse. Ernie has also been helping in the GP surgery and every child we have met has taken a bear home complete with nice new pants and information leaflets (Childline, helpline etc). He is often seen out and about delivering his very important messages and highlighted how a very simple idea can be so effective!



Keeping Safe Team, Children's Services, Northern Ireland

When working therapeutically with children, the team realised that many did not recognise they were being abused and others didn't know how to get help to make it stop. They then worked with a little girl who was abused and told her mum immediately. This was because her mum had given her simple messages about safe touches and the importance of telling her family.

The team began to develop this concept further in 2007, working as Education Advisors engaging key partners and stakeholders in exploring how we could ensure all children were taught simple messages to keep them safe. Following a comprehensive needs assessment with partners, schools, teachers, parents and children, and

reviewing the evidence of what works the team proposed Keeping Safe as part of the solution.

Keeping Safe is a whole school education programme, which aims to teach every primary school child age appropriate messages to keep them safe from all forms of abuse. Following a pilot and the largest Randomised Controlled Trial (RCT) in the world in this area, we now know that Keeping Safe gives children the knowledge, understanding and skills to keep safe, helps teachers to become comfortable in teaching keeping safe messages and gives parents confidence to communicate with their child about keeping safe.

Kirsty Lawson, Associate Head of Corporate Partnerships, Corporate Partnership management team

Kirsty came up with the idea of turning PANTS into a fundraising activity for corporate partners and it was pitched to Blakemore Retail and Matalan, who both took it up. As a result of Kirsty's initiative, staff at Blakemore Retail organised a host of different activities for customers to mark the special PANTS fundraising weekend. These included events such as

a car boot sale, a raffle and in-store scavenger hunts. In three days, Blakemore Retail raised an incredible £52k for *Speak out. Stay safe.* Over £25k was raised at the time by Matalan too, who fund a number of services in the Liverpool area including Childline.

Melissa Goodchild, Childline Supervisor, Childline

Melissa has been working on Sharing the Science for Childline – thinking about how we embed an understanding of the science of brain development within our Childline service. Melissa has been absolutely at the heart of this project and her vision for this is grounded in her deep understanding of Childline and absolute commitment to deliver the very best possible service to children and young people. She is uncompromising in wanting to ensure that the Childline

service is completely child-centred and that our counsellors are given the skills, knowledge and training to be confident in exploring and understanding a child's world, in order to increase empathy and connection with that child. Melissa is a pleasure to work with – she brings a lightness and humour, combined with a pragmatism and drive, which makes her a real force for good.

Patrick Weaver, Head of Community and Events, Community and Events

Patrick's eureka moment was the idea to ask donors to fully fund Childline for a single day at a cost of £30k, have them pick a day special to them and create personal stewardship and experiences for them on the day they fund. This has gone onto to become 'One Unforgettable Day' and is utilised

alongside the 'Unforgettable and Annabel's' event to raise over £250k a year towards the work of Childline. It's one of our best fundraising propositions and continues to raise more each year, fast becoming our biggest single proposition for major donors.

East Central Scotland Volunteer Team, Schools Service

The Schools Service volunteer teams were established on a Local Authority basis to deliver the *Speak out. Stay safe.* programme. Area Coordinators were to manage teams of volunteers based locally to deliver the programme in every primary school on a rolling programme. The volunteer teams working across four local authority areas in central Scotland reflected on the geography and spread of the team and suggested that if they worked as one team across all four areas they may be able to be more efficient and effective

in reaching more children. The team of 17 volunteers has reached every primary school in the four areas at least once and some for a fifth time. In the last year volunteer engagement in deliveries was 95%, in term four it was 100%. By working together this high performing volunteer team has allowed us to speak to around 57,000 children. Ten team members have been with the Schools Service for at least five years.

The Stoke Participation Group, Stoke service centre

The Stoke Participation Group provided the original idea which led to the creation of the Single Opportunity Counselling (SOC) training programme in Stoke. SOC is a unique re-think of the way counselling and support for children and young people is provided. It consists of a straight forward 'toolkit' for adults who do not have any prior training or experience in counselling, but find themselves having serious conversations with children from time to time. Its aim is to address situations where an adult might be approached by a distressed child 'out of the blue'. Usually this means that the adult has just one opportunity to talk to the

child, but does not know what the child wants to talk about in advance. SOC is designed to provide those minimum skills and knowledge needed which would maximise the chances of the adult being genuinely helpful. The SOC training has been devised so that it can be learned in a one-day / one-off workshop, in a way that makes it understandable in plain English, memorable, and usable straight away. SOC workshops began running in February 2018 and have proved extremely popular since. Over 650 people have attended from over 85 local agencies and schools. The feedback from the workshop attendees has been overwhelmingly positive.

Carol Collier, Volunteer, Business Support Group (branch and district)

Peterborough business group held a May Ball for many years, organised by Carol Collier, but it was becoming increasingly difficult to come up with new themes. Carol had the idea of organising a 'Strictly' style event, with two Strictly dancers being the main attraction. It is a difficult event to put on, but

after making £4k the first year, each year since then it has raised over £20k and is normally at least 50% of the group's direct fundraising each year. Without Carol this event would not happen, and local children would be disadvantaged.

Katie Skingle, Volunteer, Essex branch and Colchester NSPCC business group

Katie came up with the concept of the NSPCC Bear Diaries which turned into a local social media fundraising triumph. This was a partnership with Build-A-Bear in which 60 Colchester businesses paid £25 + VAT to take part in the two week campaign. The company could then document on the

hashtag of #TheBearDiaries. The best diary was picked by a judging panel and the winner awarded a £250 voucher. It raised £1.5k for the NSPCC alongside creating a feeling of warmth, community and creativity amongst local companies and engagement and creativity online.

WINNER – EMPLOYEE AWARD



Tracey Bartley, Childline staff counsellor, Childline Manchester

Tracey created the "Box of Wonder" for all staff and volunteers to use. They fill out a slip of paper and can choose to include their name or remain anonymous. They can then make a note or comment about another staff or volunteer counsellor. The notes are then left on the notice board in the briefing room for the nominees to collect. The comments left range from thanking someone for their time, making a brew or assisting with training to how they handled a difficult/high risk contact, or how they support others. In fact, any positive message can be left. The response so far has been fantastic, with a wide range of comments which ensures both staff and volunteers feel really valued. Sometimes it's the smallest things that can make a real difference for everyone.



NSPCC

Together we can help children who've been abused to rebuild their lives. Together we can protect children at risk. And, together, we can find the best ways of preventing child abuse from ever happening.

We change the law. We visit schools across the country, helping children understand what abuse is. And, through our Childline service, we give young people a voice when no one else will listen.

But all this is only possible with your support. Every pound you raise, every petition you sign, every minute of your time, will help make sure we can fight for every childhood.

[nspcc.org.uk](https://www.nspcc.org.uk)

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