

Frequently Asked Questions (FAQ)

Shine a Light

*The 2011 **Hello** campaign awards for
developing children's communication*

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Shine a Light Award - Frequently Asked Questions

[Who's behind the awards?](#)

[How did you set the award categories?](#)

[What is the *Hello* campaign?](#)

[How can the *Hello* campaign help me?](#)

[What are you trying to achieve through the awards?](#)

[Will the awards be running next year?](#)

[Who is eligible to apply?](#)

[Can I apply on someone else's behalf?](#)

[What does Speech, Language and Communication Needs \(SLCN\) cover?](#)

[I'm having problems completing the application form, who can help?](#)

[What happens if I can't meet enough of the "qualities" listed in my award category?](#)

[What happens if I exceed the word count?](#)

[Who is judging the *Hello* Awards?](#)

[What do award winners receive?](#)

[How will applications be judged?](#)

[Will all entrants be contacted?](#)

[When will I hear back?](#)

[Will unsuccessful entrants be told?](#)

[Will you be publishing a list of winners?](#)

[Where can I find out more information about the awards ceremony?](#)

[Will travel costs to the ceremony be covered?](#)

[I have another question, who can I contact?](#)

Who's behind the awards?

The awards are being managed by Pearson Assessment and The Communication Trust, who are running the *Hello* campaign.

How did you set the award categories?

The award categories were set in line with the overarching aims of the *Hello* campaign. The categories were chosen to celebrate excellence by awarding individuals and/or bodies that are achieving outstanding results in supporting or developing children and young people's communication. .

What is the *Hello* campaign?

Hello is the national year of communication – a campaign to increase understanding of how important it is for children and young people to develop good communication skills. *Hello* aims to make communication for all children and young people a priority in homes and schools across the UK so that they can live life to the full.

The campaign is run by The Communication Trust, a coalition of over 35 leading voluntary sector organisations, in partnership with Jean Gross, the Government's Communication Champion. *Hello* aims to make communication for all children and young people a priority in homes and schools across the UK so that they can live life to the full. The campaign is backed by the Department for Education and sponsored by BT and Pearson Assessment. Find out more at www.hello.org.uk

How can the *Hello* campaign help me?

Hello seeks to support you wherever you are – in your school, nursery, health centre, parent and baby group or local authority – to help improve the communication skills of children and young people in your area so that they can fulfil their potential.

Hello is providing information and guidance on typical communication development, how to spot if children are struggling and where to go for help and support. There is a series of monthly themes to help you think creatively about how you can link into the campaign and explore in depth some of the key aspects of children's communication development.

Find out more at www.hello.org.uk

What are you trying to achieve through the awards?

To celebrate excellence in developing children and young people's communication and incentivise improved practice amongst the children's workforce by disseminating information which describe excellence to which local bodies and individuals can aspire

Will the awards be running next year?

The Shine a Light awards is a flagship event for the national year of communication, so it is unlikely that the awards will be run again next year. That said we will consider this matter in due course.

Who is eligible to apply?

The scheme is open to a wide range of individuals and organisations. Please refer to the information provided on each award.

Entrants must be aged 16 or over and a resident in the UK to enter any category, excluding the *Hello* Young Person of the Year awards.

Entrants applying for the *Hello* Young Person of the Year award must be aged 4 to 19 years and a resident in the UK. Entrants under 16 must have permission from an appropriate adult, such as parent or carer.

Can I apply on someone else's behalf?

Yes. Just be sure to indicate this on your application form/s.

What does Speech, Language and Communication Needs (SLCN) cover?

SLCN covers a range of communication needs, such as:

- Delayed speech, language and communication
- Specific Speech and Language Impairments (SLI)
- Associated communication difficulties, linked to other disabilities like autism or learning disabilities

Misunderstood and *Don't Get Me Wrong* are two free booklets about SLCN that are available through the *Hello* campaign website. See www.hello.org.uk/resources to order copies

I'm having problems completing the application form, who can help?

Email helloawards@psychcorp.co.uk or call The Communication Trust on 020 7 843 2557

I work with children and / or young people but not within the age range lists. How does this affect my application?

Each application must relate to the age ranges listed, otherwise we won't be able to consider your application. If what you do crosses into different awards then you could consider making more than one application i.e. applying for two separate awards.

What happens if I can't meet enough of the qualities listed in my award category?

Ideally, we are seeking entrants that can meet the number of qualities recommended by each award. Still apply if you cannot but please make sure you tell us about how you achieve excellence and outstanding impact on the lives of children and / or young people with communication needs.

What happens if I exceed the word count?

Entries not submitted in accordance with the rules may be disqualified so it is important to keep within the specified word count.

Who is judging the *Hello Awards*?

We will be announcing the judges at a later date. Please continue to monitor the website for more information www.helloawards.co.uk

What do award winners receive?

The judges will select one overall winner per award. They will also select two ‘highly commended’ entrants per award.

How will applications be judged?

The winning entries will be those which the judges determine, in their absolute discretion, show the greatest achievement according to the qualities listed and outstanding impact upon the lives of children and /or young people with communications.

Will all entrants be contacted?

Yes. We will let you know that your application has been received and keep you posted on the decisions made. Please ensure you supply contact details for us to do this.

When will I hear back?

Initially 10 – 12 applications will be shortlisted. Shortlisted entrants will be contacted in September 2011 and the judging panel may ask you for further information.

Will unsuccessful entrants be told?

Yes. We will contact all entrants in September 2011. Unfortunately we will not be able to give specific feedback on why individual applications have not been selected for an award.

Will you be publishing a list of winners?

Yes. This will be available on the dedicated website for the awards in November 2011. See www.helloawards.co.uk

Where can I found out more information about the awards ceremony?

The awards ceremony will take place at the Headquarters of Pearson in Central London, on Wednesday 23rd November from 3pm to 6pm. Further Information regarding the *Hello* Awards Ceremony will be available in due course.

Will travel costs to the ceremony be covered?

Unfortunately we will not be able to cover your travel costs. The *Hello* campaign is a voluntary sector led initiative.

I have another question, who can I contact?

Email helloawards@psychcorp.co.uk or call The Communication Trust on 020 7843 2557