

# National **INSIGHT** Awards 2021 Media Pack

A promotional graphic for the National INSIGHT Awards 2021. The background is a teal-tinted photograph of a diverse group of people, some raising their hands in a crowd. The text is overlaid in white and purple. On the left, there is a white triangular area containing the Expert Citizens CIC logo and name. The main title 'NATIONAL INSIGHT AWARDS 2021' is at the top. Below it, the text 'Nominations are now open!' is followed by the website 'Go to: expertcitizens.org.uk/insight-awards' and 'This year's winners will receive a micro grant of £1000 each!'.

**NATIONAL **INSIGHT** AWARDS 2021**

Expert Citizens  
CIC

**Nominations are now open!**  
Go to: [expertcitizens.org.uk/insight-awards](https://expertcitizens.org.uk/insight-awards)  
This year's winners will receive a micro  
grant of £1000 each!



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## About the Expert Citizens National INSIGHT Awards

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Expert Citizens is a Community Interest Company led by people with lived experience of homelessness, mental ill- health, addiction, domestic abuse, poverty or histories of offending behaviour. Through the INSIGHT awards we want to celebrate examples of positive or/and outstanding practice that tackle social disadvantages where ever we may find them. We have identified four key characteristics that we believe to be fundamental when delivering, managing, planning and commissioning services. Whilst these are relevant to everyone accessing services, it's our view that a conscious effort is needed by people and services to apply these principles in the context of people experiencing social disadvantage in all is forms. These characteristics are intended to apply from the frontline to the board room. As such, people can be nominated from any level of an organisation, or as an independent practitioner or professional, or an organisation itself can be nominated.

***What makes the INSIGHT Awards unique is that they are judged and delivered by people with lived experiences of the systems and services we believe need to change.***



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# Main Categories

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The four main categories for nominations are:

## Welcoming

The nominee welcomes people with unconditional positive regard, ensuring a warm and safe environment with a focus on their own individual needs and consideration of their historical context.

## Listening

The nominee actively listens to those who they welcome into their service; they listen to identify individual assets as well as needs and coproduce a method of support that works well for the individual.

## Learning

The nominee welcomes opportunities to learn from people experiencing social disadvantages and makes changes in the way they work as a result of actively seeking to learn what works well. They make improvements in areas in which things don't work so well.

## Leading

The nominee has tried new ways of working and can evidence what works well in supporting people experiencing social disadvantage: they share their positive and best practice with colleagues, organisations and services to enable others to better welcome, listen and learn from lived experience.

In addition to the four main categories the **Outstanding Recognition Award** winner will be carefully selected by the Expert Citizens Executive Team from the wider community to highlight examples of people or organisations who positively promote lived experience and the values of Expert Citizens CIC.

For examples of previous award winners take a look at our [Portfolio of Positive Practice](#)



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# INSIGHT Through Journalism Award



Now in its second year, the **INSIGHT Through Journalism Award** recognises and celebrates the best representation of the interlocking nature of social disadvantages across TV, radio, print and online. The INSIGHT Through Journalism award aims to recognise and celebrate examples of constructive journalism in this context.

We are looking for examples of journalism that take a solution-focused approach to these complex social issues, raising awareness and empowering audiences, including decision-makers and the public, to respond constructively.

Shortlisted nominations for this award will be drawn from local and national media including radio, print, TV and online.

## **Last years shortlisted nominations:**

**Maeve McClenaghan**, from Bureau Local, at The Bureau of Investigative Journalism for their Dying Homeless Project.

<https://www.thebureauinvestigates.com/blog/2018-10-18/utterly-shocking-a-uk-wide-collaboration-reveals-the-scale-of-homeless-deaths>

**Peter Blackburn**, Senior Staff Writer, at The British Medical Association.

<https://www.bma.org.uk/features/streetsofshame/>

**Estel Farell-Roig**, Senior reporter at WalesOnline

<https://www.walesonline.co.uk/news/wales-news/son-heroin-addict-grieving-mothers-16724022>



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## Making a Nomination & Booking Tickets



Making a nomination couldn't be easier, for the four main categories simply go to <https://www.expertcitizens.org.uk/insight-awards/>

Here you can fill in the online form, or if you prefer send us a short video ([click here for video guidance](#))

For INSIGHT through journalism nominations visit <https://www.expertcitizens.org.uk/insight-journalism-award/>

*(The deadline for all nominations is January 31<sup>st</sup> 2021)*

To book tickets for the National INSIGHT Awards 2021 [visit our Eventbrite page here](#)

This years National INSIGHT Awards will take place online via a bespoke virtual environment on:

**Wednesday 31st March 2021**

10.00am – 2.00pm



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## Keynote Speakers



*In addition to the INSIGHT Awards, this years keynote speakers are:*

**Baljeet Sandhu** – [The Centre of Knowledge and Equity](#)

**Tim Sampey** – Chief Executive, [Build on Belief](#)

**[Ric Flo](#)** – London based rap artist

**Teresa Birtle** – Community centre co-ordinator, [Leeds gate](#)

**[Brenda Birungi](#)** AKA **Lady Unchained** - Poet, Broadcaster, Mentor, TedXLondon speaker, Host for National Prison Radio, and Advocate for Life After prison



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# Multimedia Content

Over the years we have been hosting the INSIGHT Awards we have collected a cache of interviews, both with delegates and speakers. These video's reflect what the INSIGHT Awards and Lived Experience means to them. You can find these video interviews on our [youtube channel](#) (as well as clicking the videos below), feel free to share via social media channels if you would like to help promote this years event.

Alternatively still images for social media use can be [downloaded here](#).



**[Sammy Woodhouse](#)**: Author, CSE Media Commentator & Keynote Speaker



**[Sunny Dhadley](#)**: The 'Social Leadership Guy'  
TEDx and Motivational Speaker, Systems Analyst and Social Impact Consultant



**[Lemn Sissay MBE](#)**: Playwright, artist, performer and broadcaster



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## Suggested Newsletter Content

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Do you know a real life super hero?

The nominations for the Expert Citizens National INSIGHT Awards 2021 are now open!

Expert Citizens CIC are looking for people and organisations that go that extra mile to support people experiencing social disadvantage in all its forms. This year's INSIGHT Conference and Awards will be held online, taking place on 31<sup>st</sup> March 2021. In addition to the usual line up of amazing speakers **this year's winners will receive a micro grants of £1000 each!** This is to promote and share their work and good practice (this could be in the form of a video, some blogs, a community event or something similar). Put simply Expert Citizens CIC want to help you to shout from the rooftops about the amazing work you are doing in whichever way works best for you.

Be sure to keep an eye on [www.expertcitizens.org.uk](http://www.expertcitizens.org.uk) and [@ExpertCitizens](https://www.facebook.com/ExpertCitizens) on Facebook and Twitter for regular updates.

To make a nomination or to find out more visit <http://www.expertcitizens.org.uk/insight-awards/> - nominations are accepted via the online form or in video format.

To book a free ticket for the National INSIGHT Awards 2021 [visit the Eventbrite page here](#)

From everyone at Expert Citizens – ***“We hope you can join us in making this National INSIGHT Awards the best one yet, don't delay, make a nomination today!”***



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## Suggested Social Media Content



Expert Citizens CIC are looking for organisations that have shown flexibility when working with people experiencing social disadvantage in all its forms. Visit: <http://www.expertcitizens.org.uk/insight-awards/> to make a nomination today for the National INSIGHT Awards 2021 today #INSIGHTawards2021

Do you know someone that works with people experiencing social disadvantage? Expert Citizens want to celebrate people and organisations that go that extra mile to support people to realise their potential at the National INSIGHT Awards 2021. Go to: <http://www.expertcitizens.org.uk/insight-awards/> to find out more

Have you witnessed something incredible happening in your community today? Take 5 minutes to tell us about it here: <http://www.expertcitizens.org.uk/insight-awards/> Winners of this years National INSIGHT Awards will receive micro grants of £1000 #INSIGHTAwards2021

Super Hero's aren't just in movies – If you know a real life super hero that works to support people facing social disadvantages Expert Citizens want to hear from you. Go to <http://www.expertcitizens.org.uk/insight-awards/> to make a nomination for the National INSIGHT Awards 2021. Winners will receive micro grants of £1000



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## Contacts



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*With special thanks to our funders and partners:*



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