



Review of 2017 awards

The 2017 Social Worker of the Year Awards were once again a great success. The 2017 event saw the most entries ever received, the introduction of two new categories and increased income through sponsorship and ticket sales. The ceremony in November was also hosted by celebrity chef and Government Fostering Ambassador, Lorraine Pascale, which was a first for the awards.

Sponsorship

In 2017 Sanctuary Social Care remained as the Headline Sponsor and the British Association of Social Workers as the Corporate Partner.

17 out of 18 categories were sponsored. In addition to Barnardo's, Hampshire County Council, Devon County Council, Gloucestershire County Council, Calderdale Council, The Open University, UNISON, Kent County Council and Essex County Council / Servelec HSC, we also secured four new category sponsors: Tees Valley Local Authority Children's Services, Bradford Council, OLM Systems and iMPower.

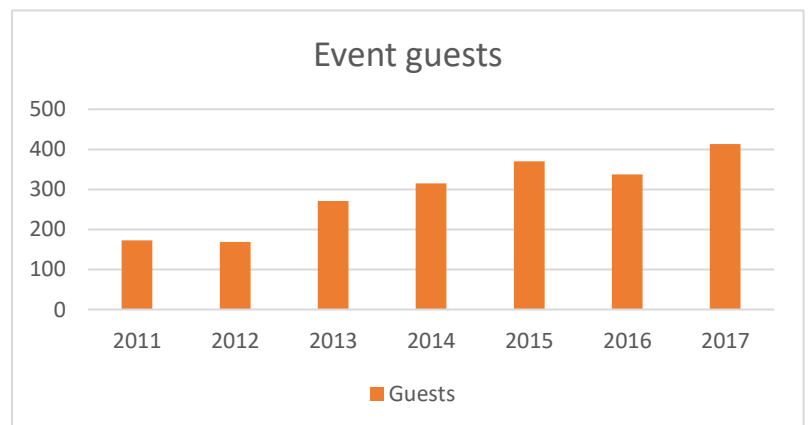
Awards, Ceremony and Event Management

Ticket sales

In 2017 we sold 272 tickets, which was a 15% increase on the previous year.

Attendees

The ceremony was attended by 413 people. This is an increase of 22.5% compared to 2016. Attendees included special guests such as BBC Social Affairs Correspondent Alison Holt, Clenton Farquharson MBE and former care leavers David Akinyansa and Luke Rodgers.



Award Categories

In 2017 we removed the Principal Social Worker of the Year category and two new categories were introduced:

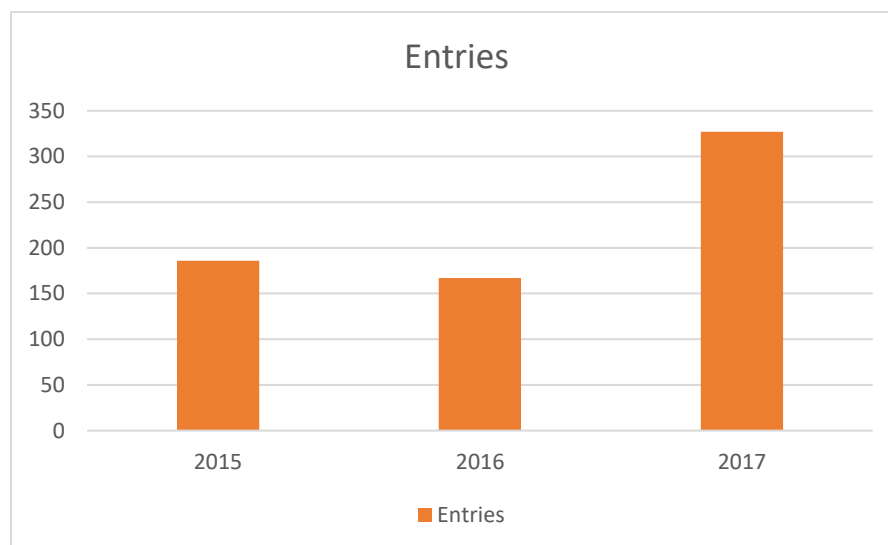
- Raising the Profile of Social Work
- Championing Social Work Values

There was a significant rise in the number of entries in every category in 2017. The biggest increases were seen in the Adult Social Worker of the Year, Student Social Worker of the Year and Team of the Year – Adult Services categories.

Categories that attracted a high number of entries were:

- Children's Social Worker of the Year
- Adult Social Worker of the Year
- Team of the Year, Children's Services
- Newly Qualified Children's Social Worker of the Year

There was a 94% increase in entries compared to 2016.



To try and increase the number of award entries further in 2018, we propose the following:

- A sophisticated online management system for nominations
- Further engagement with social work departments at universities and mental health trusts
- Further engagement with regional and national media

Increased profile

- Recruitment of celebrity chef and Government Fostering Ambassador Lorraine Pascale as Patron and event host
- Press coverage:
 - 182 press cuttings on the 2017 awards (20% increase on 2016)
- Video
 - A new feature for 2017 was a professional video we filmed on the night, which is now on the website. We also produced short individual films of each of the winners for social media
- Social media
 - Increase in the use of graphics and video
 - Between April 2017 – January 2018 on the Social Work Awards Twitter...
 - The #SWA17 hashtag was used 193 times with an estimated reach of 481,000
 - There were 630,000 impressions (66% increase on 2016), 375 new followers and 25,900 profile visits
 - There were 1,098 link clicks, 1,084 retweets and 2,065 likes (compared to 476 link clicks, 862 retweets and 952 likes in the same period in 2016)
 - On the night on the Social Work Awards Twitter...
 - The hashtag #SWA17 was used 113 times, with an estimated reach of 169,000
 - There were 55,800 impressions, 209 retweets and 496 likes
- Ministerial support:
 - Robert Goodwill MP, Minister of State for Children & Families, attended the ceremony and gave a speech
 - The Secretary of State for Education, Justine Greening MP, pledged her support for the awards through a written testimonial in the awards brochure
 - Jackie Doyle-Price MP, Parliamentary Under Secretary of State for Community Health and Care, pledged her support through a video testimonial which was played on the night
 - Tim Loughton MP, Emma Lewell-Buck MP and Baroness Valerie Howarth continued as patrons of the Social Work Awards charity
 - Chief Social Workers Isabelle Trowler and Lyn Romeo were part of the judging panel and Lyn Romeo attended the ceremony

The proposed schedule for 2018

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| March 2018 | Parliamentary Reception & Launch of 2018 Awards |
| April 2018 | Open for entries |
| July 2018 | Entries close |
| September 2018 | Judging panel takes place (late September) |
| October 2018 | Shortlist announced |
| November 2018 | Awards ceremony |
| March 2019 | Parliamentary Reception for the 2017 award winners |