

Merseyside Women of the Year Awards

Judging Criteria, Nomination Guide & Questions



Nominations - The Basics

- You can find the deadlines for nominations on the website: <https://merseysidewomenoftheyear.co.uk/nominate/>
- Please ensure that the person you are nominating is aware you are making this nomination and ask them for more details if necessary. The more details we have the better chance there will be that the nominee is successfully chosen as a Finalist.
- The nominee, if selected, must be available to attend the VIP Finalists Reception the Monday before the awards and the Awards Luncheon. Again, those dates and venues can be found here:
<https://merseysidewomenoftheyear.co.uk/nominate/>
- Nominations are open to anyone who identifies as a woman or non-binary
- Full terms & conditions: <https://merseysidewomenoftheyear.co.uk/nominate/nomination-voting-terms/>

Writing A Successful Nomination

“We want a big pair of knickers, not a thong” - MWOTY Founding Director, Ellen Kerr

If you’ve decided to nominate someone for the Merseyside Women of the Year awards, we are guessing that it is someone special, doing something incredible who never seeks the limelight. We also reckon you’ll want to give them a good shot at being named a finalist. Every year we receive more and more entries, making the shortlisting process incredibly tough and emotional for our judges. In our early days, we were able to dig around for more information when an interesting, but light-on-details nomination was submitted (a ‘thong’ as Ellie would call it) but as we’ve grown that’s become impossible and we now judge all entries solely on the nomination form submitted. But don’t worry, submitting a great entry isn’t hard or scary; just read our criteria and make sure that you provide a response that answers the questions in each section.

If you find it difficult to nominate due to disability or other reasons, or have further questions, please contact

nominations@mwoty.co.uk or call 07966 308 405

About Our Judging Criteria

- When we are deciding on our finalists, we use the following criteria and points are allocated as indicated. Not all questions listed below will be relevant to your nominee - for example financial growth and jobs created will be more relevant to nominees running businesses, not those running awareness campaigns
- Use the questions below as prompts for your nomination form and when you're done, ask yourself one very important question - is this submission a thong or a big pair of knickers?
- When deciding on the overall Merseyside Woman of the Year, the public vote constitutes 50% of the overall decision, with the remaining 50% coming from the Judging Panel and Nomination Form combined
- Below are the criteria that the nomination will be judged by so if you can safely say it's a big pair of Bridget Jones' briefs that will cover all eventualities, it's time to hit send!

GOOD LUCK 😊

Our 5 Judging Criteria

- **Quality of Submission (10 points)** - Have you explained who the nominee is and their background? Have you explained what they do? Have you summarised why they deserve to win an award? Does the statement to describe the nominee for event publication clearly summarise the who, what and why above?
- **Innovation/Creativity (20 points)** - What is different about what the individual/organisation is doing? Are they filling a gap in a market or using resource, technology or something else in a new or creative way? How are they innovating?
- **Achievements, Performance and Difference Made (25 points)** - Have you explained how the nominee has made a difference in their field or achieved something notable? Have you included figures, examples or statistics, or testimonials and case studies from beneficiaries that demonstrate their achievements and impact? Have you told us about any growth (business, monetary, staff, volunteers) achieved? Have you told us about any funding that has been awarded? Have you told us about any awards or accolades the nominee has won?

Our 5 Judging Criteria Points

- **Community/Charitable Impact (25 points)** - Have you told us about how the nominee's work has contributed to the community that it serves? Have you told us how it has done this? Have you told us about any charitable impact the nominee has had?
- **Vision/Sustainability (20 points)** - Have you told us about any change that the nominee's idea/vision has influenced? Have you told us about how the nominee intends to sustain or scale their work? Have you told us about any jobs or business that the nominee has brought to the Liverpool City Region? Have you told us about any impact outside of the region (i.e. nationally or internationally)? Have you told us about the nominee's future plans?

Nomination Questions - Part 1

PART 1 – PERSONAL INFORMATION

- Suggested Award Categories (pick from below)
 - Arts, Culture & Media
 - Business Leader
 - Community Leader
 - Entrepreneur
 - Inspirational Women
 - Women of Courage
 - Pick a category for me
- Nominee Name*
- Nominee Address*
- City*
- Post Code*
- Nominee Phone Number*
- Nominee Email*
- Nominator Name*
- Nominator Phone Number*
- Nominator Email*
- Relation to the nominated individual*
- Nominee Social Media Profiles (if applicable)

**ALL QUESTIONS MARKED WITH AN
ASTERISK (*) ARE COMPULSORY
AND MUST BE COMPLETED!**

Nomination Questions - Part 2

**ALL REPONSES FOR THESE
QUESTIONS MUST BE A MINIMUM
OF 1,200 CHARACTERS AND A
MAXIMUM OF 2,400 CHARACTERS
LONG**

PART 2 – TELL US ABOUT YOUR NOMINEE

- Please tell us who the nominee is, what they do and why you are nominating them.* *(Also include details of their long-term vision/aims)*
- How has the nominee made a difference in their field or achieved something notable?* *(Please include barriers overcome, figures/statistics or examples/testimonials that demonstrate this)*
- Please detail any personal achievements which should be considered*
- How has the nominee's work contributed to the community that it serves?* *(Tell us about the nominee's impact on the people or places they work with/in)*
- Is the nominee taking a creative or innovative approach to what they do?* *(Are they filling a gap in a market or using resource, technology or something else in a new or creative way?)*

Nomination Questions - Part 3

PART 3 – NOMINEE PUBLIC BIOGRAPHY

- Please provide a short biography of the nominee and their work, which will be used for publication* (*Say who they are, what they do, who they are helping and why they should be recognised*)
- This text should be 150 words max
- **IMPORTANT:** This is will be used on our website and in the Women of the Year event publication should they be a successful Finalists for the Awards. You may want to confer with the nominee to ensure that they are happy with the declaration, as unfortunately no changes or amends can be made once submitted
- Explore our past alumni biographies for inspiration and guidance: <https://merseysidewomenoftheyear.co.uk/alumni/>

**THIS TEXT SHOULD BE 150 WORDS
LONG, MAXIMUM**

Nomination Questions - Part 4

PART 4 – NOMINEE PHOTO

- Please provide a high-quality photo of the nominee*
- This should be a head and shoulders shot, with the nominee fully facing the camera
- The nominee should be the only person in the shot – we can't publish images of people other than the nominee and we cannot crop people out of group images
- Accepted file types: jpg, png, doc, docx, pdf
- File size – max 2MB
- Resolution - 300dpi
- If a suitable photo is not provided, your nomination may not be progressed. If you are having any problems with this, please contact nominations@mwoty.co.uk

**A PHOTO
LIKE THIS
IS IDEAL!**



Nomination Questions - Part 5

PART 5 – SUPPORTING INFORMATION

- You can provide up to 4 attachments containing information to support your nomination
- Examples of good supporting information are:
 - Impact reports
 - Testimonials/case studies
 - Images of work in action
 - Examples of outputs/results
- You cannot use supporting information attachments to provide extended responses to the nomination form questions.

Responses to those questions must meet the allocated word count.

Nomination Formats

- Preferred entry format is using our online nomination form here:
- We suggest that you write all your responses in a word document or similar first and then copy and paste into the online form
- If you cannot access or use the online form, please email nominations@mwoty.co.uk and request an offline nomination form.
This is a word document that you can complete and email back to us, along with the photo and any supporting information
- The offline form **MUST** be completed electronically. Handwritten entries will not be accepted
- If you find it difficult to nominate in either of these ways due to disability or other reasons, or have further questions, please contact nominations@mwoty.co.uk or call 07966 308 405

***NOW GO SHINE A SPOTLIGHT ON THAT SUPERSTAR –
HAPPY NOMINATING!***



Merseyside
WOMEN
OF THE YEAR

The logo features the word "Merseyside" in a black, rounded sans-serif font. Below it, the word "WOMEN" is written in a large, bold, black, rounded sans-serif font. Underneath "WOMEN", the words "OF THE YEAR" are written in a smaller, black, rounded sans-serif font. The entire text is set against a background of radiating gold lines and small gold dots, resembling a starburst or fireworks. The letters "M" and "W" are stylized with white outlines and gold star accents.