



**Institute of
Money Advisers®**

Assuring quality in the money advice profession

Money Advice Awards 2020 – criteria and nominator guidance

Nominator Guidance

Nominations should be made online at:

<https://www.i-m-a.org.uk/money-advice-awards-2021/>

The deadline for the receipt of applications is 16 May 2021.

We do not accept self-nominations. However, we do accept nominations from within the same organisation. For example, a debt team could be nominated by someone outside the team working within the same organisation with direct experience of their excellent work.

The same nominee may be nominated in more than one category. For example, an adviser may be nominated in both the Money Adviser of the Year and Innovation and Impact categories.

Judges will be looking for evidence that those nominated have made an exceptional difference to clients or the sector, and for the Money Adviser and Debt Team awards, have gone above and beyond their normal duties.

Judges will be looking for evidence of work and its impact in 2020.

Please note that fee-charging advice agencies and their employees are not eligible to be nominated.

To maximise your chances, here is some guidance on what the judges will be looking for.

Do:

- Provide evidence and examples of how the nominee meets the award criteria
- Provide statistical information if available
- Provide supporting evidence – this might include anonymised client feedback, testimonials or case studies for example

Don't:

- Write very brief statements
- Make generalised statements about the nominee without providing evidence
- Disclose client information

It is important that supporting evidence be provided – we will accept up to five pages of A4 or equivalent, which should be emailed to conference@i-m-a.org.uk by the nominations deadline. Nominations accompanied by such evidence are much more likely to be shortlisted.

After the closing date your nomination will be anonymised and then considered by a judging panel. The judging panel will consist of the IMA's CEO and Chair and either a representative of the category sponsor or another member of the IMA Trustee Board. Judges will consider each entry submitted against the category criteria (see below) and their own discretion based on their relevant expertise. For each award a short list of up to four nominees will be drawn up before a winner is chosen.

Criteria

Money Adviser of the Year

- Impact of the adviser's work on clients and the community or money advice more generally
- The adviser's contribution to their team / organisation
- The adviser's commitment to improving the quality of their advice

Judges in this category will be also looking for evidence that the adviser's work conforms to the description of money advice as set out in Membership Rule 16.1 available here: <https://www.i-m-a.org.uk/membership/membership-documents/>.

Debt Team of the Year

- Impact of teamwork on clients, the community or money advice more generally
- The team's money advice skills, knowledge and professionalism
- The team's commitment to improving the quality of their advice

Best Partnership

- Impact of the partnership's work on clients, the community or money advice more generally
- Effective pro-active partnership working, utilising expertise, services, resources, knowledge
- Evidence that the partnership has raised standards
- Evidence that the partnership has resulted in more efficient / economic use of resources without compromising standards

Best Financial Capability Project

- Impact of the project on clients and the community

- Impact of the project on the money advice / financial capability sector
- Innovation in the project's approach to financial capability

Innovation and Impact

This award is open to individual advisers, teams, organisations and partnerships who have used innovative ways to positively impact the lives of people with problem debt.

- Innovative work or new ways of helping those with problem debt
- Impact of the work on clients and the community

2020 Special Achievement Award

This category has been introduced to recognise the extra efforts made by all those in the advice sector during the coronavirus pandemic. The award is open to individual advisers, advice teams, organisations, partnerships and projects.

- Achievement in continuing and / or adapting the provision of advice to clients in the context of the pandemic
- The impact of the nominee's work on clients and the community