NEIGHBOURHOOD AWARD

What is the Keep Britain Tidy Neighbourhood Award?

The Keep Britain Tidy Neighbourhood Award recognises and promotes the very best social housing providers. It is a nationally-recognised quality mark that tells communities, businesses and stakeholders that you are one of the very best in the sector.

Social housing providers who display the award will be recognised as being among the cleanest, safest and greenest. It is a guarantee to your customers and partners that you are committed to providing the very highest levels of service and are dedicated to maintaining standards through innovation and good practice.

Why should I apply for the award?

Achieving a Keep Britain Tidy Neighbourhood Award demonstrates that your organisation is committed to offering the very highest levels of service. It is a public mark of quality – to residents, stakeholders and partners. This stamp of quality not only builds your organisation’s credibility, it increases public awareness and enhances your image.

Further benefits of the award include:

- Achieve recognition for striving to improving residents’ quality of life
- Build credibility and opportunities for increasing funding
- Review your current practices against a recognised benchmark and identify areas for improvement
- Independent report on your achievements managing neighbourhoods
- Help you engage with hard-to-reach groups
- One-year complimentary membership of the Keep Britain Tidy Network
- Two free places at the annual Keep Britain Tidy Network Awards
About the award

The Neighbourhood Award was first introduced in 2007 after Keep Britain Tidy piloted a scheme to assist housing providers achieve a nationally-recognised standard.

With the help of other organisations, including Tenant Participation Advisory Service (TPAS), Audit Commission, Housing Corporation and social housing providers, the initiative was developed and improved to ensure it offered a robust and thorough assessment judged against high standards.

Today, with significant changes in both government and social housing, the award has been adapted and refined to reflect the sector.

Utilising the experience and expertise of social housing providers and the National Housing Federation, we have continued to develop the award to ensure it remains current and effective.

By setting an industry benchmark, our aim is to drive improvements and to be able to shine a light on those organisations that are delivering the highest levels of quality. Our awards highlight innovation, share good practice and drive up standards in the sector.

What standards do I need to meet to receive an award?

The Neighbourhood Award presents social housing providers with a clear framework against which they can be assessed.

Our aim is to both encourage improvements in the sector and also recognise and reward those organisations that offer the very highest levels of quality.

Within each of these areas, applicants need to provide evidence and information on their plans, activities and results within their neighbourhood based on four criteria:

- Aims and plans
- Community involvement
- Partnerships
- Impact

The award focuses on three areas:

**Cleaner** – streets, free of litter, rubbish, fly-tipping, graffiti and fly-posting, where people feel safe and children can play without fear.

**Safer** – well-lit neighbourhoods where people feel secure in their homes and are not plagued by noisy neighbours or anti-social behaviour.

**Greener** – communities with attractive and inviting parks and open spaces that are not blighted by dumped rubbish, graffiti or abandoned vehicles and where residents adopt more sustainable lifestyles.
**Three prestigious award levels**

We have specifically designed the Keep Britain Tidy Neighbourhood Award with three levels in order to encourage housing providers to work towards our ‘Platinum Award’. We want to inspire organisations to continually improve. It also means that you don’t have to meet every single requirement in one go to have your hard work recognised.

- **Silver** – this demonstrates that your organisation has a clear desire to improve their neighbourhood and is committed to achieving this. It will be apparent that silver award winners are working with partners and in the community to make this happen.

- **Gold** – this shows you are a housing provider who is clearly working to make their neighbourhood cleaner, safer and greener. Improvements will be obvious and you will have made a visible difference in the community.

- **Platinum** – this exceptional award is reserved for those housing providers who have made their neighbourhood clean, safe and green. They have recognised any areas of weakness, worked to resolve them and achieved their vision. By doing so, they have created a community where people are happy to live, work and visit. The organisation will have also demonstrated its commitment to maintain these exceptional standards, by using innovation and sharing best practice.

**How to get started**

**Registration**

Simply complete and submit the registration form to get started. Within the form you will be asked to identify the neighbourhood you wish to be assessed and to provide a map which clearly identifies its boundaries.

**Workshop**

Once registration is complete, Keep Britain Tidy offers your organisation the chance to attend a bespoke workshop, designed to provide practical advice and support for your application. These workshops are delivered by our assessors, giving your organisation the best chance to meet the standards required. 

**Completing the workbook**

We will provide you with a workbook to complete. The amount of evidence and information required depends on the level you wish to achieve. For every level, your organisation must be able to demonstrate it has achieved all of the the criteria for all four key areas.

**Submitting the workbook**

We expect the majority of evidence to be submitted electronically, including any links to publicly-available documents on your website. (Where appropriate, such as for confidential documents, we can view evidence on-site.)

Once all this information has been submitted, we will arrange for an assessment to be carried out by a lead assessor, who will contact you and stay in touch throughout the whole process.

*Additional costs may apply*
Assessment

Our assessors are selected from a pool of professionals who are trained, qualified and experienced in this field. They will assess your application and all of your supporting evidence, before arranging a site visit at a convenient time.

During the day-long visit, our assessor will ask to meet a selection of your team, including stakeholders, partners and community members. Following the visit, our assessor will complete a report of your organisation’s progress. In particular, the report will highlight any areas for improvement. They will also include recommendations to help you achieve your award. This report will also be sent to a judging panel made up of representatives from Keep Britain Tidy, housing experts and partner organisations. This panel will make the final decision in whether you have achieved your desired award. The results and a copy of the report will also be sent to your organisation.

What if I don’t achieve the award first time round?

If your organisation does not achieve an award first time round, our final report will highlight any areas of weakness and provide recommendations on how you can improve and achieve success.

You will then have three months to make any improvements before re-applying. Our assessor will then return to review your organisation. If your organisation has applied for our Platinum Award, but fails to meet all criteria, our advisory panel may choose to award you a Silver or Gold Award.

Price

£3,250 including recommended workshop

£2,750 excluding workshop