

Guidance for completing applications for Iolanthe Midwives Awards

Every year we have more applications than we can afford to support. The table below is a summary of the areas that the reviewers considered when making their choice about which applications to support.

	What goes wrong?	What do good applications have?
The overall quality of the application	Applications which are too long, have extra pages or are missing sections tend to score less well. Long applications are not forwarded to the panel. The form is laid out to reflect the importance of each area. Make sure you follow the guidelines.	A good application should be complete, well presented and readable. It is important to keep to the correct length and not edit the format of the form. The best applicants reference their application, using current policy or research to justify it.
Support and commitment.	Applications which give little or no information about the support they have are viewed less positively. Applications which state that their employer does not support them or that the qualification could not be used in their current work raise concerns and are less likely to be funded.	A supporting <u>letter</u> from the applicant's manager is included. Evidence of other support or funding (no matter how small) is acknowledged. This might be time off to attend the course or part funding. There is evidence that the applicant is committed to undertaking the course and will be able to complete it.
Costs	No details are given – a lump sum is stated. Applications which have excessive costs tended to do less well (remember the reviewers have access to course costs.) Similarly costs for items which do not appear to be relevant are concerning.	A good application gives detailed costs and has a brief justification for why these are included. Projects that appear to provide value for money tend to better. Evidence of additional attempts at fund raising is also viewed positively.
The purpose of the application 30% of score	Applications which give little information about the proposed educational project or just reproduce the course objectives tend to score less well.	A clear justification is given for the choice of project and what makes it innovative. The applicant has identified how this will benefit the wellbeing of mothers and/or babies. Projects which promote equality or targets vulnerable groups are also viewed more positively. A supporting letter from the tutor, if applying to support a course, also benefits the application.
Is the application going to lead somewhere for the applicant? 25% of score	Poor applications tend to read as if little thought has been given as to what the applicant, their employer or the service will get out of it.	A good application makes it very clear to the reviewer the value that the applicant and others (mothers and babies, other midwives, the profession and/or the employer) will get from the award. Good applications are written with feeling and are persuasive. Finally the Trustees want to know how you will share your experience or the knowledge that you gain.