



Standards Committee Chair
South Cambridgeshire District Council
South Cambridgeshire Hall
Cambourne Business Park Cambourne
Cambridge
CB23 6EA

6 July 2009

Dear standards committee chair

Celebrating standards and ethics at the 2010 LCG Awards

Following the success of last year's award, we are proud to announce our continued support for the **Standards and Ethics** category of the 2010 LCG Awards.

The quality and number of the entries in last year's Standards and Ethics category told us that many of you are strongly committed to ethical standards, and are starting to see the link between standards, reputation and success.

This year, we want to know more about how you are working with members and officers to champion ethical standards in your authority and make a positive difference to public trust.

We want to hear from local authorities who believe in and consistently deliver principled local politics. Your entry must demonstrate how high standards of conduct are central to your authority's culture and governance.

The judges will be looking for evidence of:

- productive joint working between local politicians and officers, supported by a proactive, influential standards committee
- an internal and external communications work programme that promotes the value of ethical standards and the principles of public life
- how high standards of conduct and ethics are central to the objectives, governance and culture of the authority
- how senior local politicians and officers are leading work to promote standards

- the positive difference your authority's approach to high standards has made to the reputation of the authority and to your community's understanding of local democracy.

At a time when public trust in politicians is more under challenge than ever, entering the Standards and Ethics award is a powerful, positive way to promote high standards of member conduct in your authority. Being short listed for the award is a great opportunity to motivate your staff and gives you an inspiring good news story to build public trust.

Any authority can enter the award, whatever their size or status. You can enter online now at www.lgcawards.co.uk, where you can also find further information on the LGC Awards and the Standards and Ethics category. The closing date for entries is 13 November 2009.

Good practice ideas from last year's entries can be found on our website www.standardsforengland.gov.uk. If you would like further information on the Standards and Ethics award, you can also contact Clare Sydney, Communications Manager, on 0161 817 5332.

Yours sincerely



Dr Robert Chilton
Chair, Standards for England