

# The Touchstone Award

## Application submission

This application form should be completed and returned to:

British Hallmarking Council Secretariat
britishhallmarkingcouncilsec@gmail.com

**Application deadline: 14 April 2023**

The winner of the Touchstone Award will be the applicant judged to have delivered the most effective initiative undertaken in relation to hallmarking.

You should ensure when completing your application that you comprehensively address each section individually and specifically.

### Applicant details:

|  |
| --- |
| The name of the local authority on whose behalf this application is being made: |
| (Please provide the **precise name** of the local authority, as this will be engraved on the Touchstone Award.) |
| Name of contact: |  | Position: |  |
| Telephone no.: |  | Email: |  |
| Address: |  |  |  |
|  |  |  |  |
|  |  | Postcode: |  |

### Individual Awards:

The BHC will accept a maximum of four individuals being nominated to receive an individual award which they may keep. Please provide their names here:

|  |  |
| --- | --- |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
|  | Please provide the **precise names** for the individuals so that these can be inscribed on the award.  |

### What is the basis of the application? (check box as appropriate):

|  |
| --- |
| An enforcement activity  |[ ]
| An educational activity |[ ]
| An information activity |[ ]
| A published article |[ ]

### In your application you should state:

**Section 1 The objective of the activity** (30 marks)

**Section 2 The target audience** (20 marks)

**Section 3 The description of the activity undertaken** (30 marks)

**Section 4 The outcomes based on the activity undertaken** (30 marks)

**Section 5 What publicity was generated by the activity?** (20 marks)

**Section 6 What follow up work is planned?** (30 marks)

**Section 7 Based on your work relating to hallmarking, how do you think hallmarking enforcement in the UK could be improved?**

**In your view, what actions would act as a deterrent to breaking hallmarking law?** (10 marks)

Your application must relate to **all or part of the previous 12 months**. Some applicants have carried out operations which span a longer time period than 12 months, but part of the operation or activity must relate to the 12 months prior to the closing application date.

Please note that your entry will be marked entirely on the **information which you include in the application** and judges will not take account of any other knowledge that they may have of your activities.

**Marks** will be awarded for each section listed in the application form against criteria designed to measure the most effective initiative.

There is **no word limit** on the application or on individual sections but you should be mindful that the judges include experienced TSOs and Assay Office assessors. **Content** is more important than brochure quality presentation. The judges’ principal responsibility is to consider the scope, effectiveness and outcomes related to the application. It is important to include supporting evidence of all the work that you have done and show the long-term consequences, future intentions and actions.

**Illustrations** are particularly helpful to demonstrate the work done, eg graphs, tables, photos, copy press releases and / or press or media coverage, social media campaigns.

If you need to send **hard copy information** in support please indicate this on the form and an address will be provided.

**The British Hallmarking Council reserves the right not to grant the award, if it is of the opinion that none of the submitted applications merits the award.**