

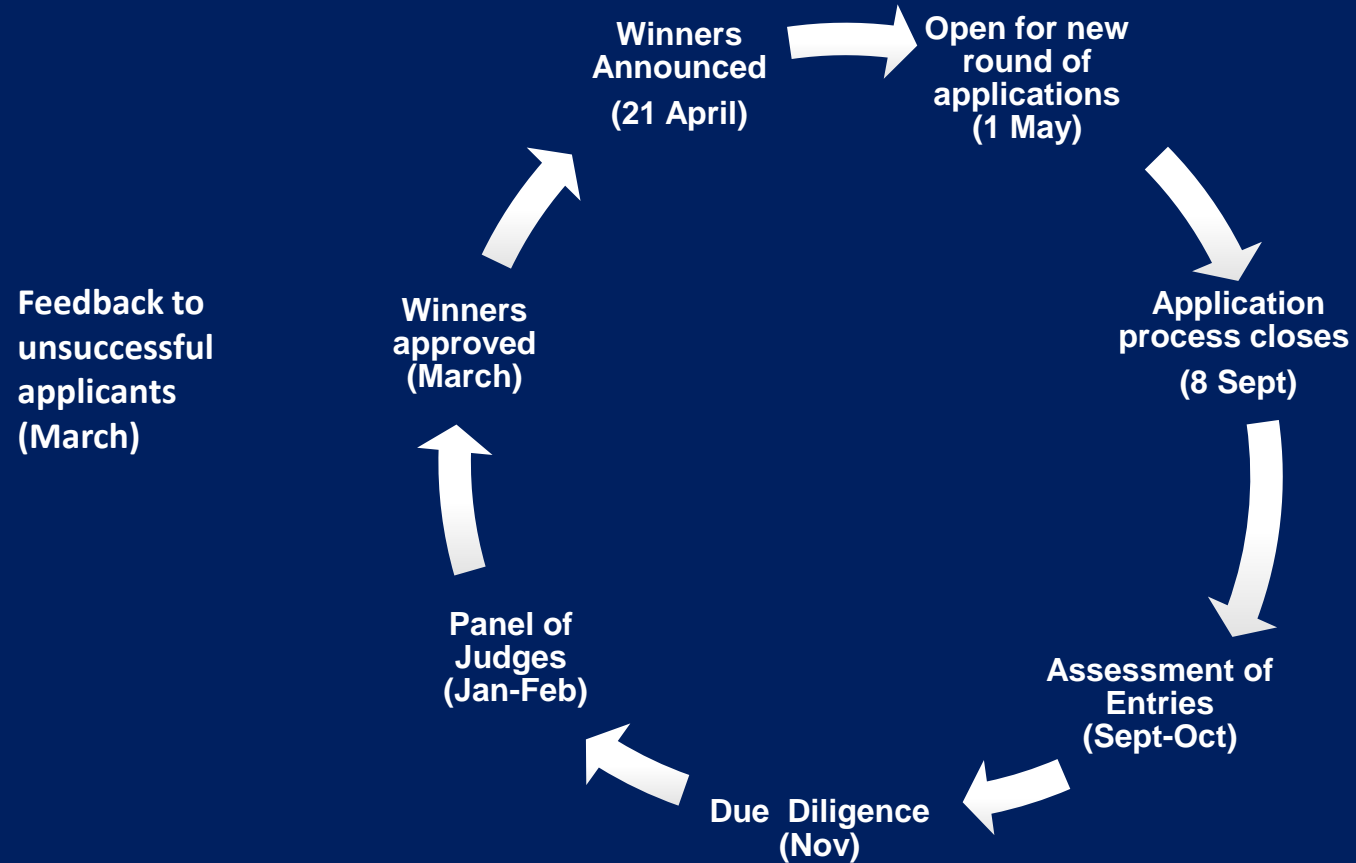
THE QUEEN'S AWARDS FOR ENTERPRISE

Queen's Awards Office



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The Awards cycle



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Application Guidance: Top Tips

Some of the things we are looking for:

- **Check your eligibility online**
- **Plan your responses by downloading the pdf application form**
- **Use plain English**
- **Provide evidence**
- **Tell your story**
- **Add collaborators**
- **Allow sufficient time**
- **Quantitative and qualitative evidence to support your claim**



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Application Guidance: Innovation

To apply for the Innovation award, you must also:

- have an innovation that has not been sold before
- have had your innovation available on the market for at least 2 years
- have recovered all the investments made in your innovation or show that the innovation will recover its full costs in future
- show outstanding commercial success as a result of innovation over 2 years - or continuous commercial success over 5 years

Your innovation should be in one of the following categories:

- invention, design or production of goods
- performance of services
- marketing and distribution
- after-sale support of goods or services

Your story:

- What was the situation before which led to your innovation?
- The challenges you have overcome
- Why your innovation is unique
- How your innovation benefits your business, customers and others



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Application Guidance: International Trade

To apply for the International Trade award, you must also:

- have made a minimum of £100,000 in overseas sales in the first year of your entry and show year-on-year growth
- prove that your organisation has achieved outstanding growth in overseas earnings relative to your business size and sector
- prove steep year-on-year growth (without dips) in overseas sales over 3 years - or substantial year-on-year growth (without dips) over 6 years

Your story:

- Why is penetration of a particular market an achievement? E.g. are you the first, leading, fastest growing UK exporter in this market?
- Why is your performance better than that of competitors?
- What challenges have effected your trade and how you overcame them?



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Application Guidance: Promoting Opportunity

To apply for this award, your organisation must also have supported people from disadvantaged backgrounds in improving their job skills and their chances of finding work.

This includes doing one or more of the following, for at least 2 years:

- providing work experience or careers advice
- mentoring
- offering interview and job-related training
- making sure your recruitment process is open to everyone

You'll need to prove the benefits for:

- the people you've supported
- your organisation
- your employees
- the wider community

The application form branches out into two separate sections after the initial eligibility questions, allowing organisations whose core aim is social mobility to answer questions specifically for them and those who instead have a specific programme or initiative to answer questions tailored for them.

Do take a look at the eligibility criteria here <https://www.gov.uk/queens-awards-for-enterprise/eligibility> and if you are an organisation that supports socially disadvantaged individuals from the list below, you may be eligible to apply.



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Application Guidance: Promoting Opportunity

Who counts as socially disadvantaged for the purpose of the application?

If you are an organisation that supports socially disadvantaged individuals from the list below, you may be eligible to apply :

- People from Black, Asian and minority ethnic (BAME) backgrounds, including Gypsy and Traveller people.
- Asylum seekers and refugees or children of refugees.
- Young people (over 16 years old) with English as a second language.
- Long-term unemployed or people who grew up in work-less households.
- People on low incomes.
- Lone parents - single adult heads of a household who are responsible for at least one dependent child, who normally lives with them.
- People who received free school meals or if there are children in the person's current household who receive free school meals.
- Homeless and insecurely housed, including those at risk of becoming homeless and those in overcrowded or substandard housing.
- Care leavers - people who spent time in care before the age of 18. Such care could be in foster care, children's homes, or other arrangements outside the immediate or extended family.
- Young people (over 16 years old) who are not in education, employment or training (NEET) or are at risk of that.
- People who attended schools with lower than average attainment or if there are children in the person's current household who attend school with lower than average attainment.
- People whose parents' or guardians' highest level of qualifications by the time the person was 18 was secondary school.
- People with a physical or mental disability that has a substantial and adverse long-term effect on a person's ability to do normal daily activities.
- People recovering or who have recovered from addiction.
- Survivors of domestic violence.
- Military veterans.
- Ex-offenders.
- Families of prisoners.



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Application Guidance: Sustainable Development

To apply for the Sustainable Development Award, you must also:

- Show how you have achieved outstanding sustainable development for more than 2 years
- Provide evidence of the benefits or positive outcomes of your actions or interventions

In the **Sustainable Development application** you may want to tell us about any specific successes, such as developing an innovative new product or process delivering environmental benefits, or seeing sustainable development outcomes embedded in your organisation, supply chain or community.

It is important to demonstrate that your company and/or senior decision makers are leading the way in your sector or community and how they have overcome important challenges that are specific to your sector.

Your story:

- What are you doing to be sustainable, in particular, compared to your competitors?
- How are you leading the way and influencing others to be more sustainable?
- Restore, recycle, regenerate and the United Nations Sustainable Development Goals



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How to apply

- Almost all **UK businesses** (including non profit) can apply
- The application process is **free**
- All applications must be made **online**
- You may apply for **more than one** category.
- The application process for the 2021 Queen's Awards for Enterprise opened on **1 May and will close on 8 September 2021**.
- Eligibility criteria and information on how to apply is available at <https://bit.ly/1JA7Tz8>



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Benefits of winning a Queen's Award

- Winners are allowed to use a recognised Royal Emblem that will get their business noticed, above and beyond the competition
- Their company will be globally recognised as an outstanding British brand
- Their company is likely to increase its sales and growth. Winners have reported that Queen's Award helped them win new business, e.g, in Japan and the Middle East
- They will get the award presented by Lord Lieutenant at their premises. That's a great opportunity not only to boost their staff morale, but also to gain press coverage and celebrate together with their local authorities, planners, supply chain and other stakeholders
- Representatives from the company will attend a Royal reception



73% of winners in the International Trade category directly attributed increased sales to winning a Queen's Award*

*research of International Trade winners between 2012—2015 conducted by the University of Strathclyde



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Application Forms

To apply for a Queen's Awards for Enterprise , you need to follow this link <https://www.gov.uk/queens-awards-for-enterprise/how-to-apply> which will take you to an eligibility checklist.

The application forms each follow the same style and format. There are five sections to the application which include:

- Section A *Due Diligence and Company Information*
- Section B *Your product or services*
- Section C *Commercial Performance*
- Section D *Corporate Social Responsibility*
- Section E *Additional Documents*
- Section F *Authorisation and submission*



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Application Forms – Section A

Example Questions

A4. Are you a company or charity?

- Company
- Charity

A6. In the last ten years have you applied, whether you have won or not, for a Queen's Awards for Enterprise award in any category?

- Yes
- No

A13. Do you have a parent or a holding company?

- Yes
- No

A13.1. Name of immediate parent company

Answer this question if you selected 'Yes' in question A13.

A14. Do you have any UK subsidiaries, associates or plants whose trading figures are included in this entry?

- Yes
- No



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Application Forms –Section B

Example Questions

B4.3. Identify new overseas markets established during your period of entry and their contribution to total overseas sales.

Word limit: 250

B5. Describe any special challenges affecting your trade, especially due to COVID-19, and how you overcame them.

1. Describe the impact COVID-19 has had on your business and its performance. How you have adapted or mitigated it, and with what results?

2. Describe any other challenges affecting your trade, and how you overcame them.

B7. Did you receive any grant funding to support this product/service?

We ask this to help us carry out due diligence if your application is shortlisted.

Yes

No

B1.2. Provide a one-line description of your sustainable development interventions.

B3. Impact of your sustainable development



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Application Forms – Section C

Example Questions – International Trade

C2.1. Did your year-end date change during your (3 or 6 years) entry period?

We ask this to obtain all of the commercial figures we need to assess your application. You should ensure that any data supporting your application covers 3 or 6 full 12-month periods.

Yes

No

C2.3. Please explain why your year-end date changed.

Answer this question if you selected 'Yes' in question C2.1.

Word limit: 100

C4.4. Explain any drops in the total turnover or net profit, and any losses made.

Sustained or unexplained drops or losses may lead to the entry being rejected.

If you didn't have any drops in the total turnover, export sales, total net assets or net profit, or any losses, please state so.

Word limit: 300

Group entries

A parent company making a group entry should include the trading figures of all UK members of the group.

Estimated figures

If you haven't reached or finalised your latest year-end yet, you can provide estimated figures for now. If you are shortlisted, you will have to provide the actual figures that have been verified by an independent accountant by November.



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Application Forms – Section C

Example Questions

C8. Describe how, when, and to what extent the innovation has improved the commercial performance of your business. If further improvements are still anticipated, clearly demonstrate how and when in the future they will be delivered.

Innovation

C6. What cost-savings have you or your customers' businesses made or will make as a result of the introduction of your sustainable development actions or

Sustainable Development

interventions? If none, please state so.

B2a. What type of activities does your initiative focus on to make a positive impact by promoting opportunity through social mobility?

Promoting Opportunity

B3.5a. Please provide evidence of what makes your initiative exemplary

B4a. Measuring success



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Application Forms – Section D

Example Questions

D1. The impact of your business operations on society

D2. The environmental impact of your business operations

D3. Relations with employees

D4. Relations with customers and suppliers



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Application Forms – Section E

Example Questions

E1. If there is additional material you feel would help us to assess your entry then you can add up to 3 files or website addresses here

Please include any vital information in the form as we can't guarantee the additional material will be reviewed. It is also essential to reference these in your application to ensure the assessors are aware of them and can relate this information to the relevant questions.



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Application Forms – Section F

Example Questions

AUTHORISE & SUBMIT:

F1. Head of your organisation

Title

First name:

Last name:

Personal Honours:

Submission deadline: 08 Sep 2021 at 12:00pm



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Applying for a Queen's Award in 2022

During these challenging times, it is important that we still take the time to reflect and celebrate the success of outstanding British businesses.

The Queen's Awards for Enterprise are the most prestigious awards for UK businesses and is a globally recognised royal seal of approval for UK companies. We want to ensure that businesses can still apply for a Queen's Award, despite factors which could have prevented them from doing as well as they had originally predicted for 2021/22.

2022 round:

- Eligibility criteria remains unchanged
- Applicants can manually input financial years – enabling them to wind back a year if their last financial year has been affected by Covid-19, storms, or flooding. For example, an International Trade applicant whose sales were badly effected in 2020, could provide figures for 2015 - 2019, rather than up to 2016 - 2020. Alternatively, they may prefer to submit figures over a shorter period of time. i.e three years instead of six for International Trade and two years rather than five for Innovation.
- Greater discretion granted to assessors to evaluate commercial success and challenges by uncontrollable external factors. They will also take into account sector specific effects of the pandemic and will not compare one application against another. It is important for us to still see the trends and patterns of each business' commercial success, to see how well they performed before these challenging times.



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Contact us



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