



Department for
Business & Trade

The King's Awards for Enterprise

Creating a Strong Application

The King's Awards for Enterprise

Assessment process – brief overview

Contact us:

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- ❖ Multiple stages of rigorous moderation – each application is assessed independently by two assessors
- ❖ Moderators check any anomalies
- ❖ The experience of the assessment team is highly diverse
- ❖ After shortlisting, due diligence checks are carried out by other government organisations (HMRC, HSE, DWP etc)
- ❖ Close liaison with King's Awards Office
 - ❖ Assessors can ask companies for clarification the KAO who contact the applicant for more info
- ❖ Assessors evaluate the quality of programme, extent that it is embedded and its impact – eg on the market (innovation) on the people it has helped (for promoting opportunity)
- ❖ Assessors can review published information about applicants like websites and Companies House information but cannot contact the company direct.
- ❖ Assessors look for reasons to 'recommend' or 'reserve' applications for the judging panel in January



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Tips for a strong application – Innovation

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The Innovation

- ❖ What is the innovation?
- ❖ How did you validate the idea?
- ❖ What did you do to develop it?
- ❖ What difficulties were overcome?
- ❖ Why is it better than what went before?
- ❖ Who are your competitors?

The Value Added

- ❖ What non-commercial benefits have been delivered?
- ❖ What are the benefits to customers? (Quantify!)
- ❖ Are there any wider benefits? E.g. to the environment, society etc.

Commercial Performance

- ❖ Impact – can the impact of the innovation be seen financially?
- ❖ ROI – can you demonstrate that the investment has been recovered or is likely to be recovered?

ESG

- ❖ Does the business act responsibly?
- ❖ Relevant to the size of business



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Tips for a strong application:

Overview

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- ❖ You must be a viable business of any size (and 2 or more employees as per basic eligibility already covered on our gov.uk site)
- ❖ Preparation - read through the whole form before starting to fill it in
- ❖ Tell your story clearly and passionately, and support with 'evidence' - vision, mission, facts
- ❖ Assessors want to hear about the journey – eg an inspirational individual, and company ethos
- ❖ Answer the questions – “answer it well, answer it once”
- ❖ Refer back to a previous answer if appropriate, to avoid repetition
- ❖ SMEs: don't be put off by questions you might feel are for larger organisations, answer to the extent as you can
- ❖ If you don't succeed at first **please try again**



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Tips for a strong application – International Trade

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Criteria that must be met for an application to proceed

- ❖ A good, clear and accurate description of the company's business
- ❖ Evidence of sustained substantial growth in international trade.
- ❖ There is no “passmark” in terms of monetary value of international trade, the percentage of the business in international trade or the percentage growth in international trade.
- ❖ Each business is different, each sector is different and the size and nature of the business makes a difference

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 affected your trade and how have you overcome them?



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Tips for a strong application – Promoting Opportunity

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Promoting Opportunity

- ❖ You must have supported people from disadvantaged backgrounds in improving their job skills and their chances of finding work.
- ❖ In the application, be clear about what type of business you are and what sort of programme:
 - ❖ Businesses with a social mobility programme or intervention
 - ❖ Subsidiaries of business with a social mobility focus.
- ❖ Be clear about who you are supporting targeted groups, specific not general support
- ❖ Describe your programme precisely - describe exactly what is the offer
- ❖ Explain how and why the programme developed, the context and rationale
- ❖ Talk about KPIs
 - ❖ Explain clearly what the programme sets out to deliver
 - ❖ Evaluate and demonstrate the **impact** of your initiative
 - ❖ Show both hard numbers and soft indicators, strengths and developments



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Further Guidance

Promoting Opportunity (through Social Mobility)



The Promoting Opportunity award has been refocussed to recognise:

- Businesses with a social mobility programme or intervention
- Subsidiaries of business with a social mobility focus
- Training providers/"core activity" social mobility entities making a joint application with a business
- Training providers/"core activity" social mobility entities making an application about a programme for their own workforce

Your story:

- Tell us how you have supported individuals or groups from disadvantaged backgrounds to improve 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
- Not-for-profit businesses, social enterprises and charities are welcome to apply

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Tips for a strong application: Sustainable Development

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Sustainable Development

- ❖ Links to UN SDGs help assessors and company frame responses
- ❖ Ideal situation is to have credible plans for Net Zero for Scope 1 and 2 emissions.
 - ❖ COP26 accelerated this process, raising awareness, providing science-based targets.
- ❖ Big companies need to have tackled Scope 3 emissions and have genuine steps to be sustainable and reduce energy emissions
- ❖ 'Circular Economy' – can be challenging: what barriers have you found
- ❖ Awareness of the need to reduce plastics use – accept difficulty in finding acceptable and affordable substitutes.
- ❖ Benchmarking – we encourage benchmarking and to show how you do it
- ❖ 'B-Corp' status is nice but not essential – shows company is on right road.



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Feedback, when will I know?

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- ❖ Successful and unsuccessful applicants will be informed in April 2024 and the announcement will be on 6 May
- ❖ 6 months will feel like a long time, during this time, there are numerous stages of shortlisting, assessment, due diligence by OGDs, judging panels and review recommendations by the PM and HMK.
- ❖ This can be quite hard if you have been unsuccessful – unfortunately we can't tell unsuccessful applicants earlier as it would be easy to identify successful applicants.
- ❖ If you don't succeed at first please try again.
- ❖ Formative feedback is provided with your result via the applicant dashboard and can be discussed



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