



Department for  
Business & Trade

# The King's Awards for Enterprise



# Queen Elizabeth II conferred the first Awards in 1966



**The Royal Family**  @RoyalFamily · Jun 28

"Having watched the Awards established in my name grow in stature and influence, I continue to be impressed by the way that they have given opportunity to big organisations and small, enabling them to project themselves on the world stage"

- Her Majesty on [@TheQueensAwards](#)



# Changing to The King's Awards for Enterprise

**King Charles III continues Queen Elizabeth's legacy by giving His Majesty's name to prestigious awards**

The name change reflects His Majesty The King's desire to continue recognising and promoting outstanding business



# Awards Background

The King's Awards for Enterprise recognise and encourage the **outstanding achievements of UK businesses** in the fields of:

- Innovation
- International Trade
- Sustainable Development
- Promoting Opportunity (through social mobility).

The UK is full of **exciting and innovative** businesses and The King's Awards for Enterprise is a great way of celebrating their success.

Whether a small business with a great innovative product or service, or a larger company running an impressive social mobility programme, this award is a **prestigious way to recognise your contribution to enterprise.**

The King's Awards for Enterprise are open to applications from **almost all businesses and non-profits, of almost all sizes throughout the UK in every sector.**

**The 2024 Round opens on 6 May 2023 and closes 12 September**



# Benefits of receiving an Award

- Use of the Royal Emblem for five years - this Royal seal of approval helps business get noticed, above and beyond the competition
- Great boost to staff morale - the award is presented locally, by HM Lord-Lieutenants and sometimes by a Member of the Royal Family.
- Media spotlight – recipients gain positive media coverage
- Attend a Royal Reception hosted by His Majesty The King
- Recipients have reported:
  - Increased sales and growth
  - Access to new clients and markets
  - Greater recognition on the global stage
  - Easier to attract and retain highly skilled staff



# Celebrating Success



# A few of the 148 Awardees from 2023



# King's Awards Recipients 2023

## Statistics



**149 Awards**



**1 Double Award**



**91% of recipients are SMEs**



**23 recipients have less than  
10 employees**





# King's Awards Recipients 2023

## Category Breakdown



**78 International Trade**



**47 Innovation**



**15 Sustainable Development**



**9 Promoting Opportunity  
(through Social Mobility)**



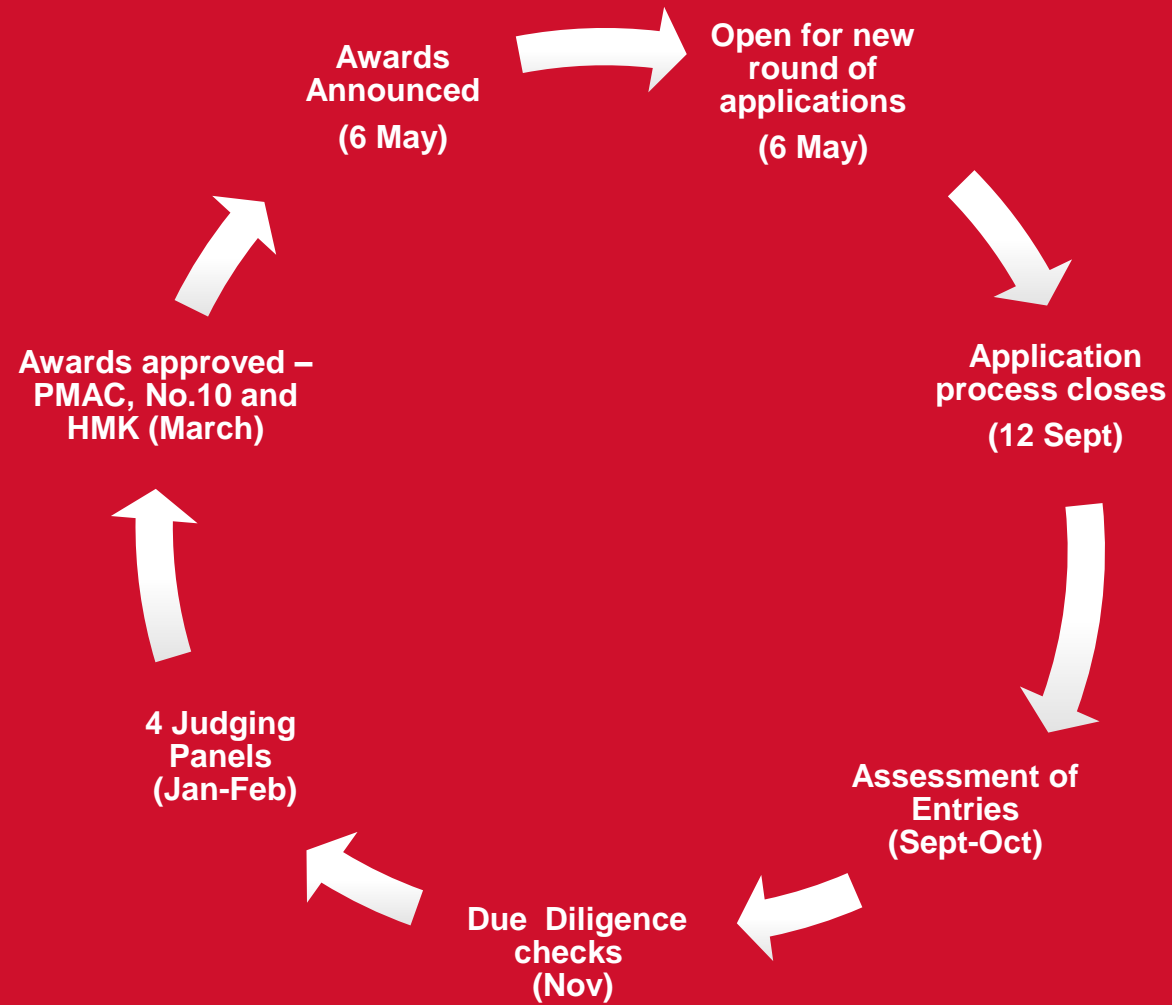
# King's Awards Recipients 2023

## Region Breakdown

Region	Number of Recipients
South East	23
Greater London	20
East of England	20
East Midlands	20
South West	16
North West	16
Yorkshire & The Humber	12
Scotland	10
West Midlands	10
Wales	3
Northern Ireland	3
North East	1
<b>Total</b>	<b>149</b>



# Awards Cycle



# Initial Eligibility Criteria

The organisation must:

- **Be based in the UK**
- **Have a good, continuous compliance record with HM Revenue and Customs**
- **Be a self-contained enterprise**
- **Have at least two full-time UK employees or part-time equivalents**
- **Demonstrate strong environmental, social and governance (ESG) behaviours**



# Application Guidance: Top Tips

- Check your eligibility online – 10-minute questionnaire starts the process
- Plan your responses by downloading the pdf application form
- Use plain English – the assessors are coming to your initiative from scratch
- Provide evidence of your achievements, qualitative and quantitative
- Tell your own story with authenticity and passion – why do you stand out
- Add 2 or more collaborators to your account – spread the work
- Allow sufficient time – you'll need to gather evidence, ask your accountant etc
- Answer it once, answer it well – you can refer back to previous answers



# Application Guidance

## Innovation

### To apply for the Innovation award, you must:

- 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 from 2 up to 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 which led to your innovation?
  - What are the challenges you have overcome
  - Why is your innovation unique
  - How does your innovation benefit your business, customers and others
- 
- Applicants must now submit their most recent commercial success and not wind back to the pre-covid years



# Application Guidance

## International Trade

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

- 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? Eg. 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?
- Applicants must now submit their most recent commercial success and not wind back to the pre-covid years



# Application 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

Organisations cannot apply for the Promoting Opportunity category if social mobility is the main focus of their organisation.

- However, training providers or educational organisations can apply if they are making a joint application with another organisation .
- Training providers or educational organisations can also apply if they have social mobility initiatives related to 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



# Application Guidance

## Sustainable Development



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

- 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
- If you have a sustainable product or approach, you must also demonstrate a sustainable business strategy.

### Your story

- 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.
- 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

# 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
- Applications for the 2024 King's Awards for Enterprise open on **6 May until 1pm 12 September 2023**
- Eligibility criteria and more information on how to apply is here **[www.gov.uk/kings-awards-for-enterprise](https://www.gov.uk/kings-awards-for-enterprise)**



# Contact Us



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# Additional support

## ➤ **His Majesty's Lord-Lieutenants**

- Are The King's personal representatives in counties across the UK and present the Award on his behalf
- Contact details can be found via your Local Authority

## ➤ **Business support services**

- <https://helptogrow.campaign.gov.uk/>
- <https://www.lepnetwork.net/local-growth-hub-contacts/>
- <https://findbusinesssupport.gov.scot/>
- <https://businesswales.gov.wales/>
- <https://www.nibusinessinfo.co.uk/>

