

# THE QUEEN'S AWARDS FOR ENTERPRISE

**Nichola Bruno**  
**Head, Queen's Awards Office**



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# The most prestigious awards for UK businesses

Personal quote from Her Majesty before the Royal Reception 2018



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# Awards background

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

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

The UK is full of **exciting and innovative** businesses and the Queen'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 Queen's Awards for Enterprise are open to applications from almost all businesses of all sizes throughout the UK in every sector.

Access your promotion tools (l.e leaflet, fact sheet): <https://drive.google.com/drive/folders/1WMXxcHBxNXUmXfUL2ld1rM4hLm1A4SYE?usp=sharing>



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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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# Eligibility criteria

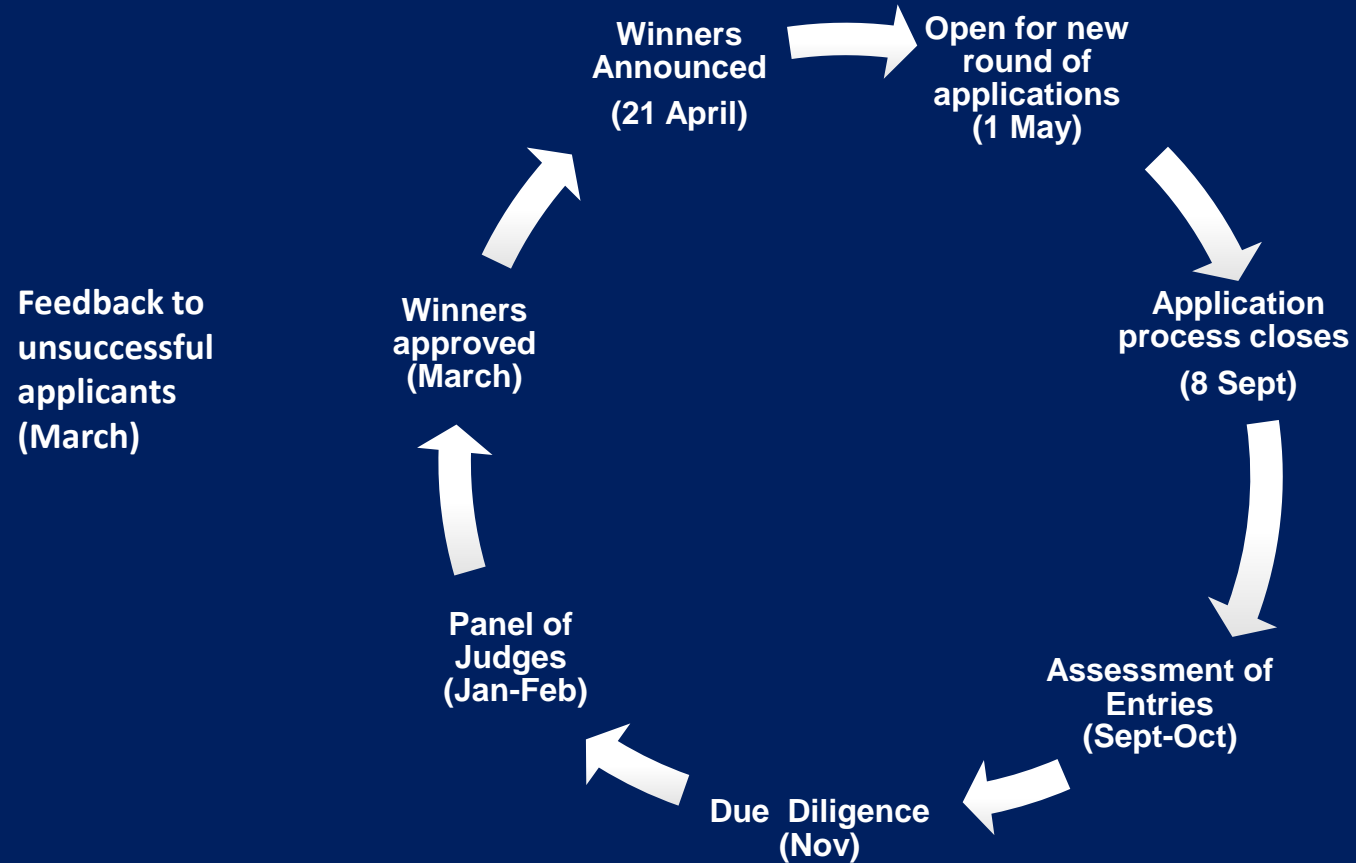
## Company must:

- be based in the UK;
- file its Tax Returns with HM Revenue and Customs;
- be a self-contained enterprise;
- have at least two full-time UK employees or part-time equivalents;
- demonstrate strong corporate social responsibility



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# The Awards cycle



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# 2021 Queen's Awards winners

 **205** winners

 **5** double winners

 **92%** of winners are SMEs

 **44** winners have less than 10 employees



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# 2021 Queen's Awards winners

-  **122** International Trade winners
-  **48** Innovation winners
-  **17** Sustainable Development winners
-  **18** Promoting Opportunity winners



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# Celebrating Success



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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: 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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# 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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