

THE QUEEN'S AWARDS FOR ENTERPRISE

The most prestigious awards for
UK businesses



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Purpose of this toolkit

This toolkit outlines the ways your organisation can raise awareness of the Queen's Awards for Enterprise among your constituents, members and followers so they can apply.

The Queen's Awards for Enterprise are the most prestigious awards for UK businesses. Since the Awards' inception in 1965 over 7000 companies have won a Queen's Award.

Winning an Award offers businesses multiple benefits, including global recognition, boosting staff morale and increasing growth.

Access your **Stakeholder Resources**
(copy link into browser)

<https://drive.google.com/drive/folders/1WMXxcHBxNXUmXfUL2ld1rM4hLm1A4SYE?usp=sharing>



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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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Promote the Awards

Raise awareness by:

- Articles in your newsletters, member magazines and mailshots
- Information on your websites
- Hosting talks or webinars about the Queen's Awards
- Inviting the Queen's Awards team to talk at events
- Encouraging your constituents/members/followers to apply

Access your promotion tools (i.e leaflet, factsheet): <https://drive.google.com/drive/folders/1WMXxcHBxNXUmXfUL2Id1rM4hLm1A4SYE?usp=sharing>



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Promote the Awards

Suggested Messaging

- The #QueensAwards is a royal seal of approval for the UK's most outstanding businesses. More information <https://bit.ly/1JA7Tz8>
- Past #QueensAwards winners have achieved worldwide recognition and a boost to staff morale. More information on how to apply <https://bit.ly/1JA7Tz8>
- Past #QueensAwards winners have reported increased commercial value and greater press coverage. Follow in their footsteps – see how to apply <https://bit.ly/1JA7Tz8>
- Does your company have a flair for innovation? Get the recognition you deserve with #QueensAwards <https://bit.ly/1JA7Tz8>
- Expanding your horizons? Apply for the #QueensAwards in International Trade and help boost your sales <https://bit.ly/1JA7Tz8>
- Investing in your workforce? Apply for the #QueensAwards in Promoting Opportunity <https://bit.ly/1JA7Tz8>
- Have you got what it takes to be a #QueensAwards winner in Sustainable Development? See how to apply <https://bit.ly/1JA7Tz8>

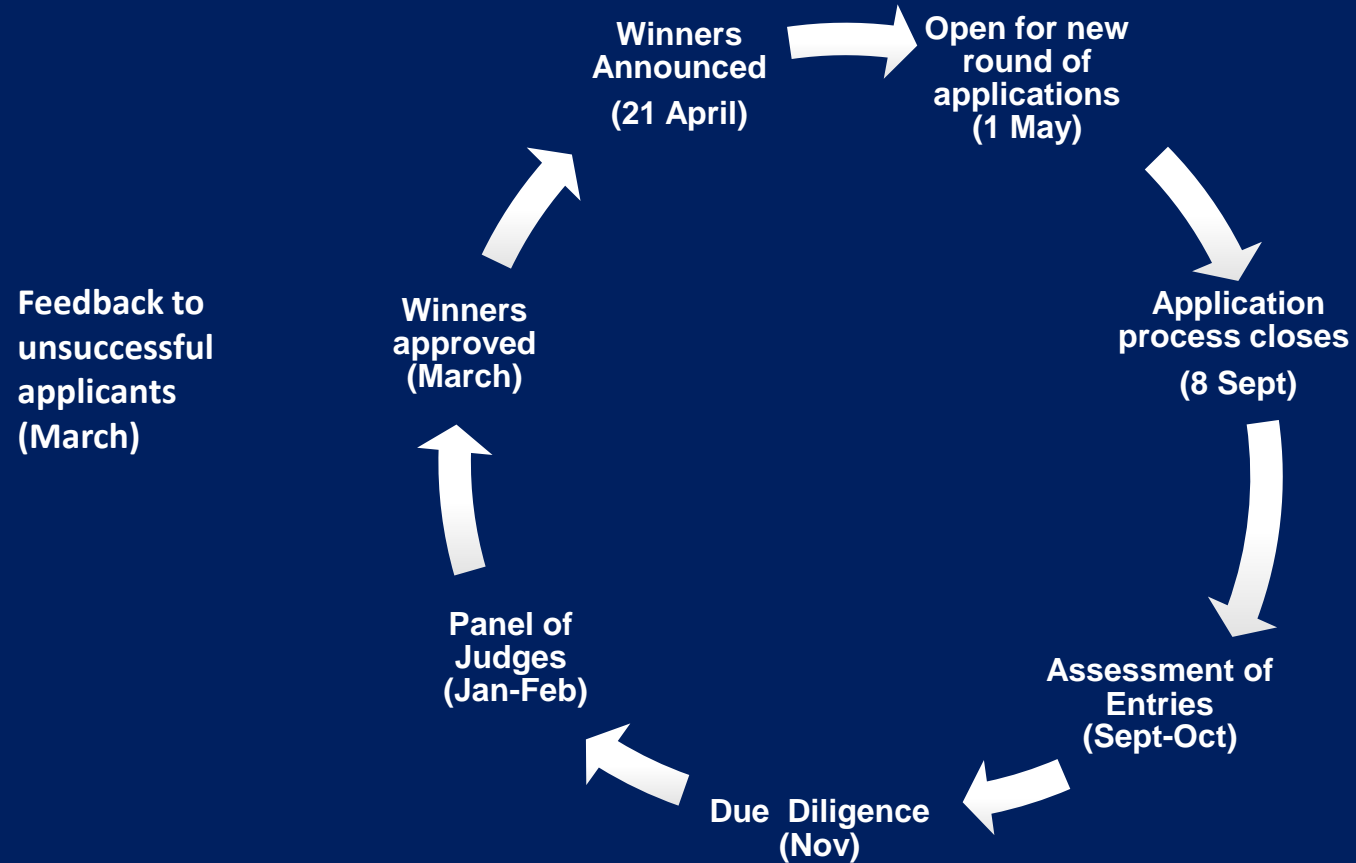
Signpost to the Queen's Awards page on GOV.UK in your social media content: <https://bit.ly/1JA7Tz8>

Download our leaflet, fact sheet and powerpoint: <https://drive.google.com/drive/folders/1WMXxcHBxNXUmXfUL2ld1rM4hLm1A4SYE?usp=sharing>



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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



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 9 September 2020.**
- Eligibility criteria and information on how to apply is available at <https://bit.ly/1JA7Tz8>



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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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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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