British Business excellence Awards

LLOYDS BANK

AWARDS ENTRY CRITERIA

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British Business excellence Awards | LLOYDS BANK

The **Virgin Atlantic & Delta Air Lines Business Enabler** of the Year Award

▶▶ CRITERIA

Do you provide an outstanding service or product for your customers or clients? Do you consult to businesses which enables their growth?

Has your company given your customers or clients a competitive advantage which has delivered more customers or clients for them?

This award celebrates businesses who help their customers or clients to increase sales and profitability through a competitive advantage, recognising the impact of 'enablers' that offer value beyond products, infrastructure and services.

Judges will look for evidence of how the organisation's product, service or infrastructure has enabled clients and customers to:

- **Increase their customers'/clients' operational efficiency**
- **Empower their customers'/clients' employees to be more effective with a measurable impact on employee & customer satisfaction**
- **Generate increased revenue and profitability for their customers/clients**
- **Help their customers'/clients' assess challenges and innovate to help the business**
- **Increase their customers'/clients' customer/client base or loyalty by delivering improved customer/client relationships**
- **Improve the effectiveness of their customers'/clients' leadership or management**
- **Embed ethical or sustainable practices within their customers'/clients' businesses**
- **Demonstrate clear leadership and communication towards the enabling cause**

▶▶▶ SCORING

In this category judges will compare the extent to which each candidate has demonstrated excellence in the following areas:

CORE CRITERIA

- Employee & Customer Engagement
- Leadership & Innovation
- Organisational Ethics & Policies
- Financial Performance & Growth

PROPORTION OF OVERALL SCORE:

PLEASE USE THE BULLET POINTS AND QUESTIONS BELOW AS A GUIDE. IT IS NOT MANDATORY TO ANSWER EACH ONE

▶▶▶▶ ENTRY DETAILS

In a summary of no more than **350 words**, please state what your business is and the market in which operates. Please include your key business achievements that are significant for your market sector or industry. *(Please note that should you become a finalist the answer to this question will be used in external PR & Communications to explain who you are)*

In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & customer engagement: 25%

- How your product/service has increased your customers'/ clients' employee engagement?
- Tell us how you empowered your customers'/clients' employees to be more effective with a measurable impact on employee satisfaction.
- What is your company doing to drive environmental and/or social sustainability with your customers'/clients' businesses?
- How has your business gone above and beyond for its customers'/clients'?

Leadership & innovation: 30%

- How did you create a culture of improvement or innovation for your customers or clients?
- Tell us about your pioneering use of technology, such as social media, virtual reality, blockchain, Artificial Intelligence (AI), that has led to a clear increase in productivity and measurable improvement in your customers'/clients' business?
- Examples of how your product/service has improved leadership or resulted in more effective management of your customers'/ clients' companies with client testimonials if possible.

Organisational ethics & policies: 20%

- How corporate responsibility and sustainability is defined within your organisation and how those values and objectives align to international growth.
- What is your approach to diversity and inclusion within the workplace? Has 2020 made you reassess recruitment policies? How do you take on this responsibility?
- If you are a company with over 250 employees, what is your gender pay gap ratio?

Financial performance & growth: 25%

- Demonstrable examples and/or case studies of commercial and financial success.
- Demonstrate how you have achieved sustained growth in sales and profits.
- How do you benchmark against your peers in terms of profitability/margins.
- Explanation of how your product or service has helped create that competitive advantage and achieve growth (i.e. profit/revenue, market share, expansion, staff etc).
- Case studies with top line ROI data or other evidence of business impact.

The Employer of the Year Award

▶▶ CRITERIA

Following the unprecedented events over the past year, being a good employer took a new meaning,

How did you support your employees during the past year? How did you focus on employee welfare and engagement? Did you introduce digital platforms and employee training at great pace?

This award will be celebrating organisations that went the extra mile to support not only their employees but also the communities in which they operate.

Judges will look for evidence of how employees are engaged in company values and how human and supporting resources have been optimised to achieve and sustain the commercial operation.

They will also look at investment in people, initiatives to create a more collaborative culture, and the impact this has had on commercial performance.

Open to any business, this award will recognise the enterprise that has driven demonstrable excellence in the following key areas:

- **Employee development, retention and recruitment**
- **Diversity and inclusion**
- **Leadership and management**
- **Innovation and operational excellence**
- **Employee Communication/feedback mechanisms**
- **An embedded ethical culture**
- **Creative and collaborative customer service**
- **Supporting local community**

▶▶▶ SCORING AND WEIGHTING

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In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & customer engagement: 30%

- Provide evidence of how processes or programmes to develop staff (i.e. internal / external training, coaching / mentoring, etc) and use brief case study examples to demonstrate how effective your programme has been in terms of retention and development.
- Please provide examples of how you supported your employees and customers during the pandemic and their success.
- A description of how the organisation's employment strategy identifies and develops the skills and knowledge necessary to ensure the customer service strategy is effectively delivered. Briefly list any examples of where this has led to an increase in your customer base, or engagement from existing customers, over the last 18 months and the impact this had on your financial performance.

Leadership & innovation: 20%

- An outline of key examples of how effective leadership and management of your strategy has driven your operation over the last 18 months.
- An understanding of who is responsible for the ongoing improvement, development and implementation of your human resources strategy, and their profile within the organisation.
- How have innovations within the organisation over the past 18 months made a contribution on employee engagement and effectiveness citing employee communication/feedback mechanisms.

Organisational ethics & policies: 30%

- How is corporate responsibility and sustainability defined within your organisation and how do those values and objectives align to growth.
- What is your company doing to drive environmental and/or social responsibility and how are those initiatives aligned with your commercial operations?
- What is your approach to diversity and inclusion within the workplace?

Financial performance & growth: 20%

- If possible, provide case study examples of the goals of your organisation's human resources policy and the processes or programmes that have been put in place to engage your staff in successfully delivering your strategy, vision or digital transformation? Has this has empowered them to create growth or improve efficiency?
- What has been the financial return due to investment in your people such as increased market share, improved financial performance or winning new clients?
- How has your human resources policy aligned with or support your growth strategy, how is growth defined in this strategy (i.e. revenue/profit, staff, client-base, regional/international expansion, market share, etc)
- How do you benchmark against your peers in terms of profitability/margins.

The **Lloyds Bank Sustainable Business** of the Year Award

▶▶ CRITERIA

Are you a business that puts sustainability at the core of your values? Is this a crucial part of your business plan? Do you have a plan in place to get to Net Zero? Open to private, public and third sector organisations, this award is for businesses that want to shine a spotlight on the ethical and sustainable based approach. The events of the past 2 years and the highlight on COP 26 has given new meaning to businesses to be sustainable. It goes beyond what you are doing individually but what is changing within your communities, supply chain, home life and beyond.

This award highlights the role of organisations, in address social, economic, geographical and ethical challenges and how to improve this within your sphere.

The Sustainable Business of the Year will recognise those organisations that have achieved meaningful and sustainable impact through partnership, investment, pro-bono work or employee led initiatives.

The judges will look for evidence of how these organisations have brought their values to life, embedded the approach throughout the whole organisation and aligned them with their commercial objectives.

Judges will be looking at how your business is on the road to NetZero:

- **Getting Started**
- **Engagement and Action Today**
- **Measure, Mobilise, Monitor**
- **Navigating the Road Ahead**
- **Heroes of Net Zero**

▶▶▶ SCORING AND WEIGHTING

In this category judges will compare the extent to which each candidate has demonstrated excellence in the following areas:

CORE CRITERIA

- Employee & Community Engagement
- Leadership & Innovation
- Organisational Ethics & Policies
- Financial Performance & Growth

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In a summary of no more than **350 words**, please state what your business is and the market in which operates. Please include your key business achievements that are significant for your market sector or industry. *(Please note that should you become a finalist the answer to this question will be used in external PR & Communications to explain who you are)*

In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & Community Engagement 25%

- Evidence of how employees and stakeholders have been retained, motivated and optimised to deliver the growth objectives of the organisation.
- Evidence of internal engagement.
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with company values?

Leadership & innovation: 25%

- Provide evidence of innovation and how it has supported your strategy
- Tell us about any increased use of technology or digital application has helped support or drive your business objective or values.
- Show us how the management structure, leadership philosophy and culture of your company has driven or supported rapid growth of the last three years.
- Provide examples of how management/senior employees have had a lasting impact on your communities.

Organisational ethics & policies: 35%

- Tell us how ESG and in particular sustainability is defined within your organisation and how those values and objectives align to your strategy for growth.
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with commercial success?
- What is your approach to diversity and inclusion within the workplace?

Financial performance & growth: 15%

- How do you benchmark against your peers.
- Demonstrable evidence of the business providing a social positive impact within its sector or your communities.
- A description of your growth strategy, how growth is defined, market trends or factors which have shaped it, key targets and what has been achieved as a result

The **New Entrepreneur** of the year Award

▶▶ CRITERIA

Launching a business within the last 18 months and been brave a bold. What service or product have you launched that has made you the successful entrepreneur you have become over the last 18 months?

This award celebrates the potential that exists within leaders of the UK's most promising start-ups and new SMEs. Focusing on the market opportunity identified, the model to capitalise on it, and how it has been executed within the first 18 months of trading, judges will look at how initial targets and KPIs have been exceeded, the vision for growth, innovation and the founder's understanding of key challenges, customers and the competitive landscape. Open to any first business founder that has been trading for 24 months from entry deadline date, this Award recognises those demonstrating the entrepreneurial aptitude, commercial acumen, vision, ambition and drive to build a successful enterprise. Judges will be looking for:

- **Your personal story, career and any notable additional information. What would people say makes you an exceptional entrepreneur?**
- **Evidence of the market opportunity you identified, your model to capitalise on it, and how it differentiates you from your competitors**
- **Details about the key innovations you have introduced, or developed, that have created uniqueness and competitive advantage for your business - and the impact on the wider industry if applicable.**
- **Details about your leadership philosophy and how it has driven improvement in performance over the last 24 months.**
- **The plan you have in place to sustain your growth and ongoing financial success.**
- **Top line revenue and net profit figure for the current year, previous year and prediction for the next year of trading.**

▶▶▶ SCORING AND WEIGHTING

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- Leadership & Innovation
- Organisational Ethics & Policies
- Financial Performance & Growth

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In a summary of no more than **350 words**, please state what your business is and the market in which operates. Please include your key business achievements that are significant for your market sector or industry. *(Please note that should you become a finalist the answer to this question will be used in external PR & Communications to explain who you are)*

In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & Customer Engagement **20%**

- Briefly describe the processes or programmes that you have put in place to engage your employees/supply chain in successfully delivering your strategy or vision, or that has empowered them to create growth or improve efficiency.
- Show evidence of how employees and stakeholders have been retained, motivated and optimised to deliver the growth objectives of the organisation.
- Case study examples and top line data to explain how you have increased your customer/user base, or engagement over the last 18 months and the impact this had on your financial performance.

Leadership & innovation: **30%**

- Please outline the key innovation(s) you have introduced, or developed, that have created competitive advantage for your business - and the impact on the wider industry if applicable.
- Briefly explain the processes you have put in place to embed a culture of innovation.
- An outline of key examples of how your management or leadership philosophy has driven or supported growth over the last 18 months.

Organisational ethics & policies: **30%**

- How corporate responsibility and sustainability is defined within your organisation and how those values and objectives align to your strategy for growth.
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with commercial success?
- What is your approach to diversity and inclusion within the workplace?

Financial performance & growth: **20%**

- Tell us about your personal story and career to date and any notable additional information.
- Please show evidence of the market opportunity you identified, your model to capitalise on it, and how it differentiates you from your competitors.
- Explain how you define growth (i.e. revenue/profit, users or participants, staff, client-base, regional/international expansion, etc) and key milestones achieved over the last 18 months
- Please outline the plan in place to sustain your ongoing success and what you believe will drive growth going forward.
- How do you benchmark against your peers in terms of profitability/margins

The **Lloyds Bank New Business** of the year Award

▶▶ CRITERIA

Has your new company shown incredible growth in customers or revenue over the last three years?

Are you a new SME or a startup with a new product or service for your sector or industry to shout about?

Has the mission and quality of your team attracted key investors, whether VC or Angel, to make a significant investment in your company?

If you are a high performing, new company trading for fewer than three years with an innovative edge and something to shout about, this could be your award. The New Business of the Year recognises those companies that have exceeded their initial targets for growth and already show importance within their sector or industry through significant product/service innovation and leadership.

The winning entry will demonstrate how their business concept has met and overcome challenges, adopted a clear understanding of their market, shown significant innovation, built a strong team and has the foundations in place for continued success and potential expansion.

Open to any organisation that began trading less than three years ago, this award will go to the company that best demonstrates the following:

- **Significant growth through meeting and exceeding key objectives**
- **Innovation through product and services**
- **Consideration of customer and employee engagement**
- **Effective leadership and vision**
- **Ethical approach to business**
- **Plans to sustain financial growth**
- **Finances on track with business strategy**

▶▶▶ SCORING AND WEIGHTING

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In a summary of no more than **350 words**, please state what your business is and the market in which operates. Please include your key business achievements that are significant for your market sector or industry. *(Please note that should you become a finalist the answer to this question will be used in external PR & Communications to explain who you are)*

In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & Customer Engagement 20%

- Evidence of how staff and stakeholders have been retained, motivated and optimised to deliver international growth objectives.
- Provide brief case study examples to demonstrate how effective your programme has been.
- Great companies have happy clients and customers that return. Provide us with some case study examples and top line data to support how you have increased your customer base or market penetration over the last 18 months and how you have brought the customer into the business.

Leadership & innovation: 25%

- Providing something different and innovative is the core of any new business with big growth potential. Demonstrate evidence of the most significant innovations implemented within the business (in any area) and how they have contributed to the organisation's success.
- Tell us about your pioneering use of technology
- Great companies are founded and run by great people. Show us how the management structure and leadership philosophy of your company has driven improvement in performance and employee engagement over the last year across the business.

Organisational ethics & policies: 25%

- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with commercial success?
- What is your approach to diversity and inclusion within the workplace?

Financial performance & growth: 30%

- Growth can be measured in many ways. Explain the key elements of your business plan, including targets, KPIs, timescales and key goals along with examples of milestones and barriers/challenges that have been overcome. These can be both financial and wider metrics such as usage, sales, lead generation, NPS scores etc.
- What are your plans to sustain this growth in the future?
- How has your company performed against the financial targets it set itself in its business plan.
- How do you benchmark against your peers
- Demonstrate how you have achieved sustained growth in sales and profits.

The Exporter
of the year Award

▶▶ CRITERIA

Have you achieved a significant export victory for a product or a service? Has a long-term relationship with a business partner overseas delivered a significant growth in your company's sales and profits?

Recognising the successful British businesses that have achieved the highest and most sustainable levels of international growth through exporting, this Award focuses on all aspects of exporting and is looking for sustainable exporting models and innovative practices. Open to any enterprise that is achieving export growth or an increase in revenues from overseas operations, judges will look for the organisation that can best demonstrate:

- **An increase in sales through exporting**
- **Significant growth or expansion overseas**
- **Potential and plan for sustained growth in international markets**
- **Innovation in products, services or processes to enable exporting**
- **International engagement and knowledge of different jurisdictions**
- **Effective leadership and management**
- **An ethical and sustainable approach to business**
- **Strong business results**

▶▶▶ SCORING AND WEIGHTING

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In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & Customer Engagement 25%

- Evidence of how employees and stakeholders have been retained, motivated and optimised to deliver international growth objectives.
- What systems do you have in place for measuring customer satisfaction?
- How do they work and how often are the satisfaction levels measured

Leadership & innovation: 25%

- Examples of how the exporting strategy is innovative, or the key innovations that have helped to deliver objectives set out in your strategy.
- Tell us about your pioneering use of technology
- Show us how the management structure and leadership philosophy of your company has driven improvement in performance and employee engagement over the last year across the business.
- Examples of how the exporting has been led and managed to ensure a successful outcome.

Organisational ethics & policies: 25%

- How corporate responsibility and sustainability is defined within your organisation and how those values and objectives align to international growth.
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with commercial success?
- What is your approach to diversity and inclusion within the workplace?

Financial performance & growth: 25%

- A description of key objectives relating to your exporting story or overseas expansion (market share, profit, revenue growth, geographical expansion, etc) and the strategic context to your business.
- Inspiring examples of how your organisation overcame challenges to getting started in exporting or entered new markets.
- Demonstrate how you have achieved sustained growth in sales and profits.
- How have you handled the issue of Foreign Exchange exposure.
- Evidence that export growth has delivered productivity gains.
- How do you benchmark against your peers in terms of profitability/margins.
- An outline of any plans to sustain ongoing financial success from exporting growth and what you expect to achieve.

The **Lloyds Bank Small to Medium Sized Business** of the year Award

▶▶ CRITERIA

UK SME's are the backbone of the British economy. Are you proud of what your company has achieved, the new business it has won and how it has weather the economic storm over the past year?

Celebrating the contribution of SMEs to the UK economy, this award recognises the Small to Medium-Sized Business that has maintained consistent growth and strong financial performance, understands its customer, has an engaged workforce with effective leadership, demonstrated effective use of technology/digital media to engage with all stakeholders (customers, employees, etc.) and is continually innovating to support future growth.

Open to all organisations with no more than £25 million turnover in their last financial year, this Award will go to the company that best demonstrates the following:

- **An established market position**
- **Excellent growth, expansion or resilience**
- **Potential for sustained growth**
- **Innovation in products, services or processes**
- **Customer and staff engagement**
- **Effective leadership and management**
- **An ethical approach to business**
- **Strong business results**

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In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & Customer Engagement 20%

- Evidence of staff engagement programmes or processes to successfully deliver the strategy or vision and enabled growth or efficiency.
- Case study examples and data to explain how you have increased your customer base or engagement from existing customers and how this has

Leadership & innovation: 25%

- Examples of significant innovations implemented within the business and how it has contributed to overall success.
- Tell us about your pioneering use of technology, such as social media, virtual reality, augmented reality, blockchain, Artificial Intelligence (AI), that has led to a clear increase in productivity and measurable improvement in your customers'/clients' business?
- Key examples of how management or leadership philosophy has driven improvement in performance.

Organisational ethics & policies: 25%

- Description of how sustainability or corporate responsibility is defined, understood and implemented within your organisation.
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with commercial success?
- What is your approach to diversity and inclusion within the workplace?
- What is the proportion of women at senior levels within your company?

Financial performance & growth: 30%

- Explanation of how you define growth, key milestones and any barriers or obstacles that have been overcome to achieve success.
- Plans to sustain ongoing financial success and what you believe will drive growth going forward.
- Demonstrable examples and/or case studies of commercial and financial success.
- Demonstrate how you have achieved sustained growth in sales and profits.
- How do you benchmark against your peers in terms of profitability/margins.

The **Scale-Up Business** of the year Award

▶▶ CRITERIA

Was your business once an SME or a start-up, that has seen spectacular growth?

Have your plans for a new service or product exceeded expectations leading to significant sales growth as measured against your competitors or market size?

Have you retained the key founders of your company as you have grown rapidly yet recruited brilliant new talent as well?

Recognising a market leading increase in sales, headcount, profitability, market share or geographical expansion in recent years this award will go to the business demonstrating the highest levels of growth and a robust plan to deliver a sustainable financial performance.

Open to any UK-based scale-up with a current turnover of not less than £3m per annum, judges will look for the business that can best demonstrate:

- **Market leading growth**
- **Strong financial performance over a three year period**
- **Those which may be considering a listing on the public market in London**
- **Companies which may be seeking access to external capital**
- **Outstanding leadership and management**
- **Innovation in products, services or processes**
- **Exceptional customer service**
- **High levels of employee engagement**
- **An ethical approach to business**

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In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & Customer Engagement **20%**

- Evidence of how employees and key stakeholders have been motivated to deliver growth objectives.
- Evidence of how employees and stakeholders have been retained, motivated and optimised to deliver the growth objectives of the organisation
- Explain your firm's approach to training and R&D.
- How customer service has aligned to growth with examples or data to support Return on Investment (ROI).

Leadership & innovation: **25%**

- Evidence of innovation and how it has supported your strategy for growth.
- What innovative product, service or initiative have you launched that has a measurable impact on your business, customers or employees?
- Show us how the management structure, leadership philosophy and culture of your company has driven or supported rapid growth of the last three years.

Organisational ethics & policies: **20%**

- How corporate responsibility and sustainability is defined within your organisation and how those values and objectives align to your strategy for growth.
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with commercial success?
- What is your approach to diversity and inclusion within the workplace?

Financial performance & growth: **35%**

- A description of your growth strategy, how growth is defined, market trends or factors which have shaped it, key targets and what has been achieved as a result.
- Examples of how the growth strategy has been shaped, led or managed with examples of structures, leadership buy in and the context to the growth.
- How do you benchmark against your peers in terms of profitability/margins.
- Has the performance you have delivered been fuelled by organic or acquisition led growth.
- Demonstrate how you have achieved sustained growth in sales and profits.

The **LDC Entrepreneur** of the year Award

▶▶ CRITERIA

Are you an inspiring and visionary leader whose compelling idea has translated into financial success?

Has your business strategy created value for your investors? Are you prepared to be an ambassador within the wider entrepreneurial world?

Focusing on the contribution of a dynamic, creative and visionary leader, this Award recognises an enterprising individual who has achieved sustained levels of growth and strong financial performance through a culture of innovation, resilience and an ethos of inspiring others through their leadership style. Candidates need to advise what winning the Award would mean to them and how they would plan to activate / be an ambassador for the Award within the wider entrepreneurial world.

Open to individuals operating in the public, private or third sector, this Award will go to the outstanding individual who can best demonstrate the following:

- **Exceptional visionary and inspirational leadership**
- **Identification of a market opportunity**
- **How employees and resources were applied to optimise the opportunity**
- **Strong commercial performance, financial results and demonstrable growth**
- **Demonstration of the creation of real shareholder value**
- **Potential and plan for sustained growth**
- **Innovation in products, services or processes**
- **Customer engagement and loyalty**
- **An ethical approach to business**

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- Leadership & Innovation
- Organisational Ethics & Policies
- Financial Performance & Growth

PROPORTION OF OVERALL SCORE:

PLEASE USE THE BULLET POINTS AND QUESTIONS BELOW AS A GUIDE. IT IS NOT MANDATORY TO ANSWER EACH ONE

▶▶▶▶ ENTRY STATEMENT

In a summary of no more than **350 words**, please state what your business is and the market in which operates. Please include your key business achievements that are significant for your market sector or industry. *(Please note that should you become a finalist the answer to this question will be used in external PR & Communications to explain who you are)*

In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & Customer Engagement **20%**

- Case study examples and top line data to explain how you have increased your customer/user base, or engagement from existing customers, over the last 24 months and the impact this had on your financial performance.
- Examples of staff engagement and how staff are developed to share the vision to create growth.
- Evidence of how employees and key stakeholders have been motivated to deliver growth objectives.

Leadership & innovation: **25%**

- Evidence of innovations introduced or developed to create competitive advantage or react to market changes.
- Tell us about your pioneering use of technology, such as social media, virtual reality, augmented reality, blockchain, Artificial Intelligence (AI), that has led to a clear increase in productivity and an improvement in customer experience
- Show us how the management structure, leadership philosophy and culture of your company has driven or supported rapid growth of the last three years.

Organisational ethics & policies: **25%**

- Description of how sustainability or corporate responsibility is defined, understood and implemented within your organisation.
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with commercial success?
- What is your approach to diversity and inclusion within the workplace?

Financial performance & growth: **30%**

- Please outline the plan in place to sustain your ongoing financial success and what you believe will drive growth going forward.
- How do you benchmark against your peers in terms of profitability/margins.
- Evidence of financial growth, expansion and key milestones over the last 3 years.
- A description of the market opportunity, your operating model and point of competitive differentiation.
- Inspiring and visionary leadership.
- Your personal story and how you seek to inspire others, including your career to date, successes and failures, leadership qualities and how they have benefited your existing business.

The **Lloyds Bank Mid-Market Business** of the year Award

▶▶ CRITERIA

Are you a company with an established market position that has seen spectacular growth in a tightly competitive industry?

Celebrating the contribution of mid-market businesses to the UK economy, this Award recognises businesses who continue to build on their success. Open to any company with a turnover of

£25m +, who has demonstrated exceptional financial returns, strong growth and innovation strategies, and market prominence in its sector.

This Award will go to the company that best demonstrates the following:

- **An established market position**
- **Excellent growth or expansion**
- **Potential for sustained growth**
- **Innovation in products, services or processes**
- **Customer and staff engagement**
- **Effective leadership and management**
- **An ethical approach to business**
- **Strong business results**
- **Clarity of business plan**

▶▶▶ SCORING AND WEIGHTING

In this category judges will compare the extent to which each candidate has demonstrated excellence in the following areas:

CORE CRITERIA

- Employee & Customer Engagement
- Leadership & Innovation
- Organisational Ethics & Policies
- Financial Performance & Growth

PROPORTION OF OVERALL SCORE:

PLEASE USE THE BULLET POINTS AND QUESTIONS BELOW AS A GUIDE. IT IS NOT MANDATORY TO ANSWER EACH ONE

▶▶▶▶ ENTRY STATEMENT

In a summary of no more than **350 words**, please state what your business is and the market in which operates. Please include your key business achievements that are significant for your market sector or industry. *(Please note that should you become a finalist the answer to this question will be used in external PR & Communications to explain who you are)*

In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & Customer Engagement **20%**

- Evidence of staff engagement programmes or processes to successfully deliver the strategy or vision and enabled growth or efficiency.
- Evidence of how employees and stakeholders have been retained, motivated and optimised to deliver the growth objectives of the organisation.
- Case study examples and data to explain how you have increased your customer base or engagement from existing customers and how this has impacted on financial performance.

Leadership & innovation: **25%**

- Examples of significant innovations implemented within the business and how it has contributed to overall success.
- Tell us about your pioneering use of technology, such as social media, virtual reality, augmented reality, blockchain, Artificial Intelligence (AI), that has led to a clear increase in productivity and an improvement in customer experience.
- Key examples of how management or leadership philosophy has driven improvement in performance.

Organisational ethics & policies: **25%**

- Description of how sustainability or corporate responsibility is defined, understood and implemented within your organisation.
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with commercial success?
- What is your approach to diversity and inclusion within the workplace?

Financial performance & growth: **30%**

- Please outline the plan in place to sustain your ongoing financial success and what you believe will drive growth going forward.
- How do you benchmark against your peers in terms of profitability/margins.
- Explanation of how you define growth, key milestones and any barriers or obstacles that have been overcome to achieve success.
- Evidence of continuing entrepreneurial flair within the business.
- Size of future market opportunities and capacity and capability of business to capitalise on them.
- Plans to sustain ongoing financial success and what you believe will drive growth going forward.

The **Technology Innovation** Award

▶▶ CRITERIA

Are you at the heart of digital transformation empowering and enabling people to thrive in organisations?

Recognising the businesses that are empowering and enabling people to thrive in a digital world, this award will celebrate those paving the way with innovation and technology ensuring that the UK remains at the forefront of the tech evolution. This award will recognise and celebrate the businesses leading the charge in this space; the businesses bringing technology to solve a problem within business.

Judges will be looking for evidence of how applied technology has improved business infrastructure and productivity overall alongside the creativity of the solution. Entrants must be able to demonstrate usability and viability and provide proof points for this.

Open to organisation's operating across all sectors, this award will go to the organisation who can best demonstrate the following:

- **Use of technology to solve a business challenge or open up a new market**
- **Innovation in the solution**
- **Usability**
- **Cost-effectiveness (demonstrable ROI of the solution on the business' bottom line)**
- **Strong business growth opportunity (how did this technological solution allow you to grow yours or your client's business? What new opportunities did it open up?)**

▶▶▶ SCORING AND WEIGHTING

In this category judges will compare the extent to which each candidate has demonstrated excellence in the following areas:

CORE CRITERIA

- Employee & Customer Engagement
- Leadership & Innovation
- Organisational Ethics & Policies
- Financial Performance & Growth

PROPORTION OF OVERALL SCORE:

PLEASE USE THE BULLET POINTS AND QUESTIONS BELOW AS A GUIDE. IT IS NOT MANDATORY TO ANSWER EACH ONE

▶▶▶▶ ENTRY STATEMENT

In a summary of no more than **350 words**, please state what your business is and the market in which operates. Please include your key business achievements that are significant for your market sector or industry. *(Please note that should you become a finalist the answer to this question will be used in external PR & Communications to explain who you are)*

In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & Customer Engagement **20%**

- Are you a good employer? Highlight any employee benefits you think appropriate.
- Evidence of how employees and stakeholders have been retained, motivated and optimised to deliver international growth objectives.
- Use brief case study examples to demonstrate how effective your programme has been.
- Explain your firm's approach to training and R&D.
- Tell us about apprenticeship schemes you may have launched.
- Great companies have happy clients and customers that return. Please provide some case study examples and top line data to support how you have increased your customer base or market penetration over the last 12 months and how you have brought the customer into the business.

Leadership & innovation: **30%**

- Providing something different and innovative is the core of any business with big growth potential. Demonstrate evidence of the most significant innovations implemented around AI within the business and how they have contributed to the organisation's success.
- Great companies are founded and run by great people. Show us how the management structure and leadership philosophy of your company has driven improvement in performance and employee engagement over the last year across the business.

Organisational ethics & policies: **25%**

- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with commercial success?
- What is your approach to diversity and inclusion within the workplace?
- How does you're the product support the good of your communities?

Financial performance & growth: **25%**

- Growth can be measured in many ways. Explain the key elements of your business plan, including targets, KPIs, timescales and key goals along with examples of milestones and barriers/challenges that have been overcome. These can be both financial and wider metrics such as usage, sales, lead generation, NPS scores etc.
- How has your company performed against the financial targets it set itself in its business plan.
- How do you benchmark against your peers in terms of profitability/margins.
- Demonstrate how you have achieved sustained growth in sales and profits.

The **Purpose Before Profit** Award

▶▶ CRITERIA

2020 and beyond forced businesses and individuals to change. This award will recognise those who put their purpose and meaning before profits.

The past year has been one of the most challenging for individuals, communities and businesses. This special award recognises the businesses that have focused their attention to ensuring their overall purpose stands first and fore-mostly within their strategy.

During these trying years, businesses have had to adapt almost overnight – some pivoting immediately to support their local communities or provide supplies to support the UK healthcare system or their local economy.

The British Business Excellence Awards wants to pay tribute to the organisations that have gone above and beyond during 2021/22.

If your business or community organisation has made a real difference during the last year, enter The Octopus Energy for Business Purpose Before Profit Award today.

▶▶▶ SCORING AND WEIGHTING

In this category judges will compare the extent to which each candidate has demonstrated excellence in the following areas:

CORE CRITERIA

- Employee & Customer Engagement
- Leadership & Innovation
- Organisational Ethics & Policies
- Financial Performance & Growth

PROPORTION OF OVERALL SCORE:

PLEASE USE THE BULLET POINTS AND QUESTIONS BELOW AS A GUIDE. IT IS NOT MANDATORY TO ANSWER EACH ONE

▶▶▶▶ ENTRY DETAILS

In a summary of no more than **350 words**, please state what your business is and the market in which operates. Please include your key business achievements that are significant for your market sector or industry. *(Please note that should you become a finalist the answer to this question will be used in external PR & Communications to explain who you are)*

In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & Community Engagement 25%

- Evidence of how employees and stakeholders have been retained, motivated and optimised to deliver the growth objectives of the organisation.
- Evidence of internal engagement.
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with company values?

Leadership & innovation: 25%

- Provide evidence of innovation and how it has supported your strategy
- Tell us about any increased use of technology or digital application has helped support or drive your business purpose.
- Provide examples of how management/senior employees have had a lasting impact on your communities and purpose.

Organisational ethics & policies: 35%

- Tell us how ESG and in particular sustainability is defined within your organisation and how those values and objectives align to your strategy for your purpose.
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with commercial success?
- What is your approach to diversity and inclusion within the workplace?

Financial performance & growth: 15%

- How do you benchmark against your peers.
- Demonstrable evidence of the business providing a social positive impact within its sector or your communities.
- A description of your growth strategy, how growth is defined, market trends or factors which have shaped it, key targets and what has been achieved as a result

The **Lloyds Bank Local Business** of the Year Award

▶▶ CRITERIA - FREE TO ENTER

Open to all business with a turnover of no more than **£500,000**, this award celebrates the determination, resilience and true back bone of Britain's high streets and our day to day support from local communities.

There are 5.7 million micro business in the UK and they represent 95.72% of all UK privately owned businesses. 4,567,775 UK businesses have no employees (so are simply run by the owners).

- **Has your local business gone above and beyond to support your community during the pandemic?**
- **How have you coped and supported your teams/leaders over the past 18 months?**
- **What has been the business successes and what have you learnt over the past 18 months? What is your business structure? How did your business evolve? Has your turnover improved?**
- **Have you made any distinct efforts to improve your carbon footprint?**
- **Judges will be looking for exemplar qualities that make you a unique, distinct local business.**

▶▶▶ ENTRY REQUIREMENT

In no more than **700 words**, please enter why you think you should win this award.

The **Diversity Champion** of the Year Award

▶▶ CRITERIA

This award is open to any individual or business that is proud to say that they are the most diverse and forward-thinking policy and strategy towards equality. This award will be given to those who encourage uncomfortable conversations, who are constantly challenging the status quo and believe in a brighter future.

Diversity Champions are important to UK business because they role model inclusion. They are the people taking action to ensure inclusion and diversity objectives are achieved: they are making inclusion an everyday reality. Judges will be looking for both internal and external campaigns, recruitment practices, internal strategies, individuals and groups who champion diversity with business. Judges will be looking for evidence of how this is embedded in the overall business strategy and aligned with any commercial objectives.

Judges will look for meaning and measurable impact of diversity practices within the business and what this looks like in the future also.

▶▶▶ SCORING AND WEIGHTING

In this category judges will compare the extent to which each candidate has demonstrated excellence in the following areas:

CORE CRITERIA

- Employee & Customer Engagement
- Leadership & Innovation
- Organisational Ethics & Policies
- Financial Performance & Growth

PROPORTION OF OVERALL SCORE:

PLEASE USE THE BULLET POINTS AND QUESTIONS BELOW AS A GUIDE. IT IS NOT MANDATORY TO ANSWER EACH ONE

▶▶▶▶ ENTRY DETAILS

In a summary of no more than **350 words**, please state what your business is and the market in which operates. Please include your key business achievements that are significant for your market sector or industry. *(Please note that should you become a finalist the answer to this question will be used in external PR & Communications to explain who you are)*

In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & Community Engagement 25%

- Evidence of how employees and stakeholders have been retained, motivated and optimised to talk about, deliver and enhance diversity within the organisation
- Evidence of internal engagement.
- What is your company doing to drive this internally for the future?
- What recruitment practices are in place? Have you sought consultation on the culture within the business?

Leadership & innovation: 25%

- Provide evidence of innovation and how it has supported your strategy
- Tell us about any increased use of technology or digital application has helped support or drive your business diversity of all kinds.
- Show us how the management structure, leadership philosophy and culture of your company has driven or supported this.
- Provide examples of how management/senior employees have had a lasting impact on your diversity .

Organisational ethics & policies: 35%

- Does Diversity sit within your overall business strategy?
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with commercial success?
- What is your approach to diversity and inclusion within the workplace?

Financial performance & growth: 15%

- How do you benchmark against your peers. What makes you stand out?
- Demonstrable evidence of the business providing a social positive impact within its sector or your communities.
- A description of your growth strategy, how growth is defined, market trends or factors which have shaped it, key targets and what has been achieved as a result.

The **ESG Champion** of the Year Award

▶▶ CRITERIA

Environmental, Social and Governance (ESG) is one of the defining trends for business in recent years, amongst many things, it provides investors with the opportunity to mobilise support for greener industries and reduce exposure to unsustainable business practices. This award is open to any business that is proactively taking steps to enhance their ESG products and credentials.

The judges are looking for businesses who can demonstrate how since the start of 2021 they have successfully enacted ESG policies and evolved their overall strategy to support the green economy and tackle environmental and climate risks. The leading businesses will provide a clear explanation of the company's ESG strategy and activities, evidence of how effective the strategy has proven, and an insight into how these practices have helped to drive greener business practices and improved climate risk management across its portfolio.

The judges will look for evidence of how these organisations have brought their values and strategy to life, embedded the approach throughout the whole organisation and aligned them with their commercial objectives.

▶▶▶ SCORING AND WEIGHTING

In this category judges will compare the extent to which each candidate has demonstrated excellence in the following areas:

CORE CRITERIA

- Employee & Customer Engagement
- Leadership & Innovation
- Organisational Ethics & Policies
- Financial Performance & Growth

PROPORTION OF OVERALL SCORE:

PLEASE USE THE BULLET POINTS AND QUESTIONS BELOW AS A GUIDE. IT IS NOT MANDATORY TO ANSWER EACH ONE

▶▶▶▶ ENTRY DETAILS

In a summary of no more than **350 words**, please state what your business is and the market in which operates. Please include your key business achievements that are significant for your market sector or industry. *(Please note that should you become a finalist the answer to this question will be used in external PR & Communications to explain who you are)*

In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & Community Engagement 25%

- Evidence of how employees and stakeholders have been retained, motivated and optimised to deliver the growth objectives of the organisation and how ESG relates to this.
- Evidence of internal engagement.
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with company values?

Leadership & innovation: 25%

- Provide evidence of innovation and how it has supported your strategy
- Tell us about any increased use of technology or digital application has helped support or drive your business objective or values.
- Show us how the management structure, leadership philosophy and culture of your company has driven or supported rapid growth of the last three years.
- Provide examples of how management/senior employees have had a lasting impact on your communities.

Organisational ethics & policies: 35%

- Tell us how ESG and in particular sustainability is defined within your organisation and how those values and objectives align to your strategy for growth.
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with commercial success?
- What is your approach to diversity and inclusion within the workplace?

Financial performance & growth: 15%

- How do you benchmark against your peers.
- Demonstrable evidence of the business providing a social positive impact within its sector or your communities.
- A description of your growth strategy, how growth is defined, market trends or factors which have shaped it, key targets and what has been achieved as a result

The **Business Transformation** of the Year Award

▶▶ CRITERIA

Has your business undergone a major transformation in the past 24 months? Has your busines required a pandemic driven transformation? Have you moved to the cloud? Have you adopted technologies to help streamline processes? Have you had a restructure to enable your business to operate more effectively? Have you introduced more digital skills to the workforce? This Award goes to a business that has stepped away from the 'usual' processes to challenge itself and those within the business.

Judges will be looking for evidence of projects that have transformed the business. Judges will also be looking for evidence of research taken ahead of the project to assess the scope, then the teams that were assigned to the project (Third party? Finance? HR?), how the project timeline was adhered too and ultimately its demonstrable results. Judges will look for meaningful measurements beyond profits and cost benefits to measure its success.

Entrants can enter a single project or an overall strategy.

▶▶▶ SCORING AND WEIGHTING

In this category judges will compare the extent to which each candidate has demonstrated excellence in the following areas:

CORE CRITERIA

- Employee & Customer Engagement
- Leadership & Innovation
- Organisational Ethics & Policies
- Financial Performance & Growth

PROPORTION OF OVERALL SCORE:

PLEASE USE THE BULLET POINTS AND QUESTIONS BELOW AS A GUIDE. IT IS NOT MANDATORY TO ANSWER EACH ONE

▶▶▶▶ ENTRY DETAILS

In a summary of no more than **350 words**, please state what your business is and the market in which operates. Please include your key business achievements that are significant for your market sector or industry. *(Please note that should you become a finalist the answer to this question will be used in external PR & Communications to explain who you are)*

In no more than **1200 words,** please tell us why you think you should win this award. Please use the bullet points below as a guide to writing your entry:

Employee & Community Engagement 25%

- Evidence of how employees and stakeholders have been retained, motivated and optimised to deliver the growth objectives of the organisation. What was this overall transformation? How was this met internally?
- Evidence of internal engagement.
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with company values?

Leadership & innovation: 25%

- Provide evidence of innovation and how it has supported your strategy
- Tell us about any increased use of technology or digital application has helped support or drive your business objective or values.
- Show us how the management structure, leadership philosophy and culture of your company has driven or supported the transformation. Who led this project?
- Provide examples of how management/senior employees have had a lasting impact on your communities.

Organisational ethics & policies: 35%

- Tell us how ESG and in particular sustainability is defined within your organisation and how those values and objectives align to your strategy for growth. Did this support the transformation?
- What is your company doing to drive environmental and/or social sustainability and how are those initiatives aligned with commercial success?
- What is your approach to diversity and inclusion within the workplace?

Financial performance & growth: 15%

- How do you benchmark against your peers.
- Demonstrable evidence of the business providing a social positive impact within its sector or your communities.
- A description of your growth strategy, how growth is defined, market trends or factors which have shaped it, key targets and what has been achieved as a result

The **Leader** of the Year Award

▶▶ CRITERIA

The Leader of the Year Award is the highest accolade to be presented at The Lloyds Bank British Business Excellence Awards and will go to an exemplary CEO who has successfully led a strategy for outstanding performance. A long list of potential candidates is compiled through the year to identify four exemplary industry leaders from four recession-defying organisations based on the following criteria:

- **Develop a clear strategy for the business or organisation**
- **Show success of that strategy against measurable targets**
- **Demonstrate an awareness of and engagement with global, societal and organisational issues, through their actions as a leader – and to have been heard to have done so**
- **Show robust engagement with socio-economic and socio-political issues of diversity and inclusion**
- **Show a willingness to engage with the challenges and opportunities of an increasingly globalised and digital economy**
- **Identify key challenges for the business or organisation and overcome them**
- **Deliver a human approach to leadership that is embodied throughout the business**

▶▶▶ SCORING AND WEIGHTING

This category is nomination only by the BBEA Advisory Board and judges. Nominations are accepted externally by emailing a statement nomination no longer than 1000 words to Awards Director sarah@sarahaustin.co.uk.

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