



# THE QUEEN'S AWARDS FOR ENTERPRISE: SUSTAINABLE DEVELOPMENT 2019



This PDF version of the Sustainable Development Award application is for **reference only**.

**Please do not send in** this form to apply for this award. To apply for this award, you must complete the online form.

**Submission deadline: 12 Sep 2018 at 12:00pm**

## COMPANY INFORMATION:

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We need this information to ensure we have some basic information about your organisation, which will help us to undertake due diligence checks if your application is shortlisted.

**A1. Are you applying on behalf of your:**

- Whole organisation (with ultimate control)
- A division, branch or subsidiary

**!** Where we refer to 'your organisation' in the form, please enter the details of your division, branch or subsidiary.

**A2. Full/legal name of your organisation**

If applicable, include 'trading as', or any other name your organisation uses/has used. Please note, if successful, we will use this name on any award materials - e.g. award certificates.

**A3. Does your organisation operate as a principal?**

We recommend that you apply as a principal. A principal invoices its customers (or their buying agents) and is the body to receive those payments.

- Yes

No

**A3.1. Please explain your relationship with the invoicing unit, and the arrangements made.**

*Answer this question if you selected 'No' in question A3.*

Word limit: 100

**A4. Are you a company or charity?**

Company

Charity

**A4.1. Please provide your company or charity registration number or enter 'N/A'.**

If you're an unregistered subsidiary, please enter your parent company's number.

**A4.2. Please provide your VAT registration number or enter 'N/A'.**

If you're an unregistered subsidiary, please enter your parent company's number.

**A5. Date started trading**

Organisations that began trading after 12/09/2016 aren't eligible for this award (or 12/09/2013 if you are applying for the five-year award).

Day Month Year

**A6. In the last ten years have you applied, whether you have won or not, for a Queen's Awards for Enterprise award in any category?**

Yes

No

**A6.1. List the Queen's awards you have applied for in the last 10 years.**

*Answer this question if you selected 'Yes' in question A6.*

Year Awarded - Category - Outcome

**A6.2. Have you changed the name of your organisation since your last entry?**

*Answer this question if you selected 'Yes' in question A6.*

Yes

No

**A6.3. Name used previously**

*Answer this question if you selected 'Yes' in question A6.2 and if you selected 'Yes' in question A6.*

**A6.4. Reference number(s) used previously**

*Answer this question if you selected 'Yes' in question A6.2 and if you selected 'Yes' in question A6.*

Word limit: 100

**A7. Have you won any other awards in the past?**

Yes

No

**A7.1. Please describe them.**

*Answer this question if you selected 'Yes' in question A7.*

If you can't fit all of your awards below, then choose those you're most proud of.

Word limit: 250

**A8. Is this application part of a joint entry with any contributing organisation(s)?**

If two or more organisations made a significant contribution to the product, service or management approach, then you should make a joint entry. Each organisation should submit separate, cross-referenced, entry forms.

Yes

No

**A8.1. Please enter their name(s).**

*Answer this question if you selected 'Yes' in question A8.*

Word limit: 100

**A9. Did any external organisation(s) or individual(s) contribute to your sustainable product/service/management approach?**

Excluding paid suppliers and consultants.

Yes

No

**A9.1. Are they aware that you're applying for this award?**

*Answer this question if you selected 'Yes' in question A9.*

Yes, they are all aware

No, they are not all aware

**!** **We recommend that you notify all the contributors to your product/service/management approach of this entry.**

**A9.2. Explain why external organisations or individuals that contributed to your sustainable development are not all aware of this applications.**

*Answer this question if you selected 'Yes' in question A9 and if you selected 'No' in question A9.1.*

Word limit: 200

**A10. Trading address of your organisation**

Building:

Street:

Town or city:

County:

Postcode:

Region:

**A11. Main telephone number**

**A12. Website address**

**A13. SIC code**

Select SIC code

**A14. Do you have a parent or a holding company?**

Yes

No

**A14.1. Name of immediate parent company**

*Answer this question if you selected 'Yes' in question A14.*

**A14.2. Country of immediate parent company**

*Answer this question if you selected 'Yes' in question A14.*

**A14.3. Does your immediate parent company have ultimate control?**

*Answer this question if you selected 'Yes' in question A14.*

Yes

No

**A14.4. Name of organisation with ultimate control**

*Answer this question if you selected 'No' in question A14.3 and if you selected 'Yes' in question A14.*

**A14.5. Country of organisation with ultimate control**

*Answer this question if you selected 'No' in question A14.3 and if you selected 'Yes' in question A14.*

**A15. Upload an organisational chart (optional)**

You can submit a file in any common format, as long as it is less than 5mb.

**What are the allowed file formats?**

You can upload any of the following file formats: chm, csv, diff, doc, docx, dot, dxf, eps, gif, gml, ics, jpg, kml, odp, ods, odt, pdf, png, ppt, pptx, ps, rdf, rtf, sch, txt, wsdl, xls, xlsx, xlt, xml, xsd, xslt, zip.

# YOUR SUSTAINABLE DEVELOPMENT:

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This section enables you to present the details of your product, service or management approach and to give us the evidence about your activities, leadership and achievements that will allow us to assess your application.

Please try to avoid using technical jargon in this section.

## **B1. This entry relates to:**

Select all that apply.

- A product
- A service
- A management approach

## **B1.1. Briefly describe your product, service or management approach.**

If more than one, please make sure you cover all of them.

This will be used in publicity material if your application is successful.

For example:

- Working with organisations to produce the highest quality printed material with the lightest environmental impact.
- Product and ingredient certification, business services and public awareness for fair and sustainable trade.
- Own, manage and develop an environmentally friendly commercial property, focused on UK retail offices.

Word limit: 15

## **B1.2. Summarise your product, service or management approach specifically concerning your core business, and any practices followed as a result of the operations or requirements of the wider organisation/parent company.**

Please note: If you are applying for a management approach only, the sustainability of your product/service will also be taken into account.

If more than one product, service or management approach, please make sure you cover all of them. Include a brief description of their origin and development.

Word limit: 500

**B2. Describe how you demonstrate leadership regarding influencing staff or managing the resources that are important to your application and how you look to embed these principles with your suppliers and customers.**

Please summarise any plans, policies, strategies that you have in place that demonstrate your leadership approach within your organisation and which drive your relationships with your partners.

For example, you may wish to demonstrate how you:

- Have achieved any specific successes and outcomes, such as developing an innovative new product or process delivering environmental benefits (above), or seeing sustainable development outcomes embedded in your organisation, supply chain or community.
- Follow principles of good governance, openness and consultation with regards to customers, suppliers and staff.
- Have embedded ethical business principles and, where appropriate, have actively opposed corruption and unfair practices or challenged those with a detrimental impact on the environment.
- Systematically promote sustainable development - for example, by using indicators, targets, policies and management processes to enable you to demonstrate and measure progress and success.
- Take part in and commit to relevant accredited and verified schemes such as British Standards and ISO.
- Create management innovation. For example, develop innovative ways to engage employees, local communities and stakeholders in sustainable development, or have reward schemes for employees with good environmental and social performance.

Please specify the timescale over which your sustainable development performance has been or will be sustained.

Word limit: 750

**B3. Where possible, provide evidence of your product, service or management approach's contribution to each of the outcomes of sustainable development below.**

You should demonstrate good performance in all areas and outstanding performance in at least one area. If your contribution is not outstanding in all areas, please describe the actions you are taking to improve outcomes in those areas.

*Please note B3 is just a heading for the following subquestions.*

**B3.1. Explain how it contributes to environmental outcomes of sustainable development.**

'Environmental outcomes' means respecting the limits of the planet's environment, natural resources and biodiversity, including, where possible, improving the state of the environment.

When explaining your contribution to the environmental outcomes of sustainable development, you may find it helpful to consider:

- The Government's goals in the 25 Year Environment Plan to improve the environment within a generation.
- The goal of demonstrating leadership on cleaner economic growth as set out in the Government's Clean Growth Strategy and Industrial Strategy.

Your sustainable development activity might be an activity which helps to deliver:

- Clean air.
- Clean and plentiful water.
- Mitigations and adaptations to climate change.
- More efficient use of energy and reduced reliance on high carbon energy sources.
- Thriving plants and wildlife.
- Reduced risk of harm from environmental hazards such as flooding and drought.
- More sustainable and efficient use of resources from nature.
- Enhanced beauty, heritage and engagement with the natural environment.
- Reduced waste and increased recycling.

- Management of exposure to chemicals.
- Improvements to biosecurity.

For example, you might wish to demonstrate how you and your suppliers have:

- Adopted innovative new business models. For example, more 'circular' approaches to resource management, reverse logistics or shifting from sales to leasing models.
- Reduced greenhouse gas emissions, through greater energy efficiency and reduced reliance on fossil fuels.
- Reduced the amount of waste generated and reduced the environmental impact of outputs.
- Substituted material inputs for more environmentally sound alternatives.
- Reduced water consumption.
- Taken action to encourage customers or the public to reduce their water, energy or other consumption habits, for example, by using less plastic.
- Protected or enhance the physical environment and its biodiversity on sites that you occupy, those of your supply chain or in your local community.
- Participated in external activities with environmental benefits – for example, supporting local environmental groups, influencing your sector.
- Undertaken sustainable, for example - green, procurement.

Word limit: 750

### **B3.2. Explain how it contributes to social outcomes of sustainable development.**

'Social outcomes' means working towards the needs of people in the present and future communities, promoting well-being, cohesion and equal opportunities.

For example, you may wish to demonstrate how you:

- Create products and services that deliver social value, such as positive nutritional outcomes and health and wellbeing benefits, as well as market-offers that in themselves help build sustainable communities.
- Promote health and safety for your staff and supply chain, and at the very least meet British Standards or their equivalent, and influence others in the sector to do similar.

- Promote the wellbeing of staff including helping them to deliver skills which will be of value both inside and outside work.
- Support local communities - for example, through staff volunteering or sharing of resources, premises and expertise.
- Engage with local schools, colleges and universities to help increase the life chances of young people.
- Procure food that meets British or equivalent production standards, and support a healthy balanced diet.
- Conserve any parts of your environment with historical or cultural importance.

Word limit: 750

**B3.3. Explain how it contributes to economic outcomes of sustainable development.**

'Economic outcomes' means building a fair, sustainable economy which provides prosperity and opportunity for all, promotes innovation and encourages lifelong learning.

For example, you may wish to demonstrate how you:

- Have maximised the economic benefits or grown your business while reducing or eliminating your greenhouse gas emissions and reliance on fossil fuels.
- Have encouraged businesses in your supply chain to reduce their carbon footprint and reliance on fossil fuels.
- Have implemented sustainable development practices that have helped you to create jobs, especially amongst disadvantaged groups.
- Have created procurement practices which support the local economy.
- Have articulated the business case for your organisation to assess, address and report on natural capital risks and opportunities in your operations and supply chains.
- Encourage and enable staff in your organisation and supply chain to undertake learning and development to improve their skills and life chances, including through formal routes such as apprenticeships and informal on-the-job learning.
- Are open to new concepts in sustainable development and are finding innovative ways to improve both sustainability and the bottom line, and how you have facilitated environmental or low carbon entrepreneurialism or innovation either as an organisation or in your supply chains.
- Promote sustainable construction practices.

Word limit: 750

**B4. How does the information provided in previous answers demonstrate that you are showing sector-leading sustainability performance?**

Can you benchmark this performance against other comparable organisations?

What have you done to address and overcome the most important sustainable development challenges that are specific to your sector?

Have you pioneered the development of new natural capital markets – for example, in exploring how more revenue streams could be generated to make natural capital assets investable?

Have any of your operations or sustainability innovations resulted in the UK becoming an international leader in providing knowledge-based goods and services?

Word limit: 750

**B5. Please name the external organisation(s) or individual(s) that contributed to your product, service or management approach, and explain their contributions or enter "N/A".**

Word limit: 400

**B6. Is the product, service or management approach under licence from another organisation?**

Yes

No

**B6.1. Briefly describe the licensing arrangement.**

*Answer this question if you selected 'Yes' in question B6.*

Word limit: 100

**B7. Have you received any grant funding to support this product, service or management approach?**

We ask this in order to help us carry out due diligence if your application is shortlisted.

Yes

No

**B7.1. Please give details of date(s), source(s) and level(s) of funding.**

*Answer this question if you selected 'Yes' in question B7.*

Word limit: 250

**B8. Please select the date since when your product, service or management approach has been in commercial operation, production or in progress?**

You are not eligible for this award if it's after 12/09/2016 (or after 12/09/2013 if you are applying for the five-year award).

Day Month Year

**B8.1. Additional comments (optional)**

Word limit: 200

# COMMERCIAL PERFORMANCE:

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All applicants for any Queen's Award must demonstrate a certain level of financial performance. This section enables you to demonstrate the impact that your sustainable development had on your organisation's financial performance.

If you haven't reached your latest year-end, please use estimates to complete this section.

**!** You can provide estimated figures for now but, should you be shortlisted, you will have to provide the actual figures that have been verified by an independent accountant by November.

## C1. How would you describe the impact of your sustainable development on your organisation's financial performance?

Your answer here will determine whether you are assessed for outstanding sustainable development (over two years) or continuous sustainable development (over five years).

- Outstanding Sustainable Development: sustainable development has improved commercial performance over two years
- Continuous Sustainable Development: sustainable development has improved commercial performance over five years

## C2. Please enter your financial year end date.

If you haven't reached or finalised your latest year-end yet, please enter it anyway and use financial estimates to complete your application. If shortlisted, these figures will need to be verified by an independent accountant within a specified deadline.

Day Month

## C2.1. Did your year-end date change during your 2 or 5 year entry period?

We ask this to obtain all of the commercial figures we need to assess your application. You should ensure that any data supporting your application covers 2 or 5 full 12-month periods.

- Yes
- No

**C2.2. Please enter your year-end dates for each financial year.**

*Answer this question if you selected 'Yes' in question C2.1.*

*If you have selected “Outstanding Sustainable Development: sustainable development has improved commercial performance over two years” in C1, you will only need to provide information for the last two years.*

Financial year 1

Financial year 2

Financial year 3

Financial year 4

Financial year 5 (current)

**C2.3. Please explain why your year-end date changed.**

*Answer this question if you selected 'Yes' in question C2.1.*

Word limit: 100

**C3. Enter the number of people employed by your organisation in the UK in each year of your entry.**

*If you have selected “Outstanding Sustainable Development: sustainable development has improved commercial performance over two years” in C1, you will only need to provide information for the last two years.*

You can use the number of full-time employees at the year-end, or the average for the 12 month period. Part-time employees should be expressed in full-time equivalents.

Financial year 1:

Financial year 2:

Financial year 3:

Financial year 4:

Financial year 5 (current):

**C4. Company Financials**

A parent company making a group entry should include the trading figures of all UK

members of the group.

You must enter actual financial figures in £ sterling (ignoring pennies).

Please do not separate your figures with commas.

*Please note C4 is just a heading for the following subquestions.*

#### **C4.1. Total turnover**

*If you have selected “Outstanding Sustainable Development: sustainable development has improved commercial performance over two years” in C1, you will only need to provide information for the last two years.*

Financial year 1:

Financial year 2:

Financial year 3:

Financial year 4:

Financial year 5 (current):

#### **C4.2. Of which exports**

*If you have selected “Outstanding Sustainable Development: sustainable development has improved commercial performance over two years” in C1, you will only need to provide information for the last two years.*

Please enter '0' if you had none.

Financial year 1:

Financial year 2:

Financial year 3:

Financial year 4:

Financial year 5 (current):

#### **C4.3. Of which UK sales**

*If you have selected “Outstanding Sustainable Development: sustainable development has improved commercial performance over two years” in C1, you will only need to*

*provide information for the last two years.*

This number is automatically calculated using your total turnover and export figures.

Financial year 1:

Financial year 2:

Financial year 3:

Financial year 4:

Financial year 5 (current):

#### **C4.4. Net profit after tax but before dividends (UK and overseas)**

*If you have selected “Outstanding Sustainable Development: sustainable development has improved commercial performance over two years” in C1, you will only need to provide information for the last two years.*

Use a minus symbol to record any losses.

Financial year 1:

Financial year 2:

Financial year 3:

Financial year 4:

Financial year 5 (current):

#### **C4.5. Total net assets**

*If you have selected “Outstanding Sustainable Development: sustainable development has improved commercial performance over two years” in C1, you will only need to provide information for the last two years.*

As per your balance sheet. Total assets (fixed and current) minus liabilities (current and long-term).

Financial year 1:

Financial year 2:

Financial year 3:

Financial year 4:

Financial year 5 (current):

**C4.6. Explain any drops in turnover, export sales, total net assets and net profits, as well as any losses made.**

*Answer this question if you have any dips or losses in turnover, total net assets or net profits.*

Word limit: 200

**C5. How does the sustainable development product, service or management approach that forms the basis of this application fit within the overall business?**

It is important that we know whether or not your sustainable development is the key thing your business does, or forms part of a wider approach. This is so we can understand the commercial value of your sustainable development in the context of your overall commercial performance.

- It's integral to the whole business
- It affects specific product, service or management approach

**C6. Sustainable Development Financials**

If applicable, please provide your unit price, cost details and sales figures to help us understand the value of your sustainable development.

Some questions may not apply, please answer the ones that are applicable to your sustainable development.

You must enter actual financial figures in £ sterling (ignoring pennies).

Please do not separate your figures with commas.

*Please note C6 is just a heading for the following subquestions.*

**C6.1. Number of units/contracts sold (if applicable)**

*If you have selected "Outstanding Sustainable Development: sustainable development has improved commercial performance over two years" in C1, you will only need to provide information for the last two years.*

Financial year 1:

Financial year 2:

Financial year 3:

Financial year 4:

Financial year 5 (current):

**C6.2. Sales (if applicable)**

Financial year 1:

Financial year 2:

Financial year 3:

Financial year 4:

Financial year 5 (current):

**C6.3. Of which exports (if applicable)**

*If you have selected “Outstanding Sustainable Development: sustainable development has improved commercial performance over two years” in C1, you will only need to provide information for the last two years.*

Please enter '0' if you had none.

Financial year 1:

Financial year 2:

Financial year 3:

Financial year 4:

Financial year 5 (current):

**C6.4. Of which royalties or licences (if applicable)**

*If you have selected “Outstanding Sustainable Development: sustainable development has improved commercial performance over two years” in C1, you will only need to provide information for the last two years.*

Please enter '0' if you had none.

Financial year 1:

Financial year 2:

Financial year 3:

Financial year 4:

Financial year 5 (current):

**C6.5. Explain any drop in sales or number of units sold (if applicable)**

Word limit: 250

**C6.6. Direct cost, to you, of a single unit/contract (if applicable)**

*If you have selected “Outstanding Sustainable Development: sustainable development has improved commercial performance over two years” in C1, you will only need to provide information for the last two years.*

Financial year 1:

Financial year 2:

Financial year 3:

Financial year 4:

Financial year 5 (current):

**C6.7. Explain your direct unit/ contract costs, highlighting any changes over the above periods (if applicable).**

Word limit: 250

**C7. Are any of the figures used on this page estimates?**

Yes

No

**C7.1. Explain the use of estimates, and how much of these are actual receipts or firm orders.**

*Answer this question if you selected 'Yes' in question C7.*

Word limit: 250

**C8. What cost-savings have you or your customers' businesses made as a result of the introduction of the product, service or management approach?**

Please describe the cost savings and/or other benefits in addition to the sustainability impact you have already demonstrated in section B of this form. Please provide figures if known.

Word limit: 250

**C9. Please enter details of all investments and reinvestments (capital and operating costs) in your product/service/management approach.**

Include all investments and reinvestments made both during and before your entry period. Also, include the year(s) in which they were made.

Word limit: 400

**C9.1. How long did it take you to break even? When and how was this achieved?**

'Breaking even' is when you reach a point where profits are equal to all costs (capital and operating).

Word limit: 250

# DECLARATION OF CORPORATE RESPONSIBILITY:

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All applicants for a Queen's Award for Enterprise must demonstrate how they meet commonly accepted standards for corporate responsibility. Applicants who are not able to demonstrate corporate social responsibility will not be successful.

The Declaration of Corporate Responsibility is a chance for you to show your responsible business conduct and its social, economic and environmental impact.

You should demonstrate:

- how your business impacts on your local community and society in general;
- how it impacts on the environment and initiatives you take to limit such impact;
- how you work to support and develop your employees;
- what steps you take to ensure you deal ethically with both your suppliers and customers.

We recognise that for many smaller companies the extent to which they can deliver high impact Corporate Responsibility may be limited. Given this, please answer the questions in a way that best suits your organisation.

The guidance notes below each section are not exhaustive. Where possible, please support your answers with quantitative evidence of your initiatives, improvements and successes; and describe any relevant policies or handbooks that you have in place.

**!** You may have answered some of the questions in this section in other parts of the form. If you believe this is the case, you do not need to repeat the information, but make it clear by referencing other parts of the form.

**Please use this section to give us additional information about corporate responsibility that you have not covered elsewhere in the form and would like us to see.**

## **D1. The impact of your business operations on society**

How does your business try to ensure a beneficial impact of all your practices and activities on society?

What activities do you undertake to foster good relations with local communities?  
Outline how you evaluate and report on their impact.

If you have operations in emerging or developing markets, are these conducted with proper regard for the current and future welfare of the people employed there?

Word limit: 250

## **D2. The environmental impact of your business operations**

Describe any environmental considerations within your business. For example, energy efficiency strategies, recycling policies, emissions reduction policies.

State if and how you undertake environmental impact assessments of major projects.

How are environmental considerations and efficient use of resources built into your business/ products/ services?

Word limit: 250

## **D3. Relations with employees**

Do you have a code of conduct or employee policies? For example, health and safety, training, staff welfare, whistleblowing and equal opportunities.

Do you offer any special employment conditions? For example, flexible working, extended maternity pay.

How do you keep your employees engaged? For example, communication, assessments, incentives, opportunities for career development.

How are you training and developing your staff?

Do you encourage/support them to learn new skills and gain new qualifications?

Do you take on apprentices, and if so, how many?

Word limit: 250

**D4. Relations with customers and suppliers**

How do you encourage your suppliers to meet ethical standards?

To what extent are you sourcing or encouraging your supply chain to source UK goods and services?

By what criteria do you select clients and ensure they are appropriate for your services?

How do you measure customer satisfaction and what have been the results?

By what criteria do you select clients and ensure they are appropriate for your services?

Word limit: 250

- D5.**  I am not aware of any matter which might cast doubt on the worthiness of my organisation to receive a Queen's Award for Enterprise.

## ADD WEBSITE ADDRESS/DOCUMENTS:

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- E1. If there is additional material you feel would help us to assess your entry, then you can add up to 3 files or website addresses here.**

Please include any vital information in the form as we can't guarantee the additional material will be reviewed. It is also essential to reference these in your application to ensure the assessors are aware of them and can relate this information to the relevant questions.

You can upload files in all common formats, as long as they're less than 5mb each. You may link to videos, websites or other media you feel relevant. We won't consider business plans, annual accounts or company policy documents. Additional materials should not be used as a substitute for completing sections of the form.

### **What are the allowed file formats?**

You can upload any of the following file formats: chm, csv, diff, doc, docx, dot, dxf, eps, gif, gml, ics, jpg, kml, odp, ods, odt, pdf, png, ppt, pptx, ps, rdf, rtf, sch, txt, wsdl, xls, xlsx, xlt, xml, xsd, xslt, zip.

# AUTHORISE & SUBMIT:

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## F1. Head of your organisation

### Title

First name:

Last name:

Personal Honours:

### Job title / role in the organisation

### Email address

## F2. Confirmation of consent

- I confirm that I have the consent of the head of my organisation (as identified above) to submit this entry form.

## F3. Confirmation of contact

- I am happy to be contacted about Queen's Awards for Enterprise issues not related to my application (for example, acting as a case study, newsletters, other info).

- F3.1.**  I am happy to be contacted by the Department for Business, Energy and Industrial Strategy.

## F4. Confirmation of entry

- By ticking this box, I submit an entry for consideration for The Queen's Awards for Enterprise 2019. I certify that all the particulars given and those in any accompanying statements are correct to the best of my knowledge and belief and that no material information has been withheld. I undertake to notify The Queen's Awards Office of any changes to the information I have provided in this entry form.

I am not aware of any matter which might cast doubt on the worthiness of my

organisation to receive a Queen's Award for Enterprise. I consent to all necessary enquiries being made by The Queen's Awards Office concerning this entry. This includes enquiries made of Government Departments and Agencies in discharging its responsibilities to vet any business unit which might be granted a Queen's Award to ensure the highest standards of propriety.

- F4.1.**  By ticking this box, you agree that if your application is shortlisted, you will supply commercial figures verified by an independent accountant before the specified November deadline.

If verified figures are not provided by the specified November deadline at shortlist stage, your entry will be rejected.

**Submission deadline: 12 Sep 2018 at 12:00pm**