



THE QUEEN'S AWARDS FOR ENTERPRISE: PROMOTING OPPORTUNITY 2020



This PDF version of the Promoting Opportunity 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: 16 May 2019 at 00:00am

COMPANY INFORMATION:

About this section

We need some essential information about your organisation so that we can undertake due diligence checks with various agencies if your application is shortlisted.

Government Departments and Agencies we undertake due diligence checks with:

- Biotechnology & Biological Sciences Research Council
- Charity Commission
- Companies House
- Competition and Markets Authority
- Crown Commercial Service
- Department for Business, Energy and Industrial Strategy
- Department for Communities and Local Government
- Department for Culture Media & Sport
- Department for Education
- Department for Environment, Food & Rural Affairs
- Department for International Trade
- Department for Transport
- Department of Economic Development, Isle of Man
- Department for the Economy NI
- Department of Health
- Environment Agency
- Financial Conduct Authority
- Food Standards Agency
- Forestry Commission
- Guernsey Government

- Health and Safety Executive
- HM Courts & Tribunals Service
- HM Revenue & Customs
- Home Office
- Insolvency Service
- Intellectual Property Office
- Invest NI
- Jersey Government
- Ministry of Defence
- Ministry of Justice
- Medical Research Council Technology
- National Measurement Office
- Natural England
- Natural Environment Research Council
- Office of the Scottish Charity Regulator
- Scottish Government
- Scottish Environment Protection Agency
- Scottish Funding Council
- Serious Fraud Office
- UK Export Finance
- Wales Government

Small organisations

Queen's Awards for Enterprise is committed to acknowledging efforts of organisations of all sizes. When assessing we consider what is reasonable performance given the size and sector of your organisation. If you are a small organisation, do not be intimidated by the questions that are less relevant to you - answer them to a degree you can.

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. Please note, if successful, we will use this name on any award materials – for example, 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 16/05/2016 aren't eligible for this 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.

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.

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 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 social mobility programme, 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 social mobility programme?

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 social mobility programme relating to this entry.

A9.2. Explain why external organisations or individuals that contributed to your social mobility programme are not all aware of this application.

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. The Standard Industrial Classification (SIC) code

The Standard Industrial Classification (SIC) is a system for classifying industries. If you are a registered company, this is the same code you would have provided Companies House.

Select The Standard Industrial Classification (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

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

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 SOCIAL MOBILITY PROGRAMME(S):

About this section

This section enables you to present the details of your social mobility programme and to give us the evidence on how your programme benefits your staff and your organisation.

Definition of Social Mobility

Social mobility is a measure of the ability to move from lower socio-economic background to higher socio-economic status.

Socio-economic background is a set of social and economic circumstances from which a person has come. Socio-economic status is a person's current social and economic circumstances.

We classify people as being from a lower or higher socio-economic background based on these variables:

- The National Statistics Socio-economic classification (NS-SEC) of parent's occupation.
- This is based on the type of job the main or highest income earner in the household had as their main job when the person was 14.
- Whether they were receiving free school meals.
- The highest level of qualifications achieved by either parent(s) or guardian(s) by the time the person was 18.
- The type of school the person attended.

Qualifying programmes

You should demonstrate positive impacts in at least one of the following:

- A programme which provides careers advice, skills development or mentoring that prepare young people from disadvantaged or lower socio-economic backgrounds for the world of work or accessible, structured work experience.
- A programme which makes career opportunities more accessible by offering non-graduate routes such as well-structured traineeships, apprenticeships or internships, or by reforming recruitment practices and offering clear paths for progression.
- A programme which fosters workplaces where employees have equal access to

ongoing support and progression opportunities to further their careers and champions a culture of inclusiveness at every level.

Please note, a programme could be an initiative, activity, course, system, business model approach or strategy, service or application, practice, policy or product. It can include activities to promote opportunity directly in your organisation or through local or national outreach programmes.

Types of activities

When considering positive impacts, the following may help in clarifying what we are looking for in your application:

- Accessible routes - broadening access to job opportunities by creating accessible routes to employment. This could be by providing jobs for people leaving school, college, university or prisons, for example, through quality traineeships, internships, apprenticeships or graduate schemes.
- Careers advice – provide careers advice or information to help people make more informed career choices as part of your recruitment initiatives such as traineeships, internships, apprenticeships or graduate schemes.
- Work placements - preparing people for the world of work through inspiring work experiences and internships.
- Fairer recruitment - widening your recruitment pool and making your recruitment process fairer by assessing potential skills rather than background - social-economic or academic. For example, by removing applicants' names or school names from CVs, providing unconscious bias training for recruitment assessors.
- Early careers - fostering a 'youth-friendly' culture in your workplace where young employees from disadvantaged backgrounds are invested in and developed to progress in their careers.
- Advancement - developing career paths to senior positions that are open to all and track the progress of employees from non-graduate routes.
- Advocacy and leadership - demonstrate strong external leadership or advocacy promoting social mobility within and beyond your organisation. For example, by getting more staff involved in efforts to improve social mobility, by encouraging supply chains to take action on social mobility.

Overarching criteria

Please note, we are looking to recognise those who are going above and beyond their core day-to-day business, acting to improve social mobility within their company locally or nationally, accessing and retaining talent regardless of socio-economic background.

An award is unlikely to be granted to a social enterprise, learning provider or charity whose main purpose is to deliver social mobility programmes either for itself or on behalf of other organisations. This is because we are seeking to reward and encourage companies to address social mobility challenges within their organisations, even though this is not their sole objective.

Small organisations

Queen's Awards for Enterprise is committed to acknowledging efforts of organisations of all sizes. When assessing, we consider what is reasonable performance given the size and sector of your organisation. If you are a small organisation, do not be intimidated by the questions that are less relevant to you - answer them to a degree you can.

Answering questions

If you have more than one social mobility programme, please provide details. Please try to avoid using technical jargon in this section.

B1. Your social mobility programme

Please summarise your social mobility programme. This is to help us understand the essence of your programme. The summary might be used in publicity material if your application is successful.

Please include:

- a) The aims of the programme.
- b) Which disadvantaged group(s) is your programme targeted towards?
- c) the proportion of those on the programme which come from disadvantaged backgrounds. If you are offering work placements or work experience, include statistics on what percentage of those people then go on into full-time employment, either within your company or the sector.
- d) What does your programme provide to your target group(s)?
- e) Provide evidence of what makes your social mobility programme exemplary. For example, the programme may be exemplary as a result of:
 - An exemplary overall strategy where complementary programmes are linked to form a powerful series of engagements to inform, inspire, guide, recruit and develop people;

- Developing a unique or innovative social mobility programme;
- Forming effective partnerships with charities, schools or Jobcentres or Local Enterprise Partnerships;
- Leading the way in your company by doing something that has never been done before.

Word limit: 1000

B1.2. Provide a one-line description of your social mobility programme.

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

Word limit: 15

B2. Your core business

Briefly describe your core business and what factors or issues motivated your organisation to provide the programme.

Please include details on:

- a) What was the situation before the inception of this programme?
- b) Why did you choose this particular programme and how does it align with the core aims and values of your organisation?
- c) The impact on your employees, region(s) and communities.

Word limit: 250

B3. Impact of your programme

Please describe the impact of your programme.

Where possible please include:

- a) How you measure the success of your programme? For example, are key performance indicators (KPIs) used? If so, how are they set and monitored? Are the KPIs being met and what happens if they are not?
- b) State what quantifiable measures were used to evaluate the success of the programme to your organisation, employees or others in meeting objectives for performance. Wherever possible, use a balance of quantitative (for example, numbers and figures) and qualitative (for example, comments, feedback from people, key stakeholders) evidence to support your application. Focus on what impact your activities

have achieved to date but include the longer-term outcomes as well.

c) What has the programme achieved for your targeted group(s)?

d) How does your programme benefit your usual day to day operations?

e) How does the scale of this programme compare with wider talent management activities?

f) Who is ultimately responsible for the programme's success?

g) Who is responsible for the day-to-day management of the programme?

You may include chart(s) to make it easier for assessors to understand how your programme is managed in section E.

Word limit: 1000

B4. Impact on programme participants

Please provide evidence on how your organisation improved the employability of the people who engaged in your programme and how it has raised their career aspirations and confidence. Improvements in employability could be as a result of teaching skills such as leadership, communication, team-work, resilience.

If possible, use a balance of quantitative (for example, numbers, figures) and qualitative (for example, comments, feedback from people, key stakeholders) evidence.

Focus on what impact your activities have achieved to date but include the longer-term outcomes as well.

Include the impact of the programme on the local community and at a regional and national level.

Word limit: 1000

B5. Your organisation's culture regarding social mobility

Describe how your organisation's culture fosters and supports social mobility.

Please include:

a) How the programme benefits the overall business strategy, and what is the senior decision makers' commitment to the future growth of the programme.

b) A vision of what your organisation wants to do as well as evidence of how you have gone about integrating the programme in your organisation and with stakeholders.

c) What mechanisms are in place to communicate the benefits of the programme to employees, key internal and external stakeholders, including the disadvantaged groups at which the programme is aimed? You can include in your answer below or attach in section E: newsletters, quotes or similar material to bring to life exactly how you communicate the value of your programme.

d) Other benefits such as:

- Employee relations - improvements in employee motivation, well-being or satisfaction;
- Diversity - increased the ability to access and attract a wider talent pool;
- Reputation - increased positive perceptions of the organisation among key stakeholders - for example, customers and the media;
- Collaboration - best practices and learnings fed-back into other departments; increased cross-departmental collaboration.

e) What are your long-term plans for ensuring your organisation continues to promote opportunities for those from disadvantaged backgrounds, beyond any initiatives you already have in place?

Word limit: 250

COMMERCIAL PERFORMANCE:

About this section

All applicants for any Queen's Award must demonstrate a certain level of financial performance.

Small organisations

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Estimated figures

You will have to submit data for your latest financial year that falls before the **16 May 2019** at midnight (the submission deadline). If you haven't reached or finalised your latest year-end yet, you can provide estimated figures for now. If you are shortlisted, you will have to provide the actual figures that have been verified by an independent accountant by November.

- ❗ **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 your organisation's financial performance?

To be eligible for a Queen's Award for Enterprise, your business must be on a sustainable financial footing. You are therefore required to demonstrate this by providing three years financial growth figures that cover the period your social mobility programme has been running.

C2. Enter your financial year-end date.

You will have to submit data for your latest financial year that falls before the 16 May 2019 at midnight (the submission deadline). If you haven't reached or finalised your latest year-end yet, you can provide estimated figures for now. If you are shortlisted, you will have to provide the actual figures that have been verified by an independent

accountant by November.

Day Month

C2.1. Did your year-end date change during the three-year entry period?

We ask this to obtain all the commercial figures we need to assess your application. You should ensure that any data supporting your application covers three full twelve-month periods.

No

C2.2. Enter your year-end dates for each financial year.

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

Financial year 1

Financial year 2

Financial year 3 (current)

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

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

Word limit: 50

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

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

Financial year 1:

Financial year 2:

Financial year 3 (current):

C4. Company Financials

Group entries

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

Estimated figures

If you haven't reached or finalised your latest year-end yet, you can provide estimated figures for now. If you are shortlisted, you will have to provide the actual figures that have been verified by an independent accountant by November.

Figures - format

You must enter financial figures in pounds sterling (£). Round the figures to the nearest pound (do not enter pennies). Do not separate your figures with commas.

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

C4.1. Total turnover

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

Financial year 1:

Financial year 2:

Financial year 3 (current):

C4.2. Net profit after tax but before dividends (UK and overseas)

Use a minus symbol to record any losses.

Financial year 1:

Financial year 2:

Financial year 3 (current):

C4.3. Total net assets

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

As at Financial year 1:

As at Financial year 2:

As at Financial year 3 (current):

C4.4. Explain any drops in the total turnover, total net assets or net profit, and any losses made.

Sustained or unexplained drops or losses may lead to the entry being rejected.

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

Word limit: 300

C4.5. Explain how your business is financially viable, in terms of cash flow and cash generated.

If you are reporting drops or losses, to consider your application, we require an explanation of how your business is financially viable.

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

Word limit: 300

C4.6. Please describe your investment strategy and its objectives, and, if applicable, the type and scale of investments you have received.

This information is particularly useful when ascertaining your company's financial viability, especially when you have drops in total turnover and losses.

Word limit: 300

C5. Are any of the figures used on this page estimates?

If you haven't reached or finalised your latest year-end yet, it is acceptable to use estimated figures. If you are shortlisted, you will have to provide the actual figures that have been verified by an independent accountant by November.

Yes

No

C5.1. 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 C5.

Word limit: 250

C6. Please enter details of all investments and reinvestments (capital and operating costs) in your social mobility programme.

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

Word limit: 400

DECLARATION OF CORPORATE RESPONSIBILITY:

About this section

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

Small organisations

We recognise that for many smaller organisations 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.

Answering questions

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.

If you have already answered a question in another section in the application form, you can reference the relevant question number(s).

- ❗ **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 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

- D4.** 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:

- E1. If there is additional material you feel would help us to assess your entry then you can add up to 5 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:

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 & Industrial Strategy.

F4. Confirmation of entry

- By submitting this entry for consideration for The Queen's Awards for Enterprise 2020, I certify that all the given particulars 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.

- F4.1.** 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.
- F4.2.** I agree that if the application is shortlisted, I will supply commercial figures verified by an independent accountant before the specified November deadline. I understand, that if verified figures are not provided by the specified deadline at shortlist stage, the entry will be rejected.

Submission deadline: 16 May 2019 at 00:00am