



## THE QUEEN'S AWARDS FOR ENTERPRISE: INTERNATIONAL TRADE 2020



This PDF version of the International Trade 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 the form refers to your organisation, 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. 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. Provide your company or charity registration number or enter 'N/A'.**

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

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

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

**A5. Date started trading**

Organisations that began trading after 16/05/2016 aren't eligible for this award (or 16/05/2013 if you are applying for the six-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.**

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

**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. Trading address of your organisation**

Building:

Street:

Town or city:

County:

Postcode:

Region:

**A9. Main telephone number**

**A10. Website address**

**A11. 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

**A12. Are you a parent company making a group entry?**

A 'group entry' is when you are applying on behalf of multiple divisions/branches/subsidiaries under your control.

Yes

No

**A12.1. Are you excluding any members of your group from this application?**

*Answer this question if you selected 'Yes' in question A12.*

Yes

No

**A12.2. Please explain why you are excluding any members of your group from this application.**

*Answer this question if you selected 'Yes' in question A12 and if you selected 'Yes' in question A12.1.*

Word limit: 100

**A13. Do you have a parent or a holding company?**

Yes

No

**A13.1. Name of immediate parent company**

*Answer this question if you selected 'Yes' in question A13.*

**A13.2. Country of immediate parent company**

**A13.3. Does your immediate parent company have ultimate control?**

*Answer this question if you selected 'Yes' in question A13.*

Yes

No

**A13.4. Name of organisation with ultimate control**

*Answer this question if you selected 'Yes' in question A13 and if you selected 'No' in question A13.3.*

**A13.5. Country of organisation with ultimate control**

**A14. Do you have any UK subsidiaries, associates or plants whose trading figures are included in this entry?**

Yes

No

**A14.1. For each of the UK subsidiaries included in this application enter: 1. name, 2. location, 3. number of UK employees (FTE - full-time equivalent), 4. the reason why you are including them.**

**A15. Are you an export agent/merchant/wholesaler?**

An export agent exports goods/services on behalf of another company in exchange for a commission. An export merchant buys merchandise to sell on at a higher price (sometimes rebranding/repacking in the process).

Yes

No

**A16. Are you an export unit?**

An export unit is a subsidiary or operating unit of a larger company that manages the company's export activities.

Yes

No

**A17. Upload an organisational chart.**

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 INTERNATIONAL TRADE:

---

## About this section

This section enables you to present the details of your products or services that you export and to give us the evidence of their commercial impact on your business. Please avoid using technical language in this section.

## 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.

### **B1. Describe your business as a whole.**

Word limit: 500

#### **B1.1. Provide a brief history of your company, corporate targets and direction.**

Word limit: 500

#### **B1.2. Explain the overall importance of exporting to your company.**

Word limit: 500

#### **B1.3. Briefly describe all products or services that you sell internationally.**

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

For example:

“Design and manufacture of contract fabrics for commercial interiors. Design and manufacture of mass passenger transport fabrics.”

“Musical heritage tours and events, exploring popular music history by theme, genre or artist.”

Word limit: 15

**B2. This entry relates to:**

Select all that apply.

Products

Services

**B2.1. How many types of products/services make up your international trade?**

If you have more than 5, group them into fewer types of products/services.

1

2

3

4

5

**B2.2. List and briefly describe each product or services you export.**

*You will need to complete this information for each product or service depending on your answer to question B2.1*

If relevant, give details of material used or end use, for example: 'design and manufacture of bespoke steel windows and doors'. Your percentage answers below should add up to 100.

Product/Service (word limit: 15):

% of your total overseas trade:

**B3. Describe your overall growth plans and the links and importance between your international and domestic trading strategies (plans), your vision and objectives for the future, your method of implementation, and how your actual performance compared to the plans set out.**

For example, you may include: your overseas market structure, comparisons between domestic and international strategies, treatment of different markets (linking to top performing markets), market research, market development, routes to market, after sales and technical advice, activities to sustain/grow markets, staff language training, export practices, overseas distributors, inward/outward trade missions, trade fairs and visits to existing/potential markets. Make sure you explain how your actual performance compares to your planned performance.

Word limit: 800

#### **B4. Overseas Markets**

If applicable, demonstrate why penetration of a particular market represents a significant achievement. For example, are you the first, leading, fastest growing UK exporter to an overseas market? How does your performance compare with other companies operating in your sector or overseas market?

*Please note B4 is just a heading for the following subquestions.*

##### **B4.1. Describe the geographical spread of your overseas markets.**

Include evidence of how you segment and manage geographical regions to demonstrate your company's focus. Please supply market share information.

Word limit: 500

##### **B4.2. What percentage of total overseas sales was made to each of your top 5 overseas markets (individual countries) during the final year of your entry?**

Word limit: 100

##### **B4.3. Identify new overseas markets established during your period of entry and their contribution to total overseas sales.**

Word limit: 250

##### **B5. Describe any special challenges affecting your trade in products or services, and how you overcame them.**

Word limit: 200

##### **B6. How do you run your overseas operations?**

Select all that apply.

- As a franchise
- Other business model(s)

**B6.1. Explain your franchise or other business models and rationale for this. Describe the benefits this brings to the UK.**

Word limit: 300

**B7. Did you receive any grant funding to support this product/service?**

We ask this 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: 200

# COMMERCIAL PERFORMANCE:

---

## About this section

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

## 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.

## 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 the impact of your international trade activities on your organisation's financial performance?**

Your answer here will determine whether you are assessed for outstanding growth (over three years) or continuous growth (over six years).

- Outstanding Short Term Growth: a steep year on year growth over three years
- Outstanding Continued Growth: a substantial year on year growth over six years

### **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 your (3 or 6 years) 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 3 or 6 full 12-month periods.

Yes

No

**C2.2. 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 Short-term Growth: international trade has resulted in outstanding year on year growth in the last three years with no dips" in C1, you will only need to provide information for the last three years.*

Financial year 1

Financial year 2

Financial year 3

Financial year 4

Financial year 5

Financial year 6 (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 Short-term Growth: international trade has resulted in outstanding year on year growth in the last three years with no dips” in C1, you will only need to provide information for the last three 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:

Financial year 6 (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 overseas sales**

*If you have selected “Outstanding Short-term Growth: international trade has resulted in outstanding year on year growth in the last three years with no dips” in C1, you will only*

*need to provide information for the last three years.*

Include only:

- Direct overseas sales of all products and services (including income from royalties, licence fees, provision of know-how).
- Total export agency commissions.
- Dividends remitted to the UK from direct overseas investments.
- Income from portfolio investment abroad remitted to the UK.
- Dividends on investments abroad not remitted to the UK.
- Other earnings from overseas residents remitted to the UK.

If applicable, include your sales to and the sales by your overseas branches or subsidiaries. For products/services which you sell/invoice to them and they sell/invoice on, include only their mark-up, if any, over the price paid to you.

The products/services must have been shipped/provided and the customer invoiced, but you need not have received payment within the year concerned. Omit unfulfilled orders and payments received in advance of export.

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

Financial year 1:

Financial year 2:

Financial year 3:

Financial year 4:

Financial year 5:

Financial year 6 (current):

#### **C4.2. Total turnover (UK and overseas)**

*If you have selected "Outstanding Short-term Growth: international trade has resulted in outstanding year on year growth in the last three years with no dips" in C1, you will only need to provide information for the last three years.*

Exclude VAT, overseas taxes and, where applicable, excise duties.

Financial year 1:

Financial year 2:

Financial year 3:

Financial year 4:

Financial year 5:

Financial year 6 (current):

**C4.3. Net profit after tax but before dividends (the UK and overseas)**

*If you have selected “Outstanding Short-term Growth: international trade has resulted in outstanding year on year growth in the last three years with no dips” in C1, you will only need to provide information for the last three years.*

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

Use a minus symbol to record any losses.

Financial year 1:

Financial year 2:

Financial year 3:

Financial year 4:

Financial year 5:

Financial year 6 (current):

**C4.4. Explain any drops in the total turnover 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 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 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

# 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.

**!** 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:

---

- 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:

---

## 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**