



## **Judging Criteria**

**Submissions open 11 July - 8 October 2023**

## CATEGORIES

Click to navigate to your chosen category

SME Sector Leadership

Corporate Leadership

Economic Growth

Overall Winner

Sustainable and Responsible Business

Next Generation

Individual Leadership Awards

**Six clusters of categories make up the  
West London Business Awards**

## **Judging Criteria for all SME Leadership Categories**

- Clear objective setting, strategy & plan formation, with matching rigour in implementation and measurement. Your response should include what the objective(s) was, how this was implemented, and what the result(s) was.
- Innovation and creativity in solving problems or approaching new issues in the sector. Your response should set out the problem or issue, how the problem/issue was solved and what the outcome was.
- Evidence of customer delight – such as new business wins or exceptional customer retention, or significant customer success after acting on advice.
- We would encourage submitting evidence e.g. customer testimonials/rating on Trustpilot, key performance measures, particularly turnover and profit to the end of your last financial year.

### **Business Services Company of the Year**

The winner could range from a sole trader consultant/advisor through to a large services firm in any business services discipline from law to Facilities Management. Judges are looking for an approach that makes a real difference to your customers.

### **Environmental Services Business of the Year**

The logistics business that has worked its hardest to achieve their business goals. You will have demonstrated initiative, creativity and leadership to be a positive force for improvement in your sector.

### **Logistics Business of the Year**

The winner of this category will demonstrate an innovative technological process, project or service that increases performance, productivity and efficiency by minimising negative effects on the environment.

### **Food & Drink/Hospitality Business of the Year**

Recognising hospitality sector businesses that are committed and passionate to achieve a perfect customer experience. Hotels, meeting venues, conference centres, restaurants, cafes etc. are all eligible to enter category.

### **Manufacturing Business of the Year**

Recognising leading firms within the West London manufacturing industry, including food and drink manufacturing businesses.

### **Creative/Media Business of the Year**

Perhaps an agency, designer or production company based in West London; highly innovative, contributing to the sector's success and demonstrating their impact on customer delight.

### **Education and Training Provider of the Year**

The award identifies, recognises and celebrates providers (public, private, social enterprise or charity) that make a positive impact on West London's economy through their high-quality provision.

### **Finance Business of the Year**

The winner of this award might be a bank, insurance company, pension adviser, financial adviser, or market disrupting FinTech that is achieving excellence in their delivery in and for West London.

### **Health & Wellbeing Business of the Year**

Are you delivering services that are transforming health in the community or the workplace? The winner will be making an outstanding contribution to health and wellbeing in West London and possibly beyond. They might, for example, be a care home provider, HealthTech innovator or provider of health insurance.

### **Property & Construction Business of the Year**

The winning business might be a developer, contractor, or consultant in West London's property sector. They will be experiencing rapid growth and success, highly contributing to the regeneration of the West London area.

This West London-based corporate will be a leader in socially responsible businesses practices, locally and/or globally.

### **Judging Criteria**

- Headlines of your social responsibility KPIs evidencing impact over the past 3 years
- Can you provide two or three brief examples of how your social responsibility programme has been implemented locally in your West London operations?
- Optionally, you may also wish to cite significant national or global examples of social responsibility projects that have been led out of West London

This West London-based corporate will be leading the way nationally and internationally in environmental performance and is likely to be developing pioneering CleanTech, rapidly decarbonising and/or incorporating the principles of the Circular Economy into their business model.

### **Judging Criteria**

- Headlines of your environmental sustainability KPIs evidencing impact over the past three years
- Describe your growth journey during the three years that the data in criteria 1 spans.



A Small to Medium Sized Enterprise (SME) has less than 250 employees or has an annual turnover of under £40 million. Set out your SME's story since you were founded, recent achievements and your vision for the future.

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- Innovation and creativity in solving problems or approaching new issues in the sector. Your response should set out the problem or issue, how the problem/issue was solved and what the outcome was.
- Evidence of customer delight – such as new business wins or exceptional customer retention, or significant customer success after acting on advice. We would encourage submitting evidence e.g. customer testimonials/rating on Trustpilot, etc.
- Key performance measures, particularly turnover and profit to the end of your last financial year.

The business will demonstrate a winning export or international strategy, securing new business from outside the UK.

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- Innovation and creativity in solving problems or approaching new issues in the sector. Your response should set out the problem or issue, how the problem/issue was solved and what the outcome was.
- Evidence of customer delight – such as new business wins or exceptional customer retention, or significant customer success after acting on advice. We would encourage submitting evidence e.g. customer testimonials/rating on Trustpilot, etc.
- Key performance measures, particularly turnover and profit to the end of your last financial year.

## **INCUBATOR/COWORKING SPACE OF THE YEAR**

The best incubators and accelerators will successfully nurture disruptive ideas with the hope of building out a business model and company to rapidly scale up growth. The leading coworking spaces are easy to use, in a good location, with the right ambiance and facilities, and a team which is focused on delivering good value for the customer. This award will be won by the applicant which has proven to be exceptional in these areas.

### **Judging Criteria**

- A unique offer to the market – through location, facilities, or some other aspect of the incubator/ accelerator programme or coworking space
- Evidence of customer delight – such as testimonials and/or low level of member churn
- A clear commitment to the customer throughout the management and hosting teams
- Evidence of long term commitment through sustained capital investment and/or service innovation and improvements .

Show your company (registered at Companies House in the three years prior to the Awards closing date) has brought a transformative or market disrupting product or service to the marketplace. Demonstrate how you have raised funding for sustainable growth and how you plan to scale-up.

### **Judging Criteria**

- How you planned and managed your start-up business to delight customers, transform and/or disrupt the marketplace. Your response should include what the objective(s) was, how this was implemented, and what the result(s) was
- Integration of your customers and suppliers into the heart of your product/ service offer
- Robust funding strategy that has taken you through start-up and will enable you to scale-up
- Rate of growth of key performance measures, particularly turnover and profit.

Any business on Park Royal, the UK's largest industrial estate, that entered other categories will automatically be entered in this category. In addition, any Park Royal business working in a sector not covered by other categories can enter the award category independently.

### **Judging Criteria**

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- Innovation and creativity in solving problems or approaching new issues in the sector. Your response should set out the problem or issue, how the problem/issue was solved and what the outcome was.
- Evidence of customer delight – such as new business wins or exceptional customer retention, or significant customer success after acting on advice. We would encourage submitting evidence e.g. customer testimonials/rating on Trustpilot, etc.
- Key performance measures, particularly turnover and profit to the end of your last financial year.

It could be local community involvement through skills based volunteering, support for charities, or other community initiatives. If you have a programme that provides win-win benefits for your company and wider society alike, you could be in the running for this award.

### **Judging Criteria**

- Evidence of a strategic approach to your Community Investment programme
- Innovation and creativity in your community investment programme
- Exceptional community engagement at all levels of your organisation
- Delivery of win-win results – a measurable impact accruing to both the local community and your company

Building a responsible and sustainable supply chain involves tackling the social, environmental and economic challenges through what you buy, and how you buy it. This award recognises businesses that are leading transformation, innovation and impact in their supply chains to help shape a more sustainable business model. The judges are particularly keen to see entries from companies supporting the Prompt Payment Code. This category is open to both corporates and SMEs.

### **Judging Criteria**

- Clear objective setting, responsible supply chain strategy & plan formation, with matching rigor in implementation and measurement
- Innovation and creativity in minimising risk and integrating sustainability into your businesses' sourcing policies, procurement processes, and supplier management (i.e. Moving beyond a compliance-based approach)
- Working with your suppliers as partners on the key issues that are important to both organisations.
- Financial or other indicators to evidence that your responsible supply chain approach is creating new opportunities through savings, growth opportunities, innovation, supplier relations and wider competitive advantage.

Are you a great employer, shaping an inspiring workplace? Do you foster an inclusive and diverse workplace with equal opportunity? Do you have excellent staff retention? If so, you could be the winner of this award. This category is open to both corporates and SMEs.

### **Judging Criteria**

- A strategic approach to becoming a (more) inclusive and diverse workplace with equal opportunity
- Fostering workplace practices that, for example, are addressing: unbiased recruitment, equal pay, ..
- Bullying and harassment by enforcing zero tolerance – “call it out when you see it”.
- Evidence of exceptional staff loyalty and retention arising from your EDI workplace programme.
- Evidence of how your EDI programme has led to high performing teams, and growth in key measures of company success (such as profit, turnover) and reduced recruitment costs.
- Evidence of how you are making adjustments to accommodate employees or job applicants with disabilities under the Equality Act 2010. These adjustments may include modifications to the workplace, changes to work schedules, or providing additional support or equipment to enable individuals with disabilities to perform their jobs effectively.



## **APPRENTICE OF THE YEAR**

This award will be given to an individual apprentice who has made an exceptional contribution to their employer's West London workplace. Candidates must be living and/or working in one of the West London Business Awards boroughs.

### **Judging Criteria**

- A demonstration of commitment to personal development and progression through learning
- Significant positive impact on the business, arising from outstanding contributions to the workplace, with examples of high achievement and exceeded expectations
- Inspirational qualities that rub off on other staff, or are appreciated by customers
- A powerful employer's reference

## **Judging Criteria for all Next Generation Awards Categories**

- What is your business or project? How is it new and exciting? (Think about answers to the following: What does your business, project or product do? What makes it better than something that already exists? What difficulties have you had to overcome to get started?)
- Tell us about your customers and suppliers. (Who are you talking or selling to and how do you make them the centre of attention? Where are they based? Who are your suppliers and what makes them important to your product or service? What do you do to tackle any issues or problems with what you are providing? For example, health issues with food and drink products such as allergies or intolerances.
- How do you make looking after the environment a part of your plan? (How does your idea help the environment or how might it be environmentally friendly in the future? This can include raising awareness or encouraging positive action)
- Tell us about your future plans. (Where do you go from here? It could be about money - how much your business has made (profit and/or turnover) so far, how much you think it will make in the future? Or it could be about influence - how many social media followers do you have or downloads, subscribers, likes etc. Please provide evidence.

## **Next Generation Awards**

Have you got a great business or social/community project that you want everyone to know about? If you live or go to school in West London, then the Next Generation Awards are for you! We want to celebrate and support young people and your innovative ideas, whatever they may be.

There are three dedicated age categories for our Next Generation awards:

- Kidpreneur of the Year (Under 12)**
- Teenpreneur of the Year (Ages 13-18)**
- Young Entrepreneur of the Year (Ages 19-24)**

Any idea large or small can be submitted for an award. Maybe you have opened an online store; organised a community project which is growing into something bigger; started a line of goods to sell; or even started on your journey by offering services to friends and family. Our judging panel is keen to see a wide range of entries from all budding young entrepreneurs and innovators.

If you feel you need a little support with your entry, contact us and we can provide some guidance.

## **Judging Criteria for Individual Leadership Awards**

- Evidence of the leader's engagement beyond their own company's boundaries to advance action on community and/or environmental issues during their career.
- Evidence that the individual's has also established a strong track record within the past year as an exemplary leader in their own business(es).

## INDIVIDUAL LEADERSHIP AWARDS

### **Lifetime Achievement in Business**

The business leader, typically has at least forty years' business experience behind them that can demonstrate exemplary leadership in business and a wider contribution to their sector, the environment and/or local community. Judging criteria for this award is based on community and/or environmental impact. Leaders (or their representatives) can nominate themselves, but would usually include references to their Senior Leadership team and peers.

### **West London Business Leader of the Year**

The leader that has gone the extra mile in the past year in their contribution to the environment and/or local community. Leaders (or their representatives) can nominate themselves for consideration, but would usually include references for their Senior Leadership team and peers. Telephone interviews may be conducted where supplementary information is needed for the judging panel.

**OVERALL  
WINNER**

## **WEST LONDON COMPANY OF THE YEAR**

This award will be given to one of the winners of the other business categories (excludes Individual Leadership and Next Generation) and cannot be entered separately. It will be the entry which, in the eyes of the judges, was the most remarkable. The climax of awards night, it is a highly prestigious category to win.

### **Judging Criteria**

Judges will first draw up a shortlist of the top entries. They will then select category winners and occasionally award a commendation to a close runner-up.



**WEST  
LONDON  
BUSINESS**

Celebrating  
excellence

**AWARDS 2024**

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