



Judging Criteria



Submissions open
Thursday 9 July - Wednesday 13 October 2026

CATEGORIES

Click to jump to your chosen category!

[SME Sector Leadership](#)

[Sustainable and Responsible Business](#)

[Corporate Leadership](#)

[Next Generation](#)

[Growth and Innovation](#)

[Individual Leadership](#)

[Overall Winner](#)
[Company of the Year](#)

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

Introduction to the Judging Process

The judging panel is made up of experts across both industries and sectors, and aims to reflect the diverse and multi-faceted portrait of West London.

Judged independently, winners are selected from a shortlist of the top entries. The judges then evaluate category winners against the criteria below and occasionally award a commendation to a close runner-up.

The Awards could not properly celebrate and highlight the achievements of our West London businesses without the support of our judges.

SME Leadership Categories

These awards recognise excellence in various categories in the SME landscape across West London.

Applicants from the Park Royal area are encouraged to sign up for Park Royal Business of the Year. To be considered for Park Royal Business of the Year, you **MUST:**

- Tick the box stating that you are a Park Royal Business whilst making this application;
- Submit a direct application on the [Park Royal Business of the Year page](#) where there will be a few additional questions for you to answer.

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.

SME SECTOR LEADERSHIP

Business/Professional 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.

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.

Logistics 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.

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 and future workforce through their high-quality provision.

Property and Construction Business of the Year

The winning business might be an architect, developer, contractor or consultant in West London's property or built environment sector. They will influence and contribute to the regeneration of the West London area and be actively engaging in major areas of regeneration and development.

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. You could be a gym, hospice charity, HealthTech innovator or provider of health insurance.

Manufacturing/Design Business of the Year

Recognising leading manufacturing firms across West London. You could be from sectors including Food & Drink, Apparel, Metal fabrication or consumer products, demonstrating world class production techniques, superior quality and/or high levels of customer satisfaction.

****NEW****

Named in honour of our esteemed late colleague, Bill Boler

The Bill Boler Award for Creative Excellence

The Bill Boler Award for Creative Excellence aims to recognise creative companies or campaigns that are championing West London. From a marketing agency to a post-production specialist, we welcome anyone who is shining a spotlight on West London's creative and screen sectors by giving credence to the subregion's heritage and incredible cultural scene.

We especially welcome entries that celebrate Bill's values of partnership building and community engagement.

This West London-based corporate will be a leader in socially responsible business practices, locally and/or globally. Applicants from the Park Royal area are encouraged to sign up for Park Royal Business of the Year. To be considered for Park Royal Business of the Year, you MUST:

- Tick the box stating that you are a Park Royal Business whilst making this application;
- Submit a direct application on the [Park Royal Business of the Year page](#) where there will be a few additional questions for you to answer.

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

RESILIENCE CORPORATE OF THE YEAR

This West London-based corporate will be leading the way nationally and internationally in resilience performance and is likely to be developing pioneering sustainable technologies to ensure their business model is strengthened in a time of uncertainty and precarity. They may be transforming uncertainty into opportunity by embedding agility and flexibility into key operations, diversifying their markets or pioneering new technologies to achieve reduced carbon emissions in your core and supply chain operations.

Applicants from the Park Royal area are also encouraged to sign up for Park Royal Business of the Year. To be considered for Park Royal Business of the Year, you **MUST:**

- Tick the box stating that you are a Park Royal Business whilst making this application;
- Submit a direct application on the [Park Royal Business of the Year page](#) where there will be a few additional questions for you to answer.

Judging Criteria

- What have been the outcomes of your resilience and sustainability building KPIs? Your response might include adopting more AI into your key strategies, cyber preparedness, or demonstrating a diversification of your supply chain components as some examples.
- How has this affected your growth in the last three years and how has this influenced a change in growth strategy moving forward?
- Why do you believe that your initiatives have made you a leader in your industry?

The winner of this award will demonstrate innovation(s) in process, procedure or product which have not only changed their business but have also set a standard for others to follow or filled a gap in the market.

Applicants from the Park Royal area are encouraged to sign up for Park Royal Business of the Year. To be considered for Park Royal Business of the Year, you **MUST**:

- Tick the box stating that you are a Park Royal Business whilst making this application;
- Submit a direct application on the [Park Royal Business of the Year page](#) where there will be a few additional questions for you to answer.

Judging Criteria

- 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, etc.
- Key performance measures, particularly turnover and profit to the end of your last financial year.

WEST LONDON 'BUSINESS BOOSTER' OF THE YEAR

The best 'business boosters' will successfully nurture disruptive ideas with the hope of building out a business model and company to rapidly scale up growth. This might include accelerators, incubators, coworking spaces or business support programmes where the focus is delivering good value and exceptional outcomes for the customer/clients.

Applicants from the Park Royal area are encouraged to sign up for Park Royal Business of the Year. To be considered for Park Royal Business of the Year, you **MUST**:

- Tick the box stating that you are a Park Royal Business whilst making this application;
- Submit a direct application on the [Park Royal Business of the Year page](#) where there will be a few additional questions for you to answer.

Without both of these criteria, **YOUR ENTRY WILL NOT BE CONSIDERED.**

Judging Criteria

- How do you demonstrate your unique offer to the market? Your response will likely include your connectivity (location, network), facilities, or some other aspect of your business support offering.
- How does your business demonstrate a long term commitment to business growth? This might be through sustained capital investment, access to a network of local authority partners, supply chain opportunities etc. Do you invest in new technologies, service improvements or facilities to attract new and innovative businesses? Your response should include evidence of customer delight – such as client testimonials, low levels of member churn or evidence of new business won/growth.
- How is your customer strategy evidenced and implemented by your team? Your response will include your clear commitment to the customer.
- How has your business performed in the last 12 months? Your response will include key performance measures, particularly turnover and profit to the end of your last financial year. [Data is treated in confidence].

Have you brought a transformative or market disrupting product or service to the marketplace? Has your business demonstrated incredible growth in the last 18 months in West London? If so, then this award can help celebrate your success. You will need to demonstrate how you have raised funding for sustainable growth and how you plan to scale-up.

This Award is aimed at start-ups and fast-growth companies.

Applicants from the Park Royal area are also encouraged to sign up for Park Royal Business of the Year. To be considered for Park Royal Business of the Year, you **MUST**:

- Tick the box stating that you are a Park Royal Business whilst making this application;
- Submit a direct application on the [Park Royal Business of the Year page](#) where there will be a few additional questions for you to answer.

Without both of these criteria, YOUR ENTRY WILL NOT BE CONSIDERED.

Judging Criteria

- Describe why your company should be considered as the 'West London One to Watch' - how is your product or service projected to disrupt the market or make a difference.
- How have you planned and managed your start-up business to 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.
- What is your funding strategy that has taken you through start-up and will enable you to scale-up to grow in the industry? Your response should include long term plans for growth and how your strategy will evolve over time.
- How have you succeeded? Your response will include key performance measures, particularly employee count, turnover and profit to the end of your last financial year. (Data is treated in confidence).

WEST LONDON DATA CENTRE INITIATIVE OF THE YEAR

West London (from Park Royal to Slough) is proud to be home to 20% of the UK's data centre capacity - the largest cluster in the country and one of the largest in the world. This award seeks to recognise and highlight the social, technological and environmental innovations being pioneered by data centre operators and hyperscalers across West London, demonstrating businesses' commitment both to sustainable growth and infrastructure investment. For example, you may be championing novel carbon reduction technologies, partnering with schools and colleges to develop your talent pipeline or collaborating with local authorities and suppliers to improve the local economy and public realm.

This award is aimed at data centre operators and hyperscalers with a footprint in West London.

Applicants from the Park Royal area are also encouraged to sign up for Park Royal Business of the Year. To be considered for Park Royal Business of the Year, you **MUST**:

Tick the box stating that you are a Park Royal Business whilst making this application;

Submit a direct application on the Park Royal Business of the Year page where there will be a few additional questions for you to answer.

Without both of these criteria, YOUR ENTRY WILL NOT BE CONSIDERED.

WEST LONDON DATA CENTRE INITIATIVE OF THE YEAR

Judging Criteria

- Briefly describe your initiative and particularly outline how your initiative demonstrates creativity and innovation. Your response will give a detailed indication of the raw ideas and innovation that has driven and shaped the project delivery.
- How does your initiative demonstrate a long-term commitment to sustainable growth and infrastructure investment? Your response might reference capital investment in new facilities or upgrades, partnerships with local authorities, non-profit organisation or utility providers, or long-term partnership agreements with education organisations.
- How has your initiative performed in the last 12 months? Your response should include key performance measures - outputs and outcomes/ impacts arising from the project. [All data is treated in confidence].

PARK ROYAL BUSINESS OF THE YEAR

This award recognises excellence within the Park Royal industrial estate.

To be considered for Park Royal Business of the Year, you **MUST** submit a direct application on this page - if you only tick your interest when entering another category but do not submit a direct application here, **YOUR ENTRY WILL NOT BE CONSIDERED.**

If you have entered another category and have checked the Park Royal box as a Park Royal business, you will be contacted directly to be reminded to submit an application here to be considered eligible for this award.

You can freely apply to this Award if you have already entered in another category in 2026.

Judging Criteria

- Clear objective setting, strategy & plan formation, with matching rigor 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, etc.
- Key performance measures, particularly turnover and profit to the end of your last financial year.

The winner of this award will be a West London SME which could include local community involvement through skills-based volunteering, support for charities, or other community initiatives. You may also be a third sector organisation or non-profit devoted to community engagement, youth support programmes or providing a community service for the benefit of all. If you are not an SME, please enter the Socially Responsible Corporate category.

Applicants from the Park Royal area are encouraged to sign up for Park Royal Business of the Year. To be considered for Park Royal Business of the Year, you **MUST**:

- Tick the box stating that you are a Park Royal Business whilst making this application;
- Submit a direct application on the [Park Royal Business of the Year page](#) where there will be a few additional questions for you to answer.

Without both of these criteria, YOUR ENTRY WILL NOT BE CONSIDERED.

Judging Criteria

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

EQUALITY, DIVERSITY & INCLUSION AWARD

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.

Applicants from the Park Royal area are encouraged to sign up for Park Royal Business of the Year. To be considered for Park Royal Business of the Year, you **MUST**:

- Tick the box stating that you are a Park Royal Business whilst making this application;
- Submit a direct application on the [Park Royal Business of the Year page](#) where there will be a few additional questions for you to answer.

Without both of these criteria, **YOUR ENTRY WILL NOT BE CONSIDERED.**

If your company has already registered for another award, you do not need to pay an additional entrance fee to participate in the Park Royal Business of the Year Award (select 'Free entry if applied to another category' when submitting).

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.

SME Green Business of the Year

This award celebrates our Capital's journey to reach Net Zero. It will recognise an organisation's own progress to Carbon Reduction. They will demonstrate how they have implemented sustainable change in their business, reducing impact on the environment, and demonstrating leadership. The winner could for example have implemented projects around energy and waste reduction, mitigating business travel, reviewing their supply chain and sustainable procurement.

Applicants from the Park Royal area are encouraged to sign up for Park Royal Business of the Year. To be considered for Park Royal Business of the Year, you **MUST**:

- Tick the box stating that you are a Park Royal Business whilst making this application;
- Submit a direct application on the [Park Royal Business of the Year page](#).

Without both of these criteria, **YOUR ENTRY WILL NOT BE CONSIDERED.**

If your company has already registered for another award, you do not need to pay an additional entrance fee to participate in the Park Royal Business of the Year Award.

Companies that are not SMEs should apply to our Environmental Corporate of the Year Award.

Judging Criteria

- How did you set clear objectives and strategy for your net zero and carbon reduction plans? Your response could include the objective(s), how they were implemented, and the results.
- What impact have you had? Your response may include your reduced environmental impact and improved efficiencies e.g. reduction in carbon footprint (tCO₂e), carbon reduction against metrics (tCO₂e/turnover, tCO₂e/internal M2), reduced travel distance, reduced energy consumption.
- What problems, if any, did you come across and how did you solve them? Your response should set out the problem or issue, how the problem/issue was resolved, the outcome and any collaborations.
- How are you promoting the success of your environmental journey? Your response might include how you share and evidence best practice learning e.g. photos of events held with peers, publications, media articles, testimonials of partners and customers, shared guidance.

APPRENTICE OF THE YEAR (16-30)

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. They must also be aged between 16-30, if older, apply to the 30+ Category.

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

APPRENTICE OF THE YEAR (30+)

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. They must also be aged over 30 years, if younger, you must apply to the 16-30 Category.

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
- Evidence of showing resilience and high levels of aptitude if being retrained, particularly if in a new field to the one they were previously working in

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)**

NEXT GENERATION

Next Generation Awards



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

- How has the leader advanced action beyond their organisation's boundaries in relation to community engagement, industry and/or environmental issues?
- In what way has the leader exemplified leadership in their business? Consider not only financial results but also ethical and cultural impacts in the workplace.
- Provide a 200 word profile of the leader's professional background and the reason behind the nomination.

INDIVIDUAL LEADERSHIP

Applicants can freely make an application in Lifetime Achievement or Business Leader of the Year if their company has already entered in another category. Simply select 'Free entry if already entered another category' when submitting.

Lifetime Achievement in Business

Nominees will typically have at least forty years' business experience behind them culminating in demonstrable exemplary leadership in business and a wider contribution to their sector, the environment and/or local community. You can self-nominate or suggest a nominee with the backing of your Senior Leadership Team/Board.

West London Business Leader of the Year

The leader that has gone the extra mile in the past year contributing to their business, local community, industry and/or sustainability objectives. You can self-nominate or suggest a nominee with the backing of your Senior Leadership Team/Board. Telephone interviews may be conducted where supplementary information is needed for the judging panel.

West London Hero Award

This award aims to celebrate those who have made a difference for the work they have done or performed for their company, and been a dedicated anchor for their organisation or a supportive co-worker who raises the atmosphere of the team environment.

**OVERALL
WINNER**

WEST LONDON COMPANY OF THE YEAR

The shortlist for this award is drawn from the winners of all categories (bar Individual Leadership and Next Generation) and will be presented on the night to the most outstanding entry in the eyes of the judges. It cannot be entered into separately.

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.

CONTACT



If you have any queries or
would like more information, please contact:
amy.jiang@westlondon.com

WEST LONDON BUSINESS AWARDS 2027

Celebrating
excellence



WHAT DOES WEST LONDON MEAN TO YOU?