



Handy Hints & Tips for Applicants



This document is designed to help entrants understand **what to include**, **how to structure their entry**, and **how to present their family business at its best**.

Before You Start

- Ensure the business is **family-owned** and meets any **minimum trading requirements** stated for the category.
- Choose the category that best reflects your **core activity or impact**, not necessarily the largest part of turnover, but where your strengths are clearest.
- You may enter **more than one category** where appropriate, but each entry should be tailored and this will mean more than one judges visit
- Entry states you have been trading for at least 12 months

What Makes a Strong Entry

Strong entries are:

- **Clear** – easy to understand what you do and why it matters
- **Specific** – focused on real examples, not general statements
- **Evidenced** – supported by facts, figures, or outcomes
- **Authentic** – honest about challenges as well as successes

Avoid jargon, marketing language, or assumptions that judges already know your business.



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What to Include in Your Entry

While each category has its own focus, all entries should aim to cover:

a) About the Business

- What the business does
- Who it serves
- How long it has been trading
- The family involvement (generation, roles, ownership)

b) Your Category Focus

Explain **why you are entering this category** and how your business aligns with it.

Examples:

- For sector awards: what distinguishes you within your industry
- For impact awards: what actions you've taken and why
- For people awards: what makes this individual stand out

c) Evidence of Impact or Performance

This may include:

- Growth, results, or improvements
- Customer, client, or employee feedback
- Projects delivered or initiatives launched
- Cultural, environmental, or social outcomes

Evidence can be **quantitative or qualitative** - ideally both.



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Category-Specific Guidance (Examples)

You can include short prompts like these under each category online:

- **Sector Awards:**
Focus on quality, consistency, innovation, and performance within your sector.
- **Emerging Family Business:**
Highlight early achievements, momentum, and future potential.
- **Environmental & Social Impact:**
Focus on actions taken, outcomes achieved, and measurable change.
- **People & Leadership Awards:**
Focus on contribution, behaviour, influence, and results, not job title alone.

Final Tips

- Answer the question asked, don't try to cover everything
- Use your wording, whilst we embrace the use of AI, please humanise it for you and your family business
- Be proud, but be precise
- Ask someone outside the business to read your entry before submitting