

What are the Judges looking for?

What our judges consider when scoring your application



What judges consider when scoring

Overall Judging Approach

Judges are drawn from previous award winners, business, professional, and family enterprise backgrounds. Each entry is assessed independently against the category criteria.

Judges are looking for:

- Substance over polish
- Evidence over claims
- Impact over intention
- Written from the heart and fact not AI

The judges will meet for a judging day to decide the finalists and then judges visits will happen to all finalists, apart from Peoples Choice which is decided by public vote

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Core Scoring Areas (Applied Across Categories)

Most categories are assessed using variations of the following:

1. Relevance to the Category

- Clear alignment with the category definition
- Entry answers the right question

2. Performance & Delivery

- Evidence of strong execution
- Quality, consistency, or effectiveness
- Results achieved relative to the business context

3. Impact & Outcomes

- Demonstrable outcomes (commercial, social, environmental, or cultural)
- Positive effect on customers, clients, employees, or the wider business

4. Sustainability & Future Outlook

- Evidence the success or impact is sustainable
- Clear thinking about the future

5. Authenticity & Family Business Context

- Clear understanding of the family business dynamic
- Values, culture, and long-term mindset reflected in the entry

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Additional Criteria for Specific Categories

Sector Categories

Judges will look for:

- Industry knowledge and standards
- Differentiation from competitors
- Innovation or best practice

Impact Categories (Environmental / Social)

Judges will look for:

- Clear actions taken
- Measurable or observable outcomes
- Evidence impact goes beyond compliance or one-off activity

People Awards

Judges will look for:

- Contribution and influence
- Behaviour and values
- Positive impact on others and the business

People's Choice Award

- Determined primarily by **public vote**
- Judges may review entries for eligibility and integrity only



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 The
Family
Business
Community.
Yorkshire & Humberside Awards



What Judges Value Most

- Clarity and honesty
- Evidence-backed storytelling
- Entries that reflect real-world family business challenges and successes