

The Queen's Awards for Enterprise 2018

# Winners' Manual

---

- INNOVATION
- SUSTAINABLE DEVELOPMENT
- INTERNATIONAL TRADE
- PROMOTING OPPORTUNITY (through social mobility)



THE QUEEN'S AWARDS  
FOR ENTERPRISE

# The Queen's Awards for Enterprise 2018



## **CONTENTS**

	<b>Page</b>
<b>INTRODUCTION</b>	<b>3</b>
<b><u>SECTION A:</u></b>	
Information on the embargo until 21 April 2018	<b>4</b>
<b><u>SECTION B: MAKING THE MOST OF THE QUEEN'S AWARDS EMBLEM</u></b>	<b>5</b>
Rules for use of the emblem	
Who can display the emblem	
How to use the emblem	
<b><u>SECTION C: EMBLEM TECHNICAL GUIDELINES</u></b>	<b>6</b>
Using the emblem	
Combining the emblem with dates and legends / Typography / Flags / Commemorative items	
<b><u>SECTION D: PRESENTATION ARRANGEMENTS</u></b>	<b>9</b>
<b><u>SECTION E: STAKEHOLDER TOOLKIT / SOCIAL MEDIA</u></b>	<b>10</b>



# The Queen's Awards for Enterprise 2018



## INTRODUCTION

Congratulations! The Queen's Awards for Enterprise are the UK's most prestigious business awards, recognising and celebrating business excellence across the UK. As winners, you have demonstrated outstanding results in your respective fields of innovation, international trade, sustainable development and promoting opportunity (through social mobility) and no doubt your achievements will prove an inspiration to others.

Her Majesty The Queen will publicly announce the winners on **Saturday 21st April 2018**. You must not therefore share this information before then. Following the formal announcement you will be able to share the news of your success with your staff, customers and suppliers.

This manual is designed to provide information on how you will receive your Award and how you can use your Queen's Award for Enterprise to its maximum potential in all of your marketing and publicity activities. We hope you find it useful.

I look forward to meeting you and hearing about how you will use your Queen's Award to boost your business, at the Royal Reception later in the year.

Best wishes and congratulations,

**Olivia Morrell**  
**The Secretary**  
**The Queen's Awards Office**

### **The Queen's Awards for Enterprise**

Department for Business, Energy & Industrial Strategy (BEIS),  
1 Victoria Street,  
London  
SW1H 0ET

Helpline: 020 7215 6880



# The Queen's Awards for Enterprise 2018



## SECTION A:

### **INFORMATION ON THE EMBARGO UNTIL 09:00HRS ON SATURDAY 21st APRIL 2018**

Media interest will be at its highest when the Queen's Awards for Enterprise winners are announced on 21st April 2018 - Her Majesty The Queen's birthday. This is why we give you advance notice of your Queen's Award win so that you can generate media interest, albeit under strict embargo conditions.

The embargo prohibits any articles or announcements of a Queen's Award being published or broadcast before 01:00 hours on 21st April 2018. You can, however, issue press releases, photographs and other publicity material before then but all material must carry the following embargo:

**Not for publication before 01:00 hours on 21st April 2018**

Please be aware that the embargo applies equally to communications with employees and suppliers, with the exception of any selected colleagues or agencies who will be involved in any publicity activity.

**Prior to the official announcement of the Award winners on 21st April 2018, you may be contacted by the press regarding your Award. You are permitted to speak to them however this will still be under embargo conditions.**



# The Queen's Awards for Enterprise 2018



## SECTION B: MAKING THE MOST OF THE QUEEN'S AWARDS EMBLEM

Winning a Queen's Award for Enterprise entitles the holder to use the esteemed emblem for 5 years in recognition of their achievement.

Award-holders must notify the Queen's Awards Office of any change in circumstances during the period in which they hold the Award which might affect their entitlement to it, for example amalgamation of a business, a change in activities or the sale or dissolution of the business.

### 1. RULES FOR USE OF THE EMBLEM

- Your right to display the emblem will lapse five years after your Award is announced.

**Your award expires midnight on 20th April 2023**

- The emblem must always be displayed in a way that befits the dignity of an emblem signifying Royal recognition.
- The emblem is Crown copyright and must not be used as, or incorporated in, a trademark.
- The emblem must not be displayed as a design on clothing without clearance from the Queen's Awards Office.
- Only Award holders are entitled to fly the Queen's Awards flag. (Further details later in this section).

### 2. WHO CAN DISPLAY THE EMBLEM

In general, only business units set out in the ***Grant of Appointment*** can display the emblem.

The Queen's Awards Office will sometimes allow other business units within the same group or business as the Award-holding unit to use the emblem (but not the flag).



# The Queen's Awards for Enterprise 2018



## 3. HOW TO USE THE EMBLEM

The Award-holding unit can inscribe the emblem on letters, goods they produce, items such as invoices sent overseas and overseas advertising, providing it clearly relates to goods or services they have exported from the UK.

Members or direct employees of Award holding units may wear lapel badges, brooches, cufflinks, tiepins, ties or other commemorative articles specifically approved by the Queen's Awards Office. These items must not be sold to the public and Award holding units are responsible for their supply and distribution.

**Important: The Queen's Awards Office can withdraw an Award at any time for breach of the rules set out in these guidelines or on any other justifiable grounds.**

## SECTION C: EMBLEM TECHNICAL GUIDELINES

### 1. USING THE EMBLEM

We provide logos in jpeg format for the four award categories (below). All files are available from the winner's dashboard. Photoshop files are also provided.

Ideally, master artwork should be used. Award-holders must take the utmost care to ensure that the emblem is reproduced correctly.



# The Queen's Awards for Enterprise 2018



## COMMEMORATIVE ITEMS

When the emblem is used on commemorative items, the date and legend should not be shown. The article can be produced in the shape of the emblem itself or in any plain shape.

Do not add decorative borders around the panel or emblem. Ties and other permitted items of clothing must be with a single emblem. The emblem should appear without a date or legend and without background panel. Do not use repetitive patterns.

The British Promotional Merchandise Association (BPMA) is the UK's leading industry body dedicated to promoting best practice around the sourcing, manufacturing and distribution of promotional products.

[www.bpma.co.uk](http://www.bpma.co.uk)

### **The London Gazette: Commemorative Edition**

Commemorative ribbon bound parchment editions of the Gazette's supplement for The Queen's Award for Enterprise are available for purchase. Please call the Gazette's customer services team on +44 (0)333 200 2434 for more information.

### **The Queen's Awards Magazine**

The Queen's Awards magazine is another great way to showcase your success. Please note: The Queen's Award magazine is independent of the Queen's Awards Office and not an official government publication/ website.

Telephone: 01932 859480

<http://queensawardsmagazine.com>



# The Queen's Awards for Enterprise 2018



## SECTION D:

### PRESENTATION ARRANGEMENTS

The Lord-Lieutenant of the County, Her Majesty The Queen's local representative, will present your Award, normally at your main place of business and we hope that as many as possible of those who have contributed to the achievement will participate in the ceremony.

Each Award is formally conferred by a ***Grant of Appointment*** and is symbolised by the presentation of a trophy.

If you have not been contacted by your local Lord-Lieutenant's office by the end of June to arrange a mutually convenient date for your presentation ceremony, please ring the Queen's Awards Office and we will be able to provide you with the contact details.

You should not approach your local Lord-Lieutenant before 21st April 2018. Wherever possible, please give plenty of notice and offer the Lord-Lieutenant's office alternative dates for the ceremony. We will provide the Lord-Lieutenant with the same information about your organisation as is being given to the media, but you will need to provide him or her with a more in-depth briefing on your organisation and its activities before the presentation ceremony.

Different arrangements apply for winning companies in the Greater London area. A Deputy Lord-Lieutenant for the London Borough concerned often attends the winners presentation ceremonies on the Lord-Lieutenant's behalf. Due to the practicalities of collecting presentational items from the Lieutenancy Clerk's central office prior to a ceremony, these will be delivered directly to winners' premises.

When winners in the Greater London area are ready to arrange a presentation ceremony you should contact the office of the Clerk to the Lieutenancy on **020 7270 0412**.

We would encourage all winners to showcase your success and promote the Awards by generating media interest around the winners announcement. You may also wish to extend invitations for the presentation ceremony to your local MP, councillors and any other relevant contacts, such as local enterprise partnerships or local business organisations.

If you have any queries please do not hesitate to contact the Queen's Awards Office.



# The Queen's Awards for Enterprise 2018



## SECTION E: STAKEHOLDER TOOLKIT / SOCIAL MEDIA

This has been produced to help you promote the Awards to your clients, members, and business contacts, to help you to encourage them to apply. We hope that you will find it useful.

We have suggested some ways in which you can use social media and other channels to raise awareness. You can use our infographics (see our Twitter feed) in all social media channels. **Please note—the stakeholder toolkit will be updated regularly with new content.**

### Social media channels:

#### **Blogs:** [blogs/queensawards](https://blogs/queensawards)

Read about the Queen's Awards cycle, the process and some hints and tips on how to apply.

#### **Twitter:** [@TheQueensAwards](https://twitter.com/TheQueensAwards)

Always use the official hashtag **#queensawards** for greater visibility. Please retweet [@TheQueensAwards](https://twitter.com/TheQueensAwards) tweets. We can share our monthly schedules with you if you prefer. You may like to create your own tweets.

#### **LinkedIn (Facebook and Google +) Find us here:** [LinkedInQueen'sAwards](https://www.linkedin.com/company/Queen'sAwards)

Use this for longer promotional messages which focus on aspects such as:

- Eligibility;
- Inspiration (Previous Award winners); and,
- Photos and infographics (see our twitter page for infographics).

All to include the following link: [www.gov.uk/queens-awards-for-enterprise](https://www.gov.uk/queens-awards-for-enterprise)

### Newsletters

Include info on the Queen's Awards in your newsletters. Please contact Egle Olivi if you would like us to provide a short article: [egle.olivi@beis.gov.uk](mailto:egle.olivi@beis.gov.uk)



# The Queen's Awards for Enterprise 2018



## Events, Conferences and Meetings

You may want to include reference to the Queen's Awards at your events, conferences or meetings. If you would like power point slides on the Queen's Awards to use at your event, please contact the Queen's Awards Office.

Lord Lieutenants, British Chambers of Commerce and local Councils sometimes arrange events in their local area to promote awareness of the Awards and encourage local businesses to apply. Often, they invite previous award winners to attend and share their experiences. We would be grateful to any winning company who would like to be involved in these events.

## OUR CONTACT DETAILS

### The Queen's Awards Office

#### The Queen's Awards for Enterprise

Department for Business, Energy & Industrial Strategy (BEIS),  
1 Victoria Street  
London  
SW1H 0ET

Helpline: 020 7215 6880

Email: [QueensAwards@beis.gov.uk](mailto:QueensAwards@beis.gov.uk)





THE QUEEN'S AWARDS  
FOR ENTERPRISE