



# **UK Social Enterprise Awards 2023**

## **Awards Guidelines**



## UK Social Enterprise Awards 2023 | Awards Guidelines

Please read the guidelines before completing an Award application. This document provides information about the:

- 1 | Award Categories**
- 2 | Eligibility and criteria**
- 3 | Application process**

### 1 | Award Categories

- Category 1** UK Social Enterprise of the Year
- Category 2** One to Watch Award
- Category 3** Prove It: Social Impact Award
- Category 4** 'Buy Social' Market Builder Award
- Category 5** Social Investment Deal of the Year
- Category 6** Public Services Social Enterprise of the Year
- Category 7** Consumer Facing Social Enterprise of the Year
- Category 8** Education, Training & Jobs Social Enterprise of the Year
- Category 9** Environmental Social Enterprise of the Year
- Category 10** Social Enterprise Building Diversity, Inclusion, Equity & Justice Award
- Category 11** Social Enterprise Women's Champion of the Year
- Category 12** International Impact Award
- Category 13** Community-Based Social Enterprise Award
- Category 14** Social Enterprise Innovation of the Year
- Category 15** Tech for Good: Technology Social Enterprise of the Year

Please see the Appendix below for the full criteria for each Award category.



## 2 | Eligibility and Criteria

All Award categories are open to organisations from England, Northern Ireland, Scotland and Wales.

Organisations can apply for a **maximum of three categories**.

If you have won a category in the past two years (at either the 2021 or 2022 UK Awards) **you will not be shortlisted**. Please do not apply for a category you have recently won.

If you wish to make an Award application for any category other than;

- Category 4** 'Buy Social' Market Builder Award
- Category 5** Social Investment Deal of the Year
- Category 11** Social Enterprise Women's Champion of the Year

your organisation must be a UK based business that defines itself as a Social Enterprise using the following criteria. You will be asked to confirm that this is the case before proceeding with your application. ***Please do not enter any category other than 4, 5 and 11 if you do not meet the criteria.***

- The business has a clear social or environmental mission that is set out in its governing documents.
- It is an independent business and earns more than half of its income through trading.
- It is controlled or owned in the interests of the social mission.
- It invests or gives away at least half your profits or surpluses towards your social purpose.
- It is transparent about how it operates and the impact it has.

Non-social enterprises, for example, investors, corporates, public sector bodies and charities may put applications forward in the following categories:

- Category 4** 'Buy Social' Market Builder Award
- Category 5** Social Investment Deal of the Year
- Category 11** Social Enterprise Women's Champion of the Year

Social Enterprises may also enter category 4 & 5.

**Category 11 Social Enterprise Women's Champion of the Year** recognises a woman working in the senior leadership team of a social enterprise or organisation that supports social enterprises. Therefore, the nominee's employer or the organisation the nominee represents must also meet the criteria listed above.



### 3 | Application Process

#### Key Dates

**Friday 30 June** | UK Social Enterprise Awards **applications close**.

**Early August** | Shortlisted organisations notified.

**Thursday 30 November** | UK Social Enterprise Awards ceremony for all 15 categories.

#### How to apply

Complete the online application form and provide the requested supporting documentation. Please note, you will need to complete all mandatory fields marked with an \* in each section before being able to move on to the next section of the application form.

To help you prepare, you will be required to provide the following, unless stated otherwise:

#### Organisation Information

- Organisation Name
- Registered Company Address
- Registered Company / Charity Number
- Legal Form
- Date Registered
- Date Started Trading (i.e. first transaction)
- Number of full-time employees?
- Number of part-time employees?
- Number of volunteers?
- Number of members?
- Number of directors?
- Website
- Twitter handle

#### Financial Information

You will be asked to provide the following financial information for the years 2022\_2023 and 2021\_2022. You will not need to provide financial information if you are ONLY entering category 4, 5 or 11.

- Trading income
- Non-trading income / Private Sector
- Non-trading income / Public Sector
- Total income
- Profit before investment
- Amount reinvested

#### Organisation Information

##### **Tell us about the organisation and its business activities:**

Provide a brief overview of the organisation being nominated and outline its business activity,

**The Evidence** | Provide evidence to substantiate the award nomination. Refer to the specific Award criteria in the Awards Guidelines (Max 250 words).



namely how it earns income and explaining its business model. (250 word limit).

**Tell us about the social or environmental purpose and impact of the organisation:**

Summarise the social or environmental purpose of the organisation and provide an assessment of the difference made through this organisations work. (250 word limit).

**Specific Award Category Information**

You will be asked to provide information and evidence to substantiate your submission for each category you are entering. Refer to the specific Award Category Criteria in the Appendix below, to formulate your response. 400 word maximum for each category.

**Category 5 | Social Investment Deal of the Year | Further information**

You will be asked to provide contact information for the partner organisation involved in your investment deal. For example, if your organisation received investment, please provide details for someone from the organisation who made the investment, or vice versa, if you are from the investor then please provide details for someone in the organisation who received your investment.

- Deal partner contact name
- Deal partner organisation
- Deal partner contact number
- Deal partner email address

**Category 11 | Social Enterprise Women's Champion of the Year**

Social enterprises are much more likely to be run and led by women than traditional businesses. This is a very important characteristic of the sector, and one that many people believe is key to its strength, growth and sustainability. To champion the success of our female entrepreneurs and leaders, this award will be presented to a woman within the world of social enterprise who exhibits some or all the criteria listed below.

We're looking for someone who has created significant positive change for society by demonstrating socially entrepreneurial behaviours, beyond the day-to-day expectations of any job that they may have, to tackle any social and/or environmental issue. We're also looking for someone who has helped strengthen the voice, raise the debate, or shine a spotlight on what the social enterprise movement is achieving either nationally, within a sector or industry or within a sphere of influence.

You will be asked to provide the following information for this category:

- Nominee's Name
- Nominee's Organisation
- Nominee's Organisation Website Address
- Nominee's Twitter Handle

**The Evidence** | Provide evidence to substantiate the award nomination. Refer to the specific Award criteria in the Awards Guidelines (Max 250 words).



**Tell us about the nominee's organisation and its business activities** | Give a brief overview of the organisation and outline its business activity, namely how it earns income and explaining its business model (Max 250 words).

**Tell us about the social or environmental purpose and impact of the nominee's organisation** | Summarise the social or environmental purpose of the nominee's organisation and provide an assessment of the difference made through this organisations work (Max 250 words).

**Tell us about the woman you are nominating** | Why should the woman you are nominating receive the Social Enterprise Women's Champion of the Year? (Max 250 words).

**What challenges has she overcome to get to where she is today?** (Max 250 words).

### Media Profile

**All Categories** | Please provide a short description (80 word maximum) of your organisation written in the third person.

**Social Investment Deal of the Year** | Please provide a short description (80 word maximum) of the deal written in the third person. Make clear who the investment provider(s) and recipient were.

**Social Enterprise Women's Champion** | Please provide a short description (80 word maximum) of your nominee written in the third person.

### Logo

Logos should be supplied in hi-res PNG or EPS format only with a transparent background. Low-res JPGs will not be accepted.

### Management Accounts

Shortlisted organisations will need to provide their most recent set of management accounts (including a profit/loss account and balance sheet). It is preferable for these to be uploaded whilst applying. The accounts are required to confirm that your enterprise meets the initial eligibility requirements. Your accounts need to clearly demonstrate that:

- The organisation earns at least 50% of its income through trading\*
- The organisation reinvests or gives away at least half of the profits or surpluses towards its social purpose.

*\*We recognise that organisations are still recovering from the impact of the Covid-19 pandemic and that there may be a higher than usual proportion of income through grants and loans. We intend to be inclusive wherever possible as long as you can demonstrate how you intend to return to/reach majority of income from trading.*



### Governing Documents

Shortlisted organisations will need to provide their governing documents. It is preferable for these to be uploaded whilst applying. The governing documents are required to confirm that your enterprise meets the initial eligibility requirements. Your governing documents need to clearly demonstrate that the business:

- Has a clear social or environmental mission that is set out in its governing documents.
- Is an independent business.
- Is controlled or owned in the interests of the social mission.

### Supporting Documents | Optional

You are welcome to provide **up to four pieces** of supporting documentation such as, testimonials, annual reports, evidence of impact reports or anything else that is relevant to support your application. Please note that in all cases file names should be succinct and not include any special characters. If you are having difficulty uploading, please rename your file and try again (10MB maximum for each file).

### Supporting Photos | Optional

You will have the option to upload **up to four photos** to support your application (10MB maximum for each file).

### Any questions?

If you have any questions or queries about the Awards, please email the team at [info@seukevents.org](mailto:info@seukevents.org)



## **APPENDIX**

# **Award Category Specific Criteria**





Category 1	UK Social Enterprise of the Year
<p>This award is open to a social enterprise that has been operating for more than 2 years that can evidence the criteria below but that has also demonstrated and promoted social enterprise beyond the sector.</p> <p><b>Criteria:</b></p> <ul style="list-style-type: none"><li>• Excellent vision and strategic direction</li><li>• Clear leadership and management of the organisation</li><li>• A high degree of customer satisfaction</li><li>• A clearly evidenced social, environmental and community impact</li><li>• Show sustainability in terms of profit and growth, or resilience in response to challenging trading conditions</li><li>• Clear evidence of being a champion of social enterprise beyond their own business</li><li>• Outstanding performance over the past twelve months</li><li>• Good brand awareness and communication outputs</li><li>• Evidence of creativity and innovation</li><li>• Commitment to holistic impact beyond core social/environmental mission, including tackling climate change and promoting diversity &amp; inclusion</li></ul>	

Category 2	One to Watch Award
<p>This award is open to a social enterprise that has been operating for less than 2 years as of April 2023 that can clearly demonstrate the criteria but also articulate their future vision and how they are going to achieve it showing growth in their model.</p> <p>We recognise that many start-up businesses need funding to get off the ground and turn to readily available sources. With this in mind, we usually expect that within two years of operating, genuine social enterprises will generate more than 50% of their income through their own trading activities. As the One to Watch category is for social enterprises who have been operating for less than 2 years we do not require that 50% of their income be earned through trading.</p> <p><b>Criteria:</b></p> <ul style="list-style-type: none"><li>• A clear vision for the social enterprise</li><li>• A creative approach to problem-solving</li><li>• Excellence in impact, design or growth since inception</li><li>• Potential for future success, in the judges' view</li><li>• Commitment to holistic impact beyond core social/environmental mission, including tackling climate change and promoting diversity &amp; inclusion</li></ul>	



<b>Category 3</b>	<b>Prove It: Social Impact Award</b>
<p>This award is designed for any social enterprise that can truly demonstrate and communicate their impact with their stakeholders. This award is not comparing the scale of different enterprises' impact, but their measurement and reporting process.</p> <p><b>Criteria:</b></p> <ul style="list-style-type: none"> <li>• Clear articulation of theory of change and impact, proving the organisations mission and objectives</li> <li>• Transparency in the process of findings (including stakeholder engagement)</li> <li>• Includes good quantitative and qualitative evidence</li> <li>• Demonstrates its impact on a specified community, be it geographic or community of interest</li> <li>• Has communicated its impact in accessible and creative ways</li> <li>• Includes how it will utilise evaluation to improve its work</li> <li>• Commitment to holistic impact beyond core social/environmental mission, including tackling climate change and promoting diversity &amp; inclusion</li> </ul>	
<b>Category 4</b>	<b>'Buy Social' Market Builder Award</b>
<p>This award is open to any social enterprise, public sector body or private sector organisation that has demonstrably made efforts within its own organisation and remit to create more opportunities to buy from social enterprises. This could be a local authority implementing a council-wide Social Value Act strategy, a company changing its procurement processes, or a social enterprise seeking to support the movement through buying social.</p> <p><b>Criteria:</b></p> <ul style="list-style-type: none"> <li>• Able to articulate the steps taken to improve the buying environment for social enterprises</li> <li>• Explain their key aims and objectives in trying to 'buy social' in their work</li> <li>• Explain the technical and cultural challenges that had to be overcome and how they did that.</li> <li>• Articulate any progress on spend / impact to date</li> </ul>	
<b>Category 5</b>	<b>Social Investment Deal of the Year</b>
<p>This is the award to enter if you have been part of a great investment deal in the last 12 months that has helped a social enterprise to grow, or the movement as a whole to develop and flourish. Both the investee and investor will be recognised.</p> <p><b>Criteria:</b></p> <ul style="list-style-type: none"> <li>• Explain the deal from both investor and investee perspective</li> <li>• Pioneering in model, scale, type, participants or other aspect</li> <li>• Additional support by the investor in the deal other than the funding</li> <li>• Articulate the existing / potential impact for the community, social enterprise or sector</li> <li>• Describe and explain the risk element of the deal</li> </ul> <p><i>NB – shortlisted deals may be asked for further information ahead of the judging day, if appropriate and necessary</i></p>	



<b>Category 6</b>	<b>Public Services Social Enterprise of the Year</b>
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This is open to social enterprises that have been operating for more than 2 years for whom the majority of their income comes from the public sector and who deliver public services (for central or local government, NHS, criminal justice or other statutory body). These organisations should be able to demonstrate excellence in the following criteria:

**Criteria:**

- Excellent vision and strategic direction
- Clear leadership and management of the organisation
- A high degree of customer satisfaction
- A clear evidenced social, environmental and community impact
- Show sustainability in terms of profit and growth, or resilience in response to challenging operating conditions
- Good brand awareness and communication outputs
- Commitment to holistic impact beyond core social/environmental mission, including tackling climate change and promoting diversity & inclusion

<b>Category 7</b>	<b>Consumer Facing Social Enterprise of the Year</b>
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This is open to a social enterprise that produces or delivers a retail product or service to the general public.

**Criteria:**

- Be able to clearly explain what the brand is, what it stands for and its social mission
- Be able to demonstrate brand recognition in its market place through research, results, achievements and recognition
- Be recognisable as a brand either at a national level, or with plans and ambitions to achieve this
- Have achieved a particular status or point in its market where it is competing successfully
- Demonstrating resilience in response to challenging trading conditions in the last 12 months in sales, customers, impact, brand awareness or other relevant metrics
- Commitment to holistic impact beyond core social/environmental mission, including tackling climate change and promoting diversity & inclusion

<b>Category 8</b>	<b>Education, Training &amp; Jobs Social Enterprise of the Year</b>
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This is open to social enterprises that have been operating for more than 2 years in the education, training or employment sectors that can demonstrate excellence in the following criteria:

**Criteria:**

- Excellent vision and strategic direction
- Clear leadership and management of the organisation
- A high degree of customer satisfaction
- A clear evidenced social, environmental and community impact
- Show sustainability in terms of profit and growth, or resilience in response to challenging trading conditions
- Good brand awareness and communication outputs
- Commitment to holistic impact beyond core social/environmental mission, including tackling climate change and promoting diversity & inclusion



<b>Category 9</b>	<b>Environmental Social Enterprise of the Year</b>
<p>This is open to social enterprises that have been operating for more than 2 years in the green and environmental sectors that can demonstrate excellence in the following criteria:</p> <p><b>Criteria:</b></p> <ul style="list-style-type: none"> <li>• Excellent vision and strategic direction</li> <li>• Clear leadership and management of the organisation</li> <li>• A high degree of customer satisfaction</li> <li>• A clear evidenced environmental impact</li> <li>• Show sustainability in terms of profit and growth, or resilience in response to challenging trading conditions</li> <li>• Good brand awareness and communication outputs</li> <li>• Commitment to holistic impact beyond core social/environmental mission, including promoting diversity &amp; inclusion</li> </ul>	

<b>Category 10</b>	<b>Social Enterprise Building Diversity, Inclusion, Equity &amp; Justice Award</b>
<p>Social justice is fundamental to the social enterprise movement. This category is open to all social enterprises who are addressing these issues.</p> <p><b>Criteria:</b></p> <ul style="list-style-type: none"> <li>• Clearly articulates their organisation’s contribution to building inclusion within their field of work</li> <li>• Demonstrates impact made within their target community or for their target beneficiaries</li> <li>• Proven exceptional leadership by promoting diversity, inclusion, equity and justice in the UK</li> <li>• Inspires other organisations to improve their commitments to diversity and inclusion</li> <li>• Displaying a unique approach to challenging inequalities in the UK</li> <li>• Commitment to holistic impact beyond core social/environmental mission, including tackling climate change</li> </ul>	

<b>Category 11</b>	<b>Social Enterprise Women’s Champion of the Year</b>
<p>This award recognises a woman working in the senior leadership team of a social enterprise or organisation that supports social enterprises who meets the following criteria:</p> <p><b>Criteria:</b></p> <ul style="list-style-type: none"> <li>• Represents excellence in her field of work</li> <li>• Inspires and empowers other women to achieve</li> <li>• Demonstrates a commitment to diversity</li> <li>• Exhibits enterprising spirit and drive</li> <li>• Provides impactful vision within an organisation and/or the wider social enterprise sector</li> <li>• Displayed moral courage and vision in making and delivering tough choices</li> </ul>	

**Category 12****International Impact Award**

This is open to social enterprises that have been operating for more than 2 years which are working internationally and having a big impact in their field. This award is open to UK-based organisations only with existing international operations.

**Criteria:**

- Excellent vision and strategic direction
- Clear leadership and management of the organisation
- A clear evidenced social and/or environmental impact
- Show sustainability in terms of profit and growth, or resilience in response to challenging trading conditions
- Good brand awareness and communication outputs
- Operating internationally (including direct sales, franchising or subsidiaries)
- Commitment to holistic impact beyond core social/environmental mission, including tackling climate change and promoting diversity & inclusion

**Category 13****Community-Based Social Enterprise Award**

Social enterprises are powerful actors in shaping local places and communities. Be it operating in remote rural communities or supporting in inner cities, this category is open to social enterprises that have been operating for more than 2 years and are:

- locally rooted
- trading for the benefit of the local community/place
- accountable to the local community/place
- making local impact.

**Criteria:**

- Excellent vision and strategic direction
- Clear leadership and management of the organisation
- Transformative impact on a place and community
- Show sustainability in terms of profit and growth, or resilience in response to challenging trading conditions
- Good brand awareness and communication outputs
- Commitment to holistic impact beyond core social/environmental mission, including tackling climate change and promoting diversity & inclusion



<b>Category 14</b>	<b>Social Enterprise Innovation of the Year</b>
<p>Social enterprises are more innovative than mainstream businesses – nearly three times as likely to have developed a new product or service in the past year than their mainstream business equivalents. This award is intended to recognize a social enterprise that has brought something truly innovative to market in the past year – this could be either:</p> <ol style="list-style-type: none"> <li>1. A new social enterprise with an innovative product or service that is delivering unique social or environmental impact.</li> </ol> <p style="text-align: center;"><b>OR</b></p> <ol style="list-style-type: none"> <li>2. An existing social enterprise that has created an innovative new initiative, product or service that is delivering unique social or environmental impact.</li> </ol> <p>Please note if your innovation is within technology then please apply to category 15.</p> <p><b>Criteria:</b></p> <ul style="list-style-type: none"> <li>• Excellent vision for what the innovation can achieve for your organization/sector</li> <li>• Demonstrate how the new initiative/product/service is genuinely innovative within the market you operate in</li> <li>• Show how the innovation is scalable or replicable in the future</li> <li>• Evidence how the innovation has already had an impact – in terms of enhanced quality of products or services, greater social impact and/or overall business growth</li> <li>• Demonstrate commitment to holistic impact beyond core social/environmental mission, including tackling climate change and promoting diversity &amp; inclusion</li> </ul>	

<b>Category 15</b>	<b>Tech for Good: Technology Social Enterprise of the Year</b>
<p>This is open to social enterprises that have been operating for more than 2 years that uses technology in either of the following ways and meets the criteria below:</p> <ol style="list-style-type: none"> <li>a) Usage of new technology to develop new products or services.</li> </ol> <p style="text-align: center;"><b>OR</b></p> <ol style="list-style-type: none"> <li>b) Usage of new technology in core business model to enhance service delivery.</li> </ol> <p><b>Criteria:</b></p> <ul style="list-style-type: none"> <li>• Excellent vision and strategic direction</li> <li>• Clear leadership and management of the organisation</li> <li>• A high degree of customer satisfaction</li> <li>• Demonstrates clear evidence of impact made by any of the above ways (a or b)</li> <li>• Show sustainability in terms of profit and growth, or resilience in response to challenging trading conditions</li> <li>• Commitment to holistic impact beyond core social/environmental mission, including tackling climate change and promoting diversity &amp; inclusion</li> </ul>	