

THE QUEEN'S AWARDS FOR ENTERPRISE 2016

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# Winner's Manual





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## INTRODUCTION

Congratulations! As The Secretary to the Queen's Awards for Enterprise, I'd like to welcome you to a select group of businesses that have been recognised as deserving winners of a Queen's Award.

A Queen's Award provides the country with an opportunity to celebrate enterprise and encourage business excellence in UK. Once again, you and fellow winners have achieved outstanding results in your respective fields of innovation, international trade and sustainable development and your achievements will, I am sure, prove an inspiration to others.

The winners of the Awards will be publicly announced by Her Majesty The Queen on **21 April 2016** and from then on, you will be able to share the news with your staff, customers, suppliers, competitors, potential partners, the press and the general public, that your business has received the most prestigious business award in the UK. From time to time you may be invited to events by other Queen's Awards Winners. These unofficial events are accepted at your own discretion.

This manual is designed to help boost the potential of your unique situation. Inside you will find advice and suggestions on how to increase media coverage for your business and how to use your Queen's Award for Enterprise to its maximum potential in all of your marketing and publicity activities. I hope you find it useful.

I look forward to meeting you and hearing about how you will use the Queen's Awards to boost your business, at the Buckingham Palace Reception on 14 July 2016.

Best wishes and well done

NJ Bruno

### **NICHOLA BRUNO**

The Secretary, The Queen's Awards for Enterprise

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

Department for Business, Innovation & Skills (BIS),  
1 Victoria Street, London SW1H 0ET

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## **SECTION A: PUBLICISING YOUR SUCCESS**

The advice in this manual is primarily aimed at those who choose to do their own PR. Some businesses may already have in-house PR or Marketing teams who deal with the media on a regular basis; others might hire a PR professional to do it for them.

Media interest will be at its highest when The Queen's Awards are announced on **21 April 2016** - HM The Queen's birthday. This is why we give you advance notice of your Queen's Award 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 21 April. You can issue press releases, photographs and other publicity material, but not before noon on 11 April and all material must carry the following embargo: -

**NOT FOR PUBLICATION  
BEFORE 00.01 HOURS ON  
21 APRIL 2016**

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

Later in the year, the Lord-Lieutenant of the County, The Queen's local representative, presents the Grant of Appointment and a presentational crystal bowl to winners at a special

Awards ceremony. This is normally at your main place of business and is another excellent opportunity to generate publicity, particularly in the local media. Find out more about this presentation later in this manual.

At other times of the year you may be able to generate media interest if you have a good story to tell, e.g. expansion plans or the winning of a large contract. Linking this into the fact that you are a Queen's Awards winner can improve your chances of being featured.



## 1. QUICK WINS: SOCIAL MEDIA - TWITTER, LINKEDIN FACEBOOK & BLOGS

Your success story will work very well on social media sites. If you have a Twitter account then get tweeting!

### Some sample “TWEETS”

- Time for a Royal Celebration! We've won a #QueensAward for [insert award name] Find out more [www.gov.uk/queensaward](http://www.gov.uk/queensaward)
- We're top of the heap - we've won a prestigious #QueensAward for [insert award name]. Find out more [www.gov.uk/queensaward](http://www.gov.uk/queensaward)
- We're the best of the rest. We've won a #QueensAward for [insert award name] Find out more [www.gov.uk/queensaward](http://www.gov.uk/queensaward)
- We've won a prestigious #QueensAward for [insert award name]. Find out more [www.gov.uk/queensaward](http://www.gov.uk/queensaward)
- We're celebrating being named a @QueensAward winner. Find out more [www.gov.uk/queensaward](http://www.gov.uk/queensaward)
- We've just won a unique #QueensAward for [insert award name] Find out more [www.gov.uk/queensaward](http://www.gov.uk/queensaward)
- @[insert your twitter handle] has won a prestigious #QueensAward for [insert award name]. Find out more [www.gov.uk/queensaward](http://www.gov.uk/queensaward)

Or, if you are a member of LinkedIn, why not post a message to our Queen's Awards group about winning a Queen's Award  
[www.linkedin.com/groups/3318767](http://www.linkedin.com/groups/3318767) .

Use your business website or, if you have a newsletter which goes out to suppliers or customers, share your good news with them.



If you have a blog then this will be a fantastic news piece to “blog” about and, by adding the Queen's Award emblem in all future blogs, a constant reminder to your audience that you are a Queen's Award winner.



Why not write to your local MP, informing them that they have a local champion in their constituency. They can add this to their 'good news' bank of statistics and they will enjoy quoting this when the opportunity arises. Find your local MP here <http://www.parliament.uk/get-involved/contact-your-mp/>





## **2. TELLING YOUR STORY: TIPS TO GENERATE PRESS COVERAGE**

Winning a Queen's Award offers great opportunities to generate publicity for your business and the hard work that you and your team have done to achieve it.

### **Issuing a news release and/or photograph (but remember the embargo conditions):**

Local newspapers and radio stations are always looking out for news stories and features, as is the trade press specialising in your sector, and don't forget online news sites.

### ***Why not use the presentation ceremony by the Lord-Lieutenant as an opportunity to generate a news release.***

- Make sure your story grabs the attention by using a strong headline with a punchy first paragraph to summarise the story and remember that simple language is essential.
- Emphasise the good news angle. Your story needs to stand out, not simply say that you have won a Queen's Award or how delighted the business is to receive it. The fact that you can sell pasta to the Italians, electronics to the Koreans, or that you plan to expand and increase local jobs will make your story more newsworthy.

- Keep it short. Briefly cover the basic facts:

Who? What? Why? When? Where? How?

Use at least three of these in the first paragraph.

- Don't give away too much detail – a journalist may want to follow up the story. Give clear and prominent contact details, including an out of hours telephone number.
- Include a quote. An upbeat quote from the Managing Director boosts the story – a comment on the local economic climate or competitiveness of the industry is also good.
- In terms of photos, generally the rule is the more striking it is the better, preferably featuring people 'in action' rather than a picture of your product.
- Be sure to send a detailed caption, giving the name of your business and saying who or what is in the picture.

Feel free to create your own press release; if you need help to get started use our outline template (page 7), filling in the blanks with your business's details and information:



## **[Insert your business's name] RECEIVES A QUEEN'S AWARD FOR ENTERPRISE**

We are delighted to celebrate today, 21 April 2016, being one of the select businesses recognised as winners of the 2016 Queen's Award for Enterprise - the UK's highest accolade for business success. Our award was received for [insert award name]

This was in recognition of achieving [insert information relevant to the category you have won – e.g. increased year on year export figures, your innovative product and how it is changing lives or making certain tasks easier for people, or how your product is helping the environment and why this matters].

### ***Add an upbeat quote from the Managing Director/Chairman to boost the story***

Insert a couple of sentences to cover your business's history - for instance when it was established, how many people are employed by the business, why you feel proud to be a local business etc.

### ***Notes for Editors***

- 249 Queen's Awards (QA) have been announced this year for outstanding business achievement in the fields of International Trade, Innovation and Sustainable Development. Winners of The Queen's Awards can expect an invitation to attend a special reception at Buckingham Palace.
- QA winners can also use The Queen's Award Emblem in advertising, marketing and on packaging for a period of five years as a symbol of their quality and success.
- The awards are made annually by HM The Queen and are only given for the highest levels of excellence demonstrated in each category.
- To find out more about next year's awards visit the [Queen's Award website](#)





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

Winning a Queen's Award entitles the holder to use the prestigious 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, name or style, 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 the Award is announced.
- The emblem must always be displayed in a way that befits the dignity of an emblem signifying Royal recognition.
- The emblem must not be reproduced in repetitive form.
- The emblem is Crown copyright and must not be used as, or incorporated in, a trade mark.
- The emblem must not be displayed as a design on clothing without clearance from The Queen's Awards Office.
- The emblem must always be reproduced exactly as it appears in the master artwork (See Section F).
- Only Award holders are entitled to fly the Award flag.

### 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).

Following consultation with the Queen's Awards Office, entitled units may authorise their associates, affiliates, agents, customers and retailers to display the emblem but only on, or in connection with, goods or services manufactured or supplied by the entitled unit in the UK, Channel Islands or the Isle of Man.

The full name, category and year of the Award holding unit, as shown in the Grant of Appointment, must appear alongside or below the emblem.





### 3. HOW TO USE THE EMBLEM

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

The emblem must not be displayed on, or in relation to, products made overseas by the Award-holding unit, its subsidiaries or licensees, even if the products are exactly the same as those manufactured in this country.

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: PRESENTATION ARRANGEMENTS

The Lord-Lieutenant of the County, 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 crystal bowl.

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 the Lord-Lieutenant before 21 April. 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 practical problems of collecting presentational items from the Lieutenancy Clerk's central office prior to a ceremony, these are delivered direct to winners' premises. If you have any queries please do not hesitate to contact us (contact details at the end of this manual). When you are ready to arrange a presentation ceremony you should contact the office of the Clerk to the Lieutenancy on **020 7270 0411**.

If you have any queries please do not hesitate to contact us (contact details at the end of this manual).



## 1. INVITING THE MEDIA TO YOUR PRESENTATION CEREMONY

- **Local media** may be keen to run another story, even if they reported on your receiving the Queen's Award when it was announced in April. Invite as many journalists as possible and let them know they could get a good photograph to go with it.

- **Inviting local VIPs** – the Mayor, Member of Parliament, etc. – raises your profile locally and helps encourage local press to cover the event. Try to think of an extra news angle, such as the signing of a recent contract or the employment of more staff.

- The personal touch is much more important here. Call first and sell them the concept of a feature, then follow up in writing. Don't underestimate the offer of a good lunch!

- **On the day** be guided by the journalists. A likely programme might start with an initial briefing on the business and any main issues facing your business or sector, followed by interviews with top level management. Don't make the sessions too long - allow plenty of time for questions.

- Make sure staff know about the visit – we all like to look our best if there is the prospect of photographs - and select a few individuals to meet the journalist. Think of where the best photos might be taken, and nominate staff to appear in any shots. Make sure you have their names ready for the caption.

- Make life as easy as possible for the journalist – arrange transport from the

station and prepare background notes for them. If they are not bringing a photographer, have a range of good quality images prepared.

- If you think it is possible that a media photographer won't attend, you can always arrange your own photographer and send copies to the media immediately after the event.

- Finally, a note of caution! Keep your comments on the record – don't say anything you wouldn't be happy to see in print. Decide the key messages you want to get across, and make sure they are heard.

## SECTION D: ADVERTISING

Paid-for advertising is an effective way of using your Queen's Award to raise your profile and to keep momentum going after the initial announcement of the Award. Prices vary hugely, but are often negotiable.

### 1. OPTIONS

- A straight 'display' advertisement making factual statements about success or services. These are generally sold as a fraction of a page (quarter, half etc) and are normally colour in magazines and black and white in newspapers.

- An 'advertisement support feature' where you buy 'editorial' space and invite suppliers to buy advertising around it.

- An 'advertisement feature' where the publication writes an article about your business to sit alongside your paid-for advertisement.



- Classified advertising - sold by word or by single column centimetre.
- The 'editorial' approach, where you buy space and the material is presented as editorial. This is the approach of the annual Queen's Awards Magazine, which also sells conventional advertising space.
- However, ads on "social media websites" are not always the same as the traditional approach described above. Most social platforms like Twitter, Facebook, and Pinterest have adverts that centre on you or your business – promoting a piece of content, page or photo that you have on your profile.

## **2. DESIGNING AN ADVERT**

Display ads are usually very visual but the most expensive to buy. If you do not already have an ad, it might be worth considering having one professionally designed. Ad agencies and designers offer this service but it can be expensive. Many publications have in-house designers, and can prepare the artwork for you. There is usually a charge for this, but it is likely to be the cheapest option, especially for a one-off ad.

Don't forget when preparing an ad, include your logo and the Queen's Awards emblem as well as your contact details, web address and Twitter/Facebook/LinkedIn etc. details.

**Insist you get to see and approve the final version - make this a condition of payment.**

You might decide to take on a PR professional to handle media relations

and maximise your publicity potential. Further advice and contact details are available from the Chartered Institute of Public Relations or the Public Relations Consultants Association:

## **USEFUL CONTACTS**

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

Contact: Anne Smith

Email:

[Anne.Smith@queensawardsmagazine.com](mailto:Anne.Smith@queensawardsmagazine.com)

Telephone: 01932 859480

### **Chartered Institute of Public Relations**

Email: [info@cipr.co.uk](mailto:info@cipr.co.uk)

Website: [www.cipr.co.uk](http://www.cipr.co.uk)

Telephone: 020 7631 6900

### **Public Relations Consultants Association**

Email: [info@prca.org.uk](mailto:info@prca.org.uk)

Website: [www.prca.org.uk](http://www.prca.org.uk)

Telephone: 020 7233 6026



## SECTION E: HELP US

The Queen's Awards Office likes to spread the word - sharing stories and quotations from our winning businesses and, subject to your agreement, will use them in our publicity material, on our website and through our social media channels.

Creative use of the emblem is always something worth sharing and, in the past, we've shown a business planting the Queen's Awards flag on the top of a mountain and another told us they put the emblem at the bottom of their yoghurt pots! So if you have a great story or photo to share, please send them in to us and we will use them where we can.

We're also interested to know what impact winning a Queen's Award has on both your business and your employees. Again, please get in touch with your feedback or you could even write a guest blog for us.

## OUR CONTACT DETAILS

### **The Queen's Awards Office**

Department for Business, Innovation & Skills

1 Victoria Street

**LONDON**

SW1H 0ET

Helpline: 020 7215 6880

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

### **The Queen's Awards on Social Media**

Website:

[www.gov.uk/queensawardsforenterprise](http://www.gov.uk/queensawardsforenterprise)

Blog: [www.queensawards.blog.gov.uk](http://www.queensawards.blog.gov.uk)

LinkedIn: [Queen's Awards for Enterprise](https://www.linkedin.com/company/queensawardsforenterprise)

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

YouTube: [Queen's Awards for Enterprise](https://www.youtube.com/queensawardsforenterprise)



## SECTION F: EMBLEM TECHNICAL GUIDELINES

### 1. USING THE EMBLEM

There is a positive and negative version of each emblem (pictured right). They are constructed differently and must not be reversed.

We provide artwork in various sizes (visit the winner's resources section in your Queen's Award account). The large version is for use at all sizes above 50mm, the small version at 50mm and below. The height refers to the distance from the top of the crown to the base of the "e". It does not include the date.

Ideally, master artwork should be used. Where this is not possible - for example, on large painted signs, embroidery and models - Award-holders must take the utmost care to ensure that the emblem is reproduced correctly.

#### Coloured Panels

- The emblem can appear on its own or on a solid colour background panel.
- The edge of the black box on the negative version indicates the panel area.
- When the emblem is on a solid colour background, the crown must be centred.
- When the emblem appears in a panel with a legend and date (see page 14), the base of the panel should be

extended below the legend and date to match the space above the crown. Except in the case of commemorative items (see page 16), the panels must be in the proportions shown on the master artwork.

- The panel must always be



Negative Version

reproduced as a solid colour, not just as a keyline.

#### Outline versions

You must not use outline versions of the emblem.





## 2. COMBINING THE EMBLEM WITH DATES AND LEGENDS

### Dates

- The date of the Award must always appear with the emblem except where the emblem is less than 12mm high, when the date would be illegible, or where it appears on a flag or commemorative item
- The date must always be the same colour as the emblem
- The date is in News Gothic bold
- Its size and position are indicated on the master artwork

### Legends

- A legend in News Gothic bold describing the Award and category can be positioned below the emblem and above the date
- No other text can be used in the legend
- Legends can be translated into any language. For advice on standard translations, consult The Queen's Awards Office

• **See page 15 for further information on typography**

### Multiple Awards

- During the lifespan of the Award, holders can also display the emblems of any earlier current Awards
- As each Award expires, the emblem must be deleted
- Holders who have gained the same Award more than once can either incorporate the dates in a single legend or display a number of emblems (with dates where size permits) in a horizontal row
- Holders with several different current Awards can display the emblems and legends in separate horizontal rows



**THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
2016**



**THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
INTERNATIONAL TRADE  
2016**



**THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
INTERNATIONAL TRADE  
2016**



**THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
SUSTAINABLE DEVELOPMENT  
2016**



**THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
INNOVATION  
2016**

- Alternatively, the emblems can be displayed in a single row with dates but without legends



## Typography

- Dates and legends used with the emblem should be in News Gothic bold.
- The legend can be reset in other typefaces for foreign languages.
- You must make sure the weight and type style match the master artwork.
- The letter spacing should not be changed.
- Lower case letters must not be used.

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## THE QUEEN'S AWARDS FOR ENTERPRISE

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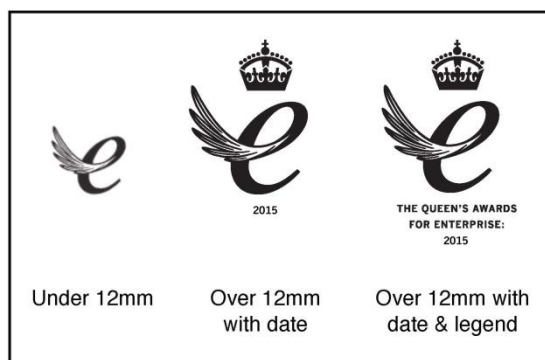
News Gothic Bold

## 3. EXAMPLES OF USING THE EMBLEM

### Small & Medium

The illustrations below show various presentations of the emblem and legend used in medium and small sizes (50mm or below).

In extremely small applications, where the fine detail of the emblem is difficult to reproduce, the pearls of the crown can be deleted. The date is obligatory on all emblems over 12mm in height (except when used on a flag). As a general rule, use positive type on a light background for small sizes.



## Large

The illustrations here show the emblem at larger sizes (above 50mm) in various colours and arrangements. You can copy, enlarge and reduce the designs using the emblem artwork provided online. When reproducing the emblem on tickets and labels, keep the basic shape of the item simple, avoiding complex shapes such as stars.



## Embossing

You can use the positive master (downloadable online) to emboss or die-stamp the emblem. It can appear in white, in colour, or on a coloured background.

## Three dimensional or relief form

The emblem should be reproduced with flat frontal surfaces, with all the elements of the emblem and the date in the same plane. Do not add any extra embellishments or modelling. For metal versions, we recommend a low polish satin finish.

## 5. THE QUEEN'S AWARDS COLOURS

The emblem must always appear in a single, flat colour on a single, flat colour background. Colour includes black, white and the base colour of the material on which the emblem appears.

Consistent use of standard colours will help people to identify the Award, particularly overseas. Ideally, we would like Award-holders to use the standard blue and white of the Award.





For standard colours, print PANTONE®\*287c. You should supply the PANTONE®\* numbers with the artwork for colour matching. Remember, colours will vary according to the type of paper you are using. You are also free to use other colour combinations.

Queen's Awards yellow is a secondary colour and is only for use on the flag. It should match PANTONE®\*129c. as per the example on this page.

## 6. FLAGS

- The Queen's Awards flag features the negative emblem in **PANTONE®\*129c** on a Queen's Award blue background.
- The date does not appear.
- Do not use the positive emblem.
- Flags may be produced at any size, right down to miniature desk flags.
- The diagram shows the proportions of the blue panel used on the flag. These are different to those on the emblem master artwork and must not be reproduced in printed form.



The Queen's Awards flag

Blue Match **PANTONE®\*287c**

Yellow Match **PANTONE®\*129c**

## 7. 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. The emblem should be Queen's Awards blue, white (or silver) or yellow (or gold). On articles, the emblem should be Queen's Awards blue on a silver or gold background, unless the background colour is Queen's Awards blue. In that case, the emblem can be in white (or silver) or yellow (or gold). Where the emblem appears on a background panel, the edge must be straight cut with no pattern. Do not add decorative borders around the panel or emblem. Ties and other permitted items of clothing must be in Queen's Awards blue or a darker blue with a single emblem in white (or silver) or yellow (or gold). The emblem should appear without a date or legend and without a background panel. The item can only show one emblem, even if the holder has won the Award several times. 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. If you are considering commemorative items such as lapel badges, brooches, cufflinks, ties etc. you may wish to browse the BPMA's promotional product sourcing website at [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. The special commemorative editions are boxed and are customised to include the name of your organisation on the front cover. Please call the Gazette's customer services team on 0870 600 5522, or email [london.gazette@tso.co.uk](mailto:london.gazette@tso.co.uk) for more information about these special editions and to order your copy.

### **OUR CONTACT DETAILS:**

#### **The Queen's Awards Office**

Department for Business, Innovation & Skills  
1 Victoria Street  
**LONDON**  
SW1H 0ET

Helpline: 020 7215 6880

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



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