

# The Queen's Award for Enterprise Promotion

BACKGROUND & FAQ 2013

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Is the person you wish to nominate promoting business  
enterprise skills and attitudes in others?

**ANSWER:**

**YES** – Please read these notes

**NO** – This is **NOT** the appropriate Award for the individual you have in mind



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### What is the purpose of The Queen's Award for Enterprise Promotion?

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The Queen's Awards for Enterprise have three categories of business award, given for outstanding achievements in International Trade, Innovation and Sustainable Development.

In 2004 a new Award for individuals was announced. The Queen's Award for Enterprise Promotion rewards people who have played an outstanding role in promoting the growth of business enterprise and/or entrepreneurial skills and attitudes in others. There are up to 10 Awards per year plus one Lifetime Achievement Award, if there is an appropriate candidate.

### What are the eligibility criteria for this Award?

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The Queen's Award for Enterprise Promotion (QAEP) is an award for those individuals who are active in the field of enterprise promotion. Awards are bestowed on the basis of nominations, supported by letters of support from up to four other people. The nominee should not be aware that they have been nominated and should not help in the completion of the nomination form.

We are looking, in particular, for those who contribute more than simply the requirements of their paid employment. Those nominated should be active in the activities for which they are being nominated at the time of nomination and have undertaken the activity for not less than two years. The Lifetime Achievement Award will be given for outstanding consistent and effective promotion of business enterprise skills and attitudes over a substantial period of time (not less than 10 years).

The nomination should explain clearly what his/her specific contribution to promoting enterprise in others has been and over what period of time; whether their contribution is paid or voluntary or both. It should give a sense of the reach of the activity, ie which part of the country, a particular community or local, regional or national impact. Overall, the nomination should answer the key question, "What makes this individual stand out from someone else performing a similar role?"

### How are the Awards judged?

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HM The Queen bestows the Award on the advice of the Prime Minister who is assisted by an Enterprise Promotion Assessment Committee.

Since the nominations are judged solely on merit, there is no allocation of awards to particular regions or territories. All nominations are treated in the strictest confidence.

### What kind of activity is covered by the term 'Enterprise Promotion'?

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Enterprise promotion covers encouraging or facilitating the skills and attitudes which are found in an enterprise environment, whether in a commercial business or a social enterprise.

We are looking for:

- entrepreneurs, business men and women, inventors and innovators who give their time, knowledge, experience and, possibly, financial support to other potential entrepreneurs whether or not they are still in education or at the business start-up/growth stage
- those in education, training and youth work who are providing people of all ages, particularly the young, with enterprise skills and attitudes
- those involved in social enterprise who achieve business outcomes or equip others with business skills (A social enterprise is one which exists to fulfill a social purpose but which generates all its income through trading and then reinvests any surpluses in the work)



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We are particularly looking for nominees whose activities have taken place within:

- challenging circumstances; or
- disadvantaged or deprived communities;
- or where young people or under-represented groups have particularly benefited

We are always looking for those people who go beyond the limits of their day-to-day role to foster an entrepreneurial spirit and promote enterprise with others.

The following list illustrates the types of activity nominees might have been expected to have undertaken. It is not intended to be exhaustive and may alter over time.

### 1.

Offering a role model and/or business model to motivate people to engage in enterprise and promoting these models e.g. through mentoring.

### 2.

Using innovative ways to increase the understanding of business skills and processes in particular communities, for example students, schoolchildren, or those in a deprived area or among those who influence individuals' career choices.

### 3.

Mentoring and/or offering financial support to start-up and/or developing businesses or providing ways to develop specific skills which can be used to start a business.

### 4.

Developing ways in which to explain the risks of business enterprise and promoting the development of enterprise and risk management skills.

### 5.

Developing partnerships between the business community and educational institutions or youth organisations in order to promote an understanding of enterprise and/or the development of enterprise skills.

### 6.

Working to help innovators and inventors to bring ideas to business fruition.

### 7.

Promoting business enterprise in disadvantaged communities, possibly but not necessarily through the medium of a social enterprise, and/or working to change the perception that businesses cannot be established and run successfully in deprived areas.

## What are the requirements of letters of support?

You are required to provide a minimum of two letters of support up to maximum of four. The letters should be from others who have first-hand knowledge of the nominee's contribution to enterprise promotion and the impact their work has had on others. If their work has benefited a particular group – for example the young, or the long-term unemployed – this should be detailed in the letter. If the nominee's work covers a wide range of activities it would be helpful if the letters reflected this. It would be more illuminating to receive letters covering different aspects of the nominee's work rather than receiving multiple letters that cover one singular activity. It is also helpful to include letters from those who have benefited from or had direct experience of the success of the nominee's work. Where possible letters of support should include at least one from an organisation with a wide enough remit to be able to provide an assessment of the extent to which the nominee's contribution sets them aside from their peers eg chambers of commerce, voluntary organisations, local authority, employer, contractor, college, industry network etc.

The letters should make clear why they support the nomination and should not simply say "I wish to support the nomination of ....". Letters must be signed by the author and be specific to this Award.



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The nominator should obtain these letters. The Queen's Awards Office does not do so. The letters must be uploaded by the nominator when the nomination form is submitted.

### Who can make a nomination?

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Anyone can make a nomination. The form should be completed in respect of one individual only. Joint nominations are not acceptable. Please note self-nominations are not allowed

Unsuccessful nominations from previous years will not be reconsidered automatically; but you may re-nominate someone who was nominated previously.

### How do I complete the nomination form?

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Nomination forms are available from **[www.queensawards.org.uk](http://www.queensawards.org.uk)**. If you wish to draft your nomination by hand you can download a copy, but all forms must be submitted online.

Please fill in the nomination form completely and accurately following closely the instructions in each section. It is important that you provide as much information as possible about your nominee.

You might find it difficult to answer some of the questions we ask. The nominee should not be approached but you could approach (in confidence) a personal assistant or secretary, a line manager, the nominee's personnel/HR department, a colleague or member of the nominee's family. Some information might be found on a website. Please ring us on 0207 215 6880 if you encounter difficulties.

Please do not send in examples of the nominee's work (e.g. videos, photographs, books) as we cannot take responsibility for their safekeeping.

### What are the timings for the 2013 Awards?

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Nomination forms will be available from 21 April 2012 and must be submitted to The Queen's Awards Office by 28 September 2012. Please do not leave your nomination to the last minute. It will take time to complete the form fully. You also need to arrange letters of support.

Independent assessment of nominations is carried out between October and November and a shortlist drawn up for consideration by the Enterprise Promotion Advisory Committee, chaired by the Director, Enterprise Directorate, The Department for Business, Innovation and Skills.

The Queen's Awards Office undertakes checks of the shortlisted candidates.

Awards are announced on 21 April 2013 and nominators/nominees will be informed shortly before the announcement if the nomination has been successful. The names of those receiving the Award will be published in the London Gazette.

All nominators will be told whether or not their nomination was successful by 21 April 2013.

### What happens if you receive an Award?

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The Awards are announced annually on 21 April, HM The Queen's birthday. Recipients of the Award will receive an engraved crystal glass commemorative chalice and a Grant of Appointment at a Presentation Ceremony at the Department for Business, Innovation and Skills. Recipients will also be invited to a reception at Buckingham Palace. Those who make successful nominations will also receive an invitation to the Buckingham Palace reception.



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This is an individual Award and recipients may not use The Queen's Award for Enterprise emblem. Guidance on how to refer to the Award will be sent to recipients.

### Will I receive an acknowledgement and updates on the progress of my nomination?

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Your nomination will be acknowledged but The Queen's Awards Office cannot enter into correspondence about the merits of a particular nomination, nor on its progress, either while it is being considered or after the Awards have been announced. Nominators will be informed whether or not the nomination has been successful.

### What should I do if there are changes to information submitted?

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The Queen's Awards Office must be advised if there is any change to the information supplied on the nomination form e.g. any changes to the nominee's personal details. Updated information should be submitted to [info@queensawards.org.uk](mailto:info@queensawards.org.uk).

### Can I nominate someone who is not a UK citizen?

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Substantive awards are made to UK citizens or citizens of Commonwealth countries of which The Queen is Head of State. However, citizens of other countries may be considered for honorary awards. The activity for which the individual is nominated must take place in the UK and/or Crown dependencies (the Channel Islands and the Isle of Man).

### Could a candidate receive both a Queen's Award for Enterprise Promotion and a personal honour?

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Yes, it is possible for an individual to receive the QAEP and a personal honour as long as they are for different achievements. However, if enterprise promotion forms a significant part of a citation for an honour, a candidate would not be eligible for both in close proximity.

If you have any queries or need further advice on any of the above points please contact us at [info@queensawards.org.uk](mailto:info@queensawards.org.uk) or telephone 0207 215 6880 or visit [www.queensawards.org.uk](http://www.queensawards.org.uk)

