LONDON CHAMBER OF COMMERCE

Excellence in People and Culture

Award Category Charter and Application Questions

2027 Business Achievement Awards

Award format

Two finalists will be selected.

Purpose

Recognizes an organization with a strong workplace culture and evidence that its leadership and people practices improve employee experience and organizational performance.

Eligibility

- Open to eligible businesses and organizations of any size with a substantive London connection.
- The application must describe people and culture practices and results across the organization rather than a single event or isolated program.
- Chamber membership is not required and shall not influence eligibility, scoring or selection.
- For this award, applicants must demonstrate that the people and culture practices submitted for consideration have been meaningfully implemented within their London operations and have produced identifiable benefits for their London workforce. Corporate policies or programs developed outside London may be considered where the applicant demonstrates their application and impact locally.
- An organization in which a Business Achievement Awards judge is materially involved is ineligible to apply during that judge's service and for the next two complete awards cycles following the end of that service.
- An applicant may apply in one Business of the Year category and one specialist category but may be named a finalist in only one competitive category in any awards cycle.
- Before applications are submitted to judges, the Chamber may recommend that an applicant move to another category. The applicant's consent is required for any transfer.
- An organization that receives a competitive Business Achievement Award is ineligible to apply for that same award during the next five complete awards cycles following the year of its win. It may apply again in that category after the restriction expires.
- An organization that receives a competitive Business Achievement Award is ineligible to apply for any other competitive Business Achievement Award during the next three complete awards cycles following the year of its win.
- These post-award restrictions apply to relevant awards received before 2027 as well as future awards. Applications during an ineligibility period will not be accepted. The restrictions apply to the organization as a whole, including where it has been rebranded, reorganized or operates through a successor. The Chamber determines whether an applicant is substantially the same organization.

Criteria and marks (100 marks available)

Criterion	Maximum marks	Assessment focus
Workplace culture and employee experience	25 marks	Values in practice, trust, communication, engagement, employee voice and evidence of a healthy workplace.
Leadership and accountability	20 marks	Leadership behaviour, manager capability, responsibility, measurement and follow-through.
Recruitment, development and retention	20 marks	Hiring, onboarding, learning, advancement, succession and retention appropriate to the organization.

Criterion	Maximum marks	Assessment focus
Well-being and workplace practices	15 marks	Safety, flexibility, recognition, compensation practices, workload, mental health supports and practical employee support.
Equity, Diversity, Inclusion and Race Relations	20 marks	Actions, accountability and evidence of progress in equity, diversity, inclusion, positive race relations and accessibility, assessed proportionately to the organization's context and capacity.

An otherwise eligible applicant who provides no relevant evidence for a criterion, including EDIRR, receives zero marks for that criterion and is not disqualified on that basis.

Key Results

These indicators are examples, not a mandatory checklist. Select measures that best demonstrate the effectiveness of your people and culture practices, particularly for your London workforce. Evidence may include relevant quantitative measures, credible qualitative findings and employee feedback.

Indicator	Current	Comparison	Change / context
Voluntary turnover / retention	Current	Prior comparison	Change / context
Employee engagement or experience measure	Current	Prior comparison	Change / context
Internal promotion / advancement	Current	Prior comparison	Change / context
Training / development hours per employee	Current	Prior comparison	Change / context
Absenteeism, safety or well-being measure, where relevant	Current	Prior comparison	Change / context
Two EDIRR indicators or examples selected by the applicant	Current evidence	Earlier position / context	Change / learning

Provide comparisons, context or evidence of change where meaningful. Expectations should be proportionate to organizational size and available resources. Exact revenue figures are not required; reasonable ranges may be used where commercially sensitive.

Application questions

1. Workplace Culture and Employee Experience

Describe your workplace culture and explain how it is experienced by employees in your London operations. Provide credible evidence of trust, communication, employee voice and participation, including relevant measures or feedback.

Maximum: 600 words.

2. Leadership and Accountability

Explain how leaders and managers are expected to build and maintain the workplace culture, how responsibilities are assigned and how leadership performance is assessed. Include examples of implementation in London.

Maximum: 600 words.

3. Recruitment, Development and Retention

Describe how the organization attracts, onboards, develops, advances and retains employees. Explain the results for your London workforce and provide relevant measures or examples of progress.

Maximum: 600 words.

4. Well-being and workplace practices

Describe practices that support safety, well-being, flexibility, recognition and sustainable performance. Explain how they operate for London employees, with relevant results or evidence of employee experience.

Maximum: 600 words.

5. Equity, Diversity, Inclusion and Race Relations

Describe how your organization advances equity, diversity, inclusion, positive race relations and accessibility. Identify the barriers you have addressed, the actions taken, who is accountable, and the progress made in areas such as your workplace, community experience, procurement or partnerships. Provide at least two indicators or examples of progress that are meaningful for your organization. These may include numbers, documented changes, feedback or impact storytelling.

Maximum: 600 words.

Additional Supporting Information

Organization Information

Company name, Address, Organization leader (name, title, phone & email), Primary application contact (name, title, phone & email), and number of employees

Organization Description (max 50-75 words)

Provide a brief 50–75 word description of your organization, outlining what you do and the products or services you offer. If selected as an award finalist, this description will be included in the gala program and media kit.

Company Logo

Please forward your high-resolution logo to julia@londonchamber.com

Release Statement

I agree to all terms of the Business Achievement Awards and confirm that the information provided in this application is true and accurate. I authorize the London Chamber of Commerce to share my company's contact information with the media for promotional purposes.

Designate Signature, Title, Date