LONDON CHAMBER OF COMMERCE

# Medium Business of the Year

*Award Category Charter and Application Questions*

2027 Business Achievement Awards

## Award format

Four finalists will be selected.

## Purpose

Recognizes sustained business excellence by a London business operating at medium scale, including strong performance, leadership, organizational capacity, adaptability and contribution to the city.

## Eligibility

- The business must have completed at least five years of commercial operation.
- This category ordinarily applies to businesses with 11 to 49 full-time equivalent employees. Where employee count gives a misleading picture, the Chamber may consider revenue, franchise or network scale, locations, capital base, market reach and operating complexity, and may reclassify an applicant.
- Chamber membership is not required and shall not influence eligibility, scoring or selection.
- The applicant must have a substantive London connection through its operations, workforce, market activity, investment or demonstrated contribution to the city.
- The applicant must be financially viable and operating on a sustainable footing.
- 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 an 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.
- A Corporate Icon recipient is ineligible to apply for Small, Medium or Large Business of the Year for ten complete awards cycles. A recipient of any of those three awards is ineligible to apply for Corporate Icon during the same ten-cycle period.
- 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 |
|---|---|---|
| Business performance and achievement | 30 marks | Financial and operating strength, growth, customer outcomes, productivity, market position and resilience. |
| Leadership, people and organizational capacity | 20 marks | Leadership, accountability, employee experience, development, retention, safety, succession and operating capacity. |

| Criterion | Maximum marks | Assessment focus |
|---|---|---|
| Community and civic contribution | 15 marks | Local investment, partnerships, volunteering, philanthropy, procurement, culture, reconciliation and contribution to London. |
| Innovation, adaptability and future readiness | 15 marks | Adaptability, technology, process improvement, sustainability, market development, risk management and future readiness. |
| Equity, Diversity, Inclusion and Race Relations | 20 marks | Actions and evidence of progress in equity, diversity, inclusion, positive race relations and accessibility, assessed in context. |

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

The following indicators are illustrative rather than a mandatory checklist. Select measures that show your business's performance over a meaningful period, ideally three years, and provide comparison or context where useful. Exact revenue figures are not required; use percentages or reasonable ranges where commercially sensitive.

| Indicator | Current | Comparison | Change / context |
|---|---|---|---|
| Employment and revenue or market performance | Current / range | Three years ago / baseline | Change / trend |
| Productivity, customer or operating results | Current / range | Prior comparison | Change / context |
| Retention, training or workplace practice | Current | Prior comparison | Change / context |
| London investment or community contribution | Current / period total | Prior period | Outcome / context |
| Two EDIRR indicators or examples | Current evidence | Earlier position / context | Change / learning |

## Application questions

### 1. Business Performance and Achievement

Describe your business's principal achievements. Provide evidence of financial and operating strength, growth, customer results, productivity, resilience and market position.

*Maximum: 600 words.*

### 2. Leadership, People and Organizational Capacity

Describe your business's leadership and workplace practices. Provide relevant evidence of employee development, retention, safety, succession, engagement or organizational capacity.

*Maximum: 600 words.*

### 3. Community and Civic Contribution

Describe your business's contribution to London through local investment, partnerships, volunteer activity, philanthropy, procurement, arts and culture, reconciliation or other civic initiatives. Provide evidence of outcomes where practical.

*Maximum: 600 words.*

### 4. Innovation, adaptability and future readiness

Explain how your business has adapted, improved operations, products or services, and prepared for future resilience or growth. Describe measurable results where appropriate.

*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*