LONDON CHAMBER OF COMMERCE

Small Business of the Year

Award Category Charter and Application Questions

2027 Business Achievement Awards

Award format

Four finalists will be selected.

Purpose

Recognizes sustained achievement by a London small business, including sound performance, practical leadership, adaptability, workplace contribution and connection to the city.

Eligibility

- The business must have completed at least three years of commercial operation.
- This category ordinarily applies to businesses with 1 to 10 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, customer results, reputation, resilience, quality, productivity, disciplined management and market position appropriate to a small business.

Criterion	Maximum marks	Assessment focus
Leadership, people and culture	20 marks	Leadership quality, accountability, employee experience, safety, development, retention, governance and operating capacity appropriate to the business.
Community contribution and local leadership	15 marks	Local investment, partnerships, volunteering, philanthropy, procurement, neighbourhood contribution and other contributions to London.
Innovation, adaptability and future readiness	15 marks	Adaptation, technology, process improvement, sustainability, customer responsiveness, risk management and readiness for the next stage.
Equity, Diversity, Inclusion and Race Relations	20 marks	Actions, accountability and evidence of progress in equity, diversity, inclusion, positive race relations and accessibility, assessed with regard to the organization's circumstances. Accessibility is assessed within Inclusion.

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 relevant measures, and provide comparison or context where useful. Commercially sensitive amounts may be expressed as percentage changes or reasonable ranges.

Indicator	Current	Comparison	Change / context
Financial, customer or market-performance measure	Current / range	Prior comparison	Change / context
Operational improvement, employee development or safety	Current / range	Earlier period / target	Change / context
Local procurement, partnerships or community contribution	Current	Earlier period	Outcome / context
Two EDIRR indicators or examples selected by the applicant	Current evidence	Earlier position / context	Change / learning

Application questions

1. Business Performance and Achievement

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

Maximum: 600 words.

2. Leadership, People and Culture

Describe leadership and workplace practices, including how your business supports employees, performance, accountability and continuity.

Maximum: 600 words.

3. Community Contribution and Local Leadership

Describe your business's contribution to London through local investment, partnerships, volunteering, philanthropy, procurement or neighbourhood leadership. Explain the results or benefits.

Maximum: 600 words.

4. Innovation, Adaptability and Future Readiness

Explain how your business has adapted, improved its products, services or operations, and prepared for future resilience or growth. Give relevant examples or results.

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