



**WOMEN'S
ENTERPRISE
SCOTLAND
AWARDS**



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ENTERPRISE SCOTLAND

Women's Enterprise Scotland Awards 2024

Application form

Please use this document as a guide to prepare your answers and complete the form online at surveymonkey.com/r/WESAwards2024

We recommend that businesses complete the form on their own behalf to ensure all questions can be fully completed and to give the best opportunity for success in the chosen category. If you are completing the form on behalf of a business/individual please ensure they are aware, and you have all the relevant information.

Name of the business applying for an award

Business Name

Name of woman business owner/leader

Address

Email

Phone number

Company Number (if the business is a Limited Company)

Business/Individual Social Media details: facebook/twitter/linkedin/Instagram

If applying on behalf of a business/individual:

Your name

Business name (if applicable)

Your email

Your phone number

How does the applying business meet the qualifying criteria:

- individual applicant is over 18 years old
- the business is owned and led by a majority of women, or
- a woman is the key driving force behind the business and owns the business, or has a share in the business
 - what share in the business is held?

For Inspiring Leader and Family Business Champion of the Year, the business does not need to be owned and led by a majority of women, or have a woman as the driving force **and** having a share in the business.

For each category you will be asked to answer the following questions:

- What is the applicant's role within the business? (include role title and responsibilities)
- Who is the owner/founder of the business? (if not the applicant, please provide details)
- In what industry does the business operate?
- Briefly describe the history of the business and/or background and what it does (max 300 words)
- Please outline how the business has progressed in the year to April 2024. (max 300 words) **(Not Inspiring Leader of the Year)**

The following sections show the questions relevant for each category of award. You may only apply for up to two award categories per business.

NOTE: Financial information

Please include details of the financial status of the business in the answers to the questions below for each relevant category.

This should include the turnover for the previous year, projected turnover for the current year and comparison data to show the scale and relative growth of the business.

Figures on sales volumes, customers/client numbers, production levels, premises, and staff for the previous and current years help to demonstrate the trajectory and performance of the business.

This information helps the judges to understand your business and assess your application.

Applications are assessed on the basis of ALL the detail provided so it's important to also answer the specific questions and provide the information requested in each category.

Start-up business of the Year (up to 3 years old as at 3 October 2024)

This award celebrates the entrepreneurial aptitude, vision, ambition, drive and commercial acumen to build a woman-led successful enterprise in Scotland from start-up.

- Please demonstrate why this business is an outstanding start up business, including details of entrepreneurial aptitude, vision, ambition, drive and commercial acumen. (max 300 words)
- How has this success been reflected in or through the operation of the business? For example, in the financial figures, taking on more staff, making a social or community impact, inspiring other women? (Max 300 words)
- Please describe why this business should win this award? (Max 300 words).

Growth Business of the Year

This award celebrates Scotland's growing women-led businesses and recognises those that have achieved growth and financial performance. This may not necessarily be the largest turnover and may be the percentage of turnover and profit growth achieved. It recognises the businesses who have demonstrated a solid understanding of their competitors, customers, and markets they operate in; and have the foundations in place for continued commercial success.

- Please demonstrate why this business is an outstanding growth business, including details of the growth achieved in addition to demonstrating understanding of their competitors, customers, and markets they operate in; and having the foundations in place for continued commercial success. Include how the business has supported other women owned businesses or the women in business community. (Max 400 words)
- How has this success been reflected in or through the operation of the business? For example, in the financial figures, taking on more staff, making a social or community impact, inspiring other women? (Max 300 words)
- Please describe why this business should win this award? (Max 300 words)

Outstanding Business of the year - (over 3 years old, up to 250 employees, up to £12m turnover as at 3 October 2024)

This award recognises the development and growing success of an established woman led business in Scotland, looking at clear values and purpose, business growth, strong financial performance, profitability, and brand awareness achieved in relation to the number of employees and budget.

- Please demonstrate why this business is an outstanding business, including details of business growth, profitability, and brand awareness achieved in relation to the number of employees and budget. In addition, evidence how the business has supported other women owned businesses and/or the wider women in business community. (Max 400 words)
- How has this success been reflected in or through the operation of the business? For example, in the financial figures, taking on more staff, making a social or community impact, inspiring other women? (Max 300 words)
- Please describe why this business should win this award? (Max 300 words)

Inspiring Leader of the Year

This award recognises a female business leader in Scotland who has contributed to enhancing the landscape for women led businesses. Entrants should demonstrate support and involvement with the women led business community and play an instrumental role in enabling women to start up in business and thrive.

- Please outline how the business has benefitted from the work of the applicant in enhancing the landscape for women owned businesses in the year to April 2024. (Max 300 words)
- Please describe how the applicant has enhanced the business landscape for women owned businesses in the year to April 2024 including details of the leadership skills evidenced, the support and inspiration provided for women owned businesses, the involvement with the women owned business community and how this has helped women owned businesses to start up and grow. (Max 300 words)
- How has this success been reflected in or through the operation of the business? For example, in the financial figures, taking on more staff, making a social or community impact? (Max 300 words)
- Please describe why the applicant should win this award? (Max 300 words)

Business Investment of the Year

This award recognises the women-led businesses in Scotland astutely applying funding to support business development and growth. Entrants may have secured funding from sources, including banks, commercial finance, venture capital investment, business angel investment and/or grants. Entrants should demonstrate a clear investment strategy in the use of the funds and evidence the business return and benefits which have been achieved.

- Please demonstrate why this business has outstanding business investment, including details of the amount received, the investment strategy and the impact achieved by the business from the funding. (Max 300 words)
- How has this success been reflected in or through the operation of the business? For example, in the financial figures, taking on more staff, making a social or community impact, inspiring other women-led businesses? (Max 300 words)
- Please describe why this business should win this award? (Max 300 words).

Resilient Business of the Year

This award is for a woman-led business which has survived in the face of significant challenges and can demonstrate resilience and business continuity against the background of the Covid-19 pandemic and cost-of-business crisis.

- Please demonstrate why this business is an outstanding resilient business, including details of the challenge/s faced and the agility demonstrated by the business to sustain business continuity. (Max 300 words)
- How has this success been reflected in or through the operation of the business? For example, in the financial figures, retaining or taking on more staff, making a social or community impact, inspiring other women-led businesses? (Max 300 words)
- Please describe why this business should win this award? (Max 300 words).

Family Business Champion of the Year

This award marks the achievements of a woman family member playing a key role in the senior leadership team of a family business in Scotland. The award recognises strategic direction, leadership and the application of sustainable business practices. **(See T&Cs for more info)**

- Please demonstrate how the applicant has contributed to the success of the family business, including, as applicable, work undertaken on the business strategy, achieving growth, understanding customers, and the application of sustainable business practices. (Max 300 words)
- How has this success been reflected in or through the operation of the business? For example, in the financial figures, taking on more staff, making a social or community impact, inspiring other women? (Max 300 words)
- Please describe why this woman family business leader should win this award? (Max 300 words)

Sustainable Business of the Year

This award celebrates the women-led businesses that have made progress in sustainability by transitioning to net-zero, adopting renewable energy, demonstrating efficiency and innovation, and minimising environmental impact by reducing waste and reusing or recycling. Entrants must demonstrate the actions they have taken to become more sustainable by doing things better, more efficiently and with a reduced impact on the environment.

- Please demonstrate why this business is an outstanding sustainable business, including details of sustainable practices being applied and the impact achieved by the business from these practices. (Max 300 words)
- How has this success been reflected in or through the operation of the business? For example, in the financial figures, attracting and retaining staff, making a social or community impact, inspiring other women-led businesses? (Max 300 words)
- Please describe why this business should win this award? (Max 300 words).

Business to Watch of the Year

This award celebrates a woman-led business progressing an exciting vision, for example applying novel, step-change innovation, utilising disruptive technology, driving societal change or evidencing all-round entrepreneurial flair.

- Please demonstrate why this business is an outstanding business to watch for the future in terms of its innovation, vision or potential to achieve a societal change. (Max 300 words)
- How has this success been reflected in or through the operation of the business? For example, use of disruptive technology, making a social or community impact or, demonstrating innovation and entrepreneurial flair? (Max 300 words)
- Please describe why this business should win this award? (Max 300 words).

Purpose Led Business of the Year

This award is for a women-led business which can demonstrate that it stands for something it believes in, going beyond profit and positively impacting society. The winner will be able to

demonstrate that the business model has real purpose, by standing for and taking action on something bigger than its products and services.

- Please demonstrate why this business is an outstanding purpose led business, including details of clear social or environmental vision and purpose and the achievement of an evidenced impact. (Max 300 words)
- How has this success been reflected in or through the operation of the business? For example, in the financial figures, taking on more staff, making a social or community impact? (Max 300 words)
- Please describe why this business should win this award? (Max 300 words)