

Regional Impact Award – Guidance Notes and Scoring Guide

Regional Impact Award Information

The Regional Impact Award is for Greater London headquartered businesses that are using their influence and resources to strengthen regional communities and have an impact beyond the capital. It seeks to recognise initiatives that both respond to local need and tie in to a strong overall social impact strategy. Business of all sizes, including SMEs, should apply.

Eligibility

- Your company must be headquartered within Greater London.
- Your initiative is having a positive social impact outside of London within the United Kingdom.
- Applications can focus on either a single project or a wide-ranging initiative.
For example:
 - Working with your supply chain to support initiatives or businesses in local communities.
 - Launching a national employee volunteering programme whereby each regional office tailors volunteering opportunities to local needs.
 - Delivering a regional social impact strategy through local teams across the United Kingdom, for example, to encourage local recruitment or procurement practices.
 - Working with schools in different regions across the United Kingdom to raise aspirations, ensuring a diverse future pipeline of employees.
- This award is open to applications from private sector businesses and public bodies having an impact in Greater London. Businesses and public bodies may use this form to make an application for their own organisation or to nominate a third-party business or public body. Charities, schools, community groups and social enterprises are not eligible to apply in this category but may nominate a business or public body.
- The Lord Mayor's Dragon Awards recognise and celebrate organisations going beyond their core business product or service to have a social impact. Applications will be disqualified if the initiative described is judged to form part or an extension of the organisation's core commercial and/or delivery activities, e.g. a local authority providing a statutory service to the community or a business whose purpose is to broker employee volunteering.
- The same initiative cannot be submitted in more than one category. All partners involved in the same initiative must decide which category it best fits into and submit one application to that category only.
- If your initiative was shortlisted in 2017 you can apply again with the same initiative (or another) in any category, however the judges will be looking for ways in which your initiative has developed over the past year.
- If your initiative won an Award in (2017), it should not be entered in any category for three years following receiving the Award. For example, any initiative that won in 2017 should not be entered again until 2021. When submitting in following years the initiative should have had substantial changes made to it since winning the Award. You may apply with a different initiative to this year's Dragon Awards.

Your Initiative

We are interested in how your organisation is addressing a social issue by using your influence and resources to benefit UK communities beyond London e.g. residents, charities, schools, community organisations, small businesses and social enterprises, etc.

If your initiative is part of a wider programme with other organisations, you should focus on the impact your business has made specifically rather than the programme as a whole.

Where two or more organisations are working in partnership on the same initiative, only one application should be submitted.

Applications are encouraged from organisations that work with a number of different community partners, and from organisations that have chosen one partner to invest significant time and resources into.

What are the Judges Looking for?

Depending on your initiative, not all of the below may apply but a majority of these indicators should be in place:

- Support from senior management and/or progress reported to senior manager(s).
- The social impact activities have relevance to your core business activities and stakeholders.
- A strategy exists to demonstrate your purpose and how you will achieve it.
- Qualitative and/or quantitative measurements to track progress are in place and demonstrate impact.
- A strong, long-term commitment to social impact and, if relevant, one or more community organisations.
- The activity is linked to staff learning and development.
- The impact is communicated internally and externally.
- Evidence that the initiative has had a positive impact on your business, e.g. improving company culture or making organisational practices more inclusive.

Judges' Tips

- Don't assume knowledge – ask someone who doesn't know the initiative to tell you where the gaps are.
- Inspire us – show how you have responded to a real need, leveraged your capabilities to respond to that need, and made an impact.
- Talk about the future – we want to know what happens next, how will the impact be sustained.

Previous Winners

This is the second year we will be awarding an organisation in the Regional Impact Award category. Please follow the link to see last year's winning video.

- [PwC](#)

Completing the Application

Company Details - Section 1 (Not scored)

Your Application

Where two or more private sector business or public sector organisations are working in equal partnership on an initiative, only one joint application can be made. In this case, please give the names of all the companies involved. In the event that a joint application should win, all parties will receive Awards.

If you are nominating an organisation for this Award this section should include the details of the organisation you are nominating.

Please ensure all names of community organisations and businesses are written as you would like them to appear in any written materials such as in press articles, on award trophies or certificates.

You must discuss this application with any organisations listed on the application form as well as your Chief Executive or equivalent before submitting the application.

Applicant Contact Details

If you are submitting a joint application, please only provide one set of primary contact details (indicating which organisation they are for) and one secondary contact.

All correspondence regarding your application will be directed to the primary contact listed. If the primary contact changes any time after your application has been submitted, please email us at DragonAwards@cityoflondon.gov.uk to let us know. If we are unable to get in touch with the primary contact, we will try the secondary contact.

Organisation Overview

If available/applicable, please break down your total number of employees by London, UK, global.

If available/applicable, please break down your company turnover by UK, EMEA and global.

The Lord Mayor's Dragon Awards evaluate a business' achievements relative to their size and resources; as a result, we've awarded twelve small or medium-sized enterprises (SMEs) in the last six years, averaging 2 SME winners a year. As well as the option for awarding one category winner, all categories carry the possibility for two Dragons to be awarded - one for an SME business winner and one for a larger business winner.

An SME is a business with fewer than 250 employees and less than €50 million (£44.2 million) turnover across the whole company ([full description here](#)).

Please list all relevant Twitter handles for you and your partner organisations. Please indicate who each handle is for. We may tweet you throughout the Awards process. Please do follow us and engage via [@Dragon Awards](#).

Nominating Organisation

If you are nominating an organisation, please include your details in this section. If you are applying on behalf of your own organisation, please skip these questions. You must discuss the application with the organisation you are nominating before you make the application.

Business and Initiative Overview

These questions are for the judges' reference only and are not scored. The judges will use these questions to help put the application in context for them.

Case Study – please provide us with a short case study. This will not be scored but will be used to pitch your project or programme to press. This should therefore tell an engaging story in less than 300 words, which summarises why and what you have done, with a focus on what has changed as a result, within your business and in society.

Highlights in Numbers

This information will be used by the Awards team to measure the aggregated impact of each year's applicant cohort. It will also be used by the judging panels to gain a further understanding of an initiative's impact by taking into account the relative size of an organisation and resources available.

Your Initiative - Section 2 (scored)

Please also refer to the scoring guide at the bottom of this document for a guide on what will score highly for each question in this section.

The Awards judges will only be able to take into account the information you supply in your application in the scored questions. With a tight word count, it is important to make every word count.

To do well you must be able to demonstrate substantial impact. Generally, if your programme has been running for less than one year you may not have sufficient data.

Question 1. How and why was this initiative chosen?

This question will count for 25% of your total score. [400 words maximum]

To score highly in this question, please try to include information regarding as many of the below points as possible:

- How the geography, scope and need were identified.
- Your aims and objectives for the initiative.
- How these link to your business objectives.
- How this initiative contributes to your overarching social impact strategy whilst responding to local need.

Question 2. What difference has this initiative made to your business, your beneficiaries and wider society (qualitative and quantitative)?

This question will count for 40% of your total score. [800 words maximum]

The judges will be looking for the impact of your initiative and the benefits to your community partners, beneficiaries, your business, staff and any others relevant e.g. other businesses impacted as a result. Where possible, this should include how much progress has been made since the initiative started ie. Where you started and where you have got to so far. Please focus your answer on the impact made.

Further information about measuring impact can be found [here](#).

Please feel free to use bullet points. Companies unable to complete Question 2 in quantitative business terms (e.g. staff retention rates increased by x %) should explain why they do not have quantitative evidence and instead supply anecdotal evidence.

Judges will evaluate overall impact relative to inputs (i.e. how much resource is dedicated to the project), so smaller companies will not be disadvantaged.

You **MUST** include evidence of the impact on your business and your community partner at a minimum. To score highly in this question, try to include quantitative and qualitative evidence of impact on as many of the following as possible:

- Impact on people and society (e.g. change in people's behaviour, skills, wellbeing, life circumstances, increased opportunities, increased employment opportunities).
- Impact on community organisations (e.g. change in services or reach, change in systems and processes, change in public profile, change in staff, culture or volunteers).
- Business impact on employees (e.g. change in staff skills, well-being, behaviours).
- Business impact on the organisation (e.g. change in staff loyalty, retention or productivity, recruitment practices or diversity, change in reputation, brand awareness, commercial outcomes, change in operations, culture).
- Impact on relevant others (e.g. change in behaviour of other businesses, piloting a new approach for the sector, encouraging other businesses to get involved).

Qualitative evidence of impact

- Short case studies from community beneficiaries.
- Quotes from employee volunteers.
- Quotes from business or community leadership, such as CEOs.

Quantitative evidence of impact

- Statistics that demonstrate improvements for the community, such as the percentage of people in the project who reported improved skills or the percentage increase in procurement spend going to social enterprises who in turn have a social impact.
- Statistics that demonstrate improvements for the community partner, e.g. money saved from a new IT system brought in on the advice of employee volunteers or increased visibility through a business campaigning on an issue to audiences not normally reached by the community organisation.
- Statistics that demonstrate improvements for the business, e.g. the percentage of employee volunteers who reported an increase in their communication skills as a result of volunteering or a shift in company policy to become London Living Wage accredited with details of increased staff engagement and improved external reputation as a result.

Question 3. How is this initiative managed and delivered?

This question will count for 20% of your total score. [300 words maximum]

Judges will be looking for evidence of a well-managed initiative, taking into account the challenges of deploying programmes at a regional level that respond to local need, complement the overarching strategy and engage all employees. Please consider the following when answering this question:

- Who is involved in the delivery of the initiative? i.e. charity champions, regionally-based employees, central functions.
- Where and how is the programme administered?
- How are you engaging your employees in this initiative?
- How are you communicating the importance and relevance of your organisation's role in this region?

Question 4. What plans do you have for the future?

This question will count for 15% of your total score. [200 words maximum]

The judges will be looking for evidence of a sustainable programme. Please consider the following when answering this question:

- How you are using monitoring and evaluation.
- How you have resolved any challenges so far and any improvements you plan to make.
- Any plans to scale the initiative, including to other regions.
- If the initiative will be used to inform future decision making.

Scoring Guide – Regional Impact Award

Please note:

- This guidance is for the Regional Impact Award. Each Award category has its own Scoring Guide that can be found on the relevant category page.
- Each question will be scored on a scale from 0-10.
- If a question is left unanswered, zero points will be awarded.
- Please be aware of the weighting for each question.

	Excellent <i>(10 points)</i>	Satisfactory <i>(5 points)</i>	Poor <i>(1 points)</i>
<p>Q.1 – How and why was this initiative chosen?</p> <p><i>25% of final score</i></p>	<p>There is strong evidence of a robust and thorough process for choosing the initiative and geographical remit. Business and societal needs have been clearly identified across different localities, and the initiative has been designed to address these.</p> <p>The initiative is relevant locally and centrally, demonstrating an excellent overarching social impact strategy that is coherent yet flexible to local, regional contexts. Aims and objectives are ambitious and specific, and are strategically linked to core business objectives and values.</p>	<p>There is reasonable evidence of a process for choosing the initiative and geographical remit, with some reference to how needs were identified and local stakeholders engaged.</p> <p>The aims and objectives of the initiative are defined and there is either evidence of how these link to strategic priorities and business values or evidence of how these contribute to the overall social impact strategy.</p>	<p>There is no clear evidence of the process behind selecting the initiative and no rationale is provided for why the geographical remit was chosen.</p> <p>The aims and objectives of the initiative have not been clearly communicated and there is no clear indication of a link to strategic priorities, business values or the overall social impact strategy.</p>
<p>Q.2- What difference has this initiative made (qualitative and quantitative)?</p> <p><i>40% of final score</i></p> <p><i>Please see p.5 for examples</i></p>	<p>There is strong evidence of positive impact across the board, with the partnership having made an impressive difference to beneficiaries, community organisations, employees and the business. The impact meets the project’s aims and objectives, and may go further, producing unexpected benefits.</p>	<p>There is reasonable evidence of positive impact across the board, with the partnership having made some difference to beneficiaries, community organisations, employees and the business. There has been a satisfactory attempt at linking impact to the project aims and objectives.</p> <p>The evidence provided includes both quantitative and qualitative data but is</p>	<p>There is no clear evidence of the community, beneficiary, employee or business impact.</p>

	<p>The evidence provided is robust and convincing; with a vast amount of quantitative and qualitative data from a range of sources that illustrate lasting impact on all stakeholder groups. Additional impact has been generated through influencing or sharing best practice with others.</p>	<p>not consistently robust i.e. the data provided for beneficiary impact is extensive, whereas the business impact is not well demonstrated by the data. Some evidence may focus on outputs more than impact.</p>	
<p>Q.3- How is this initiative managed and delivered? <i>20% of final score</i></p>	<p>There is strong evidence of a well-managed initiative with robust processes for co-ordinating across geographies. Internal communication between Head Office and regional leadership is extremely effective – best practice and new ideas and learning are shared in both directions.</p> <p>There is an outstanding level of engagement and regional stakeholders are central to developing and managing the initiative.</p> <p>External communication provides a compelling narrative about the initiative and demonstrates regional impact effectively.</p>	<p>The initiative is reasonably managed with sufficient processes for co-ordinating across geographies. However, internal communication between Head Office and regional leadership is weak, so that opportunities for sharing learning and increasing impact are not maximised.</p> <p>There is some staff engagement and regional stakeholders are involved in developing and managing the initiative.</p> <p>The narrative lacks coherence with a slight disconnect between regional activity and the organisation’s social impact strategy.</p>	<p>There is no clear evidence of management or communication processes to involve and engage relevant stakeholders in the region.</p> <p>There is no obvious relationship between the regional initiative and overall social impact strategy.</p>
<p>Q.4 – What plans do you have for the future? <i>15% of final score</i></p>	<p>Future plans have been clearly defined and agreed by partners with the potential impact on all stakeholders in mind. There is a clear strategy for continuing or ending the partnership, as appropriate, and partners have a clear rationale for how they will proceed, be that by scaling or modifying the programme or by moving on from the partnership. The impact of the partnership will be sustained through knowledge sharing and by applying learning from the</p>	<p>Information regarding future plans has been provided, but there is little evidence that the impact of these decisions on stakeholders has been taken into account. It is not clear whether the impact of the partnership will be sustained in some way. Use of monitoring and evaluation to overcome challenges and improve impact has not been communicated.</p>	<p>There is no evidence of any thinking about the future of the partnership and the answer provides little reassurance that any impact will be sustained or any lessons learned.</p>

	partnership to other relationships, as well as future decision-making within the organisation.		
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