**The Lord Mayor’s Award for Advancing Socio-economic Diversity in Business – Guidance Notes**

**Question 1. How and why was this initiative chosen?**

20% weighting of total score. [300 words maximum]

Please consider the below:

* How the need was identified.
* Why you chose to work with any partners involved.
* Your aims and objectives for the initiative.
* How these link to your business objectives.

### Question 2. What difference has this initiative made to your business (qualitative and quantitative)? 45% weighting of total score. [800 words maximum]

Further information about measuring impact can be found [here](http://www.dragonawards.org.uk/measuring-impact/).

### If unable to give quantitative evidence (e.g. staff retention rates increased by x %) please explain why and supply anecdotal evidence.

Please consider the below:

* Impact on people and society (e.g. new jobs created, change in people’s behaviour, skills, wellbeing, life circumstances, increased opportunities, increased employment opportunities).
* Impact on SMEs, social enterprises or 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).

**Examples of qualitative evidence of impact**

* Case studies
* Quotes

**Examples of quantitative evidence of impact**

* Statistics and figures that demonstrate improvements for the community, community partner, and your business such as percentage increase in procurement spend going to social enterprises with a social impact or money saved by the community partner from a new IT system brought in on the advice of employee volunteers.

### Question 3. How is your initiative innovative and distinctive or different from other approaches? 20% weighting of total score. [300 words maximum]

Please consider the below:

### What makes your initiative different or innovative?

### Does your initiative change the way in which impact is achieved in this area?

### Does your initiative challenge others, people or organisations, to think in new ways about the issue you are addressing?

### What, if any gaps in other initiatives does your initiative fill?

### Question 4. What plans do you have for the future? 15% weighting of total score. [200 words maximum]

Please consider the below:

* 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.
* If the initiative will be used to inform future decision making.