

## General Guidance Notes

### 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 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

### Completing the Application

#### Company Details - Section 1 (Not scored)

Guidance for this section can be found within the online application form itself. If you have any further questions, please get in touch with us at [DragonAwards@cityoflondon.gov.uk](mailto:DragonAwards@cityoflondon.gov.uk).

#### Your Initiative - Section 2 (Scored)

The Awards' judges will only be able to consider 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.

- 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