



Department for  
Business & Trade

# The King's Awards for Enterprise



# Celebrating business success



# Queen Elizabeth II conferred the first Awards in 1966



**The Royal Family**  @RoyalFamily · Jun 28

"Having watched the Awards established in my name grow in stature and influence, I continue to be impressed by the way that they have given opportunity to big organisations and small, enabling them to project themselves on the world stage"

- Her Majesty on [@TheQueensAwards](#)



# Awards Background

The King's Awards for Enterprise recognise and encourage the **outstanding achievements of UK businesses** in the fields of:

- ∅ **Innovation**
- ∅ **International Trade**
- ∅ **Sustainable Development**
- ∅ **Promoting Opportunity (through social mobility).**

The UK is full of **exciting and innovative** businesses and The King's Awards for Enterprise is a great way of celebrating their success.

Whether you are a small or large entity, with a great innovative product/ service, or an impressive social mobility programme, this award is a **prestigious way to recognise your contribution to enterprise.**

Open to applications from **almost all businesses and non-profits, of almost all sizes throughout the UK in every sector.**

***The 2025 Round is open from 6 May 2024 and closes 12 September 2024***



# Devon KAE/QAE winners over the last 4 years

Millbrook Dairy Company Ltd  
Luminous Show Technology Ltd  
Vispring Ltd  
Sir Fix-a-lock Ltd

2024 International Trade  
2024 International Trade  
2024 International Trade  
2024 Sustainable Development

LittlePod Ltd  
Moo Free Ltd  
Scymaris Ltd  
Charter Brands Ltd  
Axminster Tool Centre Ltd

2023 Sustainable Development  
2023 Promoting Opportunity  
2023 International Trade  
2023 International Trade  
2023 Innovation

Heathcoat Fabrics Ltd  
Artemis Optical Ltd  
Investment Casting Systems Ltd  
Spirent Communications  
Services Design Solution Ltd

2022 Innovation  
2022 International Trade  
2022 International Trade  
2022 International Trade  
2022 Sustainable Development

Ribeye Ltd t/a Ribeye Boats and Tenders  
Atlantic Inertial Systems Ltd  
AnTech Ltd

2021 International Trade  
2021 International Trade  
2021 International Trade



# Devon 2024 King's Awards for Enterprise Winners

## Millbrook Dairy Company Ltd

## 2024 International Trade

*Based in Bideford, North Devon, 8 employees, founded in 2018, Millbrook specialises in procuring and selling bulk and packaged cheese and butter across international markets. Overseas sales have grown by 109% over the last 3 years.*

## Luminous Show Technology Ltd

## 2024 International Trade

*Based in Exeter with 13 employees, the Luminous team is led by its founders Mike Badley and Edwin Samkin, both qualified engineers. They provide high-end special effects for movie production and large scale live performances all over the world.*

## Vispring Ltd

## 2024 International Trade

*Based in Plymouth, founded in 1901, now with over 200 employees, Vispring make luxury beds using high quality local materials. They have a deep-rooted commitment to the British farming industry and were previously awarded a Queen's Award for Enterprise in 2012.*

## Sir Fix-a-lock Ltd

## 2024 Sustainable Development

*Based in Plymouth, Paul Montgomery started the business in 2011 while still serving in the Army having completed a locksmith course as part of his resettlement package. With 3 full time equivalent employees, they ensure all waste and old parts are fully recycled.*



# Devon 5 Year Track Record – applications and winners

2024	17 applications	4 winners
2023	16 applications	5 winners
2022	15 applications	5 winners
2021	9 applications	3 winners
2020	9 applications	4 winners

**The more we can raise awareness of the awards, the more applications and the more Devon winners. LL objective is for Devon to punch above our weight and aim for 15 awards per annum.**



# Benefits of receiving a King's Award

- A company representative attends a Royal reception hosted by His Majesty The King
- On-site presentation by the Lord-Lieutenant of Devon; a great opportunity to boost staff morale, for press coverage and to celebrate with your local stakeholders
- Can use the Official King's Award Emblem for 5 years
- Global recognition as an outstanding British brand
- Multiple examples of the Award helping to win new business, both at home and overseas





**73% of winners in the International Trade category directly attributed increased sales to winning a Queen's Award**



HM Government



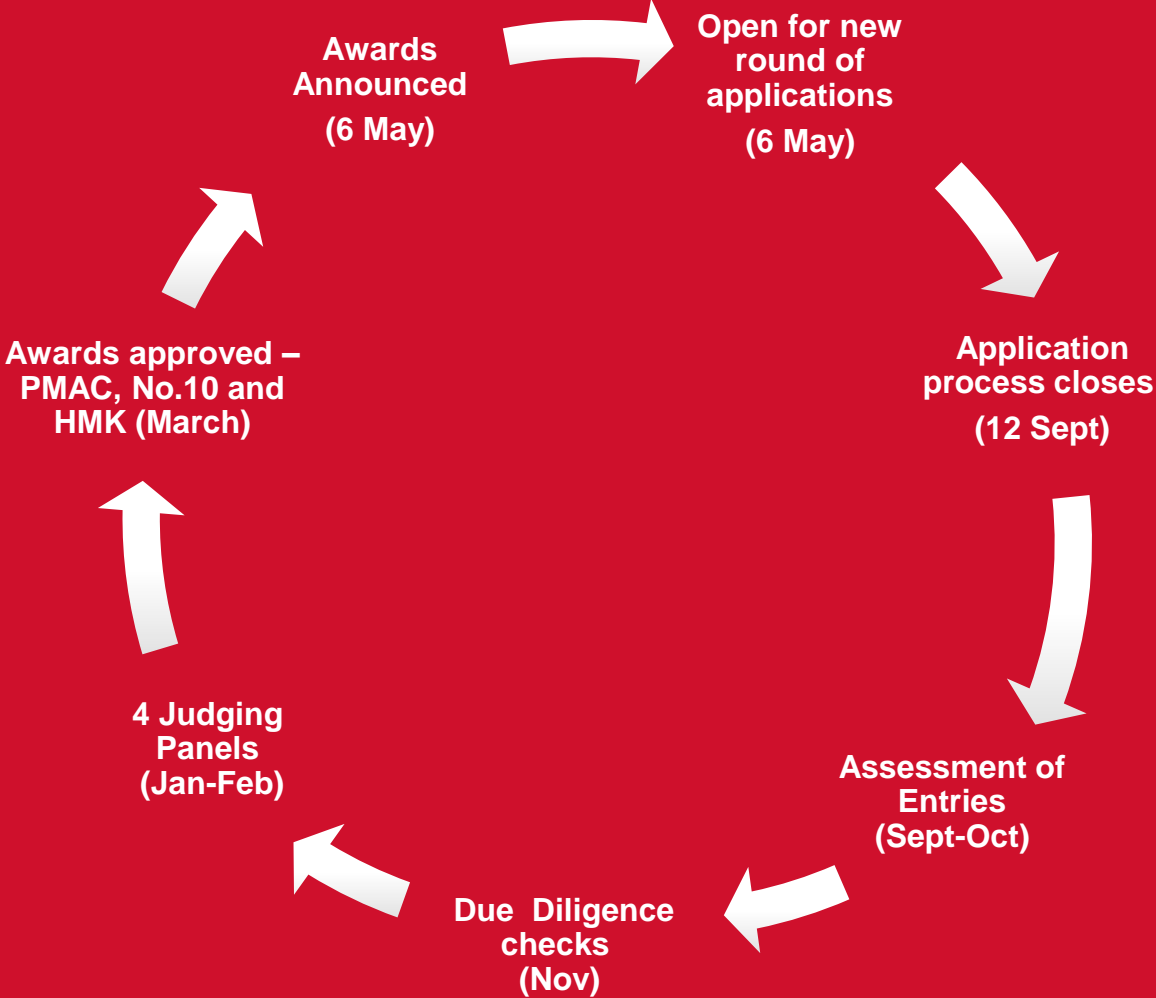
# Initial Eligibility Criteria

**The organisation must:**

- ∅ Be based in the UK**
- ∅ Have a good, continuous compliance record with HM Revenue and Customs**
- ∅ Be a self-contained enterprise**
- ∅ Have at least two full-time UK employees or part-time equivalents**
- ∅ Demonstrate strong corporate social responsibility**



# Awards Cycle



# King's Awards Recipients 2024

## Statistics



**257 Awards**



**5 Double Awards**



**Over 90% of recipients are SMEs**



**30 recipients have <10 employees,  
including 2 of the Devon winners**



# King's Awards Recipients 2024

## Category Breakdown



**161 International Trade**



**59 Innovation**



**29 Sustainable Development**



**8 Promoting Opportunity (through  
Social Mobility)**



# King's Awards Recipients 2024

## Region Breakdown

Region	Number of Recipients
South East	37
Greater London	42
East of England	37
East Midlands	19
South West	17
North West	26
Yorkshire & The Humber	29
Scotland	14
West Midlands	22
Wales	11
Northern Ireland	4
North East	9
<b>Total</b>	<b>257</b>



# Celebrating Success nationally



# Celebrating Success in Devon





# A few of the 148 2023 Awardees



ProtectaPet  
 @ProtectaPet

Delighted to announce we have won @TheKingsAwards for Enterprise in Innovation 2023! 🇬🇧🇺🇰🇪🇺 We're delighted and honoured! @NicholaBruno @queensawardsmag #kingsawards #exportingisgreat #dit #madeinbritain



7:49 AM · Apr 21, 2023 · 1,239 Views

Manor Fields Park @ManorFieldsPark · Apr 21

We're delighted to announce that the Green Estate CIC has been awarded one of the most prestigious awards in the UK; The King's Enterprise Award for Sustainable Development, approved personally by the King for our work growing engaging, adaptive and resilient urban places.



The King's Awards Retweeted  
 LittlePod @little\_pod · Apr 21

BREAKING NEWS: LittlePod has won the 2023 King's Award for Enterprise (Sustainable Development) – the UK's most prestigious business accolade.

[bit.ly/3USqcO6](https://bit.ly/3USqcO6)

@TheKingsAwards #KingsAwards #SustainableDevelopment #LittlePod #CampaignForRealVanilla 🍪



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# Application Guidance: Top Tips

- **Check your eligibility online**
- **Plan your responses by downloading the pdf application form**
- **Use plain English**
- **Provide evidence of your achievements**
- **TELL YOUR OWN STORY - WHY DO YOU STAND OUT?**
- **Add 2 or more collaborators to your account**
- **Allow sufficient time**
- **Show quantitative and qualitative evidence to support your claim**



# Application Guidance

## Innovation

### To apply for the Innovation award, you must:

- ∅ have an innovation that has not been sold before
- ∅ have had your innovation available on the market for at least 2 years
- ∅ have recovered all the investments made in your innovation or show that the innovation will recover its full costs in future
- ∅ Show outstanding commercial success as a result of innovation from 2 up to 5 years

### Your innovation should be in one of the following categories:

- ∅ invention, design or production of goods
- ∅ performance of services
- ∅ marketing and distribution
- ∅ after-sale support of goods or services

### Your story:

- ∅ What was the situation which led to your innovation?
- ∅ What are the challenges you have overcome
- ∅ Why is your innovation unique
- ∅ How does your innovation benefit your business, customers and others



# Application Guidance

## International Trade

### To apply for the International Trade award, you must:

- ∅ have made a minimum of £100,000 in overseas sales in the first year of your entry and show year-on-year growth
- ∅ prove that your organisation has achieved outstanding growth in overseas earnings relative to your business size and sector
- ∅ prove steep year-on-year growth (without dips) in overseas sales over 3 years - or substantial year-on-year growth (without dips) over 6 years

### Your story:

- ∅ Why is penetration of a particular market an achievement? E.g. are you the first, leading, fastest growing UK exporter in this market?
- ∅ Why is your performance better than that of competitors?
- ∅ What challenges have effected your trade and how you overcame them?



# Application Guidance

## Promoting Opportunity (through Social Mobility)

### To apply for the Promoting Opportunity award, you must:

- have supported people from disadvantaged backgrounds in improving their job skills and their chances of finding work.

### This includes doing one or more of the following, for at least 2 years:

- ❓ providing work experience or careers advice
- ❓ mentoring
- ❓ offering interview and job-related training
- ❓ making sure your recruitment process is open to everyone

This Award is open to organisations engaged in enterprise who are positively supporting social mobility. The Award is **not aimed at those whose core purpose** is to improve social mobility. Not-for-profit businesses, social enterprises and charities are welcome to apply.

If you are a training provider or educational organisation, you can only apply if you are submitting a joint application with a business, or if you have a social mobility initiative for your own workforce / employees.



# Application Guidance

## Sustainable Development



### To apply for the Sustainable Development Award, you must:

- Show how you have achieved outstanding sustainable development for more than 2 years
- Provide evidence of the benefits or positive outcomes of your actions or interventions
- If you have a sustainable product or approach, you must also demonstrate a sustainable business strategy.

In the **Sustainable Development application** you may want to tell us about any specific successes, such as developing an innovative new product or process delivering environmental benefits, or seeing sustainable development outcomes embedded in your organisation, supply chain or community.

It is important to demonstrate that your company and/or senior decision makers are leading the way in your sector or community and how they have overcome important challenges that are specific to your sector.

### Your story:

- ∅ What are you doing to be sustainable, in particular, compared to your competitors?
- ∅ How are you leading the way and influencing others to be more sustainable?
- ∅ Restore, recycle, regenerate and the United Nations Sustainable Development Goals

# How to apply

- Almost all **UK businesses** (including non-profit) can apply
- The application process is **free**
- All applications must be made **online**
- You may apply for **more than one** category
- Applications for the 2025 King's Awards for Enterprise are open from **6 May until midday 12 September 2024**
- Eligibility criteria and more information on how to apply is here **[www.gov.uk/kings-awards-for-enterprise](https://www.gov.uk/kings-awards-for-enterprise)**



# Useful Sources of Information

[www.lordlieutenantofdevon.org.uk/helping-you/the-kings-award-for-enterprise/](http://www.lordlieutenantofdevon.org.uk/helping-you/the-kings-award-for-enterprise/)



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