

The King's Awards for Enterprise

HEREFORDSHIRE



KAE Fact Sheet

The King's Awards for Enterprise are the most prestigious awards to recognise and celebrate excellence in exciting and innovative UK businesses and enterprises of all sizes.



Department for
Business & Trade

What are the King's Awards for Enterprise?

KAE were first established in 1965 by HM Queen Elizabeth II, and have since evolved and developed. Unlike other royal awards, such as KAVS and honours which are made through recommendation and nomination by others, the KAE process is different; it is up to each company/organisation to investigate its own eligibility, and to register and apply online.

In Herefordshire, KAE is championed by our Lord-Lieutenant Edward Harley CBE, with the support of DLs and advisors to promote the awards and to signpost potential applicants to sources of support.

Why apply?

- Recognition locally and globally that you have achieved excellence
- Raises brand awareness, often leading to increased sales
- Raises morale in staff and attracts the best talent to join you
- Improves opportunities to break into new markets
- Provides prospects for investment and development offers
- You can use the KAE royal emblem for 5 years
- Formal presentation at your premises by the Lord-Lieutenant
- Invitation to a royal reception



The award categories

There are 4 application categories, and you can apply for more than one, but each category is a separate application:

Innovation

International Trade

Sustainability

**Promoting Opportunity
Through Social Mobility**

To give you an idea of just how niche these awards are, in 2025 there were just:

199

King's Awards for
Enterprise in the UK

International Trade	116
Innovation	46
Sustainability	27
Promoting Opportunity	0

Channel Islands	2
East Midlands	16
East of England	20
Greater London	33
North East	6
North West	24
Northern Ireland	2
Scotland	11
South East	37
South West	17
Wales	8
West Midlands	12
Yorkshire & The Humber	11
Total	199



Is your organisation eligible?

Most companies are eligible to apply.

To meet the criteria, you 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 environmental, social and governance (ESG) practices
- Check out eligibility criteria [here](#)

Year	Business name	Category
2025	Berrington Pure Water Ltd	Innovation
	Level Peaks Associates Ltd	International Trade
2024	S&A Group	Innovation
2022	Momentum-Pharma Ltd	International Trade
2021	M Lloyd Engineering Ltd	International Trade
2020	SafeLane Global Ltd	International Trade
2019	Prometheus Medical Ltd	Innovation
	Spectra Group	Innovation
	The Helping Hand Co	International Trade
2017	Propath Ltd	International Trade
2015	Prometheus Medical Ltd	Innovation
2014	ETL Systems Ltd	International Trade
2013	Tyrells Crisps Ltd	International Trade



The awards cycle



Top Tips for Applicants

What the judging panel is looking for:

This is the most prestigious business award in the UK and as you would expect, the application process is rigorous. Don't be daunted by this; understanding the process will help you to submit a high quality application. Here are some general pointers from KAE Head Office in London on how to submit a successful application, and then more detailed advice for each category. The KAE panel members are here to help.

Where to start

Start by downloading the application form for the category or categories of your choice. Most importantly, read the application form thoroughly!

- Check your eligibility online [here](#)
- Check your financials and commercial success fulfil the growth criteria for the award category you wish to apply for. NB Applicants must now submit their most recent commercial success and not wind back to the pre-covid years
- Start by downloading the application form for the category or categories of your choice [here](#)
- Read thoroughly and start planning your responses
- Use plain English
- Tell your story, this is what the judges want to hear
- Add collaborators who have you worked with, their importance, and the difference they make to your business
- Provision of quantitative and qualitative evidence to support your claim
- Allow sufficient time. If there is not enough time this year to submit a really well written application, postpone and work on it for next year



Application guidance for each category

Innovation

To apply for the Innovation award, you must also:

- 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 over 2 years
- or continuous commercial success over 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 before which led to your innovation?
- What challenges have you overcome?
- Why is your innovation unique?
- How does your innovation benefit your business, customers and others?



International Trade

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

- 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 or fastest growing UK exporter in this market?
- Why is your performance better than that of competitors?
- What challenges effected your trade and how did you overcome them?



Sustainability

To apply for the Sustainability award, you must also:

- Show how you have achieved outstanding sustainability 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 Sustainability 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 sustainability 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?
- Do you restore, recycle, regenerate, following the United Nations Sustainable Development Goals? Learn more [here](#)



Promoting Opportunity

To apply for the Promoting Opportunity award you must be:

- A business, charity, social enterprise or non for profit with a social mobility programme or intervention, or
- A subsidiary of an organisation with a social mobility focus

You cannot apply if social mobility is the main focus of your organisation.

- However, training providers or educational organisations can apply when making a joint application with another organisation, or if the social mobility initiative relates to their own workforce.

Your story:

Tell us how you have supported individuals or groups from disadvantaged backgrounds to improve 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

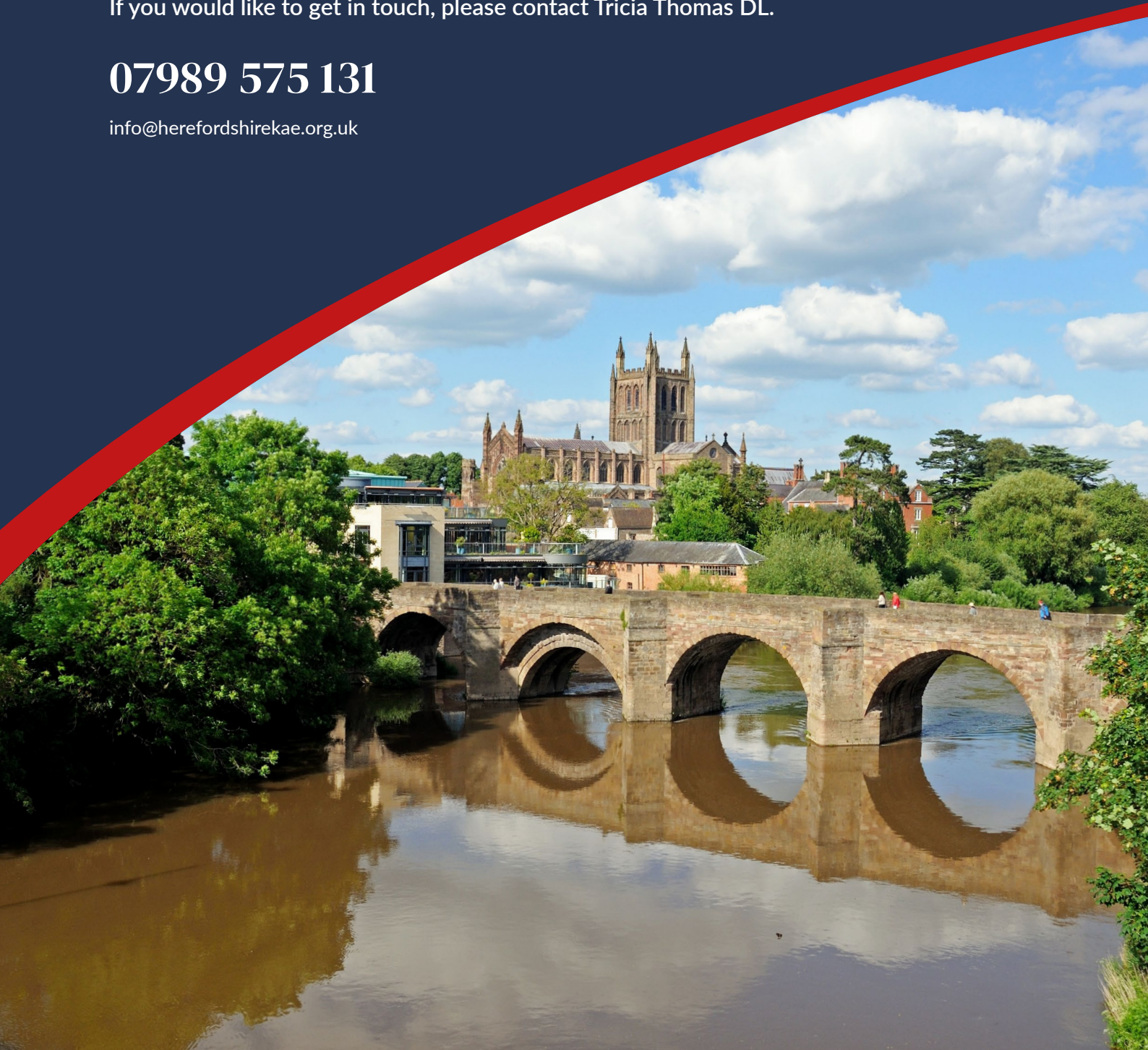
Help and support for applicants in Herefordshire

This where our Lord-Lieutenant's King's Awards Panel can support you. Made up of Deputy Lieutenants and advisors, the role of the panel is to inform, promote and support applications from Herefordshire based companies. We cannot write your application, but we can connect you with previous winners, help find answers to questions, be a sounding board and provide support for you along the application process.

If you would like to get in touch, please contact Tricia Thomas DL.

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