



West Midlands  
Businesses

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# THE KING'S AWARDS FOR ENTERPRISE

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FOR ENTERPRISE



# About the Awards

The King's Awards for Enterprise are for outstanding achievement by UK businesses in the categories of:

- Innovation
- International trade
- Sustainable development
- Promoting opportunity through social mobility.

## Eligibility

To apply for the King's Awards for Enterprise an organisation must:

- Be based in the UK (including the Channel Islands and the Isle of Man)
- File its Company Tax Returns with HM Revenue and Customs (HMRC)
- Be a self-contained enterprise that markets its own products or services and is under its own management
- Have at least 2 full-time UK employees or part-time equivalents
- Demonstrate strong corporate social responsibility
- Organisations can be a business or non-profit.



# What Happens if a Company Wins?

If an organisation wins, they will be:

- Invited to a Royal reception
- Presented with the award at the company by one of The King's representatives, a Lord-Lieutenant
- Able to fly The King's Awards flag at their main office, and use the emblem on marketing materials (for example, on packaging, advertisements, stationery and website)
- Given a Grant of Appointment (an official certificate) and a commemorative crystal trophy
- The awards are valid for 5 years.

Winners have the opportunity to benefit from:

- Improved opportunities to break into new markets
- Attract investment offers and development interests
- Raised awareness of their brand and increased demand for products
- Enhanced ability to attract the best talent to their team and board
- Raised morale amongst employees and increased productivity.

## National Award Winners:

Category	2019 winners	2020 winners	2021 winners	2022 winners	2023 winners
Innovation	61	66	48	51	47
International Trade	129	129	122	141	78
Sustainable Development	6	19	17	31	15
Promoting Opportunity	5	7	18	9	9

## The Four Award Categories Are:

- International Trade
- Innovation
- Sustainable Development
- Promoting Opportunity Through Social Mobility

# A survey of winners suggests over 90% thought it worthwhile and 73% of winners for International Trade reported new orders won as a direct result

## Entry Criteria

### International Trade

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

- Have made a minimum of £100,000 in overseas sales in the first year of entry and show year-on-year growth
- Prove that the organisation has achieved outstanding growth in overseas earnings relative to 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.

### Innovation

To apply for the Innovation award, organisations must also:

- Have an innovation that has not been sold before
- Have had the innovation available on the market for at least 2 years
- Have recovered all the investments made in the 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.

The 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.

# The UK's most prestigious business awards are designed to recognise and promote business excellence and drive growth

## Sustainable Development

To apply for the Sustainable Development award, an organisation must also:

- Show how they have achieved outstanding sustainable development for more than 2 years
- Provide evidence of the benefits or positive outcomes of their actions or interventions.

## Promoting Opportunity Through Social Mobility

To apply for the Promoting Opportunity award, an organisation must also:

- Provide work experience or careers advice
- Mentoring
- Offer interview and job-related training
- Make sure your recruitment process is open to everyone

You'll need to prove the benefits for:

- The people you've supported
- Your organisation
- Your employees
- The wider community

**Benefit from  
Worldwide  
Recognition**

Apply from 6th May 2023



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# Case Study:

# Fortress Interlocks Ltd

**Award category:** International Trade

## **About the company**

Fortress designs and manufactures customised safety equipment, protecting lives in hazardous workplaces. Their reputation is as a global provider of robust safety specifications for manufacturing environments.

Interlocking is a method of controlling two or more interdependent operations which must take place in a predetermined sequence, if necessary, remotely controlled or time delayed. The need for this sequence may be safety to personnel and equipment, or it may be to control processes and productivity.

Over the last 40 years, Fortress has become well known in the industry for innovative design, robust engineering and reliability. Their headquarters are in Wolverhampton, with supporting offices and manufacturing facilities in the USA, Netherlands, Australia and China, further supported by a global network of trusted distributors and channel partners.

## **What they did**

Fortress Interlocks Ltd were successful in the International Trade award category for outstanding short-term growth in overseas sales over a three-year period.

Overseas sales increased from £11.7 million to £18.2 million, a total growth of 55%; with overseas sales accounting for over 80% of all business in the time period. The company initially moved into Europe and the USA but continued to expand, now selling across Europe, the Americas and Asia/Pacific.

## **The benefits it brought to the organisation**

“This is our third award, and we are proud to display the King's Award logo on our documentation. More than 75% of our business is outside of the UK and the award generates interest and respect from our prospective customers. The King's Awards are viewed as highly prestigious and further enhance Fortress' growing reputation, particularly in Asia and the USA.”

***Malcolm Sharp - Sales Director***

# Case Study:

# Fairfax Saddles Ltd

**Award category:** Innovation

## **About the company**

The team behind Fairfax Saddles Ltd, combine a mixture of international riding expertise, saddle-fitting acumen and technical design knowledge together with three decades of English saddle-making experience to manufacture performance saddles, bridles and girths in Walsall.

## **What they did**

The girth that holds a horse saddle in place is a design that has remained virtually unchanged since its invention. Fairfax Saddles Ltd, identified there was potential for improvement and developed their novel Performance Girth.

Although effective, a girth can cause discomfort and restriction of movement. By first using a girth pressure sensor mat and utilising output data in conjunction with gait analysis equipment, it was possible to identify which parts of the traditional design were causing problems.

The same equipment was used to develop new shapes and test materials. Improved comfort and freedom of movement from the new design were demonstrated globally by delivering marginal gains for the British equestrian team at the 2012 Olympics.

The patented design of the Performance Girth represents a true innovation in a very traditional industry. The level of scientific analysis used during the development process is particularly impressive.

## **The benefits it brought to the organisation**

“Our industry is not immediately associated with innovation, so the King’s Award brings credibility and recognition to our unique approach. It is respected worldwide and, as exporters, this is an added value to us.

“In addition, this exercise made us realise just how much we’d achieved and reinforced our commitment to continue on our development path.”

***Rupert Fairfax - Managing Director***

# For Further Information Contact...

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