



Social Enterprise Awards 2024

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Category Guidelines

When completing the application form, we would like you to consider the following guidelines, based on the last 12 months. Please feel free to highlight any other key achievements during this period. **YOU DO NOT NEED TO HIT ALL POINTS TO WIN A CATEGORY**

1. Best New Start Up Guidelines

This Category is open to SOCIAL ENTERPRISES ONLY.

- Can demonstrate that your trading activity has been operating less than two years as of June 2024
- Can clearly define your business model e.g. what is your product or service that you are generating income from
- Can clearly define your social mission
- Can clearly demonstrate your future vision and how you are going to achieve it



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2. Best use of Social Media Guidelines

This Category is open to SOCIAL ENTERPRISES ONLY.

- Demonstrate how using Social Media has increased the visibility and impact of your organisation
- Tell us about a successful social media campaign you have delivered for your organisation
- Demonstrate how has the use of social media increased your engagement with your customer base/target audience
- Demonstrate how has the use of social media increased your income generation/financial sustainability of the organisation

3. Community Wealth Building Guidelines

This Category is open to all VCSE organisations.

You must be operating for at least 2 years. Open to urban and rural organisations.

- Can demonstrate how you have invested in your Social Enterprise activity and what impact that investment has had locally.
- Can demonstrate how employment created (within or outside your organisation) has helped to deliver fair employment opportunities – particularly for marginalised communities.
- Can demonstrate how your organisation uses its buying power to support other SE's and SME's effectively retaining your spend in the local area
- Can demonstrate how your land, buildings or assets have been put to a socially productive use for the benefit of the local community.
- Can demonstrate cross sectoral partnership or collaborative working.



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4. Consumer Facing Social Enterprise Guidelines (Public Vote)

This Category is open to SOCIAL ENTERPRISES ONLY

- Demonstrate you have "customer facing business"
- Be able to clearly define what your brand is & explain your social mission
- Be able to demonstrate your brand recognition in the marketplace through your achievements and consumer recognition
- Be able to demonstrate your growth in the last 12 months in sales, customers, brand awareness and/or other relevant metrics

PLEASE NOTE

- The winner of this category will be picked by a public voting campaign
- Date of the week the public vote to take place to be confirmed, likely mid August.

We will be in touch closer to the time to give you more information on the voting process. This will enable you to out information out to your consumers and stakeholders.

5. Credit Union Guidelines - Assets up to £25million

This Category is open to SOCIAL ENTERPRISES THAT ARE CREDIT UNIONS THAT HAVE ASSETS UP TO £25million

- Can demonstrate that your credit union is locally rooted and making local impact
- Can demonstrate that you trade for the benefit of the local community/place
- Can demonstrate your transformative impact on a place/community



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- Can demonstrate that you have a high degree of member satisfaction
- Can demonstrate resilience in response to challenging trading conditions due to the current cost of living crisis

6. Credit Union Guidelines - Assets over £25million

This Category is open to SOCIAL ENTERPRISES THAT ARE CREDIT UNIONS THAT HAVE ASSETS OVER £25million

- Can demonstrate that your credit union is locally rooted and making local impact
- Can demonstrate that you trade for the benefit of the local community/place
- Can demonstrate your transformative impact on a place/community
- Can demonstrate that you have a high degree of member satisfaction
- Can demonstrate resilience in response to challenging trading conditions due to the current cost of living crisis

7. Cooperative Guidelines

This Category is open to SOCIAL ENTERPRISES with the legal structure of a CO-OPERATIVE.

- Can demonstrate that you have been operating for 1 year or more
- Can clearly demonstrate your defined business model
- Can demonstrate your social mission and/or benefits to your members
- Can evidence the impact you are having on your social mission and/or membership



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8. Rural Social Enterprise Guidelines

This Category is open to SOCIAL ENTERPRISES ONLY.

Designed for any social enterprise based in a rural area of Northern Ireland.

- Can demonstrate & communicate your impact with your stakeholders
- Can demonstrate you have a clearly defined business model and evidence of social enterprise trading activity
- Can demonstrate your social mission
- Can demonstrate your impact on a specified community, be it geographic or community of interest

9. Social Impact Award Guidelines

This Category is open to SOCIAL ENTERPRISES ONLY.

This award is designed for any social enterprise that can truly demonstrate and communicate their impact with their stakeholders. This award is not comparing the scale of different enterprises' impact, but their measurement and reporting process.

- Can clearly articulate your theory of change and impact, proving the organisations mission and vision for the future
- Can demonstrate your social impact reporting (include good quantitative and qualitative evidence)
- Can demonstrate your impact on a specified community, be it geographic or community of interest



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- Can communicate your impact as an organisation in creative ways and how it has been received by your consumers and stakeholders

10. Product Based Social Enterprise Guidelines (NEW)

This Category is open to Social Enterprises only.

- Describe what your product(s) is/are
- Give information on the price point of the product (s)
- Demonstrate who your customers are and how you market your product (s) to them
- Explain how/where do you sell your product.
- Can explain how your profits are used to support your chosen social mission.
- Demonstrate good sales performance during the last 12 months.



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11. Social Enterprise of the Year Guidelines – up to £500k turnover

This Category is open to SOCIAL ENTERPRISES ONLY

Open to a social enterprise that has been operating for more than 5 years and can demonstrate that they have promoted social enterprise beyond the sector and contributed to the growth of the sector.

Smaller Organisation – less than £500k turnover who are making a significant impact and can demonstrate their growth and advancement of their sustainability as an organisation within the last 12 months.

- Can demonstrate that your organisation has excellent vision and strategic direction
- Can demonstrate clear leadership and management of your organisation
- Can demonstrate a high degree of customer satisfaction
- Can demonstrate clear evidence of social, environmental and community impact
- Show your sustainability in terms of profit and growth, or resilience in response to challenging trading conditions
- Can demonstrate clear evidence of you being a champion of social enterprise beyond your own business
- Can demonstrate your outstanding performance over the past twelve months as an organisation
- Can demonstrate that good brand awareness and communication outputs



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- Can demonstrate that evidence of your creativity and innovation as an organisation

12. Social Enterprise of the Year Guidelines – over £500k turnover



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This Category is open to SOCIAL ENTERPRISES ONLY

Open to a social enterprise that has been operating for more than 5 years and can demonstrate that they have promoted social enterprise beyond the sector and contributed to the growth of the sector.

Large Organisation – over £500k turnover and clearly sustainable through social enterprise trading activity

- Can demonstrate that your organisation has excellent vision and strategic direction
- Can demonstrate clear leadership and management of your organisation
- Can demonstrate a high degree of customer satisfaction
- Can demonstrate clear evidence of social, environmental and community impact
- Show your sustainability in terms of profit and growth, or resilience in response to challenging trading conditions
- Can demonstrate clear evidence of you being a champion of social enterprise beyond your own business
- Can demonstrate your outstanding performance over the past twelve months as an organisation
- Can demonstrate that good brand awareness and communication outputs
- Can demonstrate that evidence of your creativity and innovation as an organisation



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This Category is open to SOCIAL ENTERPRISES ONLY.

This category acknowledges those teams who have demonstrated the strength, passion and resilience which is characteristic of the social enterprise sector.

This year there will be one winner of this category and it has to be a collaboration of staff and volunteers.

N.B. Volunteers include your board members.

- Demonstrate how your team has worked together, gone above and beyond in their role, leading to enhanced quality of products or services, greater social impact and/or overall business growth
- Explain how your team has demonstrated social enterprise values
- Demonstrate how the work of your team has led to enhanced quality of products or services, greater social impact and/or overall business resilience
- Demonstrate your excellent teamwork and the last impact on your organisation

14. Young Person Guidelines

This Category is open to young people who are involved with a SOCIAL ENTERPRISE either as a volunteer or as an employee, aged 30 & under. You can either enter yourself or nominate someone else.

- Can demonstrate the individuals/your commitment to the ethos of social enterprise
- Can demonstrate the individual/you understand social enterprise and how your role fits within the bigger picture of the sector
- Explain the individuals/your outstanding involvement within your organisation



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15. Emerging Leader Guidelines

This Category is open to only INDIVIDUALS working in a SOCIAL ENTERPRISE and hold a middle or senior position within the organisation. You can either enter yourself or nominate someone else.

- Can demonstrate that the individual/you has the aspiration of being a future Leader/CEO in the sector
- Can demonstrate that the individual/you currently hold a senior management position
- Can demonstrate that the individual/you are an integral part of the success of the organisation you work for
- Can demonstrate that the individual/you have shown vision and driving forward the ethos of your organisation
- Can demonstrate that the individual/you manage a staff team and are motivational to them

16. Leader Guidelines

This Category is open to INDIVIDUALS who are the CEO of a SOCIAL ENTERPRISE

You can either enter yourself or nominate someone else

- Can demonstrate that the individual/you has created significant, positive change for society by demonstrating socially entrepreneurial behaviours, beyond the day-to-day expectations of any job, tackle any social and/or environmental issue
- Can demonstrate that the individual/you has helped strengthen the voice, raise the debate, or shine a spotlight on what the social enterprise movement is, achieving either nationally, within a particular sector or industry, or within a particular sphere of influence
- Can demonstrate that the individual/you champions the success of social entrepreneurs and leaders within the sector



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17. Social Value Partnership Award Guidelines

This Category is open to PUBLIC & PRIVATE SECTOR ORGANISATIONS WHO HAVE DEVELOPED A WORKING PARTNERSHIP WITH ONE OR MORE SOCIAL ENTERPRISES

- Can demonstrate how you have invested in your Social Enterprise activity and what impact that investment has had locally.
- Can demonstrate how employment created (within or outside your organisation) has helped to deliver fair employment opportunities – particularly for marginalised communities.
- Can demonstrate how your organisation uses its buying power to support other SE's and SME's effectively retaining your spend in the local area
- Can demonstrate how your land, buildings or assets have been put to a socially productive use for the benefit of the local community.
- Can demonstrate cross sectoral partnership or collaborative working.



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18. Council of the Year Guidelines

This Category is open to LOCAL COUNCILS ONLY.

- Able to articulate the steps taken to support the Social Enterprise sector
- Explain their key aims and objectives of how they support the sector
- Can demonstrate that they support the growth of the Social Enterprise sector as part of the Councils wider Strategy