



Newham Business Awards 2026: Applicant Guide

Crafting a winning award submission requires more than just running a great business — it requires telling a compelling story backed by hard evidence. Use this guide sheet to tailor your application for the Newham Business Awards 2026 and ensure you give the judges exactly what they are looking for.

For more information on the 12 x categories and each criteria please visit www.newhamchamber.com/awards2026

1. Understand the Category

Before you start writing, read the specific criteria for your chosen category carefully. Judges score directly against these points.

- **Check Eligibility:** Ensure your business fits the size, age, or location requirements (e.g., under 5 employees for Small Business, trading under 3 years for Start-Up).
- **Address Every Point:** If a category has four criteria bullet points, make sure your entry has a clear section or paragraph addressing each one. Do not leave any criteria unanswered.

2. Tell a Compelling Story

Judges read dozens of applications. Make yours stand out by taking them on a journey.

- **The Beginning:** What was the challenge, opportunity, or starting point?
- **The Middle:** What actions did you take? How did you innovate, lead, or adapt?
- **The End:** What were the results? How has this transformed your business, your staff, or your community?

3. Back It Up with Hard Evidence

The most common reason good businesses fail to win awards is a lack of proof. Avoid vague statements like "we have great customer service" or "our profits grew."

Instead of saying...	Say this...
"We grew our revenue significantly."	"Our revenue increased by 45% from £200k in 2024 to £290k in 2025."
"Our customers love us."	"We maintain a 4.9/5 Trustpilot rating across 300 reviews and have a 85% customer retention rate."
"We invest in our staff."	"We spent £10,000 on staff training last year, resulting in three internal promotions."

4. Be Honest About Challenges

Judges appreciate authenticity. A business that has overcome adversity often makes for a stronger entry than one that claims everything was easy.

- **Acknowledge the hurdles:** Did you face supply chain issues, market shifts, or funding gaps?
- **Show resilience:** Explain exactly how your leadership and team navigated these challenges to come out stronger.

5. Focus on the Future

Awards celebrate past achievements, but judges also want to see sustainable, forward-thinking businesses.

- **Outline your vision:** Briefly explain your goals for the next 12 to 18 months.
- **Show sustainability:** Prove that your current success is not a one-off, but the foundation for long-term growth.

6. Formatting and Polish

Make it as easy as possible for the judges to read and score your entry.

- **Use headings and bullet points:** Break up large walls of text. Use the criteria points as your subheadings.
- **Keep it concise:** Stick to the word limits. Be punchy and direct.
- **Proofread:** Spelling and grammar mistakes look unprofessional. Have someone else read your submission before you hit send.

Quick Checklist Before You Submit

- Have I entered the correct category?
- Have I directly answered every criteria point?
- Have I included measurable data, statistics, or financial figures?
- Have I included relevant testimonials or case studies?
- Has the entry been proofread by a colleague?

GOOD LUCK!

For all the latest and up to date information on the awards visit: www.newhamchamber.com/awards2026