

## CONSULTANCY OF THE YEAR

Fewer than 250 employees

### Eligibility

This category is open to UK based consultancies with fewer than 250 employees (or UK divisions of larger organisations) that can demonstrate the strongest overall improvement during 2025.

Entrants must have been actively operating throughout 2025 and able to evidence measurable, year on year progress.

Entries should reflect the consultancy's performance relative to its scale, structure and market context, highlighting improvement that is sustainable, strategic and supported by strong leadership.

#### 1. Business Size & Eligibility

- Open to UK based consultancies or UK business units employing fewer than 250 staff (FTE or equivalent) during 2025.
- The consultancy must be legally constituted and delivering services in the UK.
- Entrants must show clear year on year improvement from 2024 to 2025.

#### 2. Active Operation & Demonstrated Improvement in 2025

- The consultancy must have been actively trading and delivering projects/services throughout 2025.
- Evidence submitted must reflect performance achieved within the 2025 qualifying period, with comparative context from the previous year.

#### 3. Scope & Focus of Submission

Entries should demonstrate excellence in one or more of the following areas:

##### Year on Year Improvement-on-Year Improvement

- Clear uplift in financial, operational or market performance.

- Evidence may include revenue growth, margin improvement, productivity or efficiency metrics, strengthened pipeline, market share, or client retention trends.

### **Strategy, Investment & Delivery**

- A coherent business strategy with a strong track record of implementation.
- Evidence of strategic investment in people, systems, digital tools, organisational capability, or expansion into new markets.
- Focus on *delivery*, not just intention—show what changed and why it worked.

### **Innovation & Value Creation**

- Innovations that created measurable value for clients or the business.
- Could include new service models, technical methods, digital solutions, or commercially innovative approaches that contributed to improved outcomes.

### **Leadership, Culture & Organisational Strength**

- Strong leadership that fostered a positive, high performing and inclusive culture.
- Evidence may include engagement scores, leadership initiatives, organisational structures, culture change programmes or strengthened governance.

### **Environmental & Social Outcomes**

- Demonstrable environmental and social value delivered through projects or organisational practice.
- Could include ESG integration, carbon reduction, community benefit, enhanced social value approaches, or sustainability driven innovation.

## **4. Evidence Requirements**

Entrants should be able to provide proportionate and verifiable evidence, such as:

- Comparative financial data (e.g., revenue changes, margin trends).
- Delivery metrics (e.g., operational efficiency, programme improvements).
- Examples of strategic execution (investment cases, transformation initiatives).
- Innovation case studies with quantifiable outcomes.
- Metrics relating to people, culture, leadership or wellbeing.
- ESG achievements at organisational or project level.

## **5. Judging Considerations**

Judges will assess performance improvement in context, taking into account:

- The consultancy's size, structure, market position and constraints.
- The scale and sustainability of improvement relative to its starting point.
- The clarity and credibility of evidence submitted.
- The extent to which leadership, strategy and innovation contributed to positive change.