



take the lead

Levels of Excellence

Recognised for Excellence

a standard recognised all over Europe for organisations that demonstrate high levels of performance

Application Form Enclosed



Quality Scotland's Levels of Excellence programme offers a series of recognition opportunities, each of which requires a higher level of performance to be demonstrated:

- 1 Committed to Excellence
- 2 **Recognised for Excellence – 3 Star (Bronze)**
- 3 **Recognised for Excellence – 4 Star (Silver)**
- 4 **Recognised for Excellence – 5 Star (Gold)**
- 5 Scottish Awards for Business Excellence
- 6 European Quality Award

This brochure provides details on Recognised for Excellence. For further information on any of the other schemes within Levels of Excellence, please contact Quality Scotland on 0131 556 2333 or email info@qualityscotland.co.uk.



What is Recognised for Excellence?

Recognised for Excellence is a Europe-wide recognition scheme that is designed for organisations that are well on their way to organisational excellence. Achieving Recognised for Excellence will **demonstrate to your staff and customers that you are serious about continuous improvement** and are dedicated to the pursuit of Excellence.

The emphasis of Recognised for Excellence is in providing a structured approach to help you understand your organisation's current level of performance and its strengths and areas for improvement.

Who can benefit from Recognised for Excellence?

Any organisation, regardless of size or sector can participate. Organisational units or branches within organisations may also apply.

How will Recognised for Excellence help your organisation?

Recognised for Excellence is a cost effective approach to business improvement that will provide you with:

- A holistic view of your organisation, its strengths and areas for improvement
- External feedback from an experienced team of assessors, which help focus your organisation's improvement activity
- Prestigious international recognition, based on the most widely used management framework in Europe (EFQM Excellence Model)
- An opportunity to benchmark your organisation's current level of performance against European organisations
- The opportunity to demonstrate to existing and potential customers that you have achieved recognition for your efforts in the pursuit of business excellence

innovate



- A learning and development opportunity for your staff
- Opportunity to use Recognised for Excellence logos in your promotional material

In essence, Recognised for Excellence is designed to motivate and encourage systematic improvement in your organisation. It will demonstrate to your staff, suppliers and customers, a progression and maturity in Excellence.

Recognised for Excellence is an ideal stepping stone for organisations that wish to benchmark their performance against the best in Europe. Successful Recognised for Excellence applicants will continue in their Excellence Journey and, ultimately, go on to compete in the prestigious Scottish Awards for Business Excellence and European Quality Award.



What's involved?

There are two ways in which your organisation can apply for Recognised for Excellence. The first, known as the **Classical Approach** requires applicants to complete a detailed 45 page submission document, which is then evaluated by a team of assessors. This approach is favoured by organisations that have had previous experience in being assessed against the EFQM Excellence Model^{*} and is a fantastic learning experience for the teams involved in pulling the submission document together. What's more, the submission document will often become a reference tool called upon by managers on many occasions.

However, your organisation doesn't have to use the Excellence Model to apply for Recognised for Excellence and organisations that do not have trained accredited assessors or simply the resource to write a submission document, may favour the Flexible Approach. Nonetheless, your organisation must have a history of continuous improvement culture to apply.

The **Flexible Approach** is a great alternative as it involves writing a shorter submission document of approximately a dozen pages. The main difference is that assessors will spend more time assessing your organisation by way of an extended site visit.

Unlike the Classical Approach where **site visits** last between 1-3 days, the Flexible approach can allow for up to 5 days, depending on the size of your organisation or if you have multiple sites.

For more details on the application process, please see the **R4E Information Brochure**. If you are unsure about which application method is most suited to your organisation, please get in touch with Quality Scotland and we will provide individual guidance on how to apply.

Successful applicants will be awarded with Recognised for Excellence. Recognition, however, is tiered into the following levels: **Bronze (3 Star), Silver (4 star) and Gold (5 Star)**. This gives your organisation a structured approach to measuring your organisation's progress and maturity in Excellence.

Successful applicants will also be provided with a comprehensive feedback report and will then be able to use the EFQM Recognised for Excellence insignia on promotional material as well as a certificate. Recognised for Excellence accreditation is valid for two years.

What's more, successful organisations with a sufficiently high score will be automatically entered into the Scottish Awards for Business Excellence 2007-08 if your site visit is completed between 1 August 2007 and 11 April 2008. For more information, contact James Watt on 0131 556 2333 or email james.watt@qualityscotland.co.uk.

If your organisation is unsuccessful you will receive guidance within your written report on where you need to improve before re-applying for Recognised for Excellence.



How do I apply?

To participate in Recognised for Excellence you need to complete and return the attached application form. Alternatively, you can apply online.

For advice on Recognised for Excellence or the Levels of Excellence programme, contact Quality Scotland on 0131 556 2333, email info@qualityscotland.co.uk.

...and then?

When Quality Scotland has received your application and the appropriate fee, you will:

- Be contacted by Quality Scotland to discuss your chosen approach to application, the date of your submission and the dates and arrangements for site visits.
- Receive the R4E Guidelines, outlining the different application methods and providing you with a structure to begin writing your application.

cutting edge
deliver



Recognised for Excellence Application Form

Please complete all sections

An electronic version of this application form is also available from the Quality Scotland website.
Log on to www.qualityscotland.co.uk

Section A Your Details

Name of Organisation

Address

Postcode

Name of Contact Person

Telephone

Email

Contact Address
(if different)

Name of Chief Executive
(or equivalent)

Section B General Information

Are you applying as (please tick the option that best describes your organisation)

Whole organisation (more than 250 employees)

Small or Medium sized organisation (less than 250 employees)

A business unit or branch of an organisation

To which industrial sector does your organisation belong?

Total number of employees

Location(s) of your
organisation's principal
site(s).

Please describe in around 250 words the main activities of your organisation, including history, business excellence journey to date, key activities, services or products, key customers and key markets. Use an additional sheet if required.

If you are applying as part of a larger organisation, please provide the following details about the overall company:

Company Name

Address

Postcode

Telephone

Please describe the relationship between your business unit and the whole organisation and if necessary provide separately an organisation chart showing the relationship

Section C Declaration

I agree, on behalf of my organisation, to abide by the rules of the Recognised for Excellence Scheme and accept that the decisions of Quality Scotland are final. I accept that Quality Scotland has the right to reject applications that do not meet the rules of the scheme.

Signed by

Name/Position

Date

Section D Application and Fees

Application Method

Please indicate which method you will be using:

Classical Approach

£4250 + VAT Members

£5250 + VAT Non-Members

Flexible Approach

3 days:

£6250 + VAT Members

£7250 + VAT Non-Members

4 days:

£7250 + VAT Members

£8250 + VAT Non-Members

5 days:

£8250 + VAT Members

£9250 + VAT Non-Members

Not sure, please get in touch!

Costs outlined above include support materials and site visits but does not include assessor expenses.

Please return your application to

Quality Scotland

11 Abercromby Place

Edinburgh

EH3 6LB



How much does it cost?

The costs for applying to Recognised for Excellence are dependent on the chosen method of application.

Classical Approach

Quality Scotland Members	£4250 + VAT
Non Members	£5250 + VAT

Flexible Approach*

Quality Scotland Members	£6250 + VAT – £8250 + VAT
Non Members	£7250 + VAT – £9250 + VAT

Other costs to consider are:

These costs are not inclusive of the assessors expenses. Please bear in mind that if you are applying using the Flexible Approach or have multiple sites to be assessed, and therefore need longer site visits, assessor expenses may be greater.

*** This is based on 3–5 days for site visits. The duration of your site visit is agreed in advance and depends on the size and complexity of your organisation. More information can be found in the R4E Information Brochure.**

Recognised for Excellence will help you understand your organisation's current level of performance and will recognise your efforts and dedication to continuous improvement.

Further information

For more information on the Levels of Excellence programme, Recognised for Excellence or the R4E Information Brochure, contact James Watt on 0131 556 2333 or email james.watt@qualityscotland.co.uk.

Alternatively, contact your Account Manager who will be happy to discuss the best application method for you.



If you'd like more information on Levels of Excellence or any of Quality Scotland's other products or services, please contact Quality Scotland on 0131 556 2333 or email info@qualityscotland.co.uk



be inspired

Quality Scotland, 11 Abercromby Place, Edinburgh EH3 6LB T: 0131 556 2333
[Promoting Business Excellence](#)

