



# Scottish Awards for Business Excellence 2010-11

Levels of Excellence

recognising your organisation's Excellence Journey



QUALITY  
SCOTLAND

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. The Annual Award Cycle encompasses the following:

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

This brochure provides details on the Scottish Awards for Business Excellence 2010-11. For further information, please call 0131 556 2333 or email [info@qualityscotland.co.uk](mailto:info@qualityscotland.co.uk).

## What are the Scottish Awards for Business Excellence?

The Scottish Awards for Business Excellence are Quality Scotland's business excellence awards- the most rigorous awards process in Scotland, designed to recognise organisations at different stages of their excellence journey.

The emphasis is on establishing your organisation's current level of performance and assessing particular strengths and areas for improvement to help you in the pursuit of business excellence.

## What's involved?

As in previous years, Quality Scotland is making the Scottish Awards for Business Excellence 2010-11 as accessible and inclusive as possible, allowing your organisation to determine which approach is best for you. You will only have to apply once and your performance will determine which type of recognition is appropriate for your organisation. What's more, you can even apply using the Recognised for Excellence process, a Europe-wide recognition scheme that lends itself to applying for the awards. More detail is explained later in this Brochure as well as in the Award Guidelines.

## Why apply?

Entering the Scottish Awards for Business Excellence gives your organisation the opportunity to gain valuable feedback and become recognised across the UK and Europe as an exemplar of outstanding business excellence.

The application process itself will allow you to objectively assess your organisation's performance across a range of key areas in which world class organisations excel. You will then be able to use this invaluable feedback to develop an action plan that will help your organisation towards ongoing future success.

In addition, applying for these recognition schemes within the streamlined award process is more cost-effective than applying outwith the process.

## The benefits

- Potentially gain recognition across Scotland and Europe for Business Excellence
- Applying demonstrates to your staff and customers that you are serious about continuous improvement
- Opportunity to be assessed externally and to receive invaluable written and face-to-face feedback on your organisation's strengths and areas for improvement
- Based on the EFQM Excellence Model, making the assessment of your organisation completely holistic- but remember you don't have to be using the Model as a development tool to apply
- Develop detailed understanding of your organisation's current performance
- Become recognised as a role model of best practice against which other organisations can measure their achievements
- Provide an overall learning and development opportunity for your staff
- Opportunity to use Quality Scotland Award Winner, Highly Commended or Recognised for Excellence Logos in your promotional material and branding

## Who can apply?

Any organisation, regardless of size or sector can participate and benefit from entering the Scottish Awards for Business Excellence 2010-11. Organisational units or branches within organisations may also apply. For more details, please read the Eligibility Criteria in the Application Guidelines.

## Levels of Recognition

Once you have applied for the Scottish Awards for Business Excellence 2010-11, if successful, your organisation will receive recognition by way of the following schemes, each of which requires a higher level of performance to be demonstrated:

- Recognised for Excellence (Bronze, Silver or Gold)
- Scottish Awards for Business Excellence (Highly Commended or Winner)

## What's involved?

The Scottish Awards for Business Excellence provides opportunity for your organisation to assess its current level of performance against a European benchmark. There are now two ways in which your organisation can apply:

Traditionally, applicants have entered Quality Scotland's **Annual Award Cycle**. This involves writing a detailed submission document and following the required time frames set by Quality Scotland.

To give your organisation as much choice as possible, Quality Scotland will now also accept applications by using the **Recognised for Excellence** process. So if your organisation applies for the Recognised for Excellence scheme and attains a score high enough to become commended in the Scottish Awards for Business Excellence- you will be automatically put forward to be considered for an award. More details can be found in the Application Guidelines.

In addition, applying via the Recognised for Excellence process means that your organisation is not as time bound as in the Annual Award Cycle but, as you are also able to apply using what's known as the *Flexible Approach*, a less detailed submission document can be submitted.

More information can be found in the Applications Guidelines and the Recognised for Excellence Brochure.

## What's changed?

Applicants can enter the Scottish Awards for Business Excellence, as always, by following the Annual Award Cycle. However, Quality Scotland has introduced a greater choice offering where applicants have the option of considering more flexible time frames and the application of a less detailed submission document if desired, at an additional cost. There are clear benefits derived from either option, which are outlined in greater detail in the Application Guidelines.

## When is the deadline?

The deadline for this year's awards is the **2nd December 2010**. By this date, all applicants must either submit the traditional written application (if applying via the Annual Awards Cycle) or have confirmed intent to apply (via the Recognised for Excellence process).

## How much does it cost?

The costs for applying for the Scottish Awards for Business Excellence 2010-11 are dependent on the chosen method of application. Overleaf is a summary of the cost structure. To determine which method is best for you, please see the Application Guidelines.



APPLICATION METHOD	WRITTEN SUBMISSION	SITE VISIT DURATION	COST
Annual Award Cycle	Detailed Submission Document sent to Quality Scotland by the 2nd December, 2010	1 day	£2350 + VAT (Member) £3350 + VAT (Non-Member)
Recognised for Excellence (Classical Approach)	Detailed submission document to be sent to Quality Scotland, deadline to be agreed with Awards Project Manager	1-3 days	£4250 + VAT (Member) £5250 + VAT (Non-Member)
Recognised for Excellence (Flexible Approach)	Reduced submission document to be sent to Quality Scotland, deadline to be agreed with Awards Project Manager	1 day planning workshop, followed by 3-5 days* of assessment. Site visits must take place between 3 August 2009 and 31 March 2010.	3 days: £6250 + VAT (Member) £7250 + VAT (Non-Member) 4 days: £7250 + VAT (Member) £8250 + VAT (Non-Member) 5 days: £8250 + VAT (Member) £9250 + VAT (Non-Member)
AWARD CEREMONY DATE		VENUE	
Tuesday 7th June, 2011		Edinburgh International Conference Centre, Edinburgh	
* Number of days required is dependent on the size and complexity of the organisation. This can be discussed in advance with the Awards Project Manager.			

## How do I find out more?

To find out more about the Scottish Awards for Business Excellence or to obtain a copy of the Annual Awards Guidelines, contact Ann Pike on 0131 556 2333 or email [ann.pike@qualityscotland.co.uk](mailto:ann.pike@qualityscotland.co.uk). Alternatively, visit [www.qualityscotland.co.uk](http://www.qualityscotland.co.uk).



Quality Scotland, 11 Abercromby Place, Edinburgh EH3 6LB T: 0131 556 2333  
**Promoting Business Excellence**

