



# What are the judges looking for?

The  
**Family  
Business  
Community.**  
Yorkshire, Humberside  
& North East Awards

What our judges consider when scoring your application



## What judges consider when scoring

### Overall Judging Approach

Judges are drawn from previous award winners, business, professional, and family enterprise backgrounds. Each entry is assessed independently against the category criteria.

Judges are looking for:

- Substance over polish
- Evidence over claims
- Impact over intention
- Written from the heart and fact not AI

The judges will meet for a judging day to decide the finalists and then judges visits will happen to all finalists, apart from Peoples Choice which is decided by public vote

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## Core Scoring Areas (Applied Across Categories)

Most categories are assessed using variations of the following:

### 1. Relevance to the Category

- Clear alignment with the category definition
- Entry answers the right question

### 2. Performance & Delivery

- Evidence of strong execution
- Quality, consistency, or effectiveness
- Results achieved relative to the business context

### 3. Impact & Outcomes

- Demonstrable outcomes (commercial, social, environmental, or cultural)
- Positive effect on customers, clients, employees, or the wider business

### 4. Sustainability & Future Outlook

- Evidence the success or impact is sustainable
- Clear thinking about the future

### 5. Authenticity & Family Business Context

- Clear understanding of the family business dynamic
- Values, culture, and long-term mindset reflected in the entry



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## Additional Criteria for Specific Categories

### Sector Categories

Judges will look for:

- Industry knowledge and standards
- Differentiation from competitors
- Innovation or best practice

### Impact Categories (Environmental / Social)

Judges will look for:

- Clear actions taken
- Measurable or observable outcomes
- Evidence impact goes beyond compliance or one-off activity

### People Awards

Judges will look for:

- Contribution and influence
- Behaviour and values
- Positive impact on others and the business

### People's Choice Award

- Determined primarily by **public vote**
- Judges may review entries for eligibility and integrity only



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## What Judges Value Most

- Clarity and honesty
- Evidence-backed storytelling
- Entries that reflect real-world family business challenges and successes