



THE LORD MAYOR'S DRAGON AWARDS

About the Awards

The Lord Mayor's Dragon Awards recognise and celebrate organisations making an exemplary impact in London's communities. The Awards are designed to showcase best practice and inspire others to get involved in their communities, ultimately leading to a more inclusive and sustainable London. Eligible activities include charity partnerships, employee volunteering, employability initiatives and local purchasing.

Who can apply?

To be eligible, a company simply needs to run a scheme beyond its core day-to-day business that positively impacts Greater London through working with community organisations. For a community organisation to be eligible, their scheme simply needs to demonstrate how they have worked in partnership with a company to benefit Greater London. In both cases, 'community organisations' refers to charities, schools, community groups and social enterprises.

Award categories

We have a total of six Award categories; five open to businesses and one for community groups, and all free to enter. These are as follows:

- Enterprise and Employment Award
- Education and Lifelong Learning Award
- Future Proofing Charities Award
- Heart of the City Award for Best New Community Programme
- Lord Mayor's Award for Longstanding Achievement
- Community Partners Award

Key dates

- Applications open **1 March**
- Applicant support workshop **6 April**
- Applications close **25 April**
- Awards dinner **27 September**

Promoting the Awards

Each year, the Lord Mayor seeks to encourage a wide variety of organisations to apply to the Awards. You can help us to spread the word through your networks and contacts. Promoting the Awards is your opportunity to align your organisation with the Lord Mayor's vision for an innovative and competitive private sector that contributes to an inclusive London. It also allows you to show leadership in driving the responsible business agenda within your network.

This year, we are particularly interested in hearing from organisations that are:

- Outside of the Square Mile (but within Greater London)
- Small and medium sized enterprises (whose size will be taken into account during the judging process)
- In the technology, retail, insurance or creative sectors
- Black Asian Minority Ethnic (BAME) owned organisations

For those in your network, the benefits include:

- An opportunity to demonstrate their community engagement achievements with clients, internal stakeholders, competitors and suppliers
- Tailored feedback on their application which will enable benchmarking and provide expert advice on their programmes
- An invite to the prestigious Awards dinner, hosted by the Lord Mayor at The Mansion House
- An opportunity to generate positive news stories for their business

Gemma McNeillis, Head of Brand at Chiswick Park Enjoy-Work, said *“Winning a Lord Mayor’s Dragon Award really created a buzz among our team and tenants, but perhaps more importantly it meant such a lot to the school that we had worked in partnership with to create our work experience programme. If we had to sum up winning the award in one word it would be pride – it gave us cause to take stock and realise how far we had come and what we had achieved with our work experience programme.”*

Please help us to reach a diverse audience so that the Awards continue to recognise the very best. To make this as easy as possible for you, we have provided draft content that you may lift and tweak for your various communication channels.

Common ways to promote the Awards include:

- [Twitter](#)
- [LinkedIn](#)
- [In your email signature](#)
- [Refer your contacts](#)
- [Newsletters and E-shots](#)
- [Event speaking](#)
- [In your blog or news section](#)

Twitter

Some suggested tweets for the Awards

Awards Twitter handle: @Dragon_Awards

Hashtag: #DragonAwards

- Make sure your community work doesn't go unnoticed with the #DragonAwards. Find out how to apply at bit.ly/15m09SD
- Celebrate 29 years of excellent corporate responsibility in London with the #DragonAwards. Do you have a winning programme? bit.ly/15m09SD
- Is your #business doing great #corporateresponsibility in London? You could win - find out more from @Dragon_Awards bit.ly/15m09SD
- Join the likes of @ AskLloydsBank, @IBM and @HoganLovells as a #DragonAwards winner, apply from 1 March bit.ly/15m09SD
- This year's @Dragon_Awards open for applications on 1 March 2016, take a look at last year's winners <http://tinyurl.com/z3zlhqe>
- Is your London based #SmalBiz doing great things in the community? Find out how you could win at the @Dragon_Awards now bit.ly/15m09SD
- Join the likes of @aliumpartners, @kmdecorating and @DovetailSystems as #DragonAwards SME winners, apply from 1 March bit.ly/15m09SD

LinkedIn

Share with your connections

The 29th Lord Mayor's Dragon Awards will open for applications on 1 March 2016. Applications are welcome from all businesses, public bodies and community organisations making a positive impact in London. Previous winners include Slaughter and May, IBM and the Beyond Food Foundation. Visit www.dragonawards.org.uk or email dragonawards@cityoflondon.gov.uk to find out why they won and how to apply in 2016!

Email Signature from 1 March

You can add the Awards to your email signature



[The Lord Mayor's Dragon Awards](#), which recognise organisations making a positive impact in Greater London, is open for applications from now to Monday 25 April 2016. Previous winners include GL Hearn, Slaughter and May, and Hogan Lovells International LLP. Find out if your company or community organisation is eligible and [apply today](#).

Refer your contacts

We can talk with them about a prospective application

The Lord Mayor's Dragon Awards recognise best practice in community engagement. If you are inspired by the work of your partners, suppliers, clients, investors, or any other organisation big or small that is doing great things in London's communities, let them know their work hasn't gone unnoticed. If you think your contacts might be eligible to apply, we would be happy to set up a quick call with them to discuss their application further. Please contact dragonawards@cityoflondon.gov.uk or call 0207 332 1762 to put them in touch.

Newsletters/E-shots

If you are sending out a newsletter or e-shot, please do feature the Awards and feel free to tailor the copy below:

General

Are you a winner?

Winning a Lord Mayor's Dragon Award is your opportunity to highlight your community engagement achievements to clients, internal stakeholders and competitors.

The prestigious Awards, hosted by the Lord Mayor, recognise and celebrate businesses having an exemplary impact in London's communities and are open for applications from Tuesday 1 March to 5pm Monday 25 April. [Previous winners](#) include GL Hearn, Lakehouse, UBS, Alium Partners and Hogan Lovells International LLP.

Making an application to one of our six categories is free of charge and all applicants will receive a complimentary invite to the illustrious Awards dinner at the Mansion House on 27 September 2016. For more information about the Awards or to register for the [free applicant workshop and apply](#), please visit www.dragonawards.org.uk or email dragonawards@cityoflondon.gov.uk.

SME Focus

Calling all small businesses – are you a winner?

Winning a Lord Mayor's Dragon Award is your opportunity to highlight the positive work you are doing in the community to clients, internal stakeholders and competitors. This year, the Lord Mayor is particularly looking for applications from small or medium-sized enterprises (SMEs).

The coveted Awards recognise and celebrate businesses having an exemplary impact in London's communities and are open for applications from Tuesday 1 March to 5pm Monday 25 April. The Lord Mayor's Dragon Awards evaluates achievements relative to an organisation's size and resources, with 47% of business winners over the last three years being SMEs. [Previous SME winners](#) include Alium Partners, GL Hearn and Chiswick Park Enjoy-Work.

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