

THE LAWYER Awards

INDEPENDENT FIRM OF THE YEAR

CATEGORY GUIDELINES

This category is open to any UK firms that appear in the current edition of *The Lawyer UK 200: the Independents* report, which ranks the largest firms in the UK 200 from numbers 101 to 200 by revenue. The award is also open to UK firms that may not have appeared in this year's ranking but qualify on the basis of turnover (from £8m to £24m). Firms that may have appeared in the report previously and dropped out are also welcomed to apply.

To enter you must complete the entry form on the online entry portal.

Don't forget, you can log-in and out of the entry portal as many times as you like prior to submitting.

WHAT WILL THE JUDGES BE LOOKING FOR IN THIS CATEGORY?

The entry form covers the following areas:

- **Context and positioning (500 words)**
 - Our judges will be looking for indications of how well your firm is performing in your particular market, evidenced by client growth / retention and other business successes, and how you have overcome any competitive challenges presented by your market. Some judges may not be as familiar with your firm so please give a concise description of where you are and where you've come from, but remember to focus on achievements and figures from January 2023 onwards
- **Strategy and execution (500 words)**
 - Our judges will be looking for examples of how your firm stands out in its market – what differentiates you from your competition and what actions have you taken or investments have you made in technology, talent and more to ensure you remain a leading player? Where do you excel, and what makes you best able to serve your clients?
- **Success (500 words)**

- Our judges will want to understand how you define success, and how you currently measure up against that definition. It's really important that you include evidence of financial performance here; you can include this in the CONFIDENTIAL SECTION at the end of the form if you want this information to be treated for judges' eyes only
- **Additional materials**
 - You should use this section to upload any client testimonials that add weight to your entry, and any charts or other visual aids that illustrate your work.

There is a confidential information section on the form: We fully appreciate that some of the information you include in your entry may be sensitive. We want to encourage you to submit as much detail as possible, including financial performance, therefore please include in this section any sensitive information that should be treated for judges' eyes only.

Previous winners:

2023 Clarion
2022 Kingsley Napley
2021 Anthony Collins Solicitors
2020 Stevens & Bolton
2019 Hodge Jones & Allen Solicitors / Birketts
2018 Wiggin / JMW Solicitors

Entries are welcome from:

Private practice firms
Nominations by in-house teams

General points to remember:

- The more detail you provide, the more likely your entry is to be highly ranked by our independent judges
- Client testimonials add extra weight to your entry – please provide them during the online entry process
- Please ensure you indicate **clearly on your entry where information is confidential**; the content of entries is for judges' eyes only, however details given in your submission may be used in the shortlist announcement and the post-event editorial coverage when not marked otherwise
- Entries covering work outside of the dates given (January 2023 – present day) will not be considered