

CRITERIA TO BE APPLIED (LAW FIRM OF THE YEAR (NATIONAL))

Summary:

The winner of this category will be a firm with more than five Partners, at least one office based in Birmingham or the surrounding area and one or more other offices outside our region.

The Judges will be looking for firms who have set themselves apart from their competition by making demonstrable progress in the National legal market in the last 12 months. The successful National firm must be able to demonstrate a commitment within the Birmingham or surrounding area and further afield in respect of the following categories:-

- Highlights - Two top highlights from the past 12 months
- Growth - This could be as a result of good financial performance, a successful merger/acquisition, successful expansion into new practice areas and/or the opening of new offices nationally
- Clients - This could be coveted new client wins, or by differentiating itself from its competitors by the way it provides its services to its clients
- CSR - How local communities have benefited from the firm's CSR initiatives
- Staff - This could be demonstrating how diversity within the firm is recognised and promoted, or what policies/procedures the firm has in place to attract and then retain staff
- National - Ways in which being a National firm help the firm's clients and help showcase Birmingham legal talent on the National stage

Instructions on preparing your application.

- I. Do not exceed the word limit. Any words over the stipulated limit will not be read/or considered.*
- II. Do not supply any additional information/material as it will not be considered.*
- III. Your application will only be assessed on the text you provide so please do take time and care when preparing your submission. The marking criteria for this award are available on the Birmingham Law Society website. We recommend that you are mindful of the criteria when preparing your submission.*
- IV. Please provide your application typed up on an A4 size paper ensuring at the top of the document you have inserted:*
 - *Name of Firm*
 - *Address of Firm*
 - *Contact Details of Person preparing Application*
- V. Please ensure that you, as the nominated candidate, prepare this document.*
- VI. The shortlist will be announced at the beginning of February. If you are shortlisted you will be invited to attend a 20-minute interview between **Monday 9 March and Thursday 12 March 2020**. A date and time will be allocated in February 2020. **(due to a very tight schedule, please note the interview time allocated will be fixed and therefore no alterations to the allocated slot can be requested.)***

Please in no more than 1200 words, outline why you should be considered for this category in line with the summary above. You might like to consider some or all of the following:

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- Outline your firm's major development and progress during 2019 based on impact, relevance and benefit to local region and/or local profession.
- Which of the goals and/or targets were you most proud of achieving during 2019, and why?
- Detail your Firm involvement/contribution with other organisations during 2019 (e.g. The Law Society, Birmingham Law Society, BCCI, BPS Birmingham Future, etc.).
- How would you encapsulate the ethos of your Firm?

Please include the total word count at the end of your submission.

DECLARATION:

I confirm that I believe the contents and word counts detailed within this application are true.

Date:

Signature: