

CRITERIA TO BE APPLIED

LAW FIRM OF THE YEAR (SOLE PRACTITIONERS AND FIRMS UP TO 5 PARTNERS)

Summary:

The winner of this category will have one or more offices in Birmingham or the surrounding area and have no more than 5 Partners (or equivalent). Small firms are the life blood of our profession but are under increasing professional scrutiny and seen to be under threat in a changing legal marketplace. The winner of this award will demonstrate how small firms can combine first class service for their clients with an excellent working environment for their staff and, as a result, prosper and thrive. The Judges will be looking for:

- Examples of how the Firm is committed to the highest standards of client service
- Results of that commitment (eg new client wins, financial growth) in 2019
- The Firm's commitment to its people and their development
- How the Firm has been involved in local initiatives or activities that show the value that a small firm can bring to its local community.

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 text. 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:

- 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?

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- Detail your 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: