**2020 - Best Annual Report**

***Categories****: FTSE100, FTSE250, Small Cap & AIM, and International*

**IR Principles**

Please note that for all awards categories, companies need to emphasise how you have successfully addressed the following IR principles:

* Having an equity story and investment case that are clearly communicated across all stakeholders and deliver long-term value creation
* Helping investors, analysts and others to understand the growth and value drivers of a company, such that there is a fair and orderly market in its shares
* Meeting or exceeding all regulatory requirements around disclosure and focusing on greater transparency of information both internally and externally

**Award Description**

Once a year the Annual Report provides an invaluable opportunity to tell your company’s unique investment story and engage with your investors and wider stakeholders.

Best practice annual reports clearly articulate how the business differentiates itself and provide a ‘shop window’ into the company and its culture. Best-in-class annual reports tell a holistic story that clearly demonstrates the effectiveness of both the business model and strategy, whilst evidencing the strength of the leadership team, governance of the business and broader social purpose. Done well, the annual report can shape your reputation and build confidence with investors.

Overall, judges are looking for evidence of an innovative and effective annual report that plays an integral part in the communication of the strategy and investment case of a company. It should provide a sense of the purpose, culture and identity of your organisation. Judges will also be looking for evidence of clear and concise communications, considering key stakeholders’ needs and how these are met through both your report and the digital expression of it.

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| **Some best practice considerations for the annual report could include, but are not limited to:** |
| A forward-looking, engaging, concise, and entity-specific report |
| Connectivity of information providing a holistic view of the business |
| Clear links between strategy, KPIs, risk and remuneration  |
| An investment case that explains the growth drivers that promote long-term value |
| The report should be fair, balanced and understandable |
| Explain how the business is actively incorporating sustainable practices into its strategy, operations and governance agenda |

**AWARD CRITERIA**

**Introduction**

We have simplified our award submission process this year by moving from an essay format to a Q&A format. Please provide concise but insightful answers to each of the questions below, keeping in mind the IR principles and individual awards description, and paying particular attention to what the judges are looking for. It would be helpful if you could highlight innovations, what you have done differently and most importantly any evidence of success.

**Overview**

1. What are the key objectives for your Annual Report this year? For example, articulating progress against a new strategy, showcasing ESG credentials or enhancing stakeholder engagement.
2. How does your Annual Report fit into your wider IR/communications strategy, and how do you ensure your communications are consistent across your printed report and digital execution?
3. How do you use your reporting to meet the communication needs of your audiences, both internally and externally?

**Strategy & Approach**

1. How does your Annual Report articulate your organisation’s purpose, values and culture, and how you create long-term value?
2. Does your Annual Report clearly explain your business, and communicate how management is delivering against its strategic objectives?
3. How does your Annual Report deliver an authentic, clear and consistent narrative and an alignment between the key elements of your report (e.g. KPIs, strategy and risk)?
4. How does your Annual Report showcase your ESG credentials?
5. How has your Annual Report been promoted, both internally and externally?
6. What are the key developments/improvements in your Annual Report compared with the previous year?

 **Outcomes**

1. Please evidence how your Annual Report has met your business objectives and supported your equity and investment story. This could be supported by quantifiable or anecdotal results or outcomes. For digital, this could include analytics/visitor statistics.

*Alongside your submission, please include a hard copy of your report, a link to your report’s PDF and a link to your Online Annual Report, if applicable.*