



SUBMISSION PACK

#BWAPAwards2026

HOSTED BY



HEADLINE SPONSOR



Thank you for entering the British Wills and Probate Awards 2026

Getting started

Please ensure that you have carefully read the category criteria and make sure that you / your organisation are eligible to enter. Please note that some categories are open to suppliers only, whilst others are split based on regulated and unregulated, as well as size or location of your firm.

All entries **must** be completed on our bespoke judging platform here:

<https://awards.judgify.me/BWAPAWARDS2026>

Each firm is able to enter up to **THREE** categories.

Please note that this does not include the Wills & Probate Excellence award. The highest scoring submissions across all practitioner focused categories, will automatically be entered into this category for an additional round of judging to determine the overall winner.

For each submission you will be asked to....

- **Provide a covering statement** – this should be no more than 150 words and will explain why you/your firm are a worthy winner.
- **Answer the criteria points outlined for each category** – each criteria point will be scored out of 10.
- **Stick to a word count** – please supply between 750-1,250 words in total. This will include all criteria points but does not include your covering statement.
- **Provide supporting evidence** – this should be 1 page of A4 ONLY! Additional pages will not be considered by the judging panel. Supporting evidence may be testimonials, financials or links to specific software or case studies as referenced in your submission.
- **High-resolution photograph & organisation logo** – these will be used should your submission be shortlisted (1MB min)

Please carefully read our 'Tips for Success' before starting your digital submission and ensure that you allow plenty of time to complete the entry.

You will be able to review and amend your submissions until **midnight on Friday 10th July 2026**. After this point the judging portal will close.

If you have any queries please contact the events team on awards@todayswillsandprobate.co.uk

We wish you the very best of luck.

OPEN TO UNREGULATED ESTATE PLANNERS ONLY

Estate Planning Firm the Year - Boutique

Estate planning is an increasingly catch-all term for SMEs offering a range of life and death planning services, including will writing, LPAs, trusts, estate administration and funeral planning.

This category welcomes submissions from firms who have less than 15 staff (including support staff) and provide on and/or offline solutions for clients. The winner of this award will demonstrate all round excellence within the area of estate planning; combining high levels of skills and technical ability with exceptional client service and business acumen.

The winning submission will also outline how the organisation delivers service excellence uniformly across the business ensuring the client is placed at heart of the experience with robust risk management and an effective client and referrer engagement strategy across the spectrum of estate planning products and services. The judges will be looking for evidence of how the team work together to contribute to the overall firm's success and the winner will showcase a team-based approach to practice with diverse mix of team members bringing a variety of skills and experience to the team to produce a winning combination.

Criteria

The winner of this award will:

- demonstrate extensive development and progress as a business within the last year, including, but not limited to: strategy, growth, financial performance, technology and innovation, employee onboarding and development, diversity, and training
- demonstrate how a culture of excellence creates a balance between purpose and profit with demonstrable firm-wide adoption and buy-in; which in turn ensures staff are operating in the best interests of the client and the profession
- evidence innovation in employee support (both professionally and personally) with a proactive approach to training, mental health and wellbeing, equality, diversity and inclusivity, alongside bravery in managing workloads and fee setting
- evidence of active engagement with community and/or corporate initiatives
- demonstrate a clear approach to technology, IT security and cyber-crime prevention

Where possible, provide evidence of reviews/recognition/ testimonials/recommendations.

Tips for Success

Address the Criteria: Carefully review the category description and criteria points before crafting your submission. Your score will be based on how well you address each criteria point.

Clarity is Key: Make your submissions clear and straightforward. Judges appreciate concise, easily understandable entries that convey the necessary information effectively.

Back It Up with Evidence: If the entry criteria require evidence of success, whether financial or operational, ensure it's clearly presented. Judges rely on hard facts to validate your claims.

Keep It Concise: Recognize that judges may have to review numerous entries within a limited timeframe. Be concise and stick to the relevant information pertaining to each criteria point.

Stay Relevant to the Past Year: While we acknowledge the rich history of the UK legal profession, the awards focus on achievements from the past 12 months exclusively.

Go Above and Beyond: Strive for excellence beyond mere fulfilment of requirements. Stand out by showcasing how you've exceeded expectations, supported by tangible evidence of your exceptional efforts.

Provide Context: Don't assume judges are intimately familiar with your operation or sector. Offer background information and tell a compelling story to ensure a comprehensive understanding of your achievements.

Authenticity Matters: Entrants are encouraged to refrain from using AI-generated content in their submissions. Authenticity and originality are paramount, reflecting the genuine efforts and accomplishments of each entrant.

Allocate Sufficient Time: Crafting a winning submission requires dedication and attention to detail. Allow yourself ample time to research, plan, and refine your entry. Rushed submissions may overlook crucial details or fail to effectively convey your accomplishments. Remember, if you've taken the initiative to enter, ensure your submission receives the time and effort it deserves to truly shine. Quality submissions are a reflection of your commitment to excellence.

GOOD LUCK!

FAQS

- **I can't find the judgify link**

<https://awards.judgify.me/BWAPAWARDS2026>

- **I can't find the submission packs**

<https://britishwillsandprobateawards.co.uk/submission-pack/>

- **Can I have an extension?**

Unfortunately, not. We are on such tight timescales and judging starts immediately after the submission deadline.

- **Is the word count strict?**

The word count for the criteria points is for guidance only.

The judges have A LOT to read, so we ask that you avoid re-writing 'War & Peace', but you will not be penalised for going *slightly* over the recommendation of 1,250 words. **The cover statement is restricted to 150 words but does not count to the overall word count.**

- **My colleague entered the awards but is on annual leave. Can I access their profile?**

If you are able to obtain their login, you'll be able to view what they've done. If they haven't yet started the submissions on judgify, it's easier to set up a new user profile *via* the link above. There is no cost attached to profiles on the judgify platform.

- **What should I include in my supporting evidence?**

Something that backs up what you've written in your submission. Testimonials / case studies / visuals of new products, apps, initiatives / finance reports etc. **One, single side of A4 only.**

- **We can't get the whole team together for a photo. What should I do?**

Don't worry. Your photo will only be required if your submission is shortlisted.

A member of the events team will contact all shortlisted firms following the announcement to collect any missing images. If gathering your full team for a professional photo isn't possible, you're very welcome to provide a collage of individual photos or even a screenshot from a team meeting (such as Microsoft Teams). We're happy to be flexible, our priority is showcasing your team in a way that works for you.

- **When is the shortlist announced?**

The shortlist for The British Wills and Probate Awards 2026 will be announced on Friday 21st August 2026. All entrants will be notified directly *via* email, and the shortlist will also be published on our website and across our official social media channels.

To ensure you don't miss any important updates, please add awards@todayswillsandprobate.co.uk and the Today's Media website to your list of safe senders. This will help prevent our communications from being filtered into spam or blocked by your organisation's security settings. We also recommend following our social media channels for the latest announcements and updates.

- **When will the winners be announced?**

Winners will be announced on Thursday 8th October, at Kimpton Clocktower Hotel.