



# Ethnic Minority Welsh Women Achievement Association (EMWWAA)

## Awards Ceremony 2021

---

Nomination Pack for the  
**'Extraordinary Contribution to  
the COVID-19 Response'** Award

## **Award Description**

### **Extraordinary Contribution to the COVID-19 Response**

**Women are more likely to bear the brunt of social and economic consequences of the pandemic. The pandemic has shown a light on pre-existing inequalities. Across the globe, women earn less, save less, hold less secure jobs, are more likely to be employed in the informal sector. They have less access to social protection. Their capacity to absorb economic shocks is, therefore, less than that of men. A report by the Institute for Fiscal Studies found that mothers in the UK were 1.5 times more likely than fathers to quit their job or lose them during the lockdown. The pandemic has also escalated domestic violence, primarily targeting women.**

---

We are launching a new category of the award this year, 'Extraordinary Contribution to the COVID-19 Response', sponsored by the Welsh Government. We are looking for women who have made extraordinary contributions and have done over and above their job during the pandemic in different Welsh sectors, including healthcare, education, social, legal, public, private, charity, and many more.

## Submission Requirements

- A biography of the candidate (maximum 50 words).
- Details of the candidate describing what they have achieved.
- Details of their plans and the reasons why the candidate should be considered for the award (maximum 500 words).
- A recent photograph (full face).
- Supporting evidence for their stated achievements.
- The names and addresses of two referees (both referees must have known the candidate for at least two years).
- All nominated candidates must have resided in Wales for the past 2 years.
- Please return completed form to [emwwaanominations@wearecowshed.co.uk](mailto:emwwaanominations@wearecowshed.co.uk)
- Nominations need to be submitted by **5pm on Friday 21 May 2021**.

*Please find the nomination form in an accompanying Word document to fill out and return.*

---

## Example of writing a Nomination

### **'Management and Leadership Award'**

The award aims to recognise a female leader, in either the private or public sector, who has shown strong principles, courage, dedication and who has a clear vision of their future development.

### **A complete biography of the candidate**

Mrs M is the current Chief Executive Officer of Lumsdens, a UK-wide motor insurance company. Mrs M started as a clerk with Lumsdens in 1998, undertook a part-time Business degree with the Open University (2004), gained the ACA (from ICAEW) accountancy qualification in 2007 and became the company CEO this year.

*Please note, text used above is an example only and should not be used when submitting a nomination.*

## Extraordinary Contribution to the COVID-19 Response Award

**Full details of the candidate, describing their achievements, giving details of their future plans, and the reasons why the candidate should be considered for the award (Maximum 500 words).**

The recent appointment of Mrs M as the CEO of Lumsdens, a nationally-recognised insurance company, is perhaps the culmination of her very successful career. From her start in the company in 1998, straight from doing A-levels at Cardiff High School, Mrs M has steadily risen through the various departments at Lumsdens to finally become its youngest CEO earlier this year. Along the way, Mrs M very successfully gained a First Class Honours degree in Business Studies from the Open University in 2004, and also gained a full accountancy qualification (ACA from ICAEW) in 2007. In Lumsdens, her management expertise first saw fruition when she was appointed to oversee the personnel department in the Cardiff office and then subsequently, in 2007, became the Human Resource Manager for the entire company. Having started at the 'bottom' in business, when came in as lowly office clerk, Mrs M has always been aware of the requirement to carefully support and nurture the needs of the younger members of the company. To this end, and almost single-handedly, she established an 'on-the-job' training scheme in 2004, that has since become an established and very successful component of the company's overall career training plan. Indeed, many of Lumsden's past-trainees have gone on to top management positions, both within the company and with other national and international companies. Mrs M was appointed as the national General Manager at Lumsdens in 2009 and has since undertaken a complete reassessment of the overall insurance coverage being offered by the company. Following this company-wide analysis, Mrs M identified a number of insurance areas that were either inadequately supported by the company, or were not cost-effective, and has since successfully overseen the necessary amendments to the business. Her outstanding achievements and successes with the company were then fully recognised earlier this year when she was appointed as their Chief Executive Officer, one of the youngest Asian women to hold such a prestigious position in a national company. She has not finished yet, as she now has ideas on how to further expand the areas of insurance offered by the company, with the plan being to improve the company's profit margins from some £1.5 million to at least £3 million in the next five years. It is quite evident that Mrs M is a prime example of an Welsh Asian women who has made a fantastic success not only of her career, but also in her life, having successfully raised a family of four children, all of whom are in full-time education here in Cardiff. Her achievements speak for themselves, and she has also shown her exemplary leadership skills in making her company, not only a success locally but also nationally.

*Please note, text used above is an example only and should not be used when submitting a nomination.*