

# AWARDS ENTRY GUIDELINES

These awards are open to all businesses in or around the Sherborne area.. Businesses may also enter from outside this area providing it's a major trading area of that business.

Businesses can enter as many categories as they wish, but only one entry per category. Sponsors may not enter categories they are sponsoring.

## **EXCELLENCE IN CUSTOMER SERVICE**

This award is open to businesses that can show flexibility, responsibility, and a clear focus on their customer service. They need to demonstrate a high level of customer satisfaction, setting the bar for their competitors to follow. Also, businesses should, if possible, give examples of any customer service training they have given to their team, whether on a one to one basis or group training.

## **HEALTH, BEAUTY AND FITNESS AWARD**

This category is open to local businesses ranging from hair and beauty to fitness, yoga to aromatherapy. Local businesses in this sector need to show innovation, using quality products and equipment, while focusing on staff training and the latest techniques. Also dedication to customer service and client satisfaction, with an ongoing commitment to excellence.

## **GREEN/ ECO BUSINESS OF THE YEAR**

We are looking for local business entrants who show awareness of environmental issues and are working to be more environmentally friendly. Entrants will need to show they are focused on being ethical and socially responsible. The award is open to any local business or individual that has included environmental improvements as part of their core business model.

## **NEW BUSINESS OF THE YEAR**

Entrants are invited from businesses less than three years old (as of November 2021), that have demonstrated enterprise, vision, innovation and entrepreneurial spirit when setting up a successful new business. Also, a clear vision as to how the business will develop in the future. We are looking for inspiring new businesses that will be seen as role models for other new businesses.

## **INDEPENDENT BUSINESS OF THE YEAR**

This category is open to local independent businesses who can demonstrated enterprise, vision, innovation and entrepreneurial spirit, which in turn is growing their business. Also, a strong record of serving local customers. The winning business will demonstrate excellence in all areas of the business.

## **PROFESSIONAL SERVICES PROVIDER**

This award acknowledges outstanding provision of contracted-out facilities services. Awarded to an organisation that has demonstrated market-leading performance in service delivery, innovation and value for money. Businesses entering this award will come from service supplying areas such as accountants, the legal profession, IT support or in fact any business offering support to other businesses.

## **RETAIL BUSINESS OF THE YEAR**

The winner of this award will need to show the judges how the retailer is succeeding in a sector under pressure from online competition. They will need to understand the strategy behind the retailer's success. The judges will also be looking for examples of excellent service, customer care, the retailer's range of products and their staff training.

## **YOUNG ENTREPRENEUR-RISING STAR**

We are looking for nominations for this award, whether from a business or an individual. The nominee should be between 16 and 27 years old, showing initiative, focus, hard work and adaptability. The individual can be a young entrepreneur setting up their own business, working within a family business or working within any business operating in or around Taunton Deane area.

## **BEST PLACE TO WORK:**

This category is open to all businesses and organisations (public and private sector) that can demonstrate they have created an outstanding workplace based on a set of values that has led to a committed, effective, and motivated workforce. Tell us what sets the business apart and how that has benefited the business/organisation and its employees. We know the pandemic will have changed the way you work, but tell us how the business has taken steps to take care of employees and customers.

### **CAFE, PUB, CASUAL DINING BUSINESS OF THE YEAR**

This award is open to Caterers, Pubs, Inns and Restaurants. Entrants should demonstrate excellence across every aspect of their business, outlining their long term aims to continue to improve their guest experience.

### **FAMILY BUSINESS AWARD**

The winner of this award will have family members currently working in the business. The judges are looking for businesses who can articulate why that matters to the success of the business, while acknowledging the pros and cons of a family structure. Entrants will demonstrate what it means to be a family business and how (if applicable) non-family leaders are integrated.

Businesses entering this award will need to specify the current family members leading the business and their roles

### **ARTISANS AND MARKET VENDORS AWARD**

The winner of this category will sell or produce food products, clothing and accessories, jewellery, art, interior and lifestyle products, books, drinks, carpentry work, furniture, gardening equipment, plants, baby products, confectionery, leather goods, perfumes & make up, candles, soaps, photos, and pet supplies to name a few. The list is endless. The winning business will be able to demonstrate a clear strategy for growth and sustainability, an understanding of the market and customers they sell to, customer satisfaction and what makes them different.

### **THE DORSET AND SOMERSET AIR AMBULANCE AWARD**

This special award will be awarded by Dorset and Somerset Air Ambulance to recognise the organisation that demonstrates the greatest commitment to their people's health and well-being, thus preventing them becoming patients. We are looking for entrants that can demonstrate how they made a difference by supporting their team and colleagues.

### **OVERALL WINNER**

The overall winner will be chosen from the winners in the above categories.