



IS YOUR BUSINESS — SHINING? —

HERE'S HOW TO SHOWCASE
YOUR BUSINESS...



WILTSHIRE
BUSINESS
AWARDS 2018

www.wiltshirebusinessawards.co.uk



@WiltsBusiness #WBizAwards18

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SHOWCASE YOUR BUSINESS'S SOARING SUCCESS

Welcome to the Wiltshire Business of the Year Awards



The Wiltshire Business of the Year Awards are the most prestigious Business Awards in the County.

They have been developed by Newsquest Wiltshire in order to reward and celebrate the many dynamic and innovative businesses in Wiltshire.

In their 24th year, the Wiltshire Business of the Year Awards have become the business recognition platform that elevates outstanding organisations above the rest. Entering the Awards is an opportunity to send out a clear message of excellence and confidence in your business, showing you aim high.

Companies performing successfully, demonstrating best practice, corporate ethics and innovation should enter and prove they are one of Wiltshire's best.

Being shortlisted, or winning an award, can bring significant benefits, including prestige, media coverage, a boost for sales and marketing and staff morale.

All entries are judged by a sponsor's panel of top business people, thereby increasing the viability of your business.

Newsquest Wiltshire, along with all the sponsors, are proud of all the businesses we serve and would encourage as many as possible to come forward and gain the recognition they deserve in the Wiltshire Business of the Year Awards 2018.

Entry to the awards is free.

You can enter a maximum of four categories.

Any queries, please contact Louise Cooper on

Telephone: 01225 773663

Email: louise.cooper@wiltshire.newsquest.co.uk

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BENEFITS OF ENTERING

Here are some reasons why your organisation should take part in the Awards:



- **SHOWCASE YOUR BUSINESS** - this is a great way for a small or large company to showcase its business and highlight its success.
- **REFLECT ON YOUR SUCCESS** - entering these awards allows you to look back and consider what contributed to the success of your business, whilst at the same time allowing you to consider where you can go take your business moving forward.
- **POSITIVE PUBLICITY** - being selected as a finalist or winner offers the benefits of a high level of media coverage and an opportunity to generate really positive publicity for your business.
- **BOOST STAFF MORALE** - acknowledge the contribution and achievements of your staff and boost morale.
- **STAND OUT** - being a finalist or winner demonstrates to your current and future customers, employers and competitors that yours is an exceptional business.
- **CELEBRATE YOUR SUCCESS** - being a finalist allows you to attend the Awards Gala Dinner - a fantastic opportunity to network and meet people from other successful businesses in Wiltshire.

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ENTRY PROCESS

HOW TO ENTER:

Entry is free. You can enter up to four categories illustrated on pages 6 and 7.

You are automatically entered into the Outstanding Excellence award. Complete the entry form on page 5 with all the relevant contact details and tick the relevant category box.

You will need to complete an entry form for each category that you are entering into. Read through the qualifying criteria on pages 6/7 for the category you are entering into and where applicable, supply the relevant information to quantify your application to ensure that all four qualifying points are covered.

You then need to answer the nine general questions that are set out on page 8. These may need to be amended for each category that you are entering into where required.

The use of graphs, charts, accounts, visuals, testimonials and any other relevant material are all encouraged where applicable.

To clarify, for each category you enter into you will need to supply the following:

- An entry form
- Supporting evidence to cover the four qualifying criteria
- Typed or hand written documentation answering the 9 general questions

GENERAL INFORMATION

Please submit as much general information as possible to assist the judges in gaining a better understanding of your business. This will also help them to measure your position against other entrants into the same category.

SUBMIT YOUR APPLICATION AND SUPPORTING MATERIAL BY MONDAY 22nd JANUARY 2018 BY 12 NOON.

MEET THE JUDGES

Date TBC at Thrings, 6 Penny Lane,
Drakes Meadow, Swindon SN3 3LL

Your opportunity to engage with the judges and influence their decisions on your business.

JUDGING

The judges, represented by the sponsors, will collectively judge all entries. Notification will be sent to you advising if you have reached the finalist stage, at which stage an appointment will be made for the relevant judge(s) to visit your business to aid their decision on the winner and runners up in that category.

These visits will take place during March 2018.

AWARDS CEREMONY AND GALA DINNER

Friday 20th April 2018 at Center Parcs, Longleat Forest, Warminster BA12 7PU.
Places are limited so reserve your table now to avoid disappointment.



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ENTRY FORM

This form needs to be completed and supplied along with your 4 qualifying criteria answers and your general questions.:

I wish to enter the
Wiltshire Business of the Year Awards 2018



YOUR DETAILS

Name Position
Business Name Address
.....
Postcode Telephone Email

YOUR SIGNATURE

I agree that the submission of this form and the details contained within are subject to the rules and eligibility conditions.

Signed Date

Tick **ONE BOX ONLY** from the categories below. You may enter up to 4 categories, but a separate form is required for each one.

(All entries will automatically be considered for The Outstanding Excellence Award).

Please tick which category you would like to enter:

- | | |
|---|--|
| <input type="checkbox"/> Business Person of the Year | <input type="checkbox"/> Medium Sized Enterprise of the Year |
| <input type="checkbox"/> Corporate, Social and Environmental Responsibility Award | <input type="checkbox"/> Services to the Community |
| <input type="checkbox"/> Creative Marketing Award | <input type="checkbox"/> Small Business of the Year |
| <input type="checkbox"/> Customer & Staff Care | <input type="checkbox"/> Start Up Business of the Year |
| <input type="checkbox"/> Learning & Development Employer of the Year | |

Automatic entry to Outstanding Excellence

Companies performing successfully, demonstrating best practice, corporate ethics and innovation should enter and prove they are one of Wiltshire's best.

WHAT MAKES YOUR BUSINESS SHINE?

AWARD CATEGORIES - QUALIFYING CRITERIA



BUSINESS PERSON OF THE YEAR

Sponsored by RSM



CRITERIA QUALIFYING INFORMATION

The Business Leader who demonstrates the best values and culture combined with great results.

1. Describe the vision for your business and how your entrepreneurial skills are helping to make that vision a reality.
2. Demonstrate what your cultural values are and how these have contributed to your business success.
3. Detail the improvement in your business revenue and profits as a result of your leadership.
4. Describe how your leadership skills have enabled you to build an effective and motivated team.

CUSTOMER & STAFF CARE

Sponsored by Mainline Employment Ltd



CRITERIA QUALIFYING INFORMATION

The Business that puts staff and customer satisfaction at the forefront of its strategy.

There will be 3 winners in this category in 2017 to recognise the size of the business.

1. Communication - Internal & External
2. Development and Training
3. How staff development has benefited the organisation, its staff and its customers
4. Reward and recognition for staff and customers
5. State number of employees

CREATIVE MARKETING AWARD

Sponsored by C3 Marketing



CRITERIA QUALIFYING INFORMATION

The best demonstration of business improvement through Creative Marketing.

1. Applicants should detail the identified needs of the campaign
2. Explain the strategy employed when addressing the needs of the campaign and the development of the creative content along with selecting the channels employed
3. Provide detailed measurement of the results of the campaign versus the original needs
4. In your own words, what makes this campaign "award winning", taking into account its uniqueness, overall creativeness or outstanding results

SERVICES TO THE COMMUNITY

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CRITERIA QUALIFYING INFORMATION

A demonstration of sustained activities that help the Community.

1. A depth and range of community involvement that goes beyond financial support or gifts in kind
2. How much time is used by staff to drive this activity and what do they achieve through this?
3. Detail sustained activity with community groups over time
4. Describe the innovation and imagination in the contribution

CORPORATE, SOCIAL & ENVIRONMENTAL RESPONSIBILITY AWARD

Sponsored by SWLEP



CRITERIA QUALIFYING INFORMATION

The organisation that best integrates social and environment activities into their culture.

1. Entrants, with a base in Wiltshire, will have demonstrated that their business assesses the company's effects on environmental and social wellbeing
2. Entrants will need to provide a written business plan that evidences strong and sustained activity benefiting the local community or environment, going beyond that which is required by local regulators
3. An ethical organisation that demonstrates business growth whilst also taking responsibility for people and place, taking into account pay differentials and gender balance within the workforce
4. This category is open to all types of business including start-ups, locally based charities and social enterprises

MEDIUM SIZED ENTERPRISE OF THE YEAR

Sponsored by NatWest



CRITERIA QUALIFYING INFORMATION

For Businesses of £2m to £50m Annual Turnover with a sound strategy and performance.

1. For businesses with turnover of £2m - £50m
2. Entrants should demonstrate that they are well run with a strong business plan
3. Entrants should demonstrate growth over a 3 year period
4. Entrants should consider highlighting some or all of the following areas in their application:
 - Innovated marketing and sales strategies
 - Any new products or services developed over a 3 year period
 - The attractiveness of their marketplace in which they trade or operate
 - Development and commitment to their staff
 - Any other area that makes the business outstanding and worthy of this award

WHAT MAKES YOUR BUSINESS SHINE?

AWARD CATEGORIES - QUALIFYING CRITERIA



LEARNING & DEVELOPMENT EMPLOYER OF THE YEAR

Sponsored by Bespoke Training & HR4Business



CRITERIA QUALIFYING INFORMATION

This category will reward businesses investing in their people through learning and development, whether that be through Apprenticeship Schemes, Graduate Programmes, Management Development Programmes or other forms of people development.

1. Describe how you identify learning and development needs in your business in line with your budget and outline your plan
2. Detail the programme(s) that you have in place to deliver against your plan
3. Give examples of how those trained have benefited from this learning and development
4. Demonstrate how learning and development has benefited your business, your employees and your customers
5. Demonstrate how the business has measured the success of the investment

SMALL BUSINESS OF THE YEAR

Sponsored by Wiltshire Concrete



CRITERIA QUALIFYING INFORMATION

A business with an annual turnover up to £2m with solid evidence of planned business growth.

1. Applicants should demonstrate a turnover of up to 2 million in the last financial year and have been trading for at least 2 years, with clear evidence of business growth
2. A written business, marketing and training plan with strategy and vision for the next 3 years
3. Provide evidence of strong and sustained relationships with customers and suppliers
4. Demonstrate a digital/online marketing strategy and customer engagement plans

START UP BUSINESS OF THE YEAR

Sponsored by The Enterprise Network



CRITERIA QUALIFYING INFORMATION

Trading for less than 2 years; the business that can show achievement and sustainability.

1. Applicants should demonstrate a turnover of up to 1 million in the last financial year and have been trading for under 2 years
2. How was your start up achieved – include a description of your product/service and the USP
3. Major achievements to date, including investment in your workforce
4. Demonstration of sustainability and strength
5. Future aspirations and plan for growth

OUTSTANDING EXCELLENCE

(WILTSHIRE BUSINESS OF THE YEAR)



Sponsored by Thrings



AUTOMATIC ENTRY

Sponsored by top law firm Thrings, the award will be presented to the overall winner of the Wiltshire Business of the Year. The winner will be the company that, in the view of the judges, demonstrates success and achievement across all aspects of its business.

TO APPLY

Entry is free and simple. Maximum 4 categories, excluding Outstanding Excellence.

Apply via email: Send your Entry Form, supporting criteria, qualifying information and entry questions to:

Awards2018@wiltshire.newsquest.co.uk

By post: send to:

Louise Cooper, Wiltshire Business of the Year Awards 2018, Newsquest Wiltshire, 15 Duke Street, Trowbridge, Wiltshire BA14 8EF

Online: visit:

www.wiltshirebusinessawards.co.uk

and complete your entry forms online.

For help and advice: If you have any questions when completing your application or need advice on entering the awards, please contact Louise Cooper on

01225 773663 or email

louise.cooper@wiltshire.newsquest.co.uk

Closing date for entries is:

Monday 22nd January 2018 by 12 noon.

Terms and conditions apply - see our website for details.

ENTRY QUESTIONS

The judges need general information to understand your business and qualifying information to help measure your business with others entering the same category.



Please answer the general questions below. These form part of your application into the awards. Please personalise for each category where appropriate.*

1. **In order that we can ensure eligibility criteria have been met**
Please enclose 3 years full audited accounts including P&L (not abbreviated). Where a company is part of a larger group then the groups turnover is the qualifying criteria. Please enclose your business plan in as much or little detail as you feel best supports your application.
2. **Overview (500 words maximum)**
This should be a short punchy paragraph to give the judges an overview describing products, services and a background to the start of your business.
3. **Business Development Strategy (500 words maximum)**
Outline your development strategy for the next 3 years (new products/premises/increased turnover/more staff). Tell us about what success will look like.
4. **Customers**
Detail how you measure customer satisfaction and your customer service policy (provide testimonials where relevant).
5. **Employees**
How do you involve employees and maximise engagement (include evidence of responsible recruitment/staff training).
6. **Sustainability**
How sustainable is your business? (Show evidence of financial planning – audited accounts can be supplied to support your entry).
7. **Business Differentiation**
What additional factors make your business remarkable (community involvement, innovations etc)
8. **Key Successes**
In 500 words (maximum) describe your key successes in the last 12 months.
9. **Why do you deserve to win?**
In 250 words tell us why you deserve to win this Award.

*The use of graphs, charts, accounts, visuals, testimonials and video's are encouraged where applicable.

Submit your application and supporting material by no later than Monday 22nd January 2018 by 12 Noon.
Send your entry to Louise Cooper, Wiltshire Business of the Year Awards 2018,
Newsquest Wiltshire, 15 Duke Street, Trowbridge, Wiltshire BA14 8EF
Or email Awards2018@wiltshire.newsquest.co.uk

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RULES AND ELIGIBILITY



1. Send your completed entries (maximum of 4 categories excluding Outstanding Excellence) to Louise Cooper, Wiltshire Business of the Year Awards 2018, Newsquest Wiltshire, 15 Duke Street, Trowbridge, Wiltshire BA14 8EF to arrive no later than Monday 22nd January 2018 by noon or email Awards2018@wiltshire.newsquest.co.uk. Entries received after that date will not be considered.
2. No responsibility will be accepted by the competition organisers for any material sent or any entry lost or delayed in the post. Entries will not be returned unless specifically requested and accompanied by a stamped addressed envelope.
3. The winning entries will be announced at the Wiltshire Business Awards ceremony to be held at Center Parcs, Longleat Forest, Warminster BA12 7PU on 20th April 2018.
4. One condition of entry is that entrants co-operate with Newsquest Wiltshire, for the publication of a story about their business (whether before or after the announcement of the winners) and also with any other media coverage that may be given to their business. With the agreement of entrants, this may be in the form of paid for advertising.
5. The organisers will take reasonable steps to avoid disclosure of any information expressly identified by entrants as confidential. However, the organisers can accept no responsibility for any failure of confidentiality. Entrants should take appropriate steps, prior to entering the competition, to remove or identify commercially sensitive information and to protect those aspects of their entry that may be patentable or registrable as designs or are otherwise secret and all other intellectual property rights.
6. Wiltshire Business of the Year Awards 2018 is open to any individual (provided they are over the age of 18 on date of entry), partnership, company or organisation carrying on business in Wiltshire, other than employees or participating sponsors and their immediate families.
7. There can be no appeal against the decision of the organisers, or any of the judge or committee appointed by them; their decisions must be accepted as final in respect of all matters concerning this competition, including the interpretation of these rules and conditions. Should the organisers consider sufficient entries have not been received, they reserve the right to reduce the number of prizes to be awarded.

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