

Shaftesbury Guidelines

These awards are open to businesses in or around the Shaftesbury area (a guideline is a five-mile radius). Businesses may enter from outside the area providing the five-mile radius is 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.

Nominations need to have comments on why the company is being nominated so that the judges can appreciate why you have nominated them and gain an understanding of why they are worthy of the award. **It is not the number of nominations the judges will consider but the quality of the nomination.**

The ActionCOACH Scale-Up Award.

The scale up award recognises and celebrates high-growth businesses and the entrepreneurs that run them. This award showcases businesses that have navigated tough conditions by innovating, creating jobs, achieving growth, and supporting their communities. This award is open to growing companies with at least 10 employees and that have grown by 20% or more in the last 3 years. The judges will be looking for a demonstration of investment to build a strong team, evidence of a growth mindset and commitment to building collaborations, and strategy around plans for further expansion.

Café, Pub, Casual Dining.

This award is open to cafes, bistros, coffee shops, pubs, inns and informal restaurants. Entrants should demonstrate excellence across every aspect of their business, outlining their long term aims to continue to improve their customer experience. They can include online reviews, testimonials, and details on any awards. How do you make every customer feel like a VIP? Do you use locally sourced produce? What sets you apart from your local competitors.

New Business of The Year

Entrants are invited from businesses less than three years old (as of August 2022), 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

Young Entrepreneur/Rising Star

Entrepreneur A young person is defined as under 30 – they can either be employed or run their own business. The judges will be looking for individuals who have demonstrated an exceptional contribution to the workplace or development of their own company showing excellent performance, a real hands-on approach, initiative, and entrepreneurial spirit.

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.

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. What do you do to ensure the mental health of your workforce and what benefits do you offer to them that they might not get elsewhere?

B2B Business of The Year

Open to any business that creates products and/or services for other businesses so that could include businesses that operate in accountancy, commercial legal work, IT and cyber security, car leasing, business funding, websites and marketing, sales training, hospitality supplies, security, insurance, telecommunications etc. The entrants need to demonstrate how their services stand above their competitors, how they achieve excellent customer satisfaction and what makes them an award winner.

Most Innovative Business of The Year

Innovation is not just about invention – it can be about processes, people, working methods, new products or digital practises and solutions.

So, this category is open to businesses that can demonstrate innovation in the way they do business, the way they work with their people or their suppliers, or in product and service development.

If you believe you have created a positive change in your business whether it was through new ways of working, perhaps managing the switch to home or hybrid working patterns; finding innovative ways to service the rapidly changing needs of customers; or developing new products and services please enter.

Outstanding use of Social Media/Digital

Open to agencies, social media companies and businesses that can demonstrate creative and effective use of social media platforms to drive sales and brand awareness. This award aims to celebrate how individuals, organisations and businesses are using social media positively and to shine a light on those excelling in digital marketing.

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 and the business can be any size from a one-man band to large local employer

Family Business of The Year

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.

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 and steps taken to reducing waste.

Retail Business of The Year

Open to businesses selling products or services either online or in-store. Our judges will want to know how you are succeeding in retail and how you have changed to make that success happen over the last few years. What plans do you have to maintain profits or grow the business? Open to all size businesses that can demonstrate customer satisfaction , profitability, and entrepreneurship.