

## **Winchester Business Excellence Awards 2020**

### **Category Criteria**

#### **Business of the Year Award –**

The Business of the Year Award will be chosen from the shortlisted businesses in each award category. It will be the best of the best, the business which stands out from the rest. To win, a business will need to show a very strong overall performance during the last year.

The judges will be looking for a business which has:

- A clear business strategy.
- Strong financial management and performance.
- Clear signs of growth and development.
- Has overcome its' challenges to get ahead of its competitors.
- A sustainable philosophy, towards its people, its profit and the planet.

#### **Business Leader Award –**

This award will be presented to a leader who can demonstrate that his or her effective leadership has been and continues to be instrumental in the development of his or her business/enterprise or supported the local business community.

The judges are looking for:

- Positive and inspiring leadership.
- Effective management of resources and capacity.
- Clarity of purpose, vision and values of the business/enterprise which are understood and embraced across the business.
- Excellent commercial performance and results.
- Effective participation in and contribution to the local business community.

#### **Young Business Person Award –**

This award will be presented to a person under the age of 30 (by the closing date for entries) who has demonstrated drive in growing their business.

The judges are looking for:

- Someone who has set and achieved objectives within a business and established a position of profitability and success.
- Creativity and vision for the future.
  - An understanding of the relationship between their own development and the success of the business.

### **Social Enterprise or Charity Award:**

This category recognises the contribution made by social enterprises/ charities that provide such valuable services within the Winchester district. The award will be granted to the social enterprises/charities that has made the most significant difference to its target beneficiaries

The judges will be looking for:

- Clearly outlined social goals and objectives.
- Clear evidence of social and community impact within the Winchester District.
- Evidence of sustainable growth.

### **Large Business Award:**

This award will be presented to an outstanding business organisation with more than 15 FTE employees that demonstrate excellence.

The judges will be looking for:

- business growth and achievement
- vision for the future
- a dynamic leadership with an engaged, happy and healthy workforce demonstrated through low staff turn over
- A business that cares for the community and its customers

**The operating address for this category must be in the local authority district of Winchester and not be a registered or PO box address**

### **SME or Independent Business Award:**

This award will be presented to a dynamic company with less than 15 FTE employees which demonstrates all round excellence in business. Businesses must be trading for at least 18 months.

The judges will be looking for:

- Commercial success, growth and achievement.
- Future objectives for the growth of the business.
- Innovation and creativity.
- Ability to engage and contribute to “Winchester Life”.

**The operating address for this category must be in the Winchester BID operating area and not be a registered or PO box address**

### **New Business Award (started in the past 2 years) -**

The award recognises a new business that started trading within the past two years whose existing success has set the ground work for the business to grow, flourish and move into a position of longer-term sustainability.

The judges are looking for:

- A clearly conveyed business idea.
- Specific achievements.
- Opportunity for business growth and development.

### **Digital Innovation Award:**

The winner of this award must demonstrate the use of innovative digital technology and have plans in place to develop this in the future. The award celebrates the digital ideas that have the greatest influence on an organisation or industry.

The judges will be looking for evidence of the use of digital innovation:

- within your organisation (examples could include the use of virtual or augmented reality, artificial intelligence, drones or apps but this list is not exhaustive) and improved business performance as a result
- to demonstrate sustainable process efficiency
- to influence future growth
- to reduce carbon emissions

### **Sustainable Business Award**

The winner of this award should be able to demonstrate how they have reduced the impact of their business on the environment in two or more of the following areas:

- Green product innovation
- Emission of greenhouse gases
- Energy consumption
- Water consumption
- Production of waste and improving recycling rates
- Sustainable supply chain and procurement
- Transport impact of their goods or services
- Staff development and training on environmental impact

### **Service Excellence Award:**

This award is in recognition of companies with a genuine and innovative focus on customer service.

The judges are looking for:

- A company which can demonstrate service excellence through the delivery of customer service.
- Active improvement in employees' customer service focus
- A clear relationship between customer service activities and improved business performance, financial growth and customer retention.
- A company with a clear understanding of customer needs.