

# How to complete your submission - specific tips on each award

## Best Startup

**Judging Criteria:** Judges will consider one or more of the following criteria

- Quality and innovation of the product, service or solution
- Market traction and customer adoption
- Potential for future success and scalability
- Overall impact and contribution to either customers, the community or the industry

**Q. As a Startup, within your first two years of business what were your biggest challenges and what have you learned from them? How have you adapted your business strategy based on these experiences?**

*Tips: Think about your achievements in terms of overcoming any challenges. What has been helpful to you in doing so? (eg collaborating with other people or businesses, networking, community initiatives etc) Where possible, provide specific examples or evidence.*

## Best Non-Profit/Charity

**Judging Criteria:** Judges will consider one or more of the following criteria

- The impact of the project or group on the community or society
- The level of community engagement and participation in the project or group
- The sustainability and scalability of the project or group's efforts
- The innovation and creativity of the project or group's approach

**Q. As a non-profit or charity, how have your mission-driven initiatives and community engagement efforts made a difference in the lives of those you serve?**

*Tips: It's not just about how many people you've helped, but the ways in which you help and how this extends to the wider community. Where possible, provide specific examples or evidence.*

## Best Environmental / Sustainable

**Judging Criteria:** Judges will consider one or more of the following criteria

- The level of commitment to sustainability demonstrated by the company
- The effectiveness of the company's sustainability initiatives
- The measurable impact of the company's sustainability efforts on the environment and society
- The level of innovation and creativity demonstrated by the company's sustainability practices

**Q. As an eco-conscious company, how have you demonstrated a commitment to environmental responsibility and sustainability practices?**

*Tips: Highlight any systems or processes you have put into place in leading the way towards a greener, more eco-conscious future. How do you want to develop these and what impact do you hope that will have for both your business and the individuals or groups you serve?*

*Where possible, provide specific examples or evidence/credentials.*

### **Best Social Impact**

**Judging Criteria:** Judges will consider one or more of the following criteria

- The level of commitment to social impact demonstrated by the company
- The measurable impact / effectiveness of the company's social initiatives on the community or society
- The level of innovation and creativity demonstrated by the company's social initiatives

**Q. What initiatives or measures have you put in place to help drive social change and uplift disadvantaged groups or communities?**

*Tips: Think about how your initiatives or measures have developed to meet new demand. How do you communicate any social impact measures or initiatives both internally and externally? Where possible, provide specific examples or evidence.*

### **Best Business (Independent)**

**Judging Criteria:** Judges will consider one or more of the following criteria

- The level of excellence and achievement demonstrated by the business in their industry
- Business success or key results (ie growth, income or impact on the local community)
- The level of innovation and creativity demonstrated by the business in their operations and products/services

**Q. As an independent business, how have you adapted in an ever-changing world to thrive and remain relevant and engaged with your local community?**

*Tips: Describe the challenges you have faced (and overcome) and how you have been flexible in adapting your business to meet new challenges or demands. Where possible, provide specific examples or evidence.*

### **Best Business (High Street)**

**Judging Criteria:** Judges will consider one or more of the following criteria

- The level of excellence and achievement demonstrated by the business in their industry
- Business success or key results (ie growth, income or impact on the local community)
- The level of innovation and creativity demonstrated by the business in their operations and products/services

**Q. As a high street business, how do you ensure you offer a lively and welcoming experience to attract customers and contribute to keeping the high street buzzing?**

*Tips: Think about specific systems you have put in place to ensure consistency for your customers' experience? How have you engaged your team in implementing these? What community initiatives or partnerships have you been involved in? Where possible, provide specific examples or evidence.*

### **Best Business (Micro)**

**Judging Criteria:** Judges will consider one or more of the following criteria

- Business success or key results (ie growth, income or impact)
- The level of innovation and creativity demonstrated by the business in their operations and products/services
- The impact of the business for customers or the local community

**Q. As a micro but mighty business, how do you manage to keep all the plates spinning to maximise your time and work smarter not harder?**

*Tips: Think about how you use your time productively. What systems or processes have you put into place to make it easier to work 'on' your business? Or have you developed your skillset (eg through training courses, workshops etc) to remain competitive? Where possible, provide specific examples or evidence.*

### **Best Hospitality Business**

**Judging Criteria:** Judges will consider one or more of the following criteria

- Overall customer satisfaction and quality of service
- The level of innovation and creativity provided for guest experiences
- The impact of the hospitality business on their industry or community

**Q. As a hospitality business, how have you gone 'above and beyond' in ensuring a great experience for your customers to create memorable moments and keep people coming back? Have you implemented any new developments (eg new systems or technology) to deliver a great experience?**

*Tips: How do you engage with your customers in a unique way? Think about specific systems you have put in place to ensure consistency for your customers' experience. What do these look like and how do you implement them? How have you engaged your team in training and implementing these? Where possible, provide specific examples or evidence.*

### **Best Creative, Growth or Innovation Company**

**Judging Criteria:** Judges will consider one or more of the following criteria

- The ability to innovate and bring fresh ideas to market, solving problems in novel ways
- A track record of steady and sustainable growth, indicating resilience and adaptability
- Contributions to the local community, including job creation, partnerships and support for local initiatives.
- Vision for the future and a commitment to continued growth, creativity or innovation.

**Q. As a business where creativity, growth or innovation is important to you, how do you think 'outside of the box' to come up with new or exciting products, services or experiences for your customers?**

*Tips: What inspires you? Or how have you been influenced to create new products, services or experiences or rapidly grow your business? In what ways are any new additions to what you offer beneficial to your customers, community or industry? Where possible, provide specific examples or evidence.*

### **Long-Standing Business Award**

**Judging Criteria:** Judges will consider one or more of the following criteria

- The company's history to pioneering ideas, technologies or processes that have positively impacted the industry over time.
- Ability to consistently grow and evolve, demonstrating resilience and longevity in a competitive market.
- The capacity to adapt to changing market conditions and embrace new opportunities, ensuring continued relevance and success.

**Q. As a long-standing business, how have you demonstrated resilience, adapted to new technologies and remained a cornerstone of the local community?**

*Tips: Think about the challenges you have faced and overcome and how you have adapted or pivoted your business to meet these new challenges or demand. What do you believe is the secret to your longevity? Where possible, provide specific examples or evidence.*