

## AWARDS ENTRY GUIDELINES

These awards are open to businesses in or around the Bridport area. Businesses may enter from outside the area providing Bridport is one of the major trading areas for that business.

Businesses can enter as many categories as they wish, but only one entry per category.

### BEST COMMUNITY SUPPORT

This award is open to businesses or individuals who have gone the extra mile supporting other businesses or individuals during the recent issues. The winner of this category will be a business or an individual that has consistently helped others with dedication and commitment. Entries should give examples of what has been done. Entries can be nominations from other businesses for a business or individual or from a business for an individual within that business.

### 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 must give examples of customer service training they have given to their team, whether on a one to one basis or group training.

### BEST WELCOME/FRIENDLIEST

We are looking for a business that tries to brighten their customers' day. A business that builds a feeling of community amongst their customers. A business where the customers feel they are friends. When they talk to the business, they always finish feeling motivated and happier.

### ARTS, CRAFTS AND ARTISANS

The requirements are businesses that can show they produce and sell a product based on creativity, originality, production skills and artistic quality. The product must be unique to that business and available to purchase locally whether on-line, through a local retail outlet or craft stall. Entrants can include locally produced food and drink products.

### MENTAL WELLBEING AND AWARENESS

This award will be given to the business that can demonstrate outstanding commitment to mental health awareness in the workplace. Also, strategic policies to create the right environment for mental wellbeing, plus communication and implementation of those policies.

### BEST USE OF DIGITAL

This category recognises and rewards organisations who have shown particular ingenuity and creativity via a digital platform. The winner must show how they have responded to the recent challenges in innovative ways either starting or improving their ecommerce presence.

### GREEN 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 which 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 2020), 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 demonstrate 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.

#### 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.

#### SERVICE PROVIDER OF THE YEAR

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.

#### CAFÉ/PUB OF THE YEAR

The local café or public house must show innovation and desire to constantly raise standards and ratings, which in turn encourage their potential customers to visit, stay and support the area's other range of businesses. The winning business must show a commitment to being part of the local community while demonstrating why they should win the award and what makes them different from their competitors.

#### RISING STAR OF THE YEAR

We are looking for nominations for this award, whether from a business or an individual. The nominee should be between 16 and 25 years old, showing initiative, focus, hard work and adaptability. The individual can be setting up their own business, working within a family business or working within any business operating in or around Bridport.

#### OVERALL WINNER

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

**The closing time and date for entries is 2pm on Monday, 1<sup>st</sup> March 2021. The winners will be announced at the awards' ceremony at lunchtime on Thursday, 29th April 2021.**