

# cheshire

## BUSINESS AWARDS 2011

Trinity Mirror Cheshire  
Sponsored by

sas daniels LLP

### Detailed Judging Criteria

This document provides guidance on the specific criteria that the judges will review each entry against.

Each category listed on the entry form is detailed below, with a minimum of two key factors that entrants should consider within supporting statements.

#### Format of Supporting Statement

This is your opportunity to bring your business to life. Strictly limited to two A4 pages for each award you are entering. You may wish to use the bullet points from the criteria as headings.

#### Additional Documents

You are not obliged to submit any additional material such as brochures or photographs. If you do please ensure that this is limited and you refer to it in your supporting statement.

#### Summary

Be concise. Be relevant. Be specific. Use examples.

### Specific criteria for each award

#### Green Award

Has your business applied environmental policies in the workplace? Have your products or services made a positive contribution to the environment? This category will recognise a local business that has had a beneficial impact on the environment.

##### Judging Criteria

- Demonstration of commitment to a greener way of doing business above and beyond application of legislation
- Beneficial environmental and business impact
- Project management

#### Cheshire West & Chester in association with Blue Orchid Business Start Up Award

If your business began trading after January 1st 2009 why not enter this award and receive recognition for your hard work and determination?

You may have brought a fantastic new product to market, found a niche area to focus on or overcome all odds to achieve success. Tell us about your business, your market place, your performance and your future plans to win the recognition you deserve.

##### Judging Criteria

- Innovative business idea
- Strong business plan
- Opportunity for development and expansion
- Strong business practice



### **Scottish Power Small Business of the Year**

Whatever your trade, if you employ between 1 and 10 employees and can demonstrate achievements in your marketplace with evidence of an excellent business strategy, good financial performance and your potential for the future, enter the small business of the year.

#### Judging Criteria

- Good financial performance
- Business targets achieved through innovation
- Consideration paid to growth and development

### **SAS Daniels LLP Medium Business of the Year**

Do you have a great business? Then tell us about it! If you employ between 11 and 50 employees and can demonstrate business excellence this is the award for you. The judges will be looking at your achievements, business strategy, financial performance and your potential for the future.

#### Judging Criteria

- Achievements
- Strategic business vision
- Existing and planned business development
- Sustainable or improved financial performance

### **Large Business of the Year**

If you are the best large business in Cheshire, enter this award! Employing a workforce of more than 50, the large business of the year will be able to demonstrate all round business excellence, financial performance, business strategy and future plans.

#### Judging Criteria

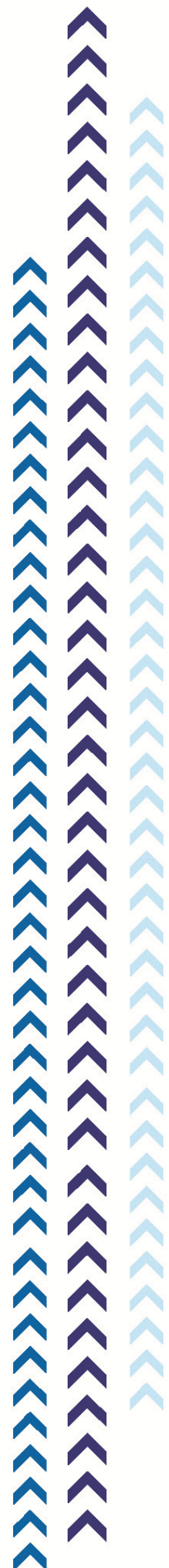
- Sustainable improvements in financial performance
- Investment in employee training and development

### **Employer of the Year**

Are you the best boss? Is your boss the best? We are looking for an employer who can demonstrate excellence in its approach to workforce development. Entrants will be asked to demonstrate why workforce development and training is important to the organisation, how training needs and skills requirements are assessed and addressed, and the direct benefit gained by both individuals and the organisation.

#### Judging Criteria

- Specific innovative benefits that you offer employees
- Commitment to employee development
- Team work



### **Cheshire East Council Community Award**

Does your business have schemes, initiatives or policies which have had a positive impact on your local community? Whether you provide employment opportunities for young or disadvantaged people, show unrivalled support for local charities or even contribute to community schemes, make sure you receive the recognition you deserve and enter this award.

#### **Judging Criteria**

- Contribution in both time and monetary value
- Opportunity for employee development through community involvement
- Project management skills
- Commitment to the wider community

### **Young Business Person of the Year**

Are you or one of your employees able to demonstrate outstanding achievements in your field? Our young business person of the year will be aged 35 or under and will display excellent career progression, leadership and management.

#### **Judging Criteria**

- Excellent career progression
- Strategic vision
- Strong project management skills
- Commitment to future of business in Cheshire

### **Women in Business Award**

We are looking for a woman or group of women who are high achievers and an inspiration to all women in the business community. The winner(s) will have a proven track record of career progression, management and leadership in their chosen field. Nominate yourself or others today for this prestigious award.

#### **Judging Criteria**

- Continuing career development
- Proven track record of winning business
- Strong leadership characteristics

### **Bank of America Business Person of the Year**

Do you, or does someone you know, stand out from the crowd and inspire others around you? Receive the recognition you/they deserve and enter this award. Judges will take into consideration overall business performance, how this business person has been instrumental in the success of the business, has shown outstanding achievement and who is commended within the business community.

#### **Judging Criteria**

- Inspiring leadership qualities
- Specific achievements in relation to finance, growth, development
- Strong client relationships

