

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.**

Arts , Crafts and Local Manufacturers/Producers

Open to all local makers of artisan products that stand out from the crowd.

The winner of this category will sell or produce any of the following (although this list is just a guideline) - food and drink products (like wine, beer, cheese, jams, pickles vinegars etc) clothing and accessories, jewellery, art, interior and lifestyle products, books, drinks, carpentry work, furniture, gardening equipment, plants, baby products, confectionery, leather goods, perfumes & make up, candles, soaps, photos, and pet supplies to name a few. The list is endless. The winning business will be able to demonstrate customer satisfaction and what makes them different. We are looking for the wow factor!

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.

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?

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?

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.

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.

Health and Fitness Business of The Year

Open to any business that offers health or fitness services or products i.e., dentist, gym, chiropractor, osteopath, personal trainer, Yoga teacher, nutritionist, Pilates teacher, health food shop. They will demonstrate - what makes them so special and why they are more successful than competitors, demonstrate an innovative approach to enhancing customers health and fitness needs. Plus how they have achieved success to date and how they encourage and support clients and stay ahead of industry trends.

Beauty and Fashion Business of The Year

Open to any business offering services and products in the beauty and fashion sector so that could be hairdressers, barbers, spas, nail bars, clothing & shoe manufacturers/retailers, boutiques, beauticians/makeup artists, cosmetic manufacturers. The judges will be looking for demonstration of success, customer satisfaction, achievement, and creativity.

Business Lifetime Achievement Award

This Award will recognise the business personality who best represents achievement and longevity. The award acknowledges the winner's sustained achievements within the business community during a distinguished career. Eligible nominees are those who have been actively involved in the business community for at least 20 years by 2022 and can demonstrate a mixture of leadership, inspiration to others, innovation, and business success

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

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

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.

Outstanding use of Social Media

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.

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.