



ADDITIONAL INFORMATION

To enter the Trinity Mirror Cheshire Business Awards 2012 simply:

- 1. Complete and entry form**
- 2. Provide a financial summary for the past three years**
- 3. Submit a supporting statement relevant to the awards you are entering:**

The supporting statement

This is your opportunity to bring your business to life. In no more than 2 pages tell us about your business, what you do, your products or services and your position in the market plus your specific achievements relating to the award you are entering. You may provide additional supporting material such as company brochures, DVD's or photographs providing the material is not excessive.

Please see below for more specific details on what the judges will be looking for.

Cheshire West & Chester in association with Blue Orchid Small Business Start up award

If your business began trading after January 1st 2010 why not enter this award and receive recognition for your hard work and determination? Our winner will be an entrepreneur who 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.

Judges will be looking for:

- Clearly conveyed business idea and start up process
- Evidence of a well researched, strong business plan
- Delivering /exceeding against the original business plan
- Innovation and ambition
- Sustainable business practices
- Opportunity for growth and development
- Specific achievements relevant to the business

ScottishPower 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.

SAS Daniels Medium Business of the Year

Do you have a great medium sized business? 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.

Large Business of the Year

If you are the best large business in Cheshire, this is the category for you. 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 sound future plans.

Judges will be looking for:

- Evidence of a strong business plan
- Good financial performance
- Business targets achieved / exceeded
- A sound business development strategy
- Opportunity for growth and development
- Strategic business vision
- Strong leadership
- Specific achievements relevant to the business

Employer of the Year

We are looking for the employers who can best demonstrate how their leadership and human resource policies support staff development, engagement and satisfaction creating a positive and supportive workplace with a well motivated and well trained team. The winner of this award will be more than just a good company to work for, their culture will deliver commercial results and they will be an inspiration to other businesses.

Judges will be looking for:

- Commitment to ongoing employee development
- Evidence of comprehensive employee progress reviews
- Significant business improvements through the training and development of the workforce.
- Evidence of employee engagement and satisfaction

Cheshire East Council Community Award

Does your business have schemes, initiatives or policies which have a positive impact of 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.

Judges will be looking for:

- An innovative and sustainable approach to employee engagement with community initiatives
- Evidence of how good business practices achieve corporate social responsibility goals
- Ongoing commitment to the local community
- The level of impact on the local community

EA Technology Customer Focus Award

This award is for organisations that have their customers/clients at the core of everything they do. We are looking for businesses that consistently exceed the expectations of their customers/clients in innovative ways, setting a leading example to others.

Judges will be looking for:

- Business model centered around the customer
- Specific customer service policies / activities in place
- Enhanced delivery and customer engagement
- Monitoring and performance management
- Increased growth or market share
- Ethical and sustainable practices
- Evidence of customer satisfaction

The Mersey Forest Green Business Award

This award celebrates excellence in green practice, strategy and product. Has your business applied environmental policies in the workplace? Do your products or services make a positive contribution to the environment? Have you reduced your carbon footprint through efficiency management? This category recognises a local business that shows evidence of a green ethos which has a commercial return for the business.

Judges will be looking for:

- Clearly conveyed description of green practices, strategies or products.
- Evidence of a green ethos running through the business
- Evidence of recognized green accreditation, or progress towards accreditation.
- Significant operational and/or financial improvements

Bentley Motors 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.

Judges will be looking for:

- Excellent career progression
- Ambition and a clear strategic vision
- Strong leadership with the ability to drive the business forward
- A role model amongst their peers

Click Consult Business Person of the Year

Does someone you know stand out from the crowd and inspire those around them. The business person of the year will have a proven track record and will be instrumental to the success of their business. The winner will show outstanding leadership and be commended within the business community.

The business person of the year is a judges' choice award, however we are keen to hear about business people you feel should be considered. Those who demonstrate inspiring leadership and entrepreneurial skills are able to set out their visions, motivating and empowering others to achieve results.

Awards Terms & Conditions

- Judges will consider each entry submission against the category criteria and their own discretion based on their relevant experience and expertise.
- The role of the Chair of Judges is to clarify the criteria and mediate to determine a clear winner.
- Judges' decisions are final and binding; and no discussions or correspondence will be entered into relating to any of their decisions.
- Judges' are unable to provide feedback on unsuccessful applications.
- Trinity Mirror is not liable for any costs incurred by entering the awards.
- Trinity Mirror reserves the right to withdraw an entry from the judging process at any time if the entry is deemed inappropriate for any reason.
- If it is found that any entrant has knowingly provided false information on their application for their entry Trinity Mirror reserves the right to withdraw any award at any time submitted by that organization.
- All entries receive will be acknowledged one working day after the close of entries.
- By entering or agreeing to participate in the awards, all entrants agree to the above terms and conditions.