



Business Awards 2010

Welcome to the Haslemere Chamber of Trade Business Awards 2010.

The 2010 Business Awards will be presented at the Haslemere Chamber of Trade annual dinner dance at The Georgian House Hotel on Friday 16th April 2010 at 7pm.

In difficult economic times it is even more important to promote your business to both existing and potential customers. Entering the Business Awards only costs you a little time.

I would like to encourage every Haslemere Chamber of Trade member to enter at least one category and if you entered last year but were unsuccessful, please try again!

Best of Luck

Melissa King
President, Haslemere & District Chamber of Trade & Commerce

The Categories

1) Best New Business

Sponsored by The Good Fish Shop

What the Judges are looking for?

We want applications from businesses which have set up over the past 2 years and/or members new to the chamber within the last 12 months. We would like the winner to demonstrate the most thorough plan and strategic vision for the future.

What we need to know:

- Have you a formal vision: Where do you want to see your company in five years time?
- How are you going to get there?
- What are your business objectives?
- What have you achieved since you set up (or within the past year if a new chamber member)?

- What hurdles have you faced & how have you overcome them?
- How have you defined your target audience and target segments?
- Why should your company or organisation be awarded the “Best New Business” prize?

2) Employee of the Year

Sponsored by Marley Flowers

What the Judges are looking for?

Do you have a member of staff who really deserves the accolade of “Employee of the Year”? It could be a trainee who has out-performed all expectation or a longstanding member of staff who has given lengthy & dedicated service or simply an employee who responded in an outstanding way in an isolated incident.

What we need to know:

- What is this person’s name?
- How long have they been in your employ?
- What is their job role?
- Is there something specific that they have contributed to improve your business?
- Why should this person win this award?

3) Customer Service Award

Sponsored by Clayton Fine Jewellery

What the Judges are looking for?

The winner of this category must provide evidence to demonstrate their commitment to high standards of customer service in their organisation both through personal dealings with customers and by contributing to the company’s customer care policy. This may include handling a very difficult situation or sensitive matter particularly well, pro-active involvement in communication, making service improvement to prevent a problem, problem solving or innovation.

What we need to know:

- What are your customer service standards and how were they established?
- Details of your approach to staff training and development in Customer Service?
- How do you keep abreast of developments in Customer Service?
- Have you a customer service policy?
- Are you able to monitor its success – informally or formally?
- How do you deal with complaints and feedback into your customer service.

4) Best Business Team (New category)

Sponsored by Eden Hair & Beauty

What the Judges are looking for?

Are you a company that has a team that stands out from the rest? If it wasn't for your team then you would not have a successful company or organisation. Then it's time to shout about them and share their success!

What we need to know:

- What team activities do you run?
- Why should your team win?
- What makes your team a success?
- What role does your team play in the community?
- How do your staff turnover figures reflect your team?
- What different characters / ages of the team members reflect team dynamics?
- How do you all keep motivated as a team?

5) Most Innovative Marketing Campaign

Sponsored by The Oriental Rug Gallery

What the Judges are looking for?

Do you know how to make your target audience sit up and take notice? Is your marketing strategy innovative and effective? Are you using the traditional media or PR in an interesting way? If so, you should be applying for the award!

What we need to know:

- What innovative and creative marketing activity have you employed over the past year? Tell us about your campaign.
- Have you achieved your marketing objectives? How do you measure success?
- How have you developed your marketing strategy & tactics? Have you used the media or PR effectively?
- What would you say are your brand strengths?
- Is your activity targeted to particular segments?

6) Most Proactive Business in the Community

Sponsored by A& N Chartered Accountants

What the Judges are looking for?

Many Haslemere businesses contribute to the community in some way. There are many unsung heroes and we feel it is about time that these efforts were recognised! Your company might have a formal commitment to the community or support the efforts of an individual active in the community.

What we need to know:

- How is your company proactive within the community?
- Is this part of your company's policy or does it reflect the passions of the individual?
- Does your company or organisation have a formal policy or vision with respect to community activity?
- What motivates your community involvement? What and why do you contribute?
- Please give examples of your activity and how it has helped the local community in general, or specific segments in particular.

7) Business Personality of the Year

Sponsored by Church Micros

What the Judges are looking for?

Is your organisation led by an inspirational individual? Does your company or organisation employ an outstanding individual? Is this person well known outside your organisation? Do others aspire to emulate them? If this person is you, don't be shy, please apply! We want you to be a shining example to the Haslemere business community.

What we need to know:

- Does your company/organisation employ a truly inspiring individual?
- Is this person well known within their trade or community?
- How does this person motivate staff?
- Are customers aware of this dynamic personality?
- Are there any formal practices or innovative processes that this person has put in place? Give examples.
- Why should this person win this award?

8) Greenest Haslemere Company

Sponsored by Haslemere Museum

What the Judges are looking for?

We are looking for the Chamber Business which has shown an outstanding level of commitment to protecting the environment or to ethical business practice. For instance your company may recycle waste, use energy saving devices, use bio fuel for company vehicles, source ethical products or think about green footprints. The judges are looking for evidence of specific products, processes or projects and want to see environmental and / or ethical standards as part of the company's corporate vision practice.

What we need to know:

- Have you a formal written environmental or ethical policy? What is this policy and how was it developed?
- Are you able to monitor its success – informally or formally?
- Do you inform staff and customers of your environmental or ethical approach and do they respond?
- How do you keep abreast of developments in environmental protection and/of ethical issues?
- How do you deal with staff and customer suggestions on your environmental or ethical policy?

9) Fabulous Food Outlet

Sponsored by The Royal Oak

What the Judges are looking for?

Are you the restaurant, café, food retailer or food outlet that can demonstrate the best all round experience for its customers? Is your customer service extra special, does your menu, or items that you sell show imagination and flair, where possible do you use local produce and do you offer exceptional value for money?

What we need to know:

- What sets you apart from other eateries in the Haslemere area?
- What have you done to create a special dining or shopping experience for your customers?
- What special considerations are taken into account for your menu or food supplies?
- How do you go that extra mile to ensure that diners or shoppers enjoy their experience with you & return?



How to enter:

Please provide us with the information requested below. You may propose yourself for an award, somebody within your company or organisation or a fellow chamber member. * All applicants must be Chamber members. You are welcome to enter as many categories as you like. Please provide a separate application for each category.

Information Required:

- Name of Applicant
- Name of nominator (if different)
- Name & contact details of Chamber Business or Organisation
- Title of Award category
- Details of why you should win the category.

Please base your entry on what the judges are looking for. You are welcome to supply further information if you feel it is relevant but please try not to exceed 700 words.

Please send all entries to:

By post:

Simone Brinkworth
Business Awards
Branksome Place
Hindhead Road
Haslemere
Surrey
GU27 3PN

Or email to:

awards@haslemerechamber.co.uk

The closing date for entries is midday on Monday 15th March 2010.