



## **Entry Guidelines**

**The awards are open to all businesses with a BD23 postcode. You can enter your business for as many of the relevant categories as you wish and the application process is simple, as we are not asking for a huge amount of detail in the entry form. Simply tell us in no more than 300 words why your business should win the category award. You are welcome to supply accompanying material for consideration separately. Please read the following guidelines for each category for an indication of what the judging panel will be looking for in the winning entry.**

### **Best Food and Drink – Sponsor – Barclays Bank PLC**

Open to all businesses involved in the food and drink sector, from restaurants, pubs, bistros, cafes, sandwich bars through to artisan food producers, the judges will be looking for evidence of creativity and high standards which set you apart. Tell us about other awards you have won and highlight testimonials about your business on independent websites.

Additional guidelines: Perhaps include up to three customer testimonials or case studies, plus any further supporting evidence (ie other awards, Trip Advisor certificates, survey results etc.)

### **Best Accommodation – Sponsor – The Rendezvous Hotel**

From bunk barns, B&Bs and guest houses to luxury hotels, anyone providing hospitality that champions Skipton as a fabulous tourist destination should enter this award. The judges would like to hear how entrants make visitors especially welcome. Demonstrate two examples of feedback from customers and explain how your accommodation provision is developing to improve service.

Additional guidelines: Tell us about your business. You could include details of how you cater to your clients' needs, details of customer service, or any innovative or creative aspects to your business.

### **Best Retailer – Sponsor – Tyro Training**

The judging criteria will consider the contribution your business makes to Skipton aesthetically and economically for residents and visitors alike. Does your business stop locals having to travel elsewhere to shop? Are you bringing income to Skipton by selling online to customers outside the town whilst you buy from local suppliers? Customer and staff engagement and retention will also be a focus of the judging.

Additional guidelines: Tell us about your business. You could include details of how you identified the need for the business, how you cater to your customers' needs, how long the business has been in operation.

### **Best Customer Service – Sponsor – Bizzie Lizzie's**

Explain how your business offers outstanding customer service provision and include two testimonials to support your entry. What do you offer that's over and above your competitors level of service?

Additional guidelines: Tell us about how your business delivers good customer service. You could include details of how you cater to your clients' needs, how you manage and measure customer service. Or anything you do that goes above and beyond your competitors.

### **Best Fitness, Health & Beauty Business – Sponsor – Aspire Magazine**

This award is open to all businesses involved in providing health, beauty and fitness products and services. Judging will consider the overall image of the business; the feedback from clients and customers and the focus on growth and development.

Additional guidelines: Tell us about growth and sustainability of your business.

For example are you a stable or growing company? Include details of any marketing or how you attract new customers.

### **Best Manufacturer/Engineering Business – Sponsor – Windle & Bowker**

Our panel of judges will be looking for an outstanding company that can demonstrate a record of success, innovation and growth, together with future growth potential. A company that values its staff by offering training and development and a company that has a unique selling point and manages to stay ahead of its competitors.

Additional guidelines: Tell us about growth and sustainability of your business.

For example are you a stable or growing company? You could include details of any marketing or how you attract new clients, how you look after and train staff etc.

### **Best Apprentice/Trainee Business – Sponsor – Spear Travels**

This award is open to all employers who employ an apprentice/trainee. The award will recognise the outstanding achievements of the employee. Judging criteria will look at key achievements and contributions made by the person nominated, what initiative has been shown to help improve processes and quality, what value has been added to the business and what personal achievements the employee/trainee has gained whilst in your employment.

### **Best Professional/Financial Services Business – Sponsor – Shepherd Partnership**

Entrants will need to be able to demonstrate excellence in business management under-pinned by a strong financial performance. You should outline how you have shown excellence in your specific sector and how your business has planned for future growth. Your entry should include turnover figures for the last 3 years and statistics to support any claims you make, testimonials (up to 3 short testimonials), and details of any new and or innovative services introduced in the last 12 months.

### **Best Market Stall – Sponsor – Skipton Market**

All stall traders who hold a full Consent to Trade Agreement for Skipton Market are eligible to enter this category. Judging will look at presentation of the stall, customer service, feedback from the Ambassadors regarding cleanliness, and reliability of attendance.

### **Best Leisure and Tourism Business – Sponsor – The Mill Shop**

This award is open to any business that actively promotes entertainment or leisure activities. The award will be presented to the business that can demonstrate to the judges how they achieve and maintain quality provision of facilities for visitors and how the business continually enhances the service offering.

### **Best Business Supplier/Wholesaler – Sponsor – Bluefin Insurance Services**

Open to businesses which specialise in supplying businesses. The award will be presented to the company which best demonstrates this. If long-established, how has the business had to adapt to sustain and grow – what changes have been made to incorporate modern technology; is the businesses reach global or locally based and specialist?

## **Best New Business – Sponsor – High Corn Mill**

Open to all new businesses with a BD23 postcode that launched since 1st October 2016 through to the closing date of 15 January 2018.

Additional guidelines: Tell us about your new business. You could include details of how you came up with the idea for the business, how it's been received by customers and any obstacles you may have overcome in order to get started.

## **Best Bar None – Sponsor – Skipton BID**

This is a special award being introduced and presented by Skipton BID. 'Best Bar None' is a National Award Scheme supported by the Home Office and the drinks industry. It is mainly aimed at promoting responsible management and operation of alcohol licensed premises. Skipton BID is working with the Business Crime Reduction Partnership initiative to reduce alcohol related crime and anti-social behaviour in Skipton Town, two objectives that the scheme wholly embraces and they will be presenting the winner of this year's award on the Presentation Night. Contact Skipton BID for more information about this category and how to qualify for entry in forthcoming years.

## **Overall winner will be Business of the Year – Presented by Headline Sponsor – Skipton Building Society**

The most inspirational business from all our category winners will be awarded this overall accolade. The winner will be chosen for being particularly outstanding in one category or a consistent winner across several categories.