



2017 Harlow Business Awards Nomination Pack

How to Enter

The awards are open to any business or organisation operating in the Harlow and District area. You can enter your own organisation, or nominate another, using the form at the end of this pack. Entry is free and an organisation can enter or be nominated for any number of categories. Please submit a separate form for each category entered.

Completed forms must be returned to Ian Hudson at Harlow & District Chamber of Commerce, Civic Centre, Water Gardens, Harlow CM20 1WG or by email to irhudson@gmail.com before 30th June 2017

For more information, please contact Ian Hudson on 07817 778870.

1. Employer of the Year *sponsored by*



In this category we are looking for entries from organisations, operating in the public, private or third sector, which have shown a strong commitment to developing and investing in their staff. We will be looking in particular for entrants who can demonstrate commitment to some or all of the following employment strategies, contributing to that organisation being an employer of choice in the Harlow and District area:

- Innovative or effective recruitment and retention
- Employee engagement and wellbeing
- Staff training and development
- Flexibility in the workplace
- Measuring the return on employee investment

2. Business Innovation *sponsored by*



This category is open to any organisation in the Harlow and District area operating in the public, private or third sector, which can demonstrate an innovation or innovative approach that has:

- Created competitive advantage
- Contributed to significant growth
- Transformed the organisation or wider industry
- Improved overall financial performance
- Achieved operational excellence
- Embedded ethical or sustainable practices
- Helped staff deliver better customer service
- Increased market share or customer loyalty
- Supported strong leadership and management

3. Small Business of the Year *sponsored by*



This category is open to any business in the Harlow and District area employing fewer than 25 staff which has demonstrated strong performance and results. Entries should include the following:

- Details of a clear and convincing business plan
- Details of any advisory services/organisations/mentors you have used
- A description of your business experience
- How do you develop and motivate yourself and/or your staff?
- What obstacles have you faced in developing your business and how have you overcome them?
- Details of annual turnover and gross profit

4. Best Use of Website and/or Social Media *sponsored by*



Judges of this category will be looking for the organisation which has used social media most creatively, innovatively, and successfully since January 2017. The judges will be looking for answers to the following questions:

- What are your objectives for your business website and/or social media?
- How do you demonstrate your brand personality via your website/social media?
- How have you generated interest in your business through your website/social media?
- Do you have an SEO strategy and if so, what is it?
- How do you track your data and results?
- What successes can you ascribe to your website and/or social media activity?

5. Customer Care and Service *sponsored by*



This category is open to organisations of any size, in any sector in the Harlow and District area. Judges will be looking for an organisation which has shown commitment to its customers, and which has demonstrated a unique approach to customer care. Entries should include details of your customer service strategy and records, and should also include customer testimonials. Entrants should be prepared to provide information on the following:

- Your customer care plan or strategy
- How you implement this strategy via staff training
- How you use feedback and analysis
- How you resolve customer complaints

6. Medium/Large Business of the Year *sponsored by*



This award is open to any organisation with 25 employees or more, which has demonstrated strong performance and results whilst investing in its people and the local community. Entries should include the following:

- Details of a clear and convincing strategy and business plan
- Details of employment strategies including staff training, management, benefits, employee engagement and flexible working policies
- Evidence of business performance including growth, turnover and gross profit
- Evidence of corporate social responsibility

7. Young worker of the Year *sponsored by*



In this category judges will be looking for the young person who has made the largest impact on their employer organisation, by showing commitment and dedication in overcoming obstacles to achieve their career development goals. Entrants should be able to demonstrate the following:

- What does this young person offer over and above his or her designated role?
- How do they inspire his or her workmates to perform better?
- What have they done to make themselves a better employee (e.g. training and development they have completed, additional or extracurricular activities they have volunteered for, new responsibilities they have accepted)?
- What have your customers or colleagues said about them? Describe positive comments and include testimonials if you have them.
- Where do you see your nominee in three years' time?

8. Best New Business *sponsored by*



We are looking for businesses which started trading after January 2016 in the Harlow and District area and which have shown remarkable commitment, growth and success in that time. In particular, we will be looking for:

- Significant growth
- Innovation of product or service
- Customer and staff engagement
- Leadership and vision
- Ethical approach to business
- Plans/strategy to sustain financial growth

This award category celebrates the contribution new businesses make to Harlow and District. Who has translated a great idea into a successful business venture?

2017 Business Awards - Nomination Form

Name & phone number of Nominator

Category

Name of Organisation nominated

Nominated Organisation details

1. Address

2. Telephone number

3. Email address

Please say in 200 words or less why you are nominating this organisation (use extra page if needed).

Send completed form to Harlow & District Chamber of Commerce, Civic Centre, Water Gardens, Harlow CM20 1WG before 30th June 2017

For more information or to request an electronic version of this pack contact Ian Hudson – irhudson@gmail.com

Continuation Sheet

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2017 Harlow Business Awards

Application Guidance Notes

Here are some guidance notes to help you put the case for your nomination as effectively as possible:

1. Read the criteria

Each category has criteria that need to be met. Make sure that your nomination really does address the criteria.

2. Be objective

It's likely that your nominated business is one well-known to you, and it might even be your own business. Try to see it as others might. Ideally, test out your argument on others who are less connected with the business.

3. Why this year?

These awards recognise achievement in the preceding 12 months. Ensure that your nomination highlights activities which occurred during that period.

4. What's changed?

Business as usual is unlikely to stir the judges into thinking your nominated business is exceptional. Ask yourself what is unique about your nominated business. It may not be something obvious, such as sales growth or expansion, but it should be something significant.

5. What's the evidence?

What evidence can you point to that substantiates your nomination? Finalists will have the opportunity to present and produce evidence to the judges.

6. Be clear and concise

You don't have much space. Include key points only, and using bullet points can help you to be clear and concise.

7. Location

Remember that the purpose of the awards is to celebrate business and the community in the Harlow and District area. All of the categories are judged with the contribution made by entrants to the local business community in mind.

Good Luck!