

# Thames Gateway Business Awards

2009 Application Pack



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# Thames Gateway Business Awards

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## Win a share of £100,000 marketing and advertising prize

### Award Categories

#### Innovation Award

This award is open to businesses that can demonstrate how they have successfully introduced a new idea, technique or practice, that has improved their business. Entrants will need to demonstrate how the idea was implemented and how it has impacted the business.

#### Community Award

This award is open to businesses that have made an active contribution to support their local community, schools or colleges. Entrants for this award will be measured on their social impact and not purely on financial support.

#### Growth Business Award

Entrants for the growth business category will need to demonstrate how their business has grown within their industry. Entrants will need to illustrate how the business has achieved the growth and remained competitive. Year on year financial documentation must be provided to support your application.

#### New Business/ Product Award

Only businesses that trade within the Thames Gateway area, will be considered for this category. Entrants will need to have been trading since 1st July 2007 and will need to have introduced a new product/service within the last two years. Judges for this award will be looking for how your new business/product has performed in the last 24 months and what future plans you have to develop it.

#### Marketing Award

Entrants will need to demonstrate how their marketing campaign has effectively improved business performance and results. This can relate to both traditional and non-traditional promotional methods. With the current trading conditions, judges are looking for businesses that have managed to market their business on a budget.

#### Diversity in Business Award

This award is to recognise companies and small business enterprises that can demonstrate inclusion, respect and development of under-represented groups and cultures.

#### Green Business Award

Entries for this category will be judged on their overall approach towards off-setting their carbon footprint. Sustainability concerns have never been more important for business, and we want to hear about what you are already doing, or have planned for the future. Ideas could be as simple as promoting share a car to work scheme or the installing of a solar power system.

#### Best use of Technology Award

This award recognises how you have developed your business through the introduction of technological advances. This could be as simple as introducing an E-pos data system in your store, to SMS text marketing. If by embracing technology, it has made a positive impact on your business, we want to hear about it. Details of what has been introduced and the benefits will need to be supplied.

#### Customer Service Award

This award will go to a business or individual who is able to demonstrate a high level of customer service within their role or business. Not only are we looking for the systems that you have in place to deliver 100% customer satisfaction, but we would like to see how you go that extra mile. Testimonials to support your entry are welcome.

#### Outstanding Young Person Award

Young people play a valuable part in business. This category encourages nominations from any business, charity or organisation who feel they have a young person aged between 16-25 years who has made an exceptional contribution to the workplace. Judges will be looking for nominees who have excelled in their field and who have made a positive impact on the business.

#### Business Person of the Year Award

Entrants must be able to demonstrate that their role has been instrumental in the growth/success of the company and that they are valued part of the team. They will need to highlight the particular skills sets that they possess, and that enable them to stand out from the crowd.

#### Training & Staff Development Award

Entrants for this category must be able to demonstrate how their business has improved through the training and development of staff. Judges for this category will be looking for what methods of training were offered and how the objectives were met.

#### Retailer Award

This award aims to recognise how retail businesses, both traditional and online, have developed their business practice in all elements of retailer trading. We will be looking for use of best practice, as well as innovative ways in which systems have enabled the retailer to excel. Judges will be particularly looking for examples of best practice through good customer care, productivity, promotional offers and advertising opportunities.

#### Business of the Year Award

Judges of this category will be looking for evidence of how your business has been innovative within its field, and how your business has survived the last 12 months of trading. Entrants for this category must include financial documentation to support their application.

#### Apprentice Award

The apprentice award acknowledges and celebrates the achievements and contributions apprentices' have made to your business. Nominations are welcomed from all business industries and non-profit organisations, including beauty, care and trade. Judges will be looking for apprentices who are performing to a high standard and who have shown exceptional development.

Closing date for entries June 26th 2009

# Thames Gateway Business Awards

**Entry Form** Please complete this form in block capitals using black ink

Please print off a hard copy of this entry form for each category that you wish to enter.

Please complete this form in **BLOCK CAPITALS** using black ink.

## 1. Company/Organisation/Group details

Please provide company details exactly how you would like them to appear on our website and marketing material should you go forward as a finalist/winner:

Company name

Address 1

Address 2

Address 3

Town/City

County

Postcode

Company telephone

E-mail address (required)

Website

## 2. Main contact for entries

First name

Surname

Job Title

Email address

Telephone

Mobile

Are you an employee of the company being entered?

Yes:

No:

If no, what is your company name?

What is your relationship with the company being entered?

## 3. Award Categories

Please select which category you would like to enter (you may enter multiple categories)

- |                                    |                          |
|------------------------------------|--------------------------|
| Innovation Award                   | <input type="checkbox"/> |
| Community Award                    | <input type="checkbox"/> |
| Growth Business Award              | <input type="checkbox"/> |
| New Business/ Product Award        | <input type="checkbox"/> |
| Marketing Award                    | <input type="checkbox"/> |
| Diversity in Business Award        | <input type="checkbox"/> |
| Green Business Award               | <input type="checkbox"/> |
| Best use of Technology Award       | <input type="checkbox"/> |
| Customer Service Award             | <input type="checkbox"/> |
| Outstanding Young Person Award     | <input type="checkbox"/> |
| Business Person of the Year Award  | <input type="checkbox"/> |
| Training & Staff Development Award | <input type="checkbox"/> |
| Retailer Award                     | <input type="checkbox"/> |
| Business of the Year Award         | <input type="checkbox"/> |
| Apprentice Award                   | <input type="checkbox"/> |

## 4. Unique Selling Points

Please list your top five unique selling points that separates your business from the competition. Please include any new incentives that you have introduced to overcome the economical downturn. (e.g. we are the only business within the area that offers a free local delivery service)

Please rank in order of importance.

## 5. Your Customer

In no more than 30 words, please describe the typical customer you wish to influence if you were to win part of the prize fund.

## 6. Advertising/Marketing Slogan

Please supply us with your advertising or marketing slogan that defines your business/organisation.

(e.g. *Have a Break, have a Kit Kat*)

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Please print off a hard copy of this entry form for each category that you wish to enter.

Please complete this form in **BLOCK CAPITALS** using black ink.

## 7. Advertising

Please select from the list below any relevant media you currently use or have used in the past to market or advertise your business.

	Currently used	Previously used
Website	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>
Leaflets/direct mail	<input type="checkbox"/>	<input type="checkbox"/>
Email marketing	<input type="checkbox"/>	<input type="checkbox"/>
PR	<input type="checkbox"/>	<input type="checkbox"/>
Web marketing	<input type="checkbox"/>	<input type="checkbox"/>
Promotional merchandise	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

## 8. Testimonials

Please enclose with your application, any written testimonials or quotes to support your entry. These can be from suppliers, customers, associates etc. Please supply no more than three testimonials.

## 9. Supporting Evidence

You may include additional information such as copies of marketing material relating to your business/organisation along with your hard copy entry forms. Please note that all entries are non-returnable so please do not submit original documents.

## 10. Financials

If you choose to enter the "Growth Business Award", "Retailer of the Year" or "Business of the Year Award", financials must be supplied to support your entry.

## 11. Business Description *(Supply as above in a word document)*

Please provide a brief description (70 words max) of your business/organisation and what it does. This should be written exactly how you would like it to appear on any website, newspaper or marketing material should you go forward as a finalist or winner.

## 12. Written submission *(Supply as above in a word document)*

Please provide a written submission (500 words max – 2 sides A4) on why you should be considered as the category winner. This should include what makes your company stand out from the opposition, and how you meet the criteria for the category that you have entered.

If you are entering more than one category you will need to supply a submission tailored to each individual category and must clearly mark which submission is for which category.

The judges reserve the right to disqualify, any application that they cannot decipher or understand.

## 13. Supporting Information

- Supply a company logo
- Photograph of business or individual entering awards category – must be high resolution/print quality (PDF or JPEG format)

## 14. Check List

- I have completed all sections on the entry form.
- I have completed separate entry forms for each category that I have entered.
- I have supplied no more than 3 testimonials for each category entered (optional)
- I have supplied supporting evidence such as marketing material
- I have supplied a high resolution company logo.
- I have supplied a high resolution photograph of business or individual entering category.

## 15. Terms & Conditions

A full set of terms and conditions can be found at <http://www.london24.com/businessawards>

Entry to the Business Awards 2009 will be deemed as acceptance of these terms and conditions.

## Declaration

I confirm that I am the person submitting this entry on behalf of

**Company Name:**

To the best of my knowledge all of the information I have provided is up-to-date and correct. I have included all of the required information and I understand my entry may not be returned to me. I understand the judges reserve the right to reallocate my application should they feel it appropriate. I understand information from the "Company Details" section may be used for press and publicity purposes. I understand that all other information will be kept confidential and will only be used for the purposes of the Awards.

Signature:

Date:

Print Name:

Job Title:

## Please send your application and supporting evidence to:

Business Awards

539 High Road

Ilford

Essex

IG1 1UD

**E mail:** [marketing.enquiries@archant.co.uk](mailto:marketing.enquiries@archant.co.uk)

For more information on the awards

**Website:** <http://www.london24.com/businessawards>

**Telephone:** 020 8477 3954

**E-mail:** [marketing.enquiries@archant.co.uk](mailto:marketing.enquiries@archant.co.uk).

**All applications must be received no later than Friday  
26th June 2009.**

## Category Criteria - (what the judges will be looking for)

### Innovation

- What is the idea, how is it innovative to your business?
- How was the idea implemented within your business?
- How has the idea impacted upon the business?

### Community Award

- How was the need identified and how did your company become involved?
- How is your business involved and what is its role?
- How has the local community, eg. A school or club benefited as a result?

### Growth Business Award

- How does your business fit into the marketplace?
- What is your business' financial figures year on year? (This information will be treated as confidential)
- What are your plans and targets to date?
- What did you do to achieve the growth?
- What are your targets for the future?

### New Business/ Product Award

- When was your business/ product formed?
- Produce an S.W.O.T analysis together with a brief business plan.
- How has your business performed against your business plan?
- What plan does your business have for the next three years?

### Retail Award

- Provide an outline of your business. Who is your customer base and what makes your business special?
- What is the internal staff perception of your business?
- What is the customer perception of your business?
- Provide details of your customer care plan.

### Training & Staff Development

- Demonstrate how training links to your business objectives.
- Submit your training plan, with resources, costs and monitoring.
- Specify the training and development actions taken.
- Show what systems you use to evaluate the training.
- Provide examples of how training has benefited staff.
- Provide examples of the business improvements gained from training.
- Explain your future training plans and their reasons.

### Green Award

- Describe how you have made your business sustainable or improved its environmental performance, either through a new product, service or initiative.
- How has this impacted on your business, staff, customers or suppliers?
- How were the results measured?
- What was the motivation to become more sustainable and how do you intend to develop your organisation as an environmental champion?

### Best Use of Technology Award

- Provide details of the technology used.
- Describe how it was applied in your business.
- Demonstrate how the employment of the technology has improved productivity, new business achieved, new markets or customers gained, or new products developed.

### Customer Service Award

- What is your customer care policy both internally and externally?
- How does this differ from the competition?
- Provide a brief case study example.

### Outstanding Young Person Award

- State position in the business and describe relevant outstanding achievements to date.
- How has the person impacted upon the business?
- What is the perception of peers, subordinates and customers?

### Business Person of the Year Award

- State position in the business and describe relevant achievements to date.
- How has the person impacted upon the business?
- What is the perception of peers, subordinates and customers?

### Diversity in Business Award

- Demonstrate how you effectively promote your commitment to diversity.
- Provide a clear internal strategy that reflects diversity from within the workforce and your customer base.
- Demonstrate how your development of staff is fair, effective and non-discriminatory.
- Demonstrate how you have achieved close ties with your local community to ensure recruitment of skilled resources from a variety of backgrounds.
- Demonstrate general adjustments in the workplace which reflect the individual needs of a diverse workforce.

### Marketing Award

- The company must have successfully delivered a campaign or initiative to promote a product/service/business and will include one of the following:
  - A fully co-ordinated campaign
  - A pioneering or creative marketing initiative
  - A creative concept used in individual media (eg. Advertising, marketing, website etc.)

### Business of the Year

- Show how your business plan has grown in line with or beyond the levels stated in your business plan.
- Show examples of how your business has been innovative within its field of operation and how it separates you from the competition.
- Give clear indication of what your unique selling point is and how you communicate this message to your audience.
- Demonstrate how your company has embraced new technologies to gain a competitive advantage.
- Show how through performance and efficiency you have increased inward investment in staff and resources.
- Show how all the above has impacted upon your customer base.

### Apprentice Award

- Examples demonstrating an apprentices' commitment to personal development and progression through learning both at work and in their studies.
- An apprentice who has demonstrated an outstanding contribution to the workplace which has resulted in measurable benefits to the business.
- Examples of the entrant's inspirational qualities and overall character.



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