

**Judging criteria guidance notes:**

To help you with your application, we’ve created guidance notes for each category (see the table below), but you may also like to consider the following general points when preparing your entries:

- What is the inspiration behind your business?
- What are the key aims of the business?
- How many people does the business employ?
- What sets the business apart from others in the same sector?
- What services does the business provide?
- How would you say the business best meets customer needs?
- What are the short and long-term plans for the business?
- What would winning your chosen category(s) mean to you personally and to the business as a whole?

Please give your reasons for entering your chosen category in approximately 500 words. If you are entering more than one category, please give reasons relevant to that particular category, rather than repeat the same information.

**2019 category specific guidance notes:**

Category	Criteria	Questions to consider
Employee of the Year.	Has consistently demonstrated exceptional loyalty, ‘going the extra mile’ to make a significant impact on the business, identifying and satisfying business requirements or needs.	How has this person changed the way business is delivered? What makes this person stand out from other employees? Why have you singled out this person?
Large Business of the Year (more than 10 employees).	The business employs more than 10 employees.	How has the business grown and developed? What makes this business stand out from others in the same industry?
Small Business of the Year (10 or under employees).	The business employs 10 or more employees.	How has this business become a success? Are there future plans in place to ensure it can continue to work?

Charity of the Year.	Must be a registered charity.	Does this charity have clear objectives? What is the outcome of these activities to date? What are the future plans for the charity?
Innovative Business.	Best overall business product or service demonstrating creativity and innovation.	What research has taken place to develop the business/service? How is this innovative? What do customers say of this approach?
Customer Service Excellence.	Has exceeded customer expectations on a regular basis. Goes 'above and beyond' for its customers.	How has this business considered customer need? What has been implemented so far? What has been the impact/return on investment? How is it measured?
New Business (started on or after 1 January 2017)	New business started on or after 1 January 2017.	What are the business objectives? How was the business developed and what has been achieved since conception? What are the future plans?
Marketing Excellence.	Has developed and implemented an innovative marketing strategy to achieve a measureable impact on business.	What was the overall marketing objective? Give examples of the way that you have used marketing and communications to benefit your business? Does your business have a strong brand and identify? What are the outcomes to date?
Training and Development.	Has invested in staff training and/or considered previous business performance to set and achieve business goals with key performance measures. Can illustrate strong staff support, development and motivation.	How did the business recognise a developmental need? How were staff involved in this process? What has been delivered? What has been the effect of this intervention?

Contribution to the Community.	The business is active within the local community, and goes 'above and beyond' its day-to-day commitments to help and support the local community.	What has the business, or individuals within the business, done for the benefit of others? How has the business helped individuals, groups, events or organisations in the community? How much time do you give to supporting the local community?
Environmentally Friendly Business of the Year.	The business works hard to minimise the impact of its activities on the environment.	Please give specific examples of policies and procedures that you have implemented to enable your business to be more environmentally friendly.

### **Supporting evidence**

We can accept up to three items of evidence in support of each entry, each of which should be no more than one A4 page in length. Examples could include copies of positive media coverage, award certificates, customer testimonials or photographs that show off your branding or marketing materials.

### **The judging process**

Finalists will be chosen for each category and the shortlist will be published on the Goole and Howdenshire Business Excellence Awards website after judging.

Sponsors of the awards are not allowed to enter their sponsored category, but are welcome to enter all other categories.

If you are entering more than one award category, please submit separate entries for each award. The judges' decision is final.