

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.

2021 category specific guidance notes:

Category	Criteria	Questions to consider
Team of the Year.	Teamwork is the backbone of many successful businesses and this new award celebrates the many ways in which staff pull together to create the best outcomes for their company and for one another. We want to hear how employees and employers unite to create a positive workforce that brings dynamic results to the business.	How has this team changed the way business is delivered? What makes this team stand out? Why have you singled out this team?
Covid-19 Award.	This special award recognises and celebrates the ways in which businesses and organisations have risen to the many challenges imposed by the pandemic, through radical rethinking and creative ideas. This can be anything from a small trader delivering direct to customers in lockdown or a business keeping its staff united and employed by adapting to the circumstances, to companies devising ingenious ways of thriving in the face of the Covid challenges.	How did your business adapt during Covid-19? What creative ideas and solutions did you come up with to ensure that your business survived?
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?
Self-employed/Micro Business of the Year.	This category is for the self-employed, including sole traders and freelancers.	How has the business grown and developed? What makes your business stand out from others in the same industry?
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?
New Business (started on or after 1 January 2019)	New business started on or after 1 January 2019.	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 measurable 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?
Contribution to the Community (Business).	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?
Contribution to the Community (Charity/Voluntary sector).	A non-commercial organisation from the charity or voluntary sector that makes a tangible difference to the local community through its activities.	What does your charity or group do to help others within the local community? How does it make a difference?
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.