

Cranleigh Chamber of Commerce BIG Awards 2017

Introduction

The Cranleigh & District Chamber of Commerce is committed to supporting local businesses of all shapes and sizes. With this in mind, last January saw the launch of its 'BIG' awards. 'BIG' stands for Business, Innovation and Growth. In 2016, there were six finalists, one runner-up (Firebird Brewery) and one winner (Taurus Wines).

Following on from its inaugural success and learning from invaluable feedback, we have decided to make some significant changes.

This year the judges will be reviewing two categories of business – that is:

1. Businesses with 1 to 5 people (including part time employees)
2. Businesses with 6 or more people (including part time employees)

All applicants will complete the same application form but the judges will now be able to compare SMALL businesses in the one category and BIG businesses in the other. This change has been made to ensure a more even playing field and to hopefully encourage more entries.

We have set out below just a few of the great reasons why you should enter your business into the Cranleigh Chamber of Commerce BIG Awards 2017:

- First prize of £2,000 for the winner of each category
- Entering these awards will help to raise the profile of your business in the local and wider retail and business community
- The BIG awards gala evening is a glittering event, with fantastic networking opportunities
- The application process will provide you with an invaluable perspective on the strengths and weaknesses of your business
- Winning an award or being shortlisted is a wonderful way for you (and your employees) to celebrate your joint success
- It is free to enter; and
- Finally, by entering you are supporting the Cranleigh Chamber of Commerce and helping to make it the successful, thriving business network that we all benefit from.

The awards will go to the businesses that can demonstrate outstanding initiative, boldness and imagination in the enterprise, as well as sound management practices.

Cranleigh Chamber of Commerce BIG Awards 2017

Factsheet

Please submit no more than 250 words for each of the eight judging criteria listed below. Supporting materials such as leaflets, testimonials, adverts etc. may also be submitted (but only in hard copy to enable us to distribute them easily to the Judges). Don't forget to tell us about any other awards, certificates, and/or recognition your Company has received!

1. About you and your business
2. Initiative – innovation and a bold approach to your business?
3. Sound management
4. Customer Service
5. Marketing – How do you inspire your customers to believe in and buy your products or services?
6. Engagement/Development
7. Success – what does success mean to you?
8. How you would spend the winning prize money of £2,000

The information provided will be treated with the utmost confidentiality

The **closing date** for entries is midnight **18th November 2016**

The finalists will be informed on December 7th and publicly announced on December 9th.

Each finalist will also be required to attend the offices of Informed Choice in Cranleigh on December 12th 2016 in order to make a short video about themselves, their business and their BIG awards entry. These 'VOXPOPS' will be edited and shown on the evening of the awards.

Please complete this form with any supporting documentation and return:

By email: bigawards@cranleighbiz.co.uk

By post/ hand: Cranleigh Biz Awards, c/o of Informed Choice, Sundial House, Cranleigh GU6 8AE

We apologise in advance for not being able to return any documentation provided

BIG Awards Application Form

Name of enterprise	
Type of business	
Name of main contact	
Job title	
Business address	
Direct telephone number	
Company registration number:	
Number of employees:	

If you are completing this entry form on behalf of another enterprise please provide your details below	
Name	
Company	
Job title	
Business address	
Direct telephone number	
Please confirm by ticking the box that you are available for a short video, if you are selected as a finalist, to be used at the final Awards Ceremony. The video recording will take place on Monday 12 th December at Informed Choice, Sundial House, Cranleigh, GU6 8AE.	
Please tick the box if you would like to receive feedback from the judges (after the event)	

IN NO MORE THAN 250 WORDS PER JUDGING CRITERIA PLEASE TELL US ABOUT THE FOLLOWING.
PLEASE COMPLETE EACH CRITERIA AS THEY EQUAL SCORING VALUE

1. About you and your business:

- Tell us about what your business does (e.g. services, customers, products).
- What do you do and what makes you great?

1.

2. Initiative:

- Tell us what makes you innovative
- Why you believe you take a bold approach to your business model?

2.

3. Sound management

- How do you make your business work for those around you?

3.

4. Customer Service

- What makes your customer service stand out from the crowd? The winner must demonstrate evidence of consistently delivering first class service and delight in order to exceed customer expectations.
- Has your business gone that extra mile for the customer?
- Why do you customers keep coming back?
- How do you attract new customers?

Examples: Testimonials/ Case studies/ Customer loyalty schemes

4.

5. Marketing

- How do you inspire your customers to believe in and buy your products and/or services?

5.

6. Employee Engagement/Development

- If you employ five or less staff tell us how you ensure that you remain up to date in respect of developments in your industry and continue to expand your knowledge and skill base to ensure your future growth and success?
- If you employ six or more staff tell us how you motivate them, ensure that they develop and that they engage in your business

6.

7. Success

- What does success look like to you? (offering more employment, financial stability, product development, increase in sales and or customers)

7.

8. How you would spend the winning prize money of £2,000?
- How would you spend the prize money?
 - What benefit would that investment mean to your business?

8.

TERMS AND CONDITIONS OF ENTRY

Eligibility

We will accept nominations from any sole trader, partnership or company meeting the following criteria:

- Companies with their principle location, which is their headquarters and management, being within the Cranleigh & District area as outlined below are eligible to enter:

Cranleigh, Ewhurst, Albury, Shere, Gomshall, Peaslake, Holmbury St Mary, Forest Green, Ockley, Walliswood, Rudgwick, Alfold, Dunsfold, Shamley Green, Wonersh, Loxwood, Blackheath and all areas in between.
- The business can be a sole trader, a private or public limited company, a partnership or limited liability partnership, a business unit within a company or a not-for-profit organisation (but not charities)
- Companies can be at a start-up stage through to established companies
- Third parties can nominate and make applications on behalf of businesses or individuals, so long as the application is completed fully and accurately and the business or person nominated is aware of the entry and has corroborated the content in the application form
- The competition is open to members and non-members of Cranleigh & District Chamber of Commerce
- Companies from any industry sector may apply – from window cleaners to IT software companies; from retailers to consultancies
- Sponsors may enter the awards
- The organisers reserve the right to publicise the results of the competition and use winning entries in press releases and publicised case histories including online. It is a condition of entry that participants will co-operate with the media. Winners may refer to the competition in their own publicity material following approval by the organisers of such material

Basic Rules

- The awards are free to enter
- Applications will be accepted online, by post and by hand
- No liability for entries lost or delayed will be accepted. Confirmation of receipt of your application will be sent by email immediately or within a few hours
- All financial information will be treated in the strictest of confidence and will not be disclosed to anyone other than the panel of judges and advisors
- The judging panel's decision is final
- It is a condition that entrants must declare whether they, or the business they represent, are involved in (or could be involved in) any dispute or judgement that could in any way significantly interfere with the proper conduct of the BIG Awards, Surrey County Council or Cranleigh Chamber of Commerce