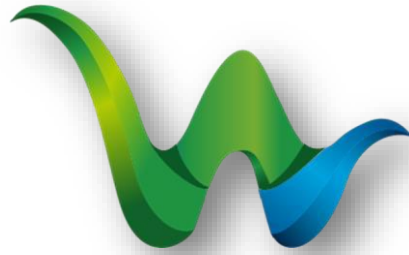




Application Guidance





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Welcome

Rebecca Huddleston, Chief Executive of Wyre Council.

The Wyre Business Awards began as a small awards ceremony to celebrate and support business in Wyre. Now, the business awards are a prestigious event recognised across the borough by businesses and customers alike.

After a break the awards were back last year, better than ever.

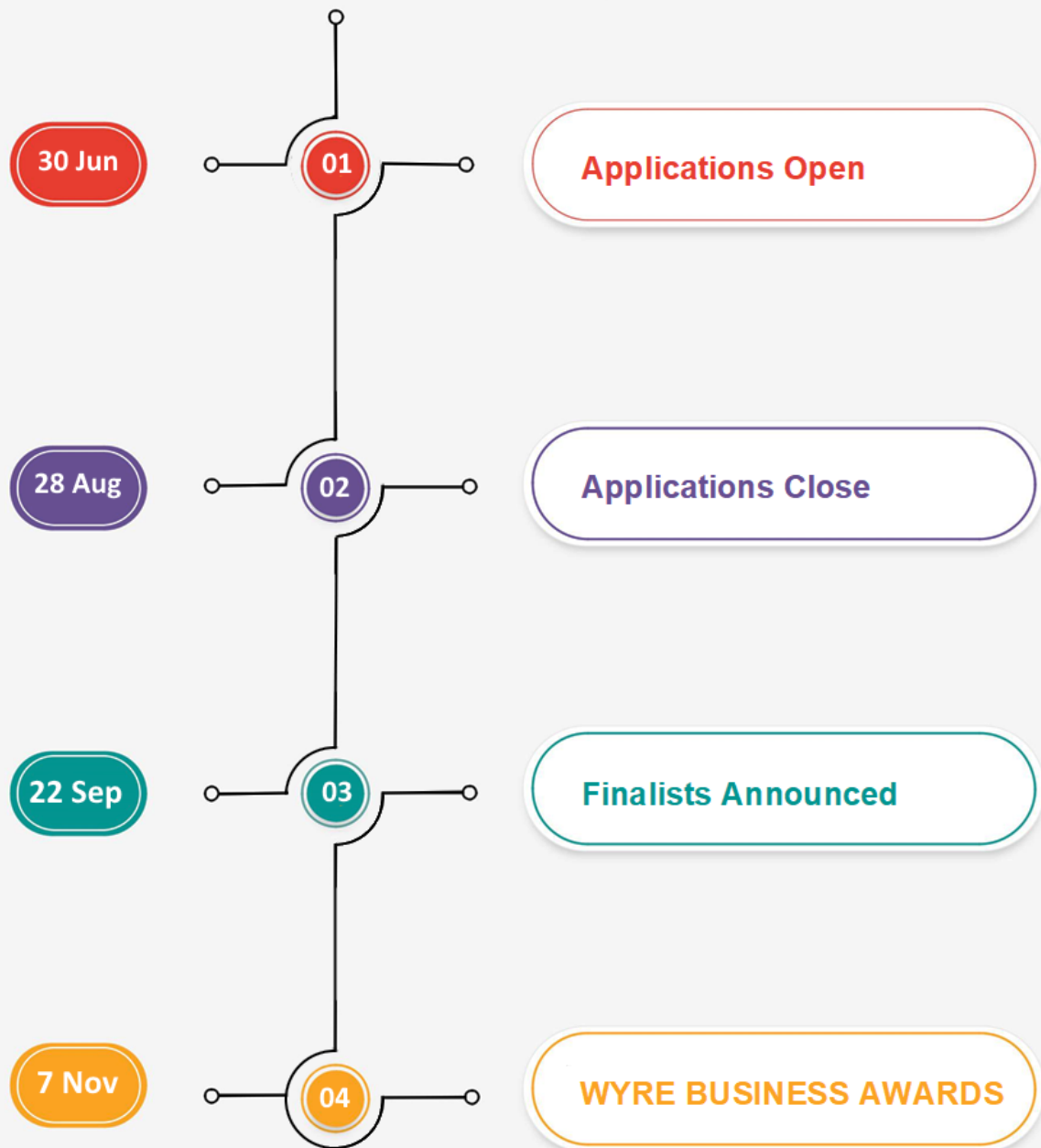
Many Wyre businesses use the awards ceremony as a stepping stone to enter regional awards, which demonstrates the quality and prestige of businesses Wyre has to the wider Lancashire footprint and provides the opportunity to further explore supply chain.

It is my pleasure to invite you to be a part of the 2022 Wyre business awards.

The past few years have been some of the hardest in living memory for local businesses, many have tragically not survived leaving gaping holes in our local communities. That is why it is more important than ever to celebrate the best local businesses in the UK, educating communities about the importance of supporting local businesses and inspiring a local business revolution to build sustainable, local economies.



Timeline



Reasons to Enter

Here are just a few of the reasons to enter:

- Celebrate your success and recognise what you have achieved
- Stand out amongst your competitors and grow your personal and company reputation within your industry
- Be published and promoted in Wyred Up, the Council's business network extending your reach to new audiences
- Network with like-minded contacts, customers and industry leaders, forging new business relationships.
- Attend the glittering awards in November and celebrate the hard work of you and your team!

Award Categories

Boost Growth Business of the Year
Business Person of the Year
Chamber Low-Carbon Climate Action Award
Community & Charity Organisation of the Year
Corporate Social Responsibility Award
Food & Drink Business of the Year
Market Trader of the Year
Micro Business of the Year
New Business Start-Up of the Year
Rural Business of the Year
Small Business of the Year
Social Media Award
Team of the Year
Tourism Business of the Year
Town Centre Business of the Year

Handy Tips on the Road to Awards Success

Here are a few quick hints to help you complete successful entries ...

The Basics

All entries are to be made via the website, www.wyre.gov.uk/wba.

Entrants will have a maximum of 1000 words to tell us why they think they should win an award. This will be judged in line with the description and criteria for each award.

Plan Your Entries Now

The entry deadline may seem a long way off, but before you know it, it will be time to submit. Start thinking about/planning the content of your entries now. Will you require customer testimonials? Will you need client approval/senior management sign off? Are the performance statistics freely available? All this can take more time than you might think. Plus of course, once you have submitted your entries, then the pressure is off and you can simply sit back and await the results! A well thought out and planned submission will regularly beat a rushed, last minute one!

Discuss Your Entries with Key Colleagues and Teams

They were essential in ensuring you are performing at an elite level, so they know as well as anyone the detail behind what you have achieved and how you achieved it over the last 12 months.

Performance Statistics Are Paramount

Try to be as specific about your achievements as you can – positive language and forceful adjectives will help, but it is the detail and performance related statistics that will separate you from the rest.

Structure Your Entries and Drill Down Into the Detail of Your Performance

It's tempting to write down all of your successes in a few action packed, juicy paragraphs, but you may end up with an unclear entry that does not follow the entry criteria. Try and breakdown each point in the criteria individually – What were you aiming to achieve? What did you do to achieve it? How did you do it? What were your results vs your initial target/plan? Combine the narrative with supporting statistics and testimonials to offer independent/third party endorsement in support of your successes.

Be Clear and Concise

You know your company and what you do inside out – but this will not always be the case with the judges – ensure you are clear and that you avoid any technical/in-house language, jargon and acronyms. Above all, make it easy for the judges to understand your submission. Provide background and context where applicable.

Read Through All the Categories and the Accompanying Entry Criteria Before You Enter

We have a range of new categories available this year and it's FREE to enter – so, ensure you enter all the categories that are applicable to you, your teams and your business. The more categories you enter, the greater your chance of multiple success on the night! But the key is to enter the categories that are most relevant to you and that you have the best chance of winning.

Rules Are Rules

Please ensure you adhere to the stipulated word count. We know that it quickly gets used up,

Most Importantly, Ensure You Build Your Submissions around the Entry Criteria

Use the entry criteria to ensure that your submissions include all the information required.

Ensure you provide a bespoke submission for each entered category. Do NOT include the same generic submissions across multiple categories.

Boost Growth Business of the Year

This award will be based on the level of growth demonstrated and the effectiveness of the strategy for continued growth.

Our judges will be looking for product/service innovation, ambition and a clear vision of your business offer.

Business Person of the Year

This award will go to a business person or entrepreneur who shows outstanding initiative, boldness and imagination in the enterprise, as well as sound management practices.

Our judges will be looking for entrepreneurial and leadership skills and evidence of how you have responded to opportunities and challenges, and made your business successful.

Chamber Low-Carbon Climate Action Award

Taking climate action in business terms means reducing or removing the harmful impact that products and/or services can have on the environment.

This award is open to any business that has implemented a strategic approach to reduce their carbon footprint or businesses that have developed products or services which will have a significant impact on reducing carbon emissions.

Our judges will be looking for a commitment to the sustainable business practices, a vision for the next three to five years, and proven success during the past 12 months with embedding of 'green' working practices, such as local supply chains and training staff in green technologies.

Community & Charity Organisation of the Year

This award is open to any charitable organisation or a community/social enterprise trading in Wyre with a social purpose and/or a not-for-profit basis.

Entrants must be able to demonstrate an innovative approach to the way in which the enterprise operates and/or meet its own primary objectives. They must also be able to show that they make a positive impact on society/communities and a positive impact on the lives of individuals, particularly working in a manner which helps vulnerable and/or disadvantaged individuals to help themselves.

Our judges will be looking for the impact on local groups/area, how you fulfil your social mission, demonstration of ethical management and leadership and examples of the commitment of staff.

Corporate Social Responsibility Award

Corporate social responsibility, or CSR, is a form of self-regulation that reflects a business's accountability and commitment to contributing to the well-being of communities and society through various environmental and social measures. Judges will be looking for evidence in four areas: Environmental Responsibility (reducing carbon footprint, recycling, etc.); Ethical Responsibility (ensuring an organization is operating in a fair and ethical manner); Philanthropic Responsibility (actively making the world and society a better place, e.g. charitable work, volunteering, etc.); Economic Responsibility (the practice of grounding financial decisions in a commitment to do good in the other areas listed).

This could be based on a project that improves the wellbeing of people living, working and visiting Wyre.

Food & Drink Business of the Year

This award will be presented to a business within the tourism industry that offer food, beverage and service innovation and excellence. Food service businesses including restaurants, pub or hotel restaurants, cafés, tea rooms, coffee shops, bistros etc.

Our judges are looking for businesses within the tourism industry that offer outstanding cuisine, innovative service and excellence throughout their entire operation.

Entrants must make a significant contribution to tourism in their area, with a food and drink offering that includes quality, locally-sourced produce.

Market Trader of the Year

Open to all traders with a permanent pitch in a recognised Wyre market.

Successful entrants will need to show excellent and outstanding achievement in all aspects of their business. You should explain what makes your stall stand out from the competition.

Our judges will be looking for the quality of your products, your ambition and a clear business offer.

Micro Business of the Year

Open to all companies with no more than ten employees (i.e. 1-9).

Successful entrants will need to show excellent and outstanding achievement in all aspects of their business. You should explain what makes your business stand out from the competition.

Our judges will be looking for innovation, ambition and a clear vision of your business offer.

New Business Start-Up of the Year

Open to all companies which have been trading for less than two years at time of application.

Entrants must be able to show how their business has progressed in line with their business plan. Success will be proven by the business and its employees having a clear understanding of their products, competitors and the marketplace in which the business operates.

Judges will be looking for evidence of you achieving your objectives, growth, financial sustainability, innovation and how you have overcome challenges and embraced opportunities.

Rural Business of the Year

This award is given to the business that is based in a rural location and has demonstrated strong growth, exceptional financial returns, innovation strategies, and market leadership.

Entrants must demonstrate outstanding achievement in all areas of their business. This award is one of the highest accolades and will be presented to the business most able to demonstrate all-round achievement.

Our judges will be looking for a clear vision for the future, proven success in the previous 12-18 months, a commitment to the local rural community including local job creation, sustained growth, purposeful management action, ethical leadership, and a business that is a standard bearer for success in Wyre.

Small Business of the Year

Open to all companies with more than nine and fewer than 50 employees (i.e. 10-49). Successful entrants will need to show excellent and outstanding achievement in all aspects of their business. You should explain what makes your business stand out from the competition.

The judges will be looking for innovation, ambition and a clear vision of your business offer.

Social Media Award

This award is open to any business in Wyre that can demonstrate how they have used social media to better engage with their audience. Entrants will be able to demonstrate how they used social media either as part of an integrated campaign or how they consistently engage with their targeted audience to secure media results. This award will be open to any business operating in Wyre including professional services, hospitality, marketing/PR agencies.

Our judges will be looking for innovative approaches, proven engagement with the target audience, variety and accessibility of media used and positive impact on the business.

Team of the Year

This award is open to work teams of all sizes and types. This can be a regular, long-standing work team or a short-term, project team. Nominees will have demonstrated excellent collaboration in the creative and effective ways they discharge their responsibilities.

The judges will be looking for outstanding performance in the face of work challenges, creative teamwork and collaborative working, innovative problem solving, and an inclusive team culture.

Tourism Business of the Year

This award will be presented to the business that can demonstrate the most significant contribution to improving the Wyre's offering as a tourism destination over the past year.

Examples of contribution could be a marketing campaign or strategy which has attracted more visitors to the district, a refurbishment programme, excellent customer service or partnership work.

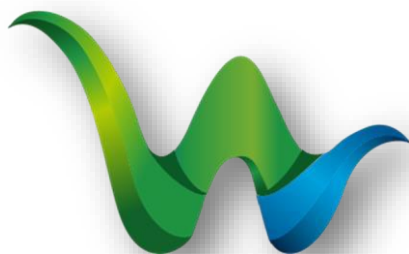
Our judges will be looking for excellent customer experience, staff training and development, innovative/creative marketing.

Town Centre Business of the Year

This award is given to the business that is based in a town centre location and has demonstrated strong growth, exceptional financial returns, innovation strategies, and market leadership.

Entrants must demonstrate outstanding achievement in all areas of their business. This award is one of the highest accolades and will be presented to the business most able to demonstrate all-round achievement.

Our judges will be looking for a clear vision for the future, proven success in the previous 12-18 months, a commitment to the local town centre community including local job creation, sustained growth, purposeful management action, ethical leadership, and a business that is a standard bearer for success in Wyre.



Contact us

The Wyre Council Economic Development Team

Telephone: 01253 887210

Email: regeneration@wyre.gov.uk

We look forward to hearing from you.

Thank you.

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Entrants will have a maximum of 1000 words to tell us why they think they should win this award. This will be judged in line with the description and criteria for each award.

