

These awards are open to businesses in or around the Poole area (a guideline is a five-mile radius). Businesses may enter from outside the area providing the five-mile radius is a major trading area of that business. Businesses can enter as many categories as they wish, but only one entry per category. Sponsors may not enter categories they are sponsoring. Nominations need to have some comments on why the company is being nominated so the judges can appreciate why you have nominated them and that they are worthy of the award.

Arts, Crafts and Local Produce Makers

The winner of this category will sell or produce food and drink products (like wine, beer, cheese, jams, pickles vinegars etc) clothing and accessories, jewellery, art, interior and lifestyle products, books, drinks, carpentry work, furniture, gardening equipment, plants, baby products, confectionery, leather goods, perfumes & make up, candles, soaps, photos, and pet supplies to name a few. The list is endless. The winning business will be able to demonstrate customer satisfaction and what makes them different.

Best Social Media Campaign/Marketing

Aimed at those who have developed and implemented a marketing strategy that includes social media and has delivered measurable business benefits such as increased profit, sales, usage or awareness. Your marketing activity could relate to your business as a whole or a specific product or service. Outline objectives and how they were met. Show us what your business has achieved with a specific social media campaign and how it stands out from the crowd. What were your goals and how were they delivered?

Best Place to Work

This category is open to all businesses and organisations (public and private sector) that can demonstrate they have created an outstanding workplace based on a set of values that has led to a committed, effective, and motivated workforce. Tell us what sets the business apart and how that has benefited the business/organisation and its employees. We know the pandemic will have changed the way you work but tell us how the business has taken steps to take care of employees and customers.

Rising Star– Young Entrepreneur

A young person is defined as under 30 – they can either be employed or run their own business, the judges will be looking for individuals who have demonstrated an exceptional contribution to the workplace or development of their own company. The judges will be looking for excellent performance, a real hands-on approach, initiative, and entrepreneurial spirit.

Best Staff Training and Development Programme

Training and employee development are the keys to business success. The winner of this category will have demonstrated a real commitment to developing and motivating their workforce. This category is open to businesses which have an exemplary training programme for their employees

Café, Pub, Leisure

This award is open to Caterers, Pubs, Inns and leisure venues i.e., golf clubs, tennis clubs. Entrants should demonstrate excellence across every aspect of their business, outlining their long term aims to continue to improve their customer experience.

Employee of the Year

A person committed to the business demonstrating continual excellence in performing their duties. Inspiring other employees and impressing clients/customers with their consistent professionalism and abilities.

Excellence in Customer Service

This award is open to businesses that can show flexibility, responsibility, and a clear focus on their customer service. They need to demonstrate a high level of customer satisfaction, setting the bar for their competitors to follow. Also, businesses should, if possible, give examples of any customer service training they have given to their team, whether on a one-to-one basis or group training.

Family Business

The winner of this award will have family members currently working in the business. The judges are looking for businesses who can articulate why that

matters to the success of the business, while acknowledging the pros and cons of a family structure. Entrants will demonstrate what it means to be a family business and how (if applicable) non-family leaders are integrated. Businesses entering this award will need to specify the current family members leading the business and their roles

Green Business of the Year

We are looking for local business entrants who show awareness of environmental issues and are working to be more environmentally friendly. Entrants will need to show they are focused on being ethical and socially responsible. The award is open to any local business or individual that has included environmental improvements as part of their core business model and reducing waste.

Health, Beauty & Fitness

This category is open to local businesses ranging from hair and beauty to fitness, yoga to aromatherapy, spas to swimming pools. Local businesses in this sector need to show innovation, using quality products and equipment, while focusing on staff training and the latest techniques. Also, dedication to customer service and client satisfaction, with an ongoing commitment to excellence in all aspects of the business.

Independent Business of the Year

This category is open to local independent businesses who can demonstrated enterprise, vision, innovation, and entrepreneurial spirit, which in turn is growing their business. Also, a strong record of serving local customers. The winning business will demonstrate excellence in all areas of the business.

New/Start-up Business of the Year

Entrants are invited from businesses less than three years old (as of November 2021), that have demonstrated enterprise, vision, innovation, and entrepreneurial spirit when setting up a successful new business. Also, a clear vision as to how the business will develop in the future. We are looking for inspiring new businesses that will be seen as role models for other new businesses.

Outstanding Community Support

This award is open to businesses or individuals who have gone the extra mile supporting other businesses or individuals during the recent issues. The winner of this category will be a business or an individual that has consistently helped others with dedication and commitment. Entries should give examples of what has been done. Entries can be nominations from other businesses for a business or individual or from a business for an individual within that business.

B2B Business of The Year

This award acknowledges outstanding provision of services to other businesses. Awarded to an organisation that has demonstrated market-leading performance in service delivery, innovation, and value for money. Businesses entering this award will come from service supplying areas such as accountants, the legal profession, IT support or in fact any business offering support to other businesses

Sales Team of the Year

Teams that have made a significant impact or achieved significant results over the past year working together. This award recognises teams that have overcome significant obstacles or have successfully utilised the skills of all members of the team and can demonstrate collaboration with others.