



## **STIRLING BUSINESS AWARDS 2012**

The Stirling Business Awards 2012 are being introduced to celebrate the best about Stirling\* and Stirling businesses. The awards ceremony will help those businesses that enter by giving them an opportunity to evaluate their current performance and identify areas for improvement. The profile of the business will be raised locally and there will be networking opportunities provided at the awards ceremony.

For Stirling, the awards will generate interest in the Stirling area and help to raise the profile of Stirling and the businesses within it.

Conscious of the time that can be spent in completing an application and to encourage smaller businesses to participate in the process, the entry form is straightforward and relatively simple to complete.

All businesses, organisations and individuals in the Stirling area or businesses and individuals who can demonstrate a significant part of their business is conducted within the Stirling area are eligible to submit entries. Entry is free.

\* 'Stirling' means both the city of Stirling and the area constituting Stirling Council Administrative area.

### **Categories of Awards**

1. Business of the Year (25 employees or more)
2. Business of the Year (less than 25 employees)
3. Best New Business
4. Best Tourism Business
5. Most Customer Focused Business
6. Most Successful Business Through Innovation
7. Best Community Business
8. Best On-line Business
9. Award for Sales & Marketing Excellence
10. Employer of the Year (best at developing people)
11. Award for Excellence & Innovation in sustainability

**Nominated awards** Businessman of the year Businesswoman of the year Outstanding services to the local business community



**Business of the Year (more than 25 employees)** – Awarded to the individual, business or organisation who can demonstrate a record of achievement in growth, innovation, creativity and community involvement and who contributes and promotes the economic growth and development of Stirling.

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**Best New Business** – Awarded to the business or individual that started to trade after January 2010 and can demonstrate exceptional growth based on original forecasts and can show clear plans for further growth and the creation of employment opportunities in the future.

**Best Tourism Business** - This award recognises businesses or individuals who can demonstrate an outstanding contribution to local tourism by delivering excellence in customer service and delivering and experience for visitors to Stirling that consistently exceeds expectations and can demonstrate a consistently high quality of delivery.

**Most Customer Focused Business** – Awarded to the business or organisation that can demonstrate how customer service is core to its business ethos and practices. Provide evidence of how resources are utilised to deliver exceptional customer service and how it measures continuous performance improvement to ensure the needs of its customers are met.

**Most Successful Business through Innovation** – Aimed at businesses in all sectors whom can best demonstrate a proven ability to develop, innovate and use business technologies to improve company performance. The winner will show how they created a significant competitive advantage obtained the adoption of innovative practices and products. Businesses who can demonstrate how the above has transformed performance over the last two years should also apply.

**Best Community Business** – For individuals, businesses or organisations who can demonstrate an ongoing relationship with their community, through their voluntary contributions or through their status as a social enterprise. They must be able to provide third party qualification of benefit to the community.

**Best On-Line Business** – Awarded to the business which can best demonstrate how innovative use of the Internet is improving the performance of the business and is driving growth.

**Award for Sales & Marketing Excellence** – Awarded to the individual or organisation that can clearly demonstrate evidence of excellence in marketing which has markedly improved the business performance. This award is for strategic marketing objectives that apply to all businesses in all industry sectors and will be judged as such. Examples could be new product development, range extension, new pricing strategy, or any key marketing objective that has been instrumental in improving performance.

Entrants for this category of award may be asked for evidence that supports any claims made in the application. This could include sales data, profit performance, market share and customer perceptions.

NB.The above example is not definitive and should not deter applicants from this award category

**Employer of the Year (best at developing people)** – Awarded to the business that can show clear evidence of people development within their organisation on a consistent basis, including the skills development of young people in the workforce.

**Award for Excellence & Innovation in sustainability** – “sustainability – (Meeting) the needs of the present without compromising the ability of future generations to meet their own needs” - Awarded to the individual, business or organisation which can best describe and demonstrate a commitment to developing a sustainable future within their business and business practices.



### **Nominated Award**

These three awards will be by nomination on line. Information about the nomination criteria will be available online. This facility will be available by December 2012.

### **Deadline Dates**

Friday 30th March 2012 no later than 5 pm. - Final submission date for entries

Monday 7th May 2012 - Finalists announced:

Thursday 25th October 2012 - Awards Ceremony and Gala Dinner:

### **Judging**

The judging of entries will be by an independent and impartial panel of judges with business experience and expertise across a range of industry sectors. Judging will take place between March 30<sup>th</sup> and Friday 30<sup>th</sup> April



## **Stirling Business Awards 2012 Terms and Conditions**

By entering the Stirling Business Awards 2012, entrants acknowledge that their details will be passed to the awards sponsors (excluding information on turnover, profit & loss etc) but will not be passed to any third parties nor any organisation not directly associated with the awards.

1. The Stirling Business Awards 2012 are free to enter.
2. By submitting an application to the Stirling Business Awards 2012, participants agree to be bound by the rules and terms and conditions.
3. By submitting an entry, you grant Stirling Business Panel to use its content in publications/events/websites
4. To qualify for entry, your business must have a trading address in Stirling or be able and willing to demonstrate that a significant part of your business is conducted within Stirling.
5. There is no restriction to the number of categories entered.
6. A separate application is required for each category of award entered.
7. All entries must be submitted using the official entry form.
8. Please restrict your application to the number of words permitted, where this is stated.
9. Incomplete entries and handwritten entries will not be judged.
10. If supporting evidence is required by the judging panel to assist in reaching a decision, such as audited accounts, it will be asked for. Supplementary information should not be included in your submission.
11. All entries will be acknowledged on receipt. If you do not receive an acknowledgement within seven days of submission please contact us at [info@stirlingbusinesspanel.org](mailto:info@stirlingbusinesspanel.org)
12. Proof of sending is not proof of receipt.
13. Entries will not be returned.
14. The judges reserve the right to determine whether an entry is acceptable. Entries that the judges deem are unacceptable will be ruled invalid.
15. The organisers reserve the right to withdraw an award from any applicant supplying false information within their entry. Judges reserve the right to audit any information supplied.
16. The closing date for entries is Friday 2<sup>nd</sup> March 2012 at 5 pm
17. The judges' decision is final and no further correspondence will be entered into.
18. Information supplied will be shared with the judging panel and all information will be treated as confidential. It will not be used for any purpose other than judging the competition. Finalist organisations may be included in related media coverage and may be required to take part in promotional activities related to the Awards.
19. Terms and conditions may be amended at the organisers discretion. Stirling Business Panel will publish revised terms and conditions on the Business Panel website, [www.stirlingbusinesspanel.org](http://www.stirlingbusinesspanel.org)



20. It is a condition of entering the awards that entrants or their representatives do not contact the press about either their entry or being short listed as finalists if that is the case, prior to the announcement of winners at the Dinner and Awards Ceremony on Thursday 25<sup>th</sup> October 2012.

21. By entering the Stirling Business Awards 2012 you agree to these terms and conditions.

Stirling Business Panel 01786 443172 or email [info@stirlingbusinesspanel.org](mailto:info@stirlingbusinesspanel.org)