



## NDCC Business Awards 2010

*You could be a Winner this Year*

The Newmarket Chamber of Commerce Business Awards has now become the highlight of the Newmarket Business calendar. Since its inception in 2003, (formally under the NBA) the event has sent a buzz through the community allowing businesses the rare opportunity to sit back and reflect on their successes.

The aim is to both highlight and celebrate the wealth and diversity of business expertise in Newmarket, Mildenhall and Brandon and to reward the high standards attained. As a successful business trading in this local area, we would like to offer you the opportunity to enter the NDCC Business Awards 2010. The Awards evening will take place at the Millennium Grandstand on 3<sup>rd</sup> December 2010.

There are eleven individual categories; in addition all entries will automatically be entered into the Judges Award Category.

It's easy to enter. Simply answer each section on the enclosed form! Feel free to treat the bullet points as prompts or questions to answer. If you feel that a section doesn't apply to you or your entry – leave it out! The deadline for entries is 15<sup>th</sup> October 2009.

All entry material will be treated with complete confidentiality and will be reviewed only by the judging panel.

If you have any questions about your entry or would like more details about the Awards Dinner then please contact Jo Morgan, NBA Events Manager, on 01638 750416 or email: [jo@memltd.com](mailto:jo@memltd.com).

Good luck!

Yours faithfully

Graham Abbey  
NBA Chairman

## Entry Categories

### **NDCC Judges Award – Business of the Year**

Entries to any category will automatically be entered into the Judges Award Category. The award will be made to the business that the judges think has achieved something extraordinary.

### **Large Business of the Year**

#### **Sponsored by NatWest**

This award is open to any company in the area, which normally employs more than 25 full-time staff. The judges will look for excellence in all areas of the business, a proven record of success and leadership within the community.

### **Small Business of the Year**

#### **Sponsor tbc**

This award is open to any company that normally employs no more than 25 full-time staff. The judges will look for evidence of innovation and success in its market sector.

### **New Business of the Year**

#### **Sponsored by FHDC**

This award is open to new businesses between one and three years old. The judges will look at how the business has progressed since the initial concept and the feasibility of the ongoing business plan.

### **Innovative Use of New Technology Award**

#### **Sponsored by Atkinson Bolton Consulting**

This award is open to any local business that can demonstrate effective use of information or communications technology. The judges will look for evidence of a clear and innovative strategy and imaginative use of both internal and external resources.

### **Community Engagement Award**

#### **Sponsor tbc**

This award is open to any local business that has made an investment of money, gifts or staff time to enhance the local environment, or work of community/ voluntary groups or that has changed its working practices for the benefit of the community or environment.

### **Marketing Initiative of the Year Award**

#### **Sponsor tbc**

This award is open to any business that has implemented a successful marketing campaign during the two years preceding 31 July 2010.

### **Retailer of the Year**

#### **Sponsor tbc**

This award is open to any local retail outlet, restaurant, pub or café. The judges will look at merchandising, customer service, new concepts, staff training and community involvement.

### **Customer Focus**

#### **Sponsored by Newmarket Racecourses**

This award is open to any business that consciously strives to improve their customer service or does something extraordinary for their clients. The judges will look for evidence and evaluation of customer satisfaction.

### **Employee Development Award**

#### **Sponsored by Suffolk Chamber of Commerce**

This award is open to any business, large or small, that has done something special to support staff, to involve them in developing the business or to bring out their full potential. It could be something involving all your staff, a particular team or even a single individual.

### **Entrepreneurial Spirit Award**

#### **Sponsor tbc**

This award is open to any local business that has shown outstanding drive, enthusiasm or innovation in their field. The judges will look for evidence of originality and business achievement.

### **Business Personality of the Year**

#### **Sponsored by Factotum**

This award is open all businesses in the area which want to nominate the man or woman demonstrating inspired leadership. Individuals may be considered from all entries in other categories, but specific nominations by the leaders themselves, their colleagues or contacts are welcomed.

## NDCC Business Awards 2010 - Entry Form

Please write clearly

Entry Category .....

Business Name .....

Address .....

Tel ..... Fax .....

Email ..... Website .....

Business Sector ..... Business Activity .....

What date did the Business start trading? .....

Membership of Professional Organisations .....

Contact Name ..... Contact Position .....

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### Section A: Business Planning & Marketing (all entries to complete)

**Please attach examples of your marketing material**

Please consider the following:

- Your company's marketing strategy and objectives. What is the vision and plan?
- How you monitor performance against your business or marketing plan?
- How has your marketing satisfied the strategies and key objectives?
- How you differentiate your product/service from competitors
- What the effect has been on your annual turnover/profit year on year? (You can state this in % terms)
- Describe any recognised models of good business practice you have adopted within the business
- How you innovative to meet the requirements of your customers
- What market research do you carry out? And how often do you review/update your product/service?
- To which key factors do you attribute the success of the business?

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### Section B: Personnel (if you do not have any staff go to next section)

- How your business demonstrates a commitment to the leadership and development of its employees
- How new staff members are recruited? And retained?
- What staff training is offered and how is staff development managed?
- How does the business recognise and reward employees?
- How does the business ensure employees' skills are realised to their full potential?
- What is the staff perception of the business? And how do you know?

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### Section C: Technology

- Describe how technology has helped you to develop your business
- Do you use technology in an unusual or innovative way?
- Has development of novel technology lead to a new product or service?
- What other strategies you have for exploiting new technologies

**Section D: Community & Environmental** (all entries to complete)

- What environmental issues affect your business?
  - How do you manage the impact of your business on the environment?
  - Are you linked with any environmental organisations?
  - Does your business take community needs into account, if so, how?
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**Section E: Customer Care** (all entries to complete)

- What is the customer care policy of the business?
  - How your customer care policy exceeds expectations and distinguishes the business from its competitors
  - What customer care training and standards of performance are provided to your team?
  - How does the business ensure consistent customer care?
  - How do you measure customer satisfaction? What if a customer complains?
  - What is the customer perception of the business?
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**Section F: Entrepreneurial Spirit** (all entries to complete)

- How do you identify market opportunity and develop your business accordingly?
  - How resourceful have you been in establishing your product/service?
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**Section F: Business Personality**

- Please explain why you are entering this category and provide evidence to back up your entry.
- Evidence may take the form of press cuttings, testimonials, etc.
- What involvement do you have in the business and wider community?

**Any other information you would like to include?**

## Entry Procedure – 3 easy steps

**1. Complete the attached form and attach examples of marketing material.**

**2. Post 1 original and 5 copies to:**

Jo Morgan  
Newmarket & District Chamber of Commerce  
c/o Cedar View  
The Street  
Gazeley  
Newmarket  
CB8 8RB

**Entries must be received by 15<sup>th</sup> October 2010.**

**3. Put the NBA Awards Evening date in your diary: 3<sup>rd</sup> December 2010**

## Conditions of Entry

- 1 Any organisation (including Public Sector Education, etc) located within Newmarket, Mildenhall or Brandon areas or an NDCC Member with local management autonomy, may enter the Awards.
- 2 There is no limit to the number of categories an organisation may enter. The judges reserve the right to nominate an entrant for an alternative category.
- 3 Sponsors are not eligible to enter any category they are supporting.
- 4 Applications will be treated with the strictest confidence and circulated only to members of the judging panels.
- 5 The judging panels will assess every valid application will identify finalists in each category. Short-listed entries may be required to submit additional information.
- 6 Finalists may be required to attend an interview with the Judging Panel.
- 7 Finalists may be required to take part in publicity about the Business Awards. The organisers will coordinate all publicity about the NBA Awards until the winners are announced at the Awards Evening.
- 8 An Award will be presented to the company, which, in the Judges' opinion, demonstrates the greatest fulfilment of the criteria laid down for the category applied for.
- 9 All entries will automatically be considered for the overall NDCC Judges Award.
- 10 All entrants must agree to attend the Award Presentation dinner on 3<sup>rd</sup> December 2010.
- 11 The Judges decision is final and no correspondence will be entered into.
- 12 Entry to the Newmarket Chamber of Commerce Awards implies acceptance of these rules and conditions.