

Thank you for showing an interest in the Sussex Express Business of the Year awards for 2009.

There are many, many businesses in the Lewes, Newhaven, Seaford, Uckfield & Hailsham areas which, over the years, have shown tremendous commitment and innovation to survive and thrive in an increasingly difficult environment.

These awards are designed to praise the businesses which always put the customer first; the businesses which show a real commitment to their staff; the businesses which take pride in being a major player in the community.

There are 15 awards for companies and individuals, plus a special presentation on the awards night for an individual who has shown an unrivalled commitment to business in East Sussex.

This pack contains everything you require to play a part in the first Sussex Express awards. The steps culminating in YOU picking up an award comprise:

- Complete the forms attached. Remember, they're the judges' first impression of you and your company. Make the forms sing!
- Return the forms to the Sussex Express, Att: Helen Watt, Temple House, 25-26 High Street, Lewes, BN7 2LU
- Wait to discover whether the judges have short-listed YOU for an award.

Many of the companies entering the competition will be contacted by Sussex Express journalists with the view to reports appearing in our series of newspapers, in the weeks leading up to the awards ceremony.

All the companies successfully making it to the short-list will be offered the first opportunity to buy a table at the glittering black-tie Sussex Express Business of the Year awards ceremony at the East Sussex National Hotel on Friday, February 26, 2010. Closing date for entries is 9th January 2010.

There is nothing to prevent companies from entering more than one category. Entry is free. The judging panel will comprise distinguished personalities from the business world.

Good luck. We look forward to meeting you in February!

A handwritten signature in blue ink that reads "Helen Watt".

Promotions & Events Co-ordinator. Tel 01243 534126

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2009 Award Categories and Criteria

BEST 'WHERE TO EAT' AWARD

Not only consistently great food, but appropriate premises, and a welcome from their staff.

BEST 'WHERE TO LEARN' AWARD

Not only offering excellent education but as a centre of their community. This award is to recognise all types of learning from higher education to local fun classes.

CHAMBER MEMBER OF THE YEAR

Individual or company that has provided exceptional support to their local chamber.

COMMUNITY AWARD

For any community group, organisation or individual who has shown a positive contribution and commitment to the local community.

BEST EMPLOYER OF THE YEAR

This award recognises the business which has great staff relations, good staff retention, with excellent training and who cares for their employees. The best company to work for.

OVERALL BUSINESS OF THE YEAR

The winner of this prestigious award must effectively demonstrate outstanding performance

BUSINESS OF THE YEAR (up to five employees)

This award recognises sole traders and small companies whose size does not prevent them delivering excellent service and quality products.

BUSINESS OF THE YEAR (six to ten employees)

We are looking for smaller businesses which compete with the 'big boys' in every way – except size. The winner will need to demonstrate a good team spirit among the employees and a strong customer service ethos.

BUSINESS OF THE YEAR (more than ten employees)

The winner will have a well-deserved excellent reputation in the community, a record of innovative measures to enhance employee relations and demonstrate a commitment to never fail to deliver on its promises and to meet – and exceed – customer expectations.

INNOVATION

The winner – either a company or an individual - will demonstrate an exceptional ability to think outside the box, whether it is discovering better ways to work, discovering a ground-breaking product, or showing outstanding marketing abilities.

GOING GREEN

Never before has consideration for the environment been so important. The winner will demonstrate an outstanding record and commitment to green issues.

2009 Award Categories and Criteria continued

BUSINESS PERSONALITY OF THE YEAR

Outstanding businesses often require outstanding individuals with larger-than-life personalities who show drive, commitment and enthusiasm and never settle for second best, either with their products or in their relations with staff and customers. We are looking for an individual who shows tremendous commitment and innovation, with outstanding leadership and vision and the drive to deliver.

CUSTOMER SERVICE

The customer may not always be right, but putting the customers' needs first is vital if any business is to succeed. The winner of this award will be able to demonstrate an impressive track record of excellent customer service.

YOUNG ACHIEVER OF THE YEAR

By the time some people in business have reached the age of 21, they have made an indelible mark in their company in the local market, or in their trade on a national scale. The winner will be someone who can demonstrate exceptional achievement or performance within their industry.

LIFETIME ACHIEVEMENT AWARD

This is an award to an individual who, in the opinion of the judges, has demonstrated an unrivalled record of achievement in the area for many years, showing outstanding performance within their industry, a commitment towards their staff and who demands – and delivers - exceptional customer service.



2009 Nomination Form

Category: _____

Name of company nominated: _____

Address: _____

Contact name: _____

Telephone No: _____

Email: _____

Description of the company and its services / products: _____

Please describe the company's target market (e.g. general public, specialist industry sector, local, international, etc.)

When was the company established? _____

How many employees does the company have? Why do you believe the company deserves to win?
Please provide as many details as possible linked to the category above (continue on another sheet if
necessary & include customer testimonials if you wish).



2009
Company Information Summary

Category: _____

Company name: _____

Address: _____

Contact name: _____

Telephone No: _____

Email: _____

Please give three key reasons why your company should win this award. This might be related to growth in sales, new markets gained or customer satisfaction. If possible, please relate this information to the category you have entered. Please complete one sheet for each category.

REMEMBER - this will be the first information the judges will see and read about your company, make a great first impression!
