



About your business

Questions for all businesses to be completed alongside the category questions

Information for the Organisers - About the Business

All awards are for businesses and organisations based in Cornwall and Isles of Scilly. Your main office/HQ should be at a Cornwall or IOS address

Business Name

Business Address

Town/City

Postcode

Website

If you have a registration at Companies House, please enter your number here.

Information for the Organisers - Contact Person

Name

Email

Phone Number

If you are shortlisted, you will be invited to answer further questions by a judging panel at our Showdown Day where we will decide on the winners for each category. [Find out more here.](#)

Confirm that you or another representative will endeavour to take part in Showdown Day to choose a final winner from the finalists.

Information for the Organisers – Marketing

If you are a finalist, we will need further details for marketing and publicity. This could be for press releases, media interviews, social media, as well as the public vote promotion, announcements of the finalists' podcast and winners on the awards night.

Attach your company logo

Describe in simple terms what your business does. (As if you are describing it to a member of the public).

Facebook page

Twitter

Instagram

If you are shortlisted, we will need a contact who will deal with marketing and promotion. If this is different from the main contact, please provide their name and contact details below.

Do you agree that we can pass your contact details to third party media outlets to liaise with you directly for publicity?

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Information for the Judges

These questions are to help the judges understand more about your business; they will not be scored but may be considered when choosing a winner.

How many people are employed in your business? (including owners)

Where do you run your business from?

What are your main products or services? [50 WORD COUNT]

Who are your customers? [50 WORD COUNT]

What makes your business successful? [100 WORD COUNT]

Tip – Business success can take many different forms. This could be:

- *Increase in turnover/ profit / customers base*
- *Development into or increase into export markets*
- *A new product or innovation launch or development*
- *Investment in research and development or in staff development*
- *Expansion or growth in new premises or project*

What was your turnover in your last completed financial year?

Your business and it's impact on people and the planet.

Describe ways in which your business considers the impact on the environment and ways in which you are /or are working towards making this sustainable. [100 WORD COUNT]

Describe ways in which your business considers and seeks to improve the impact on the people connected with the business. This could include employees, customers, suppliers, and the wider community. [100 WORD COUNT]

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About this category

Is having an 'Inclusive Workplace' important to your business? How does having a diverse workforce impact on your business performance? How do you break down the barriers to recruit from a wide range of backgrounds?

To enter this award, you must...

This award is made to a Cornish (or IOS) based business or organisation.

You should have staff who are employed directly by your company or organisation, not including contractors, self-employed or volunteers.

The criteria - What we are looking for

We are looking for a business that best demonstrates inclusive recruitment and retention practices and how you engage and support your staff. Has this improved your overall business performance whilst creating a committed and diverse workforce?

Questions

What does inclusivity mean within your business?

Explain how your business considers reflecting the diversity of individuals in your workforce.

Why is having an inclusive workplace important to your business?

Give examples of any adjustments that your business has made to facilitate the recruitment and / or retention of individuals who have disclosed a disability and / or long term health condition.

What changes have you implemented to make your workplace more inclusive, or to attract and retain a more diverse workforce? *Tip – Changes in recruitment practices, new policies around health and wellbeing*

How are your employees inspired to contribute to being an inclusive employer?

Tip – how are they involved in becoming a diverse employer and support others in the workforce?

Describe how being an inclusive employer has resulted in a successful or improved business performance.

Tip – What measurable results have been achieved and how have they positively contributed to workplace productivity and employee satisfaction?

Tell us more about your how organisation is made up.

- Total Number of staff (including management team)
- What is the gender make up of your staff team (including management team)? *Provide figures as percentages %*
- What is the age make up of your workforce? How many people employed are over 50?
- What is the ethnic diversity of your staff? *Provide figures as percentages %*
- What percentage of your team identify as having a disability or health condition?

Considering the current make up of your workplace, tell us how to plan to change/improve this in future.

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About this category

Does your business have a mission? We are looking for businesses that are driven by a wider purpose to make the world a better place as well as making a profit.

To enter this award, you must...

This award is made to a Cornish (or IOS) based business or organisation

This award is for business structures which are profit making

This award is not for organisations which work in the not for profit sector

The criteria - What we are looking for

We are looking for businesses that are driven by a purpose to make the world a better place.

Your mission could be social, environmental, educational or something else.

We are looking for clear objectives of a mission that drives your business forward and success in delivering your objective.

You should demonstrate tangible evidence of business success.

Questions

Explain how your business makes a difference.

Tip - explain your key impacts from your business purpose

Explain why having a purpose is good for your business performance.

Tip - The best businesses with a purpose integrate making a profit and a social impact.

How do you know you make a difference?

Tip - describe how you measure the impact you make, the targets you set yourself and how you have performed against those targets.

When making operational decisions or in your planning, describe how you consider the wider impact of your decisions.

Tip – describe how you factor in the impact on your team, customers, suppliers, community, and the environment.

Describe how your business markets your mission to build a strong customer base.

What do you aim to achieve in the future and how do you plan to make it happen?

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Best Customer Experience proudly sponsored by



About this category

Do you love your customers? Do you really understand your customers? Are you a business that goes above and beyond expectations to deliver the best possible experience for your customers with every team member playing their part?

To enter this award, you must...

This award is made to a Cornish (or IOS) based business or organisation.

The criteria - What we are looking for

We are looking for businesses that go beyond usual expectations for their industry to deliver a truly great experience.

We are looking for evidence of processes to track and monitor customer feedback and how focusing on customer experience impacts on the wider business. For example, word of mouth introductions, developing new products/services and repeat business.

Questions

What do your customers expect from you in terms of customer experience?

How do you go above and beyond these expectations to deliver a truly first-class experience for your customers?

In what ways has having great customer service impacted on your business?

How have you embedded a customer focused culture within your business?

Tip - What types of support do you offer your staff to enable them to deliver the best experience possible? If you don't have staff, what mechanisms do you have in place that enable you to deliver the best experience?

Describe your customer service policies or procedures.

Tip - this could be guidelines for training or standards for processes such as complaints.

Describe how you track and measure the experience your customers have when they buy from you. How is this information then used?.

If you have evidence of the reports/monitoring you have described, please upload a summary here.

This will contribute to the above question and not be scored separately.

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Best Family Business proudly sponsored by



About this category

Does your family mean business? We are looking for how keeping it in the family has impacted on your performance, growth and values at home and work.

To enter this award, you must...

This award is made to a Cornish (or IOS) based business or organisation.

We define a “family business” as being influenced by a family or by a family relationship.

In your business the family as a body may effectively control business operations or the family members fill a significant number of the top management positions.

The criteria - What we are looking for

We are looking for a great business that uses the family dynamic to enhance business operations and performance.

Where a business can demonstrate planning for the future in retaining the family input or development and can show successful integration with non family members of the business.

Questions

Explain the structure of your business with family and non-family members.

This answer is to help the judges understand your business and is not scored.

How have your family values guided the development of the business?

Describe how you balance the interests of the family with the interests of the business?

What has been the biggest challenge you’ve faced from being a family in business? How did you overcome this?

Describe how you are involving the next generation of your family in your business.

Describe how you ensure non-family staff are fully included in all aspects of the business.

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About this category

Are you a business that started trading in the last two years and are on the up?! Best New Business recognises great local businesses that are just getting started and have big plans for the future.

To enter this award, you must...

This award is made to a Cornish (or IOS) based business or organisation.

Your businesses will have started trading on or after 01.01.2018. This does not include any pre-trading period for setting up your business.

The criteria - What we are looking for

We are looking for companies that have exceeded expectations and forecasts, demonstrated tangible evidence of commercial success and have a clear and compelling vision for the future.

Questions

Describe the background of your decision to enter into business, the steps you took to establish the business and how you were funded.

This question is to help the judges understand your business and is not scored but this may be considered when we are choosing the final winners.

Describe what business strategies and market research you have implemented to ensure success since launching your business. Include your goals, challenges that you faced and how you overcame them.

Describe your goals and vision for your new venture and indicate what steps you have taken so far to deliver these plans.

Summarise your business success and achievements to date.

Tip - include quantitative results such as financial results, sales or market share, number of customers, customer satisfaction. Use percentages rather than actuals if you prefer.

What are the challenges your company has faced, how have they been overcome and what have you learnt?

Describe how your business has the potential to scale?

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Best Place to Work proudly sponsored by



About this category

Do your staff love Mondays? What makes your team want to come to work and do a great job? How does having a happy workforce impact on your business performance.

To enter this award, you must...

This award is made to a Cornish (or IOS) based business or organisation.

You should have more than 5 staff who are employed directly by your company or organisation, not including contractors, self-employed or volunteers.

The criteria - What we are looking for

We are looking for a business that best demonstrates how its people are engaged and supported and how this has improved its performance whilst creating a committed, motivated and effective workforce.

Questions

Why do you invest in your people?

Explain how you gather, analyse, benchmark and act on employee feedback.

Tip – This could be staff satisfaction for their job as well as involving your team in improving the business.

Describe how being a great place to work has resulted in a successful or improved business performance.

Tip – this could be a commercial performance or success compared to your competitors. Have you seen a reduction in staff turnover and absenteeism?

How are your employees inspired to contribute the best of themselves?

Tip - What makes your approach interesting or innovative? What incentives or recognition do you give for good work? Do you have plans for career development and progression within your organisation?

What measurable results have been achieved and how have they positively contributed to workplace productivity and employee satisfaction?

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Your Employee Benefits

Describe your employee benefits and the impact on your staff or business performance.

Tip - explain if the benefits you offer go beyond industry standards.

Identify the programs and benefits you offer to your employees using the checklists below.

- Additional annual leave time to statutory entitlement
- Dental insurance
- Additional sick pay to statutory entitlement
- Other additional leave time to statutory entitlement (such as compassionate leave)
- Employee assistance programs
- Flexible work schedules
- Life insurance
- Profit sharing programs
- Cafeteria
- Team bonuses
- Career development training
- Tuition reimbursement
- Reimbursement for trade body membership
- Company loans for continuing education
- On-site day care services
- Employee recognition programs
- Paid time off for volunteering
- Company-wide or team community service projects
- Pro Bono service or products to benefit non-profit organisations
- Financial support of non-profit organisations
- Employer matching program for charitable giving
- Employees board involvement

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Business Finance Award proudly sponsored by



About this category

The Business Finance award will be presented to a business that can demonstrate the successful use of finance to grow their business over the past 12 months. This award can be entered independently or in partnership with a lender, provider or crowdfunding.

To enter this award, you must...

The business recipient of the finance must be based in Cornwall (or IOS) based business or organisation. However, the lender can be from outside the county.

The criteria - What we are looking for

The Business Finance Award will judge a business that has taken positive steps to grow their business with a targeted injection of external finance which could be from a range of sources. The judges will be looking for successful implementation of the finance into their strategy and short- and long-term planning leading to measurable results.

Questions

Describe the nature of your investor (or provider of financial capital)
How does the investment relate to the core activities of your organisation?
This is information for the judges and is not scored.

Demonstrate how the investment into your organisation was embedded into the overall growth strategy of the business.

Describe how you have planned and implemented business growth through the use of financial investment over the past 12 months.
Tip – have you recruited/ upskilled staff, entered new markets or developed a new product.

Explain your choice of investment or mix of investment types.

Describe any hurdles or challenges and how these were overcome.

Describe how your business was supported by receiving 'more than finance.'

What are your plans to scale up, create business sustainability to have greater impact in the future?

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Business Leader of the Year proudly sponsored by



About this category

We are looking for an outstanding person who takes a leading role with a local business. Not only should they demonstrate personal ambition, create opportunities and inspiration for others and drive the business performance.

To enter this award, you must...

This award is made to a Cornish (or IOS) based business or organisation where the individual applicant also resides in Cornwall (or IOS)

The “Business Leader” will be running an owner-managed business or in a leadership or management role within a company/organisation.

The criteria - What we are looking for

This award will be made to the individual who best demonstrates exceptional vision and leadership in the development of a business.

We are looking for a demonstration that their input has contributed to growth and strong overall performance within the business.

We will reward contributions to engagement with their industry sector and the wider community.

Questions

What are your core values personally or as business and how are they reflected in your leadership approach?

Describe the key challenges you have faced as a leader and how you overcame them.

Describe how you step back from the day to day operations of your business to focus on the future. This could be to consider new strategy, planning, growth or development.

Describe the impact of positive leadership on the overall business performance or development.

Describe what you are doing to develop new leaders in your business.

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Clean Growth Award proudly sponsored by

About this category

Does your business have a plan for doing business well and minimising impact on the planet? Clean Growth is about reshaping the way business is done so that waste is designed out of the way we live.

To enter this award, you must...

This award is made to a Cornish (or IOS) based business or organisation

The criteria - What we are looking for

We are looking for enterprises that can demonstrate a circular approach to business through at least two of the following:

- Circular product design and innovation
- Repair, re-manufacturing, re-purposing or re-use of products
- Innovative business management models
- Efficient supply chain and/or cross-sector collaboration
- The re-use of material waste, heat or energy

Questions

How does Clean Growth relate to your business and how does your business contribute to it?

Tip - Think about all forms of waste and efficiency in your business and how you have reduced waste and improved efficiency. Tell us about changes you have made to products or services and the impact of these changes.

Give two examples of how you have improved resource efficiencies in your business in the last year.

Explain how resource efficiency features in discussions with your suppliers? How have you built circular economic thinking into your business (supply) chain.

Explain how resource efficiency is communicated to your customers. What channels do you give them to improve their resource efficiency?

How do you intend to further improve resource efficiencies and how do you plan to increase the circularity of your business?

Who do you engage with beyond your customers and supply chain to improve your circularity?

Tip - think about trade networks, forums, circular economy groups.

Provide a testimonial from either a supplier or customer which demonstrates your circular economy principles in action.

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Employee of the Year proudly sponsored by



About this category

We are looking for an outstanding person working for a local business that has personal ambition and drive for themselves and the company they work for.

To enter this award, you must...

This award is made to a Cornish (or IOS) based business or organisation. The individual applicant must also reside in Cornwall (or IOS)

The applicant must be a direct employee of the company.

The applicant can be employed at any level of the company other than within a senior management/leadership role.

The applicant should not be a contractor/ self-employed/ work in a voluntary capacity or be a director or owner of the company.

The criteria - What we are looking for

We are looking for a person working for a local business that best demonstrates commitment to the company, ambition, leadership, as well as tangible success in a personal capacity and as a contribution to overall success in the business or organisation.

Questions

To help the judges understand more about you please summarise your employment background. This question will not be scored but may influence the final decision when choosing a winner.

What's the biggest success you've had in your career so far? What do you attribute it to?

Describe the challenges you have faced and how you dealt with these.

Provide an overview of your goals/milestones and how you are working towards these.

For completion by the applicant's manager

This section is for completion by a person in the organisation that takes a supervisory or senior role to the applicant. This could be a manager, supervisor, mentor or other relevant person.

Describe your role and your connection with the nominated person

This question is for information for the judges and will not be scored

What does your employee offer you over and above their designated role?

How does your nominee inspire their colleagues?

What have they done to make themselves a better employee?

Tip - This could be training and development they have completed, additional or extracurricular activities they have volunteered for, new responsibilities they have accepted.

Where do you see your employee in future?

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Exporter of the Year proudly sponsored by

Business
CORNWALL

About this category

Does your business sell outside the UK? Businesses that think global to expand into new markets in goods or services can enter this category.

To enter this award, you must...

This award is made to a Cornish (or IOS) based business or organisation.

The criteria - What we are looking for

We are looking for companies that demonstrate significant export sales and can show their success in accessing overseas markets.

We will reward companies that can demonstrate adaptability in products and marketing to access new markets.

Questions

What percentage of your current business comes from outside of the UK?

This is for information for the judges and is will not be scored.

Summarise your measurable export successes in the past 12 months.

What strategies have you implemented to develop your existing international trade?

Tip - this could be communications/advertising/promotional/partnerships etc.

What strategies have you implemented to develop future international trade?

What plans do you have in place to adapt and overcome future challenges relating to exporting?

Describe how your business and employees adapt to different international cultures.

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Growth Business Award proudly sponsored by



About this category

Is your business on the up? Have you showed initiative and willingness to undertake new projects and do things differently to increase revenue or lower costs? Are you a company that is rapidly growing and evolving and/or has the potential to make a big impact on their industry and Cornwall?

To enter this award, you must...

This award is made to a Cornish (or IOS) based business or organisation.

The criteria - What we are looking for

We are looking for a business that can evidence that they execute their strategy more consistently and reliably than their competition with consistent growth and solid financial performance. This would have been achieved through great leadership, understanding the needs of their customers and successfully engaging their employees.

Questions

How do you describe success within your business and how do you measure it?

What turnover/gross margin increase have you experienced in the last 12 months? Explain why you think this has been achieved.

Have you increased your market share in the last 12 months or entered new markets?

Tip - This could be demonstrated by an increase in number of customers, contracts.

What steps have you taken to increase the productivity within your business?

Have you increased your staffing levels in the last year? State the number of staff prior and how many new roles and the types of roles, salary bands etc.

Demonstrate an example of good leadership in your business and how this has helped you grow the business in the last year.

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About this category

Are you under 30 and running a great business? We are looking for ambitious and inspirational young people for our Rising Star Award.

To enter this award, you must...

This award is made to a Cornish (or IOS) based business or organisation.
You must be aged 30 or under as at 01.01.2020

The criteria - What we are looking for

This award is made to a person under the age of 30 who is running a business as an owner manager and can demonstrate ambition, leadership and inspiration, as well as tangible success.
Applicants will be rewarded for engagements within their sector, the business community and inspiring other young people in their careers.

Questions

Confirm the applicant was aged 30 or less on 1st January 2020.

To help the judges understand more about you please describe your business or employment background.
This question will not be scored but may influence the final decision when choosing a winner.

What's the biggest success you've had in your career so far? What do you attribute it to?

Describe the challenges you have faced as a young business professional and how you dealt with these.

Provide an overview of your 3-year goals/milestones and how you are working towards these.

Who is your entrepreneurial inspiration, and what have you learnt from them?

What was your first business or business idea? Was it successful and what did you learn from it?

This can be a separate business or idea from your current business or if you don't have any previous experience you can describe the start-up of your current business.

Tip - Think about the challenges and even failures you experienced and describe the lessons you learnt and how it helped you improve.

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Sole Trader of the Year proudly sponsored by

Lang
Bennetts

About this category

Do you have a great business that is all yours? Sole traders and self-employed make up a huge part of the local economy and this awards your effort to create fantastic businesses that only you and your customers know about!

To enter this award, you must...

This award for a person with business premises or a home address in Cornwall (or IOS)
The award is for people that run businesses as an individual as a sole trader or self employed.
The award is not for Directors of companies or for other types of company structure.

The criteria - What we are looking for

We will be looking for a demonstration of a successful and competitive business with evidence of a sustainable business model and an ambition to grow.

Questions

Describe a recent project or contract that best illustrates your work.

What makes you stand out from you competitors?

Describe your main customers and how you provide great a customer experience.

Tip – this will show you understand your market and illustrate any added value or standards of service that you provide your customers

We all know that sole traders must multitask to run their business, describe a situation that highlights your skills in this area.

Describe your main successes over the past year.

Tip – don't forget to mention what made them a success in your eyes

How do you intend to grow in the future?

Tip – this may be though marketing, diversifying, expanding geographically, increasing resources, being innovative.

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Third Sector Award proudly sponsored by

eden project

About this category

Does your organisation strive to make the world a better place? We are looking for charities, social enterprises or Community Interest Companies who are delivering on their mission and creating a part of the community through support, volunteering and jobs.

To enter this award, you must...

Be a not for profit organisation based in Cornwall (or IOS)

The criteria - What we are looking for

We are looking for charities/organisations that are driven by to make the world a better place.

We are looking for clear objectives for your mission that drives your organisation forward

You should demonstrate tangible evidence of successful business operations which enhances your core mission.

We are looking for organisations that engage successfully and develop relationships with their supporters, volunteers and if applicable paid staff and trustees.

Questions

Explain how your organisation makes a difference.

Tip - explain your key impacts from your purpose

How do you know you make a difference?

Tip - describe how you measure the impact you make, the targets you set yourself and how you have performed against those targets.

Describe the different income streams that fund your organisation.

Tip - You can also describe plans you have for expansion/diversification of income to create sustainability or growth

Provide a case study which shows a real-world demonstration of the work you do and the impact it has.

You can also add a photograph or video link below to help illustrate your case study.

Describe how your organisation works to build a strong supporter base.

What do you want to achieve in the future and how do you plan to make it happen?

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