



## 2019 Award category descriptions

### **Developing East Renfrewshire's Young Workforce Award**

Sponsored by



**GEORGE LESLIE LTD**  
CIVIL ENGINEERING CONTRACTORS

This category is open to any organisation irrespective of size or industry sector that has successfully implemented initiatives that have created training and employment opportunities for young people.

This may be achieved through apprenticeships, partnerships with schools or colleges or similar initiatives that have led to the sustainable training and employment of young people.

Judges will be looking for evidence of a long term commitment to providing training, mentoring and employing young people as an important part of their workforce. This category will showcase the dedication and commitment of the business to securing a highly skilled young workforce. Companies should demonstrate a proven commitment to continued personal development of their young workforce and explain how this has contributed to the business and provided added value.

### **East Renfrewshire's Best Home Based Business Award**

sponsored by



This award is intended to highlight successful home based businesses in East Renfrewshire who employ less than 3 people.

They will be able to demonstrate a clearly defined strategy for developing and growing the

business in terms of turnover, employment, innovative marketing and communications. Entrants will be able to demonstrate a strong sales focus. The winner will demonstrate entrepreneurial characteristics with dynamic and measurable systems in place to monitor performance, financial controls, marketing and sales growth.

## **Excellence in Customer Service Award**

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The Excellence in Customer Service Award has been designed for businesses who can demonstrate excellence and achievement within the field of customer care and service. Entrants will demonstrate excellence through their customer service objectives and strategy, business performance, customer care activities, staff development plans and show how this has driven business growth.

## **Most Promising New Business Award**

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This award is for businesses less than three years old that demonstrate a high degree of entrepreneurship and vision for the future, with the potential for further growth and expansion in turnover, profit and employment levels.

Successful businesses will clearly articulate the business idea and start up process, giving evidence of a well-researched business plan and forecasts for business performance.

If possible, the business should be offering something new to the marketplace and the management style should be entrepreneurial and ambitious. Applicants should present a well-defined vision for the future showing how the business is building towards an enterprise of considerable potential, ideally through evidence of sales, profits and employment achieved to date.

## **Community Impact Award**

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This award is open to all organisations, including Social Enterprises from all sectors. It

recognises organisations that seek to enhance the social or environmental opportunities for the people who live in the local communities in which the organisation operates.

Community Impact may be achieved through the organisation's mission or purpose, or through wider initiatives outwith the core business that promote community development, staff volunteering, on-site childcare provision, community access to its facilities or green campaigns to improve the environment. Consideration will be given to how the initiatives are co-ordinated, delivered, recorded, promoted, and the resulting impact they have on the community

## Family Business Award

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This award is open to all family businesses in the East Renfrewshire area. The most successful family firms find a good balance between the needs of the business, the owners, and the dynamics of the family.

For this category judges will look for evidence of professional management and responsible ownership. Diplomacy and communication skills need to be demonstrated, while ensuring that growth, development and strategic ambitions continue to be met.

## Best New Product or Service Award

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This award is open to all East Renfrewshire based businesses that have created a new or improved product, process or service within the last 3 years.

If your business can evidence:

- a new or improved product or service within the last 3 years
- the stages of development from idea generation through to development, design, creation and launch
- an explanation of the market opportunity and financial results
  - an encouraging and innovative business culture
  - an ambition to improve your business performance;

then this award is for you.

## **East Renfrewshire's Best Business Award**

sponsored by

**Taylor**  
**Wimpey**

This award is intended to highlight successful businesses in the East Renfrewshire Area. They will be able to demonstrate a clearly defined strategy for developing and growing the business in terms of turnover, employment, innovative marketing and communications. Entrants will be able to demonstrate a strong sales focus. Staff personal development and total involvement of the workforce in the growth of the business is also important. The winner will demonstrate entrepreneurial characteristics with dynamic and measurable systems in place to monitor performance, financial controls, marketing and sales growth.