

Key Areas of Consideration for Entry

1. Young Employee Award

This category is open to an individual aged 30 and under on 24 May 2021. The nomination must demonstrate how the individual has had a significant impact on the business and made a personal contribution to a project or the business as a whole.

The key areas for consideration are:

- The individual's position in the business/career progression
- Examples of successful projects or targets achieved
- Testimonials both internal and/or external

2. Sustainability Award

This new Award recognises any business or organisation that can demonstrate success in minimising their environmental impact in their operations, in the supply chain or in product use, to address the needs of the present without compromising the ability of future generations to meet their own needs.

Key Areas for consideration for award entry:

- Examples of good environmental and sustainability practice within your business/organisation such as reducing energy usage, developing an innovative product or service that delivers environmental sustainability, working with customers or suppliers to eliminate non-recyclable packaging, introducing biodiversity or decarbonising your energy mix
- Evidence of any staff training, motivation or reward and customer/community involvement promoting environmental friendly business practices

3. Best Restaurant Award

The St Albans district has a reputation for offering wonderful and varied dining opportunities. This Award recognises and promotes restaurants who excel at delivering a great customer experience, through a combination of superb food, a welcoming ambience, value for money, and consistently high levels of service.

4. Excellence in Customer Service Award

This award recognises businesses who consistently deliver outstanding customer service and can demonstrate that meeting the customer's needs is a priority throughout its entire business. The award is open to for-profit and not for-profit / charitable organisations and individuals. Nominations are welcomed from retail or hospitality and from anyone who has displayed the highest level of customer service and care.

Judges will be looking for the following:

- A company which can demonstrate success in customer service
- Client surveys or feedback forms
- Evidence of entrants listening and responding to customers' needs in order to gain a thorough understanding of their customer base
- Initiatives introduced to integrate customers into all aspects of the business
- How the business contributes to the local community
- How excellent customer service will help future growth

5. New Business Award

This category will be given to a business started since 24 May 2018 and can evidence outstanding performance and future projections. Nominees must be able to demonstrate how their business has progressed in line with their business plan. Success will be proven by the business having a clear understanding of its products, competitors and the marketplace it serves and the use of sound business techniques, innovation and entrepreneurialism.

The key areas for consideration are:

- How has your business performed against your business plan?
- What sets you apart from your competitors?
- What goals do you have for the next three years?

6. Business Growth Award

This category recognises a business which has achieved significant and sustained growth or development. This may have manifested itself through traditional financial metrics such as a substantial year-on-year growth in turnover or a comparable increase in profitability. Equally, it may be represented through an increase in employees, the opening of new premises or embracing new markets or diversifying in to new product lines. Nominees should be established businesses which have been trading for a minimum of three years as of the 24 May 2021.

The judges will be seeking to present this Award to a business which can tangibly demonstrate the growth experienced, how it has been achieved, how the growth cycle has been managed and its positive impact on the business itself along with the benefits to the local economy.

7. Business Leader Award

This Award is in recognition of the key role that a business leader (director/partner or equivalent level position) plays within his/her organisation. The emphasis is not only on individual achievement but also that of the organisation the business leader supports, including the vision, culture, performance, corporate governance, and leadership and CSR achievements of that organisation.

The key areas for consideration are:

- What is their vision for the company over the next 3-5 years and how do they intend to drive their business forward?
- What do they feel are the greatest challenges they face as a business leader and how do they plan to address these challenges?
- How do they work with their people in their organisations and what is their approach to company culture, staff training and welfare?
- What do they consider to be their greatest achievement over the last two years?
- What are they involved with on a personal basis such as local trade organisations, professional bodies, communities or charities to help shape local industry?
- How does their organisation interact with the society in which they operate?
- How have they contributed to the success, growth and profitability of their organisation?

8. The President's Award

The recipient of this prestigious Award will be chosen by the President of the St Albans District Chamber of Commerce. The winner will be a team or an individual operating within the District who has demonstrated an outstanding contribution and exceptional commitment to our community, exemplifying the best of volunteerism, character, leadership or a sense of caring, support and responsibility for others.