



These Awards are uniquely for businesses in Hinckley and the surrounding area. If your business could benefit from higher profile in your local market then this is the ideal way to achieve that. And we've made the entering process straightforward and quick.

Promoting your business has never been more important, and the Hinckley Business Association Awards are a great new way to boost your profile and celebrate the achievements of you, your colleagues and the valuable contribution made by your suppliers and customers.

You can get involved by entering the Awards, nominating another company to enter the Awards, attending the dinner on Thursday 24th September 2009 or by becoming a sponsor.

The Award Categories are:

New Business Award

This Award is open to businesses established within the last 5 years (since January 2004). The focus will be on businesses that have continued to progress against their plans and who can demonstrate a clear commercial understanding of their products, markets and their competitors. There are many business start ups but there are a limited few that achieve their plans and can demonstrate sustainable future success.

Business Innovation Award

This Award is open to businesses that are achieving significant growth in turnover and profits (relative to size) through innovation of products and services. The Award will go to the organisation that can best describe a proven ability to create, grow and develop innovative products, services or processes that substantially improve the performance or prospects for their business.

Employer Award

This Award is aimed at companies who can demonstrate that they have succeeded through the effective development and management of their workforce. The Award will go to the organisation that shows a clear commitment to the development of staff at all levels of the business. Companies need to be able to show that the investment in skills has created clear business benefits.

Customer Focus Award

Open to all companies, regardless of the industry sector they work in. This Award will go to the organisation that best demonstrates that it has the customer at the heart of its business and manages its resources to most effectively meet the needs of its customer base. Many businesses claim to put the customer first and it can be an effective marketing slogan but the reality can be very different. This Award will focus on those businesses that can demonstrate that by focusing on the customer they have an effective business strategy for growth with proven results.

Community Support Award

This Award is aimed at businesses that can best demonstrate a company-wide commitment to corporate sustainability. The Award will go to the organisation that can show responsible business practices that have positive impacts in the workplace, the market, the environment and the community. The focus will be on imagination, commitment and impact, particularly targeted at the Hinckley and Leicestershire community.

For voluntary organisations and social enterprises the activity should be outside their core purpose.

Business of the Year Award

Companies cannot apply for this Award, each winner from the other categories will automatically be put forward for this overall Award. The accolade will go to the organisation that is outstanding and shows exceptional achievement in a number of areas.

To request an application form or make a nomination, simply complete the form overleaf.

Application Deadline 22nd July 2009

