

**Doncaster
Business
Awards
2020/21**



Judging and Award Category Criteria

SME Business of the Year



**Doncaster
College**

**University
Centre**

Doncaster Business Awards 2020/21

Judging and Award Category Criteria

- The Doncaster Business Awards open for entry on **Monday 5 October 2020**. The deadline for submissions is **midnight, Sunday 15 November 2020**.
- Each category will include an unscored question which will ask the entrant to describe their business in fewer than 400 words. This allows judges to get a good understanding of the company, its customers, competitors, challenges and opportunities.
- Each entrant may be asked to provide financial data.
- Written entries should not exceed 400 words or 3 minutes (MP3) for each question. Entrants exceeding these limits will be disqualified.
- Entrants may provide a maximum of 3 pieces of evidence to support their submission. Evidence must consist of images only i.e. charts/pictures.
- Any member of the Doncaster Chamber elected Board of Directors, in post as of 5 October 2020 are precluded from entering the awards. Co-Opted Directors, in post as of 5 October 2020 are eligible to enter.
- Sponsors are not permitted to enter the same category that they are sponsoring.

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Judging

Stage 1

- Every entry will be evaluated and scored by the Business Awards Panel based on a set criteria for the award category.
- Every criteria answer will be scored on a scale of one to ten (one being poor, ten being excellent).
- The Business Awards Panel will shortlist up to six finalists per award category.
- The Business Awards Panel will consist of representatives from Doncaster Chamber and other respected organisations.
- Stage 1 judging scores will count for 30% of the overall score.

Stage 2

- Each category will have two judges for Stage 2: one sponsor judge and one Doncaster Chamber representative.
- Judges will be asked to spend approximately one hour and fifteen minutes with each finalist.
- Judges are free to set their own questions/conduct interviews and discussion as they wish but they must drill down into the relevant criteria.
- Awards entrants will be asked to present for 10-15 minutes at the start of the interview to help judges to understand the business. The presentation will not be scored and should not exceed 15 minutes. This need not be a formal presentation (PowerPoint, Prezi or otherwise) - the purpose is simply to describe the business so that it can be assessed fairly.
- Every criteria will be scored on a scale of one to ten (one being poor, ten being excellent).
- Stage 2 judges will not see scores from Stage 1 judging at any point.
- Stage 2 judging scores will count for 70% of the overall score.

Stage 3

- Following Stage 2 judging, the Doncaster Chamber event organiser will add up all scores, apply the necessary scoring adjustments (for eligible categories), and verify results.
- The entrants with the highest overall scores will be confirmed as the winner and runner up for each category.
- The 30/70 weighting ensures that the visiting judges have most influence over the final decision whilst, at the same time, ensuring that in total 7 people have been involved in the process.

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SME Business of the Year handicap system

	Employee Number (Full Time Equivalents)	Stage 1 Handicap (30%)	Stage 2 Handicap (70%)
Sole Trader	1	+3%	+3%
Micro	2-5	+2%	+2%
Small	6-20	+1%	+1%
Medium	21-50	+0%	+0%



SME Business of the Year

This award is open to businesses with less than 50 full-time equivalent employees.

Sponsored by  Keebles

Criteria

1. The entrant should describe their business in 400 words or less enabling judges to gain an understanding of their company, its history, customers, competitors, challenges, opportunities and anything else that the entrant feels is relevant. This can also include any challenges or opportunities that Covid-19 has presented your organisation (unscored).
2. The entrant should demonstrate the vision for their business, performance against that vision, sustained growth and a strong financial performance. The entrant should provide the following financial data. Please note: we are aware that Covid may have affected your financial forecasts and this will be taken into consideration when scoring.

	2018/19	2019/20	2020/21 (Forecast Pre-Covid)	2020/21 (Forecast Post-Covid)
Turnover				
Profit				

3. The entrant should demonstrate how the business compares against its competition and how it has gained a competitive edge including through: diversification into new products and markets, research and innovation, commitment to quality, and innovative marketing and communications.
4. The entrant should evidence how they have improved their business and its financial performance through staff training and development.
5. The entrant should demonstrate how they ensure high service standards and deliver exceptional customer care to drive new and repeat business.
6. The entrant should evidence the wider contribution that they have made to Doncaster's economy and communities through wealth and job creation and also through corporate, social, and environmental responsibilities.

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