



Entry Criteria & Tips for Completing Your Entry

- Please read the category criteria carefully as they provide guidance on what the judges are looking for.
- These are the 2025 Tameside Business Awards, so we are looking for activity that relates to business operations since March 2024.
- Don't count yourself out – you don't necessarily have to meet every point, they are there for guidance and inspiration, we will judge entries based on the strength of the information presented to us.
- Judges will take into account the size of your business, so please don't be put off if you are a small business.
- Tell us your story, challenges you have faced and how you have overcome them – what makes you stand out.
- Be confident – this is your opportunity to really celebrate your achievements, don't be shy.
- Back up claims with factual evidence and let your accomplishments speak for themselves.
- Evidence is important and entries that supply figures around growth and success usually perform well in the judging process.

- **Business of the Year - Small Business**

Recognising outstanding achievements by small businesses with up to 50 employees.

The judges are looking for:

- Companies who showcase excellent service, growth potential and product offering.
- Innovative companies that have capacity for further growth and a clear & compelling vision for the future.
- Evidence of significant growth in revenue, profit margins, or market share, and highlight consistent performance and financial stability over recent years.
- Innovative strategies, products, or services that differentiate the business.
- A strong commitment to meeting customer needs and high customer satisfaction.
- Effective leadership and entrepreneurial vision within the business.
- Successful marketing campaigns that have enhanced the business's visibility.
- Resilience in overcoming challenges or setbacks.

- Sustainability and corporate social responsibility practices.
- Include at least one testimonial, customer rating or short case study.

- **Business of the Year - Large Business**

Awarding established businesses with over 50 employees that demonstrate excellence in their field.

The judges are looking for:

- Companies who showcase excellent service, growth potential and product offering.
- Innovative companies that have capacity for further growth and a clear & compelling vision for the future.
- Evidence of significant growth in revenue, profit margins, or market share, and highlight consistent performance and financial stability over recent years.
- Innovative strategies, products, or services that differentiate the business.
- A strong commitment to meeting customer needs and high customer satisfaction.
- Effective leadership and entrepreneurial vision within the business.
- Successful marketing campaigns that have enhanced the business's visibility.
- Resilience in overcoming challenges or setbacks.
- Sustainability and corporate social responsibility practices.
- Include at least one testimonial, customer rating or short case study.

- **Young Business Person of the Year (Under 30)**

Recognising a young entrepreneur making an impact in business.

This award is to recognise individuals under the age of 30 who have demonstrated exceptional leadership, innovation, and achievements within their business and in the wider community.

Judges will be looking for:

- Strong leaders and innovative thinkers.
- Evidence of how the individual's actions or decisions impacted the business or the industry as a whole.
- Evidence of significant business growth, increased revenue, or successful performance metrics under their leadership.
- Actions that demonstrate social responsibility, ethical business practices, or sustainability initiatives.
- Previous awards, industry-specific recognition, or notable achievements received by the individual.
- Demonstrate the overall impact this person has had on the business, industry, or community.
- Include at least one testimonial.

- **Employer of the Year**

For businesses that prioritise employee well-being, training, and career development. This award recognises businesses that can demonstrate a positive workplace culture driven by prioritising employee wellbeing and showcasing excellent HR practices.

The judges will be looking for evidence of:

- Employee wellbeing and satisfaction; surveys, feedback and testimonials.
- Strong leadership qualities and management practices that positively impact the workplace.
- Opportunities for professional development; employee growth, training, and career advancement.
- Efforts to promote diversity, equity, and inclusion in the workplace.
- A range of benefits and perks – highlight any unique benefits that enhance employee satisfaction.
- A commitment to ensuring a safe and healthy work environment.
- Employee retention rates.
- Innovative HR practices or workplace initiatives.

- **Retailer of the Year**

Celebrating excellence in the retail sector.

This award is open to businesses that are achieving success in the retail sector. We want to celebrate the thriving retailers across Tameside - big and small.

The judges are looking for:

- Evidence of consistent sales growth, increased revenue, or impressive sales performance.
- Showcase high quality products and what sets you apart from your competitors.
- A commitment to excellent customer service and examples of measures to enhance the customer experience.
- If applicable, please showcase how you support your business digitally - showcase excellence in online retailing, website usability, website experience and social media.
- If applicable, please include examples of being an excellent employer.
- Include any details relating to ethical sourcing, responsible production, or support for local suppliers.
- Include at least one testimonial or customer rating.

- **Hospitality & Leisure Business of the Year**

For businesses excelling in food, drink, accommodation, or entertainment sectors.

In this category we are looking for businesses that have demonstrated excellence in the hospitality industry.

The judges are looking for:

- The quality, uniqueness, and innovation of menus, services and options offered.
 - The creative, diverse, and appealing menu offerings that set the venue, hotel or entertainment setting apart.
 - Details about your customer service, attention to detail, and enhancing customer experiences and the overall dining, drinking, accommodation or entertainment experience offered to customers.
 - Evidence of consistent sales, growth, profitability, or increased customers over time.
 - Industry awards, accolades, or notable achievements.
 - Highlight any unique or innovative concepts, themes, or offerings that make the venue or customer experience stand out.
 - Events, live entertainment, or unique experiences and the impact that has had on business.
 - Sustainability: environmentally friendly practices, sustainable sourcing, or efforts to reduce the venues environmental footprint.
 - Community engagement; community events and supporting charity or local causes.
 - Include at least one testimonial or customer rating.
- **Manufacturing or Engineering Business of the Year**

Recognising innovation and success in manufacturing or engineering.

This award will focus on companies who have demonstrated commitment to excellence in manufacturing and engineering.

The judges will be looking for:

- Innovative technologies, processes, or product developments.
 - Investment in research and development leading to technological advancements.
 - Compliance to high-quality standards in manufacturing or engineering processes.
 - Highlight efficiency measures or precision achieved in manufacturing or engineering.
 - New product designs, improvements, or breakthroughs.
 - Environmental Responsibility and Sustainability.
 - Effective supply chain management.
 - Commitment to workplace safety and health standards.
 - Showcase successful market expansion strategies or increased market share.
 - Customer satisfaction – please include at least one testimonial or case study.
- **Professional Services Business of the Year**

Open to firms across legal, financial, HR, and other professional services.

The judges will be looking for:

- Excellence across legal, financial, HR and other professional services
- Businesses who can demonstrate excellence across increase of growth, innovation, expansion, originality, customer service, teamwork, leadership and social enterprising activities

- High quality and reliability of services provided to clients or customers.
- Highlight consistent delivery of exceptional service over time.
- Provide testimonials or feedback demonstrating high levels of customer satisfaction.
- Showcase your team with relevant expertise, certifications, or qualifications.
- Show a strong commitment to meeting client needs and expectations.
- Highlight ethical business practices and corporate social responsibility initiatives.
- Showcase involvement in community initiatives, philanthropy, or support for local causes.

- **Trades & Construction Business of the Year**

For businesses in trades, property, and construction.

This award is open to all businesses that are achieving success through a trade (e.g plumber, bathrooms, kitchen, electrician, builder, plasterer etc).

The judges will be looking for:

- Evidence of strength and growth in trade volume, revenue, or expansion in trade activities.
- Examples of innovative approaches in your trade.
- Showcase a commitment to providing high-quality products or services in the trade industry.
- Effective supply chain management practices.
- Demonstrate adherence to trade regulations, international standards, and legal requirements.
- Any industry-specific awards, certifications, or recognition received by the company.
- Include at least one testimonial, customer rating or short case study.

- **Community Impact Award**

For businesses that contribute significantly to local charities, social causes, or sustainability.

This award celebrates businesses that have worked outside of their chosen field to provide additional support, insight and encouragement to the wider local area.

The judges will be looking for:

- Measurable and tangible contributions that have positively impacted the community.
- Stories or case studies that illustrate the direct impact of the business on the lives of community members.
- How your business has responded to specific challenges or needs within the community.
- Employee involvement in activities such as volunteering, or initiatives supported by the business.
- Include at least one testimonial or case study.

- **Best Customer Service Award**

Celebrating businesses that go above and beyond for their customers.

The judges will be looking for:

- Organisations that have developed and implemented a customer experience strategy to improve business performance
- A strong commitment to meeting customer needs and high customer satisfaction.
- Businesses that maintain high service levels across all interactions, ensuring a consistent experience for every customer.
- Businesses that actively use customer feedback to improve their service

- **Technology Business of the Year**

For companies leading in digital transformation, IT, or tech development.

The judges will be looking for:

- Companies who use technology to effectively streamline processes and improve business performance
- How your business utilises technology or innovation stand out in your industry.
- Significant achievements or innovations introduced in the past year
- Evidence of how use of technology has driven growth, enhanced customer experience, or transformed your industry
- Evidence that your business invests in technological processes that advance the business
- Ways that your business used technology to support or positively impact the local community or economy

- **Therapeutic Business of the Year**

This award recognises excellence, innovation, and positive impact within the health, beauty, and wellbeing industry.

The judges will be looking for:

- Quality services or products within the health, beauty, or wellbeing sector.
- Highlight innovative treatments, services, or products that differentiate the business.
- Exceptional customer service and commitment to customer satisfaction.
- Financial success and steady performance: evidence of growth and stability.
- A team with relevant and unique expertise, certifications, or qualifications.
- The use of innovative technologies enhancing services or products.
- Highlight marketing campaigns that have increases your visibility.
- Community engagement and impact.
- Awards, recognitions, or certifications received by the business.
- Include at least one testimonial or customer rating.

- **Active Business of the Year**

This award recognises excellence, innovation, and positive impact within the health and fitness industry.

The judges will be looking for:

- Quality services or products within the health and fitness sector.
- Highlight innovative services that differentiate the business.
- Exceptional customer service and commitment to customer satisfaction.
- Financial success and steady performance: evidence of growth and stability.
- Showcase programs and services promoting physical and mental wellbeing for customers.
- A team with relevant and unique expertise, certifications, or qualifications.
- The use of innovative technologies enhancing services.
- Highlight marketing campaigns that have increases your visibility.
- Community engagement and impact.
- Awards, recognitions, or certifications received by the business.
- Include at least one testimonial or customer rating.

Outstanding Contribution to Tameside (Chosen by Judges)

This award will recognise an individual or business making a significant difference across the borough.