

Category Entry Criteria - The Eastside Award for Business Growth

The Eastside Award for Business Growth

Sponsored By:

✠ Ulster Bank

Entry Criteria

This Award is open to SME businesses or social enterprises operating within the East Belfast Area that are able to demonstrate growth in the areas of business performance and employment over the past 3 years (since January 2016) that has led to product or service excellence and sustainable improvements in business performance.

Entrants are encouraged to provide evidence which will

- Demonstrate how the innovation that led to growth was conceived e.g.
 - Strategic Direction
 - Market Research / Market Testing / Identification of need
 - Research & Development
- Demonstrate how the innovation was introduced to
 - The customer or user group e.g.
 - Marketing & Advertising
 - Quality of Service
 - Customer feedback
- Demonstrate how the new business performance has been sustained
 - Employee engagement
 - Business process improvement
 - Quality Standards
 - Training & Development
- Demonstrate what impact the business has made to
 - The customer or user group
 - The reputation of the organisation
 - The overall performance in uptake and or bottom line

Helpful Hints

- *Take time to look at the criteria in you chosen category and use it to guide your responses.*
- *It is important to note that the Judges will be looking for evidence that will demonstrate the contributions, achievements or impacts associated with your responses.*
- *It might be useful to create a first draft and have a colleague or a trusted friend to review your application and give you feedback.*
- *Supporting material in the form of photos, printed items, graphs – e-versions or hard copies may be brought with you on the day and left with the Judges.*

EASTSIDE AWARDS

- *Remember, the judges can only base their assessment on the information provided on the entry form so please do make sure you include all relevant information to assist them in the judging process*