

# Yorkshire & Humberside Family Business Awards

## Application Form: Guidance Notes

### General - What constitutes a family business?

Two or more family members actively working in the business, or the business has been through a generational transition.

Our Family Business Awards are free to enter.

### General Judging – Process

Judges will choose finalists based on the paper application and the short video if you choose to upload this for Q9 at Judging Day. Then all finalists of judged categories will receive a judges visit to their premises, or they can be part of a judging day at a location to be confirmed if necessary. Judges will decide on their winner for each category and overall outstanding winner will be chosen from the winners of each judged category. Winners are announced on the 11<sup>th</sup> November 2022.

\*Employee of the year will be shortlisted, and finalists along with the family business owner will attend a judging day at a location TBD. The sponsors of this category will treat you to a lunch and there will be a judging interview with both of you. You will then go to a public vote, combined with judges scores, and the winner announced on the night of the awards.

\*\*People's Choice – it will be up to the sponsor of each County category to decide if they will carry out a judges visit to you or hold a judges day at a mutual location for all. We will give details when we announce the finalists for these categories. Once judging has happened the winner will be decided by public vote combined with judges scores and the winner announced on the night of the awards.

Dates and timelines of all judging is detailed on our website and the application form.

### Tickets:

All finalists and their guests can attend the Awards Celebration but due to popular demand we cannot guarantee tickets for all guests if taking late bookings. You will be notified to when you can book your tickets and there will be an amount that are reserved from general sale to ensure you get chance to get the allocation of tickets you would like.

Please note that each shortlisted finalist will receive one complimentary ticket for the evening, if you enter two categories and are shortlisted for both, for example Retailers and Employee of the Year, you will receive one complimentary ticket not two.

### Page 1 Dates for your diary

Announcing finalists – We will contact successful finalists on 26<sup>th</sup> September 2022 for all categories apart from “Employee of the Year” who will be notified on a different date TBD. It is important that we have your correct/current contact details. We generally try to inform you by telephone. If we are unable to contact you by telephone, we may send you an email. Once we have managed to contact everyone, we will announce all finalists on social media.

## Categories

We would advise that if you feel you fall into more than one category that you either make separate applications for each category or make it very clear which category you are applying for and provide the relevant information for each category.

You can send additional information and photos/videos by WeTransfer to us or include weblinks on your application form. We will ensure that your supporting information is passed onto all judges for both shortlisting for the judging day, and for the judges to look and read through as part of their judging packs before the main judging day for your category.

Most of the categories are self-explanatory with an explanation by each one. Listed below is guidance on any categories we feel may require further information.

<https://yorkshireandhumbersidefamilybusinessawards.co.uk/categories/>

Category	
<b>Business Services</b>	<p>This category includes both Business to Business and Business to Consumer. For example, businesses providing services such as finance and accounting, legal to taxi firms, care homes, childcare and artists.</p> <p>This award will recognise two family businesses – one in the B2B sector, and one in the B2C sector.</p>
<b>Construction &amp; Engineering</b>	<p>They're building our future and reaching new heights. This award is for Construction &amp; Engineering businesses across region. We're talking those working on projects ranging from commercial to residential, industrial to civil. Property services such as estate agents should apply for the Business Services category.</p> <p>This category will be split into large and small firms if needed and will be up to the judge's discretion.</p>
<b>Leisure &amp; Tourism</b>	<p>This award celebrates the family businesses who contribute to the Yorkshire &amp; Humberside region's success as a tourist destination, from accommodation providers to those in the coach tours, sports, attractions, and entertainment markets.</p> <p>This Award is split into two categories based on employee numbers – however it is at the judge's discretion to move you into either category based on where they feel your business fits best.</p>
<b>Haulage &amp; Logistics</b>	<p>An award for those family businesses who keep our region moving, transporting goods, livestock and supplies. This award focuses on the transport of goods.</p> <p>*Services such as taxis, coach and tour operators should enter either the Leisure &amp; Tourism or Business Services category.</p> <p>This Award is split into two categories based on employee numbers – however it is at the judge's discretion to move you into either category based on where they feel your business fits best.</p>
<b>Employee of the Year</b>	<p>The Employee of the Year Award is judged by a panel of 3 judges. The judges will choose 10 finalists who will then</p>

	<p>be required to attend a finalist's lunch with a member of the family/owner of the business on a date TBD.</p> <p>The employee of the year part of the application form is at the end, we would still require you to input the key personal and company information even if you were only planning to enter this category.</p>
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**Outstanding Yorkshire & Humberside Family Business of the Year** – This award is chosen from the winners from the other judged categories and cannot be applied for as a stand-alone application.

Judges have the discretion to transfer your application to another category if their view is that it is more suited to an alternative category.

## General Information for your Application

Please provide as much personal detail for contact purposes as possible. If your contact details change between submission of your application form and the announcement date, please contact us to update them.

## Questions – General

Although there is no limit to the number of words you can use for each question, the size of the boxes are there to guide you. We have provided some guidance below in case it is helpful.

### Question 1

This question wants you to provide the backstory to your business. It is helpful to the judges if key milestones are bulleted or placed in a timeline.

### Question 2

Remember the judges do not know who Uncle Albert is! It's helpful to list all family members by their full name, followed (if appropriate) by the name you refer to them by i.e Uncle Albert, and the role they do in your family business. After that, if you want to refer to them as Uncle Albert – please do, the judges will now know who he is!

### Question 3

It's important for businesses to have a structure early on so that if issues or problems arise at any time, the business can demonstrate how it will cope. The judges want to know whether you have taken a sound business approach to your family business, and to hear if there is anything unique about the way you govern the family business considering ownership, how you communicate with family members both in the business and outside of it if relevant, and involvement of the next generation.

Think about and provide information on matters such as the following:

- ✦ Whether you have documentation such as a shareholder's agreement or a family charter or constitution in place; or
- ✦ whether your family gets together for a family council or assembly.
- ✦ Have you paid due attention to legal issues or thought about them for the future?

Documentation may not yet be formal, or it may be that your 'assembly' takes place on a monthly family walk or round the kitchen table.

#### Question 4

**Vision** - Should assert what your family business can be at its best and what it wants to become and something that you can describe so people who you communicate it to can picture it in their minds

**Values** – The code by which your brand lives. The values act as a benchmark to measure behaviours and performance.

**Purpose** – An effective purpose reflects the importance that people can attach to your family business, it taps the idealistic motivation and gets to the deeper reason for why you exist as a business.

#### Question 5

Simply answering that you do capitalise on the fact that you are a family business is not sufficient to answer this question. Think about how you do that and give us examples – is it in your marketing materials, your company strapline, or mentioned in your social media for example? Is your business called 'Smith & Sons' or 'Jones & Daughters'? Even if it isn't, how do you tell the world you are a proud family business?

#### Question 6

Many businesses like to engage with their local or wider community and do so in a variety of ways; such as sponsorship of a local charity or charitable event, to philanthropic activities such as setting up a charitable trust, voluntary work both skilled and unskilled. Here, we would like you to think about whether your family business gives back, and if so, how do you track and measure the impact.

#### Question 7

Many businesses of any shape or size, are working towards their sustainability and with many working towards improving their own impact on environmental, social and governance (ESG). Are there ways in which you have worked towards this in your family business? Consider if you have limited waste, changed processes, streamlined logistics, how and what you recycle. Have your own customers given you direction on what they want, and have you adapted due to this?

#### Question 8

(a) Financials - We do not need detailed financial information to support your entry but need to ensure that the ultimate winners are sustainable businesses in order to appropriately represent the North West's family business sector. We ask you for your turnover and that is all at this stage, however if you wish to detail more around profit and loss then you are welcome to, but it is not a requirement.

(b) and (c) we would like to you to detail how you have been affected with external factors over the last two years, don't be afraid to tell us if it's been a positive experience, or if not tell us what you have done to make changes, diversify, innovate, and adapt. This is your opportunity to tell us what you have had to do and what you are planning to do for future years short and longer term. Explaining your future plans will assist the judges in this section regardless as to whether or not your business has been profitable.

## Question 9

Put simply – this is your moment to SHINE. Tell us about why your business is special, what others say about it, what makes you stand out as a winner for your category. Over to you...Remember you can also upload a short video, instructions are on the application form.

## Yorkshire & Humberside Family Business Employee of the Year

Please refer to the section above in categories for further guidance.

**Good luck with your application!**

If you are not completing your application online, then please send the completed form to:

**EMAIL:** [info@yorkshireandhumbersidefamilybusinessawards.co.uk](mailto:info@yorkshireandhumbersidefamilybusinessawards.co.uk)

**POST:**

The Family Business Community Ltd.  
Windermere Road  
Staveley  
Kendal  
Cumbria  
LA8 9PL

If you have any questions relating to your application or the judging process please do not hesitate to contact us:

**Sue Howorth 07866 536050**

**Dave Clarkson: 07908 783305**

[info@yorkshireandhumbersidefamilybusinessawards.co.uk](mailto:info@yorkshireandhumbersidefamilybusinessawards.co.uk)