



HorticultureWeek Business Awards

ENTRY REQUIREMENTS AND INFORMATION

Who can enter?

The Horticulture Week Business Awards are open to entries from commercial horticulture businesses and related trades and private professional practices.

Companies or individuals may submit entries on behalf of themselves or others and may enter any number of categories.

Please carefully check the detailed criteria when composing your entries before you submit them.

Pricing

Early Bird entry fee: £100

Early Bird deadline: Thursday 1 February 2018

Standard entry fee: £130

Standard deadline: Thursday 22 February 2018

Prices per entry. All prices exclude VAT

Online Entry Submission

Entries and support material must be submitted online via www.horticultureweeklive.com/businessawards. Select the category/ies you would like to enter and submit your written submission and support materials. The maximum file size is 50MB per entry inclusive of all documentation.

Written Entry

Please refer to each category for specific information required. Your written entry is the basis on which you will be judged. Please ensure your entry does not exceed two pages (two sheets of A4, single sided) and is no smaller than size 10 point. The two pages should show how you meet all of the criteria in your chosen category. At the beginning of your two pages the following information must be listed:

- Category entered
- Title of entry
- Organisation name/Employer

Eligibility

The awards will recognise work that was carried out or completed during the 18-month period from 1 September 2016 to 22 February 2018.



HorticultureWeek Business Awards

Supporting material

We do request that at least two images are submitted as part of your entry. These images need to be a colour JPEG (minimum 300dpi) or PDF and must illustrate your entry.

Should you reach the shortlist stage, these images may be used for publication and will be shown onscreen during the awards presentation.

You may also upload any additional support material that relates to your entry. This can include further images, videos, testimonials or financial information.

The organisers reserve the right to retain entries for subsequent publication. Descriptions of submissions from winners and runners-up will be published in connection with the awards. Entrants may mark certain sensitive parts of their entry 'Confidential' or not for publication. This will be respected.

CATEGORIES

GARDEN RETAIL BUSINESS CATEGORIES

1. Garden centre outlet of the year (small-to-medium)

Awarded to the best example of excellence in garden centre retailing in an outlet with a turnover below £2m. The outlet will need to demonstrate excellence in one or more areas including for example, profitability, turnover growth, customer satisfaction, community awareness, staff motivation, product range and quality, marketing, business/outlet development, etc.

Entrants should include evidence in their entry statement illustrating:

- What they set out to achieve as a business in the period under review
- What they actually achieved as a business - and how

2. Garden centre outlet of the year (large)

Awarded to the best example of excellence in garden centre retailing in an outlet with a turnover between £2m-£5m. The outlet will need to demonstrate excellence in one or more areas including for example, profitability, turnover growth, customer satisfaction, community awareness, staff motivation, product range and quality, marketing, business/outlet development, etc.

Entrants should include evidence in their entry statement illustrating:

- What they set out to achieve as a business in the period under review
- What they actually achieved as a business - and how

3. Garden centre outlet of the year (destination)

Awarded to the best example of excellence in garden centre retailing in an outlet with a turnover above £5m. The outlet will need to demonstrate excellence in one or more areas including for example, profitability, turnover growth, customer satisfaction, community awareness, staff motivation, product range and quality, marketing, business/outlet development, etc.

Entrants should include evidence in their entry statement illustrating:

- What they set out to achieve as a business in the period under review
- What they actually achieved as a business - and how



HorticultureWeek Business Awards

CATEGORIES

4. Multiple garden retailer of the year

Awarded to the best example of excellence in garden centre retailing by a multiple retailer. The retailer will need to demonstrate excellence across its multiple outlets in one or more areas, including for example: profitability, turnover growth, customer satisfaction, product range and quality, community awareness, staff motivation, business/outlet development, marketing etc.

Entrants should include evidence in their entry statement illustrating:

- What they set out to achieve as a business in the period under review
- What they actually achieved as a business - and how

5. Garden Product Innovation

Awarded to the best new gardening-related product (e.g. a new fertiliser, gardening tool, compost etc.) for the gardening consumer. This product must have been launched into the UK market within the qualifying period.

Entrants should include evidence in their entry statements illustrating:

- How the product demonstrates innovation and fills a gap in the market for the amateur gardener
- Commercial success within the product's target market
- How stocking the product is beneficial to garden retailers

6. Best Garden Retail Event

Awarded to the garden centre site or group that has designed the best centre event. This could be seasonal such as a Christmas or Mother's Day themed event, or linked to a community, charity or other activity.

Entrants should include evidence in their entry statements illustrating:

- How the event has helped to drive footfall
- How the event has met the business's objectives
- How the event has benefited the site (e.g. awareness, branding, image, sales, etc.)

7. Community Engagement Award

Awarded to the best example of engagement by a garden centre with its local community. This may include activities for children from the local community, older people's clubs, gardening activities, fundraising for local causes or any activity that has enhanced the centre's perception as being at the heart of local life.

Entrants should include evidence in their entry statement illustrating:

- The benefit to the local community of the business's community engagement activities
- The benefit to the business of its community engagement activities.

8. Best business refurbishment, refit or extension (multiple site operator)

Awarded to the best garden centre development completed within the qualifying period by a multiple site operator. This may be a new build garden centre or concept, an extension to an existing outlet, a rebuild, refit or re-launch.

Entrants should include evidence in their entry statement illustrating:

- How the development shows innovation as well as best practice in design, environmental standards, etc.
- How the development has contributed/is expected to contribute to, future revenue growth.



HorticultureWeek Business Awards

CATEGORIES

9. Best business refurbishment, refit or extension (single site operator)

Awarded to the best garden centre development completed within the qualifying period for a single site centre. This may be a new build garden centre or concept, an extension to an existing outlet, a rebuild, refit or re-launch.

Entrants should include evidence in their entry statement illustrating:

- How the development shows innovation as well as best practice in design, environmental standards, etc.
- How the development has contributed/is expected to contribute to, future revenue growth.

10. Catering excellence award

Awarded to the garden retail outlet demonstrating the most outstanding catering operation. The garden centre will be expected to illustrate how its catering offer is operated to the highest standards.

Entrants should include evidence within their entry statement illustrating:

- Innovation in offer, delivery, etc.
- Excellence in customer service, quality, operational efficiency, etc.
- Commercial success

11. Service Excellence Award

Awarded to the best example of service excellence in a garden retail outlet. This could include an all-round exceptional customer service approach, or a new service development for customers such as click & collect, garden design or planting.

Entrants should include evidence in their entry statement illustrating:

- Customer satisfaction
- Commercial success of the new service offering
- How the service goes above and beyond the competition.

12. Retail sales team of the year

Awarded to the garden retail outlet with the most outstanding shop floor team in any category, or across all categories. Entrants must be able to demonstrate that the shop floor team has improved sales through initiatives which might include special displays, customer events etc.

Entrants should include evidence in their entry statement illustrating:

- How the shop floor team has improved the experience of customers.
- How the shop floor team has improved the centre's turnover
- Production Business Categories



HorticultureWeek Business Awards

CATEGORIES

PRODUCTION BUSINESS CATEGORIES

13. Retail Nursery of the Year

Awarded to the best example of excellence in a retail nursery business, where the business is growing plants for sale direct to the public at its own premises.

Entrants must demonstrate continuous achievement in one or more areas, such as customer satisfaction, retail sales growth, production innovation (eg trial and adoption of new varieties, growing formats, etc), marketing and promotion, cost control, crop hygiene, product range, innovation or quality, staff motivation, use of technology, environmental management (eg reduction of inputs, etc).

Entrants should provide evidence illustrating:

- What they set out to achieve in the period under review
- What they achieved and how

14. Wholesale nursery stock grower of the year

Awarded to the best example of excellence in nursery stock growing.

Entrants must demonstrate continuous achievement in one or more areas, for example, customer satisfaction, production innovation (e.g. trial and adoption of new varieties, growing formats, etc.), cost control, turnover growth, crop hygiene, product range, innovation or quality, crop yield, staff motivation, use of technology, application of IPM principles, environmental management (e.g. reduction of inputs, etc.), harvesting, treatment and storage.

Entrants should provide evidence illustrating:

- What they set out to achieve in the period under review
- What they have achieved - and how

15. Wholesale nursery stock grower of the year

Awarded to the best example of excellence in nursery stock growing.

Entrants must demonstrate continuous achievement in one or more areas, for example, customer satisfaction, production innovation (e.g. trial and adoption of new varieties, growing formats, etc.), cost control, turnover growth, crop hygiene, product range, innovation or quality, crop yield, staff motivation, use of technology, application of IPM principles, environmental management (e.g. reduction of inputs, etc.), harvesting, treatment and storage.

Entrants should provide evidence illustrating:

- What they set out to achieve in the period under review
- What they have achieved - and how



HorticultureWeek Business Awards

CATEGORIES

16. Wholesale protected ornamentals grower of the year

Awarded to the best example of excellence in growing protected ornamental crops.

Entrants must demonstrate continuous achievement in one or more areas, such as customer satisfaction, production innovation (e.g. trial and adoption of new varieties, growing formats, etc.), cost control, turnover growth, crop hygiene, product range, innovation or quality, crop yield, staff motivation, use of technology, application of IPM principles, environmental management (e.g. reduction of inputs, etc.), harvesting, treatment and storage.

Entrants should provide evidence illustrating:

- What they set out to achieve in the period under review
- What they have achieved - and how

17. Specialist grower of the year – Ornamentals

Awarded to the best example of excellence in growing a specialist ornamental crop or crops.

Entrants must demonstrate continuous achievement in one or more areas, e.g. customer satisfaction, production innovation (e.g. trial and adoption of new varieties, growing formats, etc.), cost control, turnover growth, crop hygiene, product range, innovation or quality, crop yield, staff motivation, use of technology, application of IPM principles, environmental management (e.g. reduction of inputs, etc.), harvesting, treatment or storage.

Entrants should provide evidence illustrating

- What they set out to achieve in the period under review
- What they have achieved - and how

18. Best new ornamental plant variety (bedding and pot plant/hardy nursery stock/herbaceous perennial)

Awarded to the new plant that most effectively demonstrates excellence in its intended attributes; these could include, but are not limited to, flower longevity, pest/disease resistance, enhanced habit, enhanced colour, retail or landscape appeal, customer need, ease of cultivation, ease of maintenance etc.

Entrants should provide evidence illustrating

- What they set out to achieve in the period under review
- What they have achieved - and how

19. Top fruit grower of the year (apples, pears, stone fruit)

Awarded to the best example of excellence in top fruit growing.

Entrants must demonstrate continuous achievement in one or more areas, e.g. customer satisfaction, production innovation (e.g. trial and adoption of new varieties, growing formats, etc.), cost control, turnover growth, crop hygiene, product range, innovation or quality, crop yield, staff motivation, use of technology, application of IPM principles, environmental management (e.g. reduction of inputs, etc.), harvesting, treatment or storage.

Entrants should provide evidence illustrating

- What they set out to achieve in the period under review
- What they have achieved - and how



HorticultureWeek Business Awards

CATEGORIES

20. Soft fruit grower of the year (berries, bush fruit)

Awarded to the best example of excellence in soft fruit growing.

Entrants must demonstrate continuous achievement in one or more areas, e.g. customer satisfaction, production innovation (e.g. trial and adoption of new varieties, growing formats, etc.), cost control, turnover growth, crop hygiene, product range, innovation or quality, crop yield, staff motivation, use of technology, application of IPM principles, environmental management (e.g. reduction of inputs, etc.), harvesting, treatment or storage.

Entrants should provide evidence illustrating

- What they set out to achieve in the period under review
- What they have achieved - and how

21. Best new edible crop variety (fruit, vegetable or salad)

Awarded for the new variety that most effectively demonstrates excellence in its intended attributes; these could include, but are not limited to, taste, pest/disease resistance, weather tolerance, retail/consumer appeal, ease of cultivation, potential to extend the season etc.

Entrants should provide evidence illustrating:

- What they set out to achieve in the period under review
- What they have achieved - and how

22. Specialist grower of the year (e.g. vines, cider apples, etc.)

Awarded to the best example of excellence in specialist growing.

Entrants must demonstrate continuous achievement in one or more areas, e.g. customer satisfaction, production innovation (e.g. trial and adoption of new varieties, growing formats, etc.), cost control, turnover growth, crop hygiene, product range, innovation or quality, crop yield, staff motivation, use of technology, application of IPM principles, environmental management (e.g. reduction of inputs, etc.), harvesting, treatment or storage.

Entrants should provide evidence illustrating

- What they set out to achieve in the period under review
- What they have achieved - and how

23. Salad or vegetable grower of the year

Awarded to the best example of excellence in salad or vegetable growing.

Entrants must demonstrate continuous achievement in one or more areas, such as customer satisfaction, production innovation (e.g. trial and adoption of new varieties, growing formats, etc.), cost control, growth, crop hygiene, product range, innovation or quality, crop yield, staff motivation, use of technology, application of IPM principles, environmental management (e.g. reduction of inputs, etc.), harvesting, treatment and storage.

Entrants should provide evidence illustrating:

- What they set out to achieve in the period under review
- What they have achieved - and how



HorticultureWeek Business Awards

CATEGORIES

24. Best sales or marketing campaign

Awarded to the best example of excellence in a sales or marketing campaign.

Entrants can include individual businesses, business group representatives or trade organisations.

Entries must demonstrate exceptional achievement and innovation in the execution of sales or marketing campaigns.

Entrants must include evidence illustrating:

- What they set out to achieve in the period under review
- What they have achieved - and how

ENVIRONMENT BUSINESS CATEGORIES

25. Arboriculture Contractor of the Year

Awarded to the best example of excellence in arboriculture contracting. The contractor will need to demonstrate excellence in areas including customer satisfaction, quality of work, business development, staff motivation, project management, etc. and outline how these factors have contributed to commercial success. Entrants should include evidence in their entry statement illustrating:

- Commercial success
- What they set out to achieve as a business in the period under review
- What they actually achieved as a business - and how

26. Arboriculture Consultant of the Year

Awarded to the best example of excellence in arboriculture consulting. The practice or consultant will need to demonstrate excellence in areas including customer satisfaction, quality of work, innovation, business development, staff motivation, project management, etc. and outline how these factors have contributed to commercial success. Entrants should include evidence in their entry statement illustrating:

- Commercial success
- What they set out to achieve as a business in the period under review
- What they actually achieved as a business - and how

27. Placemaker of the Year*

Awarded to the best example of excellence in a team or business delivering placemaking services with a particular focus on green infrastructure. The team or business will need to demonstrate excellence in areas including customer satisfaction, quality of work, innovation, business development, staff motivation, project management, etc. and outline how these factors have contributed to commercial success.

Entrants should include evidence in their entry statement illustrating:

- Commercial success
- What they set out to achieve as a business in the period under review
- What they actually achieved as a business - and how

*In association with World Architecture News, Placemaking Resource and Planning



HorticultureWeek Business Awards

CATEGORIES

GENERAL BUSINESS CATEGORIES

28. Business Innovation of the Year

Awarded to the best example of excellence in business innovation. Entrants must demonstrate exceptional achievement in, for example, exploiting a new opportunity, resolving a challenge in any aspect of the business, developing a new product or service offer for customers, improving operational processes etc. Entrants must include evidence illustrating:

- What they set out to achieve in the period under review
- What they have achieved - and how

29. Sustainable Business of the Year

Awarded to the best example of excellence in sustainability. Entrants must demonstrate exceptional achievement in, for example, reduction of waste, better management of transport, more efficient use of energy, reduction in carbon emissions, better pollution control and outstanding stakeholder engagement. Entrants must include evidence illustrating:

- What they set out to achieve in the period under review
- What they have achieved - and how

30. High Growth Business of the Year

Awarded to the best example of excellence in business growth. Entrants must demonstrate exceptional achievement in terms of operating profit growth over the past three years and have a clear plan in place to drive further growth over the next three years. Entrants must include evidence illustrating:

- Commercial success
- What they set out to achieve as a business in the period under review
- What they actually achieved as a business - and how

31. Employer of the Year

Awarded to the best example of excellence in investment in people. Entrants must demonstrate exceptional achievement in staff recruitment and retention and staff development, also leadership and management of employees, and how these achievements are contributing to the commercial objectives of the business. Entrants must include evidence illustrating:

- What they set out to achieve in the period under review
- What they have achieved - and how



HorticultureWeek Business Awards

CATEGORIES

32. New Business of the Year

Awarded to the best example of excellence in the establishment of a new business in any aspect of the industry. Entrants will have launched their business within the last three years. They must demonstrate exceptional achievement in meeting initial business objectives, be able to show how the new business has met a clear need in their target market, and how they will build on the business's success. Entrants must include evidence illustrating:

- Commercial success
- What they set out to achieve as a business in the period under review
- What they actually achieved as a business - and how

33. HW Most Admired Business Leader Award

Nominations are invited from the industry, the judging panel and our Horticulture Week Business Awards sponsors. After shortlisting, the judges, sponsors and Horticulture Week subscribers will be invited to vote for their top 3 from the list. Nominations are free of charge.