



**HorticultureWeek**  
**Business Awards**

## Entry Kit 2019

Supporting and celebrating excellence in horticulture business, people and places

### Key dates

Extended Deadline:  
Friday 15 March

Awards Night:  
Thursday 27 June

# Entry Requirements and Information

## Who can enter?

The Horticulture Week Business Awards are open to entries from commercial horticulture businesses and related horticulture trades including garden centres, production and landscape businesses.

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

**Standard entry fee: £170 + VAT** (per entry)

**Extended deadline: Friday 15 March 2019**

Submit three entries for the price of two!

## Online entry submission

Entries and support material must be submitted online via [www.hwbusinessawards.com](http://www.hwbusinessawards.com)

We advise that you familiarise yourself with the entry system before making your submission.

Please refer to each category for the specific information required taking note of what the judges will be looking for. The online entry form will ask you to input the following information into the boxes provided:

- **Executive summary (200 words max)**
- **Main submission (min 500 – max 1500 words)**
- **Supporting material – please see below**

You may wish to have all of the above information ready to upload into each of these fields. You can copy text from a word document but please ensure that the document has no formatting, bullet points or pictures.

## 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. You may upload up to 5 images as part of your submission

**Please mark one image as your key image.** This key image will be used for promotional purposes should you be shortlisted and shown on screen during the awards presentation.

You may also upload any additional support material that relates to your entry. This can include further 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.

## Eligibility

The awards will recognise work that was carried out or completed during the 2 year period from 1 January 2017 to 1 January 2019. (Please note that if you are entering the same piece of work as last year you will need to be able to show new results and improvements since your submission last year).

## Categories and criteria

The categories are listed, and the criteria explained in full on the following pages:

<b>Garden Retail Business</b>	<b>3</b>
<b>Production Business</b>	<b>4-5</b>
<b>Landscape Business</b>	<b>6</b>
<b>General Business</b>	<b>7-8</b>

# Garden Retail Business Categories

## Best New-Build, Refurbishment, Refit or Extension

This award is open to garden retail businesses which have completed a new build garden centre, an extension to an existing outlet (e.g. a new restaurant), a rebuild, refit or re-launch. It recognises businesses demonstrating outstanding achievement in business development, taking a project from concept to launch. The judges will be looking for:

- **Sound financial performance**
- **Customer satisfaction**
- **Business/Retail innovation**
- **Operational standards**

## Garden Centre Outlet of the Year (Small to Medium)

This award is open to garden retail businesses or outlets with a turnover below £3m. It recognises businesses demonstrating outstanding achievement in areas such as financial performance, customer service, business development, sales & marketing, product sourcing, merchandising, staff development etc., leading to commercial success. The judges will be looking for:

- **Sound financial performance**
- **Customer satisfaction**
- **Business/ Retail innovation**
- **Operational standards**

## Garden Centre Outlet of the Year (Large to Destination)

This award is open to garden retail businesses or outlets with a turnover above £3m. It recognises businesses demonstrating outstanding achievement in areas such as financial performance, customer service, business development, sales & marketing, product sourcing, merchandising, staff development etc., leading to commercial success. The judges will be looking for:

- **Sound financial performance**
- **Customer satisfaction**
- **Business/retail innovation**
- **Operational standards**

## Garden Centre Group/Multiple Garden Retailer of the Year

This award is open to garden centre groups or multiple garden retailers. It recognises businesses demonstrating outstanding achievement across their outlets in areas such as financial performance, customer service, business development, sales & marketing, product sourcing, merchandising, staff development etc., leading to commercial success. The judges will be looking for:

- **Sound financial performance**
- **Customer satisfaction**
- **Business/retail innovation**
- **Operational standards**

## Customer Service Excellence

This award is open to garden retail businesses or outlets. It recognises businesses demonstrating outstanding achievement in areas such as customer engagement, customer retention and loyalty, creation of a customer-focused business culture, use of training and technology to support customer service etc., leading to commercial success. The judges will be looking for:

- **Significant customer satisfaction**
- **Innovation in customer service initiatives**
- **Improved sales through customer service initiatives**
- **Sound financial performance**

## Retail Sales Campaign/Initiative of the Year

This award is open to garden retail businesses or outlets. It recognises businesses demonstrating outstanding achievement in areas such as sales & marketing strategy, planning and execution, activities devised to drive sales growth e.g. customer events, use of training and technology etc., leading to commercial success. The judges will be looking for:

- **Significant sales growth**
- **Innovation**
- **Sound financial performance**

# Production Business Categories

## Nursery Stock Grower of the Year

This award is open to production businesses supplying nursery stock to retail and/or amenity/landscape markets. It recognises businesses demonstrating outstanding achievement in areas such as production management, sales & marketing, product development, environmental management, employee development etc., leading to commercial success. The judges will be looking for:

- **Sound financial performance**
- **Customer satisfaction**
- **Business/production innovation**
- **Operational standards**

## Protected Ornamentals Grower of the Year

This award is open to production businesses supplying bedding, pot plants or cut flowers to retail and/or amenity/landscape markets. It recognises businesses demonstrating outstanding achievement in areas such as production management, sales & marketing, product development, environmental management, employee development, etc., leading to commercial success. The judges will be looking for:

- **Sound financial performance**
- **Customer satisfaction**
- **Business/production innovation**
- **Operational standards**

## Best ornamental plant introduction

This award is open to the introducer (breeder, grower or agent) to the UK market of the new ornamental plant variety. It recognises the new plants which most effectively demonstrate excellence in their intended attributes (eg. flower longevity, pest/disease resistance, enhanced habit, enhanced colour, ease of maintenance etc) and have achieved commercial success since launch in their intended markets. Entrants should provide evidence illustrating:

- **How the new plant demonstrates innovation**
- **How the new plant fills a gap in the market**
- **Commercial success within the new plant's target market**

## Top Fruit Grower of the Year

This award is open to production businesses supplying top fruit to retail or wholesale customers. It recognises businesses demonstrating outstanding achievement in areas such as production management, sales & marketing, product development, environmental management, employee development etc., leading to commercial success. The judges will be looking for:

- **Sound financial performance**
- **Customer satisfaction**
- **Business/production innovation**
- **Operational standards**

## Soft Fruit Grower of the Year

This award is open to production businesses supplying soft fruit to retail or wholesale customers. It recognises businesses demonstrating outstanding achievement in areas such as production management, sales & marketing, product development, environmental management, employee development etc., leading to commercial success. The judges will be looking for:

- **Sound financial performance**
- **Customer satisfaction**
- **Business/production innovation**
- **Operational standards**

## Salad or Vegetable Grower of the Year

This award is open to production businesses supplying protected salad or field vegetable products to retail or wholesale customers. It recognises businesses demonstrating outstanding achievement in areas such as production management, sales & marketing, product development, environmental management, employee development etc., leading to commercial success. The judges will be looking for:

- **Sound financial performance**
- **Customer satisfaction**
- **Business/production innovation**
- **Operational standards**

# Production Business Categories

## Best new edible crop variety

This award is open to the introducer (breeder, grower or agent) to the UK market of the new edible crop variety. It recognises 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.) and has achieved commercial success since launch in its intended markets. Entrants should provide evidence illustrating:

- **How the new variety demonstrates innovation**
- **How the new variety fills a gap in the market**
- **Commercial success within the new variety's target market**

## Best sales or marketing campaign

This award is open to production businesses and/ or their marketing representatives. It recognises businesses that have demonstrated outstanding achievement in the creation and implementation of a sales or marketing campaign, leading to significant commercial success. Judges will be looking for:

- **Innovation in sales or marketing techniques/ initiatives employed**
- **Achievement of key campaign objectives**
- **Sound financial performance**

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# Landscape Business Categories

## Landscape Contractor of the Year

This award is open to landscape contractors. It recognises businesses demonstrating outstanding achievement in areas such as quality of work, project management, customer satisfaction, business development, employee development etc., leading to commercial success. The judges will be looking for:

- **Sound financial performance**
- **Customer satisfaction**
- **Business/landscaping innovation**
- **Operational standards**

## Landscape Design/Architecture Practice of the Year

This award is open to independent landscape design/landscape architecture practices and the landscape design divisions of multidisciplinary practices. It recognises practices demonstrating outstanding achievement in areas such as: quality of work, project management, customer satisfaction, business development, employee development etc., leading to commercial success. The judges will be looking for:

- **Sound financial performance**
- **Customer satisfaction**
- **Business/landscape design innovation**
- **Operational standards**

## Arboriculture Contractor of the Year

This award is open to arboriculture contractors. It recognises businesses demonstrating outstanding achievement in areas such as quality of work, project management, customer satisfaction, business development, employee development etc., leading to commercial success. The judges will be looking for:

- **Sound financial performance**
- **Customer satisfaction**
- **Business/landscaping innovation**
- **Operational standards**

## Grounds Maintenance Contractor of the Year

This award is open to grounds maintenance contractors. It recognises businesses demonstrating outstanding achievement in areas such as quality of work, project management, customer satisfaction, business development, employee development etc., leading to commercial success. The judges will be looking for:

- **Sound financial performance**
- **Customer satisfaction**
- **Business/landscaping innovation**
- **Operational standards**

## Landscape Design of the Year

This award is open to independent landscape design/landscape architecture practices and the landscape design divisions of multidisciplinary practices. It recognises outstanding achievement in areas such as: interpretation of the client's requirements, design innovation and quality, customer satisfaction, project management etc., and how these factors have contributed to the project's success. Judges will be looking for:

- **Significant client satisfaction**
- **Landscape design innovation**
- **How the design meets the needs of the client**

## Landscape Build of the Year

This award is open to landscape contractors. It recognises outstanding achievement in areas such as: interpretation of the design brief, innovation, customer satisfaction, quality of work, project management etc and how these factors have contributed to the project's success. Judges will be looking for:

- **Significant client satisfaction**
- **High quality of work**
- **Landscaping innovation**

# General Business Categories

## Business Innovation of the Year

This award is open to businesses of all sizes from garden retail, production, landscape or arboriculture. It recognises businesses demonstrating 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. Judges will be looking for:

- **Significant innovation**
- **Impact on the business**
- **Sound financial performance**

## High Growth Business of the Year

This award is open to businesses of all sizes from garden retail, production, landscape or arboriculture. It recognises businesses that have experienced exceptional growth in sales, profit, market share, contract wins or project wins. The judges will be looking for:

- **Significant growth and/or expansion**
- **Strong financial performance**
- **Plans for further growth or expansion**
- **Innovation**

## Employer of the Year

This award is open to businesses of all sizes from garden retail, production, landscape or arboriculture. It recognises businesses that have demonstrated excellence in the promotion and implementation of a learning and development culture. The judges will be looking for:

- **The importance of learning & development to the organisation**
- **How training needs and skills requirements are assessed**
- **Investment, commitment and support given to staff**
- **Direct benefit gained by both individuals and the organisation**

## New Business of the Year

This award is open to new businesses (a new standalone business or a new business diversification) from garden retail, production, landscape or arboriculture, launched within the past three years. The award recognises new businesses achieving consistent growth strong financial performance, and which are meeting a clear market need. The judges will be looking for:

- **Market need for the products or services of the business**
- **Sound financial performance**
- **Plans for further growth or expansion**
- **Innovation**

## Consultant of the Year

This award is open to independent consultants operating in production, retail, landscape or arboriculture. It recognizes consultants demonstrating outstanding achievement in areas such as professional expertise, customer satisfaction, technical innovation, quality of work etc., leading to successful outcomes on behalf of clients. The judges will be looking for:

- **Professional expertise and operational standards**
- **Customer satisfaction**
- **Innovation**
- **Client success**

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# General Business Categories

## HW Most Admired Business Leader

This award is open to business leaders operating in production, retail, landscape or arboriculture. It recognizes those demonstrating outstanding achievement in areas such as enterprise, innovation, entrepreneurial flair, etc., leading to commercial success. The judges will be looking for:

- **Exceptional vision and leadership**
- **Strong financial track record**

Requirements for entry:

- **Name**
- **Job title**
- **Employment history**
- **Achievements**
- **Future Goals**
- **Entry statement**
- **Photo (minimum 300dpi)**
- **Additional support materials (optional)**

NB: This award is **FREE TO ENTER** and open to nominations only by email to Sian Morrison (link below).

## New Generation Award

The Horticulture Week New Generation Award is open to new entrants to the production, retail and landscape markets, irrespective of age, and who have worked in the industry for less than three years. The award recognises the very best up-and-coming production, retail and landscape talent in the horticulture industry. Individuals may submit entries on behalf of themselves or others can nominate on their behalf. Judges will be looking for:

- **Achievement above and beyond that expected of a new entrant to the industry**
- **How you have contributed to the success of your team (if you work by yourself, your team can include non-horticulture industry colleagues, customers or clients)**

Requirements for entry:

- **Name**
- **Job title**
- **Employer (please indicate if self-employed)**
- **Length of service as horticulture professional (maximum of three years)**
- **How would you best describe your level of responsibility?**
- **Entry statement**
- **Photo (minimum 300dpi)**
- **Additional support materials (optional)**

NB: This award is **FREE TO ENTER** and open to nominations only by email to Sian Morrison (link below).

For further information:  
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