



## **BID AWARDS 2011 CATEGORIES**

There are three award categories that are open for nominations. Each category will look at applications from the respective businesses in Leytonstone or Argall BID. An Awards Panel has been created and they will look at the overall contribution to the area by the applicant and will consider factors including: -

- Ease of access
- Ambience/appearance
- Customer facilities/ staff
- Architecture / design
- Sustainability
- Focus on customer/ customer facilities
- Security/ safety for all users
- Cleanliness
- Marketing

### **WALTHAM FOREST INNOVATIVE SUSTAINABILITY AWARD**

One of our primary aims is to highlight best practice within our areas of improved performance against four key areas of sustainability: Energy, Water, Waste and Community. Against this backdrop, we are pleased to introduce this category to the Waltham Forest BID's Awards.

Sustainability will be assessed on the following criteria:

- The award is for a commercial centre that can demonstrate effective schemes that enable sustainable best practices to take place.
- The entry must be supported by at least one occupier (including supporting statement)
- The entry must demonstrate best practice in one of the four principle areas of sustainability, as outlined in above in regards to Energy, Water, Waste and Community
- The entry must outline how the business has worked with (or for) customers to deliver best practice

## **WALTHAM FOREST COMMUNITY AWARD**

In assessing this category, the panel will consider factors including: -

- Individual contribution to WF BIDs
- Investment made in BID area (time & money)
- Development of Partnerships with External organisations
- Use of resources to facilitate BID Projects & Events
- Innovation and interior design
- Brand relevance
- General ambience in the store
- Customer experience and ease of shopping
- Does the store enhance the business area
- Visual merchandising, window display and shop front design
- Build quality
- Impact on turnover

## **WALTHAM FOREST BUSINESS OF THE YEAR 2011 AWARD**

The applicant should consider the following criteria in their application:

- Brand improvement
- Innovative/Interesting new business format
- Qualitative changes within the company's format
- Enhancement to the relevant industry
- Growth and strategy
- Efforts taken to improve sustainability

\* To nominate a business please complete the application form and send it to us before 3pm on the 4<sup>th</sup> January 2012. All winners will be announced at the Awards Ceremony on Thursday 12<sup>th</sup> January 2012. All shortlisted nominees will automatically get an invitation to the awards which is to be held in the Great Hall of the LMO, High Rd E10. Please contact us if you require any help with your application.

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