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### Otley Business Awards 2024 – Information for businesses

Welcome to the launch of the Otley Business Awards 2024, we would love your business to get involved and here is what you need to know;

#### **What category can I get my customers to nominate my business in?**

Best Newcomer – Nominate any business which has been open since 1<sup>st</sup> January 2022

Best Retail – Nominate any business which sells good to the public

Best Eatery –Nominate any restaurant, café, takeaway or dining pub.

Best Pub/Bar – Nominate your favourite public house/bar

Best Health, Beauty & Wellness - Nominate any business which provides goods or services in the health, beauty and wellness field

Best Professional Services - Nominate any business which provides professional services such as accountants, financial advisors, architects, web designers, computer services etc

Outstanding Tradesperson - Nominate any tradesperson such as builders, decorators, joiners, plumbers, carpet fitters etc

#### **What category can I nominate my own business in?**

Community Award - Nominate your business and celebrate how you have helped the Otley community over 2022-24 such as raising money for charities, hosting charity events, supporting vulnerable members of the community

Rising Star Award - Nominate a member of your staff who is a trainee, apprentice or worked with you for less than 12 months and has made an impressive contribution to your business

Eco Friendly Business - Nominate your business if it is working to reduce its environmental impact

Team of the Year - Nominate your business if you feel your team has worked together to produce outstanding results

Outstanding Contribution to the Business Community - Nominate a fellow business person who has been a support to your business or the wider business community

### **How are nominations made?**

The nomination form is available online at [www.otleychamber.co.uk](http://www.otleychamber.co.uk). You might want to suggest which category your customers should nominate you in.

Paper nomination forms can be printed off from the Chamber website if you have clients who are unable to fill in an online form. The completed forms should be sent to Otley Business Awards c/o Courtyard Planters, 9 Westgate, Otley LS21 3AT.

### **When can nominations be made?**

The nomination form will be live on the website from Tuesday 18<sup>th</sup> July 2023 until Saturday 30<sup>th</sup> September 2023. Any nominations received after this date will not be included.

### **How can I encourage my customers to nominate my business?**

This is a great opportunity to promote your business and its part in the fabulous Otley business community.

If you would like a poster to print out and put in your window there is a link on the Chamber website or use social media to tell your customers how to nominate by going to [www.otleychamber.co.uk](http://www.otleychamber.co.uk)

Otley Chamber of Trade will be promoting the event over the next 5 months. So please get involved and let's spread the word about how friendly, supportive & fantastic Otley businesses are. You can:

- LIKE Otley Chamber of Trade's Facebook page @otleychamber and SHARE our posts
- REMEMBER to use the hashtag #OBA24 on your social media so that we can find your posts and share them.

### **How are the winners decided?**

Once the nomination period has closed each category will go through a shortlisting process where the following criteria will be assessed;

- Social media
- Website
- Branding and kerb appeal
- Community involvement
- Any available reviews

The information your customers put on the nomination form will be our primary source of information. In some categories shortlisted businesses may be “mystery shopped” by a team of volunteers from outside the area, or by industry experts depending on the awards category.

### **The all important Awards Ceremony**

This year we are delighted to announce some changes to the Awards Evening.

SAVE THE DATE – SATURDAY 24<sup>TH</sup> FEBRUARY AT OTLEY GOLF CLUB

Join us for a sit down meal, a keynote speech, the Awards presentation and a disco to end the nights festivities.

All nominated businesses will be offered 2 complimentary tickets to the Awards Night. In the event that we have more RSVP's than spaces available we will draw business names out of a hat.

The winning businesses can expect certificates, awards, a big up on social media and hopefully some press coverage too.

Keynote Speaker – James Mason

Having set up his own manufacturing business over 20 years ago, James has enjoyed a distinguished career having held leadership roles at Bradford City and Rochdale Football clubs, as well as a period working as a sports agent. As a qualified journalist, James worked for many years as a news and sports reporter with the BBC and is the founder of two not for profit dementia cafes in West Yorkshire. James became the CEO of The West & North Yorkshire Chamber of Commerce in April of this year. Speaking about his new role, James said: “I am delighted to be joining the West & North Yorkshire Chamber of Commerce to champion, connect, represent and support such a diverse range of fantastic businesses and work with the brilliant Chamber team. Ever since I set up my own company in my early twenties, I've always been passionate about business and the region I'm proud to call home.”

So all that remains to say is **good luck everyone**, let's celebrate Otley's fabulous business community!

With our very best wishes,

The Otley Business Awards Committee

a.k.a Katie Burnett – Courtyard Planters

Helen Wilkinson

Pippa Ridley – Etempa Web Solutions