

NORFOLK BUSINESS AWARDS 18

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TIME TO SHINE



**GUESS WHO'S COMING
TO DINNER? – SEE INSIDE**

www.norfolkbusinessawards.co.uk

WELCOME

Mark Shields
EDP Business Editor

Welcome to the launch of the Norfolk Business Awards 2018. This year, a new name indicates a new approach to our awards programme and ceremony, which we hope will keep them as fresh and relevant as ever.

What hasn't changed, however, is the fact that the awards recognise the very brightest shining stars in our county's business firmament. They highlight the people and companies who are achieving and excelling, setting an example to others and representing Norfolk and East Anglia on a national and international stage.

Our theme this year is people. Ultimately that is what business comes down to - and it's what unites all our winners in recent years. From a cutting-edge AI developer to a leading tourist attraction, manufacturer or law firm, outstanding businesses are made by outstanding people. The Norfolk Business Awards are a chance to celebrate those people, recognise their achievements and inspire further success. We have 11 categories open for entry, with all the finalists considered for the overall Business of the Year title. We will also recognise one individual with the Outstanding Achievement award.

With the support of our principal sponsor Anglian Water, we will showcase the best of our region's talent at a black-tie ceremony at the Norfolk Showground on November 22. I hope to see you there to celebrate your success.



OUTSTANDING ACHIEVEMENT

SPONSORED BY ANGLIAN WATER

1 Why have you chosen to support the Norfolk Business Awards, and this specific category?

Every year entrepreneurs and businesses across our region impress us with their staggering achievements. The awards recognise these accomplishments and in turn challenge us all to go beyond our potential, embracing the environment of growth, entrepreneurial success and sustainability across the East of England.

2 What will you be looking for in the winner?

The standard is always extremely high but those who stand out from the rest of the pack, will lead by placing customers and their people at the heart of their business, while innovating and collaborating across their teams to help them transform as a business to deal

with the challenges of tomorrow.

3 What value do outstanding leaders have for the region as a whole?

Norfolk has a thriving economy, with businesses and entrepreneurs being the engines behind it. Their vision has brought new industry, skills and talent to the county, making it a vibrant place to work and live; one that's full of optimism, even in these relatively uncertain times as we move towards Brexit. That strong ecosystem of entrepreneurialism and variety will stand Norfolk's economy in good stead for the future.



Mark Pendlington,
Anglian Water

“Norfolk has a thriving economy, with businesses and entrepreneurs being the engines behind it”

CRITERIA

This award celebrates the achievement of an individual who has played a transformative role in both his or her own business and also in the wider business community. The winner's achievements can be measured both in terms of the impact they have had on the bottom line of their business, and in their character as a leader in their

chosen business field. They are a person whose achievements have helped put Norfolk firmly on the map as an innovative and dynamic place to live and work. The Outstanding Achievement award is not just a look back over a career, but also a look at the impact this business person is having both on the present and the future. This is a non-entry category.

SPONSOR

Long-term access to secure supplies of water is one of the most pressing environmental and economic challenges the world faces today, and getting to grips with that can't wait until tomorrow. Charged with supplying drinking water to the driest part of the UK, Anglian Water understands the value in every drop - which is why it launched Love Every Drop, a campaign to



put water at the heart of a whole new way of living. We're working with everyone who influences water use in our region and leading the way in raising awareness about how essential water is to life, people, the environment and a vibrant and growing economy.

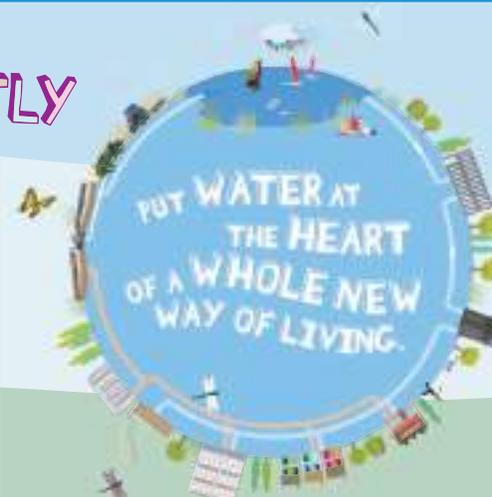
WATER: TIME TO THINK DIFFERENTLY

We each use around 133 litres of water every day and as our population grows, so too will the total amount we use.

That's why protecting supplies for you and the 4 million homes and businesses we serve is our top priority. For today and tomorrow.

Join our campaign to put water at the heart of a new way of living.

[ANGLIANWATER.CO.UK/LOVEEVERYDROP](http://anglianwater.co.uk/loveeverydrop)



love every drop.
anglianwater

PROUD SPONSORS OF THE EDP BUSINESS AWARDS

BUSINESS OF THE YEAR

SPONSORED BY **BARCLAYS**

1 Why have you chosen to support the Norfolk Business Awards and specifically in your chosen category?

Barclays have been part of the Norfolk Business Awards with the EDP since their launch in 1990 and have seen the quality of entries and the ceremony grow from strength to strength over the years. It has become one of the key events in the business calendar locally as it helps recognise inspiring businesses that have overcome challenges and have succeeded. It's a great opportunity to pay tribute to those companies that are investing not only in their future but that of their staff and the communities in which they operate. The Business of the Year award is the most coveted accolade in the region with the winner drawn from one of the finalists, and so it is important for Barclays to help recognise these inspiring stories from across Norfolk and celebrate their success.

2 What will define a stand-out entrant?

There are many ways in which to evaluate a business and its performance and for the Business of the Year we look closely at all round performance, and try to understand their vision for the future and investment plans. Emphasis on community relations

“A stand-out entrant... should have a strong management team that has the confidence, intuition, and the ability to inspire not just their team but future generations

and the environment, brand profile, innovation, profitability and cash control are all considered. An important differentiator is whether they could be seen as an “ambassador” for Norfolk. A stand-out entrant is one that has a clear strategy and vision. Ideally, they should have a strong management team that has the confidence, intuition, and the ability to inspire not just their team but future generations. They need to demonstrate how they have overcome challenges and innovated their business, culture



Tim Seeley,
Barclays.

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and corporate citizenship agenda.

3 How does this category highlight the importance of people in the business?

The Business of the Year category helps to identify those companies who are leading the way in supporting the region's growth. It's important to recognise these

businesses and for them to hopefully be an inspiration for others to follow. How do you place the people in your business at the heart of what you do?

CRITERIA

This is the award of awards in the world of Norfolk business. The accolade will go to the winner of finalists – picked by the judges and not for separate entry. Judges will look for a brand or organisation which has achieved great things in the last 12 months. They will assess

the company's brand profile within its customer audience, its financial standing, its community relations and its environmental sympathies. Judges will particularly be looking for an organisation that Norfolk can be proud to have as an ambassador of working life in the county.

SPONSOR

Barclays is a transatlantic consumer and wholesale bank with global reach, offering products and services across personal, corporate and investment banking, credit cards and wealth management, with a strong presence in our two home markets of the UK and the US. With more than



325 years of history and expertise in banking, Barclays operates in over 40 countries and employs some 85,000

people. Barclays moves, lends, invests and protects money for customers and clients worldwide.

Proud to sponsor the Norfolk Business Awards 2018

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SKILLS OF TOMORROW

SPONSORED BY **LOTUS**

1 Why have you chosen to support the Norfolk Business Awards and specifically in your chosen category?

Lotus is a high tech business in the global automotive industry and we need to compete with the best around the world. Our people are our most valuable asset and we are always looking at ways to increase our staff's capabilities which ultimately helps Lotus deliver award-winning sports cars that are desired around the world, all from headquarters in Norfolk. Lotus is supporting the Skills of Tomorrow category to give recognition to organisations that have fostered the need for creativity, innovation and invention within its teams to ensure they also have the suitable and relevant skills for future growth in an increasingly



competitive and global marketplace.

2 What will define a stand-out entrant?

We are looking for organisations that have proved that they have gone beyond the purely academic curriculum and contribute to developing useful and relevant skills, creativity, innovation all wrapped up within a positive environment.

3 How does this category highlight the importance of people in the business?

People are the most valuable resource in any company, especially one that is founded on creativity, flexibility and innovation. With the right staff in the right roles, a business will be in the best position to grow for the future.

“With the right staff in the right roles, a business will be in the best position to grow for the future”



Jean-Marc Gales, CEO Group Lotus.

Picture: JAROWAN POWER

CRITERIA

Equipping the next generation with the right skills and attitudes to meet the challenges of tomorrow is essential to our future growth, we need to foster their imagination, innovation and invention. Schools can only do so much with the resources they have and it is the responsibility of businesses and the community to work

with them to produce the workforce of the future. This award seeks to recognise the businesses and organisations that are striving to meet this challenge. Judges will be looking for organisations with innovative ideas that are delivering results with evidence of how they are making a difference. They will be looking for entries

that go beyond the curriculum and contribute to developing useful skills, positive attitudes and wellbeing. Entries are welcomed from businesses, schools, academy chains, academic institutions and charities striving to put in place practices or procedures to enable the next generation to prosper.

SPONSOR

For 70 years, Lotus has been at the forefront of innovation in the car industry and builds some of the world's most respected and highest performing sports cars, the benchmark Evora, the iconic Elise and the revered Exige which all deliver a pure, exhilarating drive. Based in Norfolk, for the

last 52 years, Lotus is part of the Geely group and employs over 900 staff at its Headquarters in Hethel, where all Lotus cars are hand made by skilled craftsmen and women. Immensely proud of its heritage, Lotus combines the very best of British craftsmanship with cutting edge design.



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Norfolk Business Awards 2018

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BEST EMPLOYER

SPONSORED BY **PURE** and **BIRKETTS**

1 Why have you chosen to support the Norfolk Business Awards and this specific category?

Birketts and Pure are delighted to jointly sponsor the Best Employer Award and celebrate the fantastic employers and places to work in our region. Retaining great people is proven to be key to growth and productivity. This award recognises the organisations who are developing, supporting and attracting talent to achieve business success and organisational growth.

2 What will define a stand-out entrant?

We are looking for a stand-out organisation which has developed innovative employee engagement strategies with a long-term growth vision in mind. The winner of the Best Employer category will be a business which supports talent progression, has a highly engaged workforce, has developed inspiring ways to reward and recognise its staff, and one with a culture which makes it genuinely feel like a great place to work for all. The best employers genuinely value their staff as individuals, as people and make it possible for

“The best employers genuinely value their staff as individuals, as people and make it possible for staff to manage their work/life balance

staff to manage their work/life balance and bring the whole of themselves to work.

3 How does this category highlight the importance of people in the business?

The Best Employer category puts people at the heart of their business success. A genuine passion for inspiring, motivating, developing and rewarding employees creates a fantastic workplace culture where staff are encouraged to work together to achieve business objectives.



Tom Earl, from Pure, and Jeanette Wheeler, Birketts.

CRITERIA

We are looking for Norfolk's best employer who achieves success by putting their people first. As part of the entry process, all organisations are required to implement the Best Employer eastern region survey, which must be completed by August 10. It will provide invaluable data on employee engagement levels within your organisation. You will also be able to benchmark your organisation against others in the region. In addition, judges are looking for evidence of: learning and development strategy;

vision, values and purpose and how they are communicated and visible in your organisation; reward and recognition strategy and how this drives performance; how you have created a positive, inclusive environment, which recognises and values difference; your organisation's approach to wellbeing and any specific initiatives on mental health; how you are a responsible business, supporting your local community; and attraction and recruitment strategy and attrition levels.

SPONSORS

■ Pure is the leading professional recruitment company in the East of England specialising in accountancy, executive, financial services, human resources, IT, marketing and office support roles. The company supports the growth of East Anglia's businesses through the recruitment and retention of highly-engaged employees and help



candidates at every career stage.

■ Birketts is a top 100 UK law firm with offices in Cambridge, Chelmsford, Ipswich and Norwich. The



lawyers deliver a full range of expert legal advice on corporate and commercial property, dispute resolution and private client issues.

Pure and Birketts are delighted to sponsor the Best Employer category at the Norfolk Business Awards.



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www.birketts.co.uk

KNOWLEDGE PIONEER

SPONSORED BY **UEA**

1 Why have you chosen to support the Norfolk Business Awards and specifically in your chosen category?

UEA is delighted to be supporting the Norfolk Business Awards, sponsoring the Knowledge Pioneer Award. Businesses of all sizes and sectors benefit from acquiring, applying and sharing knowledge, and UEA is committed to helping facilitate this in our business community.

The exchange of knowledge between different individuals, organisations and sectors can lead to true innovation, and is part of UEA's ethos of interdisciplinarity in our teaching, research, innovation and other activities.

2 What will define a stand-out entrant?

This category is open to businesses, networking groups, not-for-profits, and other organisations that are able to demonstrate a robust commitment to acquiring and instilling knowledge within the organisation in order to solve challenges and achieve their strategic objectives. A stand-out entrant will also have an

enthusiasm for ambitious collaborative working with cross-sector partners - this could involve projects with suppliers, customers, peers, or research organisations.

3 How does this category highlight the importance of people in the business?

The advancement and exchange of knowledge is driven by people - UEA's staff, students and supporters are the lifeblood of the institution. In Norfolk - and Norwich in particular - we are extremely lucky to have so many supportive mentors, networks and groups that nurture growing businesses from across all sectors.

These groups and networks are fuelled by passionate and determined people sharing knowledge and experiences to help each other grow their businesses and overcome obstacles to success.



Prof Fiona Lettice, UEA

“In Norfolk... we are extremely lucky to have so many supportive mentors, networks and groups that nurture growing businesses from across all sectors”

CRITERIA

This award recognises ambitious businesses with a commitment to acquiring and instilling knowledge in their organisation in order to achieve their strategic goals. Successful applicants will place pronounced importance in developing partnerships with other organisations, with a cross-sector approach to their activities in order to find innovative solutions to

business challenges. This could include working with research institutions, or in partnership with suppliers, customers, cross-sector organisations or peer networks. Finalists will display an enthusiasm for pioneering collaborative work based on their acquisition and application of knowledge. This could be achieved through innovative solutions to increase

productivity, profitability and financial sustainability or by developing novel technological applications or software. The successful organisation could provide a platform bringing together companies to acquire and share knowledge, or could be involved in networks collaborating to accelerate innovation by sharing ideas with different organisations across varying sectors.

SPONSOR

UEA is ranked in the top 200 universities in the world, and in the top 15 universities in the UK. Our research makes an economic and social impact way beyond our campus, with more than 80pc of our research being assessed as world-leading or internationally excellent. UEA has a track record of successful collaboration with large companies as well as start-ups and SMEs, and has

UEA
University of East Anglia

recently been awarded significant funding to increase our collaborations with business and boost productivity. Talk to us about your business needs and how we can help. business@uea.ac.uk www.uea.ac.uk/business

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BREAKING BOUNDARIES

SPONSORED BY **LOVEWELL BLAKE**

1 Why have you chosen to support the Norfolk Business Awards and specifically in your chosen category?

We are continuing our support of the Norfolk Business Awards because they are about celebrating truly great local businesses. We need to actively promote our energetic, dynamic and innovative business community, focusing on those organisations that are driving forward their businesses and their people. We have seen many local businesses break boundaries, either by maximising the potential of their people or by embracing wellbeing initiatives to benefit staff, introducing new methods to retain key employees and by contributing to their local community.

2 What will define a stand-out entrant?

A stand-out entrant will be one who demonstrates a pioneering culture, creating growth and local employment opportunities. The entrant should demonstrate how and why they make a conscious effort to recognise and reward key talent. The organisation should be fully engaged with its internal and external communities, empowering its people to look for new and innovative ways to provide outstanding products and services.

“Being able to overcome barriers and break boundaries are the hallmarks of a truly innovative organisation”

3 How does this category highlight the importance of people in the business?

The Breaking Boundaries award category celebrates those businesses which are contributing to our vibrant local economy. The entries last year were exceptional and illustrated the diversity of the region's economy. Being able to overcome barriers and break boundaries are the hallmarks of a truly innovative organisation. This category recognises those businesses and the people within them who understand the importance of internal and external markets. Creating the right culture and empowering its people to deliver great services or products.



Simon Watson, left, and Shaun Mary, both from Lovewell Blake.

Pictures: CONTRIBUTED

CRITERIA

Technology, the internet and the digital revolution have transformed the nature of our economy, allowing businesses to operate not only in their local markets, but across geographical boundaries. This award celebrates that transformation and those companies and individuals with the

pioneering spirit to embrace, and open up, new growth opportunities. Judges will be looking for businesses not limited to simply operating within existing boundaries, but who are reaching out to customers far beyond their own established areas. Entrants can be established businesses or

recent start-ups; but all will be united by an unquenchable spirit of enterprise and an appetite to break from conventional thinking. They might be developing new products and services, or making use of new technology or techniques to deliver established products and services.

SPONSOR

Lovewell Blake clients value us as their accountant, business adviser and financial planner because we make a point of building a picture of each client, which pulls in all the things that make each one different. Their aspirations, likes, dislikes, family set-up, history, commercial operation – it all goes in. This allows us to wrap individual service and advice around each client, which suits them perfectly and which they

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really appreciate. This is way over and above the straightforward services you should expect from any professional accountant and financial adviser. That's why we're different – because each of our clients is different.

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Shoulder to shoulder with the entrepreneurs
of East Anglia

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Katherine Ryan will host the 2018 Norfolk Business Awards, brought to you by the Eastern Daily Press.

Picture: C/O JLA

Katherine Ryan to entertain at Norfolk Business Awards

Stand-up comedian Katherine Ryan will be the star entertainer at the glittering Norfolk Business Awards ceremony this November.

The Canadian comic, writer and actress, known for her blend of pop-culture commentary and acerbic wit, will entertain guests at the Norfolk Showground before hosting the awards to celebrate our county's business stars.

Her appearance marks a change of tone for the awards ceremony, which this year is being held later in the year so that businesses can get into the celebratory spirit as a team just a few weeks before Christmas.

Katherine has risen to

prominence through her appearances on a range of panel shows and sitcoms, as well as her successful stand-up shows, which won her a respected Nivea Funny Women Award.

She boasts a stream of TV credits from *QI* and *Have I Got News For You*, through to sitcom appearances in *Episodes*, turns at *Live at the Apollo*, and reality shows.

Eastern Daily Press business editor Mark Shields said: "We're really looking forward to having Katherine Ryan entertaining our guests and then hosting the Norfolk Business Awards.

"Our awards are always evolving and responding to what people ask for, so we hope that Katherine's involvement will mean

this year's awards have a real party atmosphere - which is fitting as we celebrate some of the outstanding business achievements in our region."

Touted by the Scotsman newspaper as "Joan Rivers' heir apparent", Katherine combines a biting wit with a warmth for audiences, drawing them in and involving them in the show.

She has also carved out a name as an insightful commentator on our increasing obsession with celebrity and pop culture - pointing out how ridiculous it is to know what Joey Essex and other reality stars are doing at any given moment and how turning terrorists into celebrities might help the world keep track of them...

“We're really looking forward to having Katherine Ryan entertaining our guests.**”**

EASTERN DAILY PRESS BUSINESS EDITOR MARK SHIELDS

Further credits include *Mock the Week*, *Never Mind the Buzzcocks*, *8 Out of 10 Cats*, *The Apprentice: You're Fired* and *Radio 4's The News Quiz*.

The Norfolk Business Awards will take place on Thursday, November 22 at the Norfolk Showground Arena.

More than 500 guests from the Norfolk business scene are expected at the event, which is the leading ceremony of its kind in the county.

The black-tie evening includes arrival drinks, a three-course dinner with wine, entertainment from our host Katherine Ryan, along with networking opportunities and live music throughout the evening.

Tables of 10 will be available for purchase. For all ticket enquiries please contact the events team by emailing all.awards@archant.co.uk or calling 01603 772224.

ENVIRONMENT & SUSTAINABILITY

SPONSORED BY **LOVELL**

1 Why have you chosen to support the Norfolk Business Awards and specifically in your chosen category?

The awards are a fantastic opportunity to talk about, and raise the profile of, the companies and businesses whose hard work and creativity are behind the continued strength of the local economy. Our own belief in working sustainably - by minimising the environmental impact of what we do as much as possible - makes us particularly excited to be supporting the Environment and Sustainability category.

2 What will define a stand-out entrant?

We're keen to see entries from companies who are passionate about the environment and can clearly show how the action they've taken has made a difference.

3 How does this category highlight the importance of people in the business?

It both recognises the technical expertise of those who bring about environmental improvements and the persistence, vision and imagination needed to drive through more sustainable approaches to business.

“Our own belief in working sustainably... makes us particularly excited to be supporting the Environment and Sustainability category”



LOVELL

Matthew Goakes,
Regional Commercial
Director of Lovell.
Picture: PAGEPIX

CRITERIA

The judges of this category will be looking for a business which demonstrates a true commitment to protecting and enhancing the environment and to the principles of sustainability. Entrants will be expected to demonstrate that business decision within the organisation are made with a long-term view which takes into account any impact on the environment. Judges will also be looking for a business which does not only seek to minimise negative

impacts but, if possible, to make a positive contribution to the local environment while maintaining the profitability of the business. However, the judges are also keen to see initiatives which go beyond everyday business activities and are implemented because they are believed to be the right thing to do. There should be clear evidence of sustainable procurement, business auditing and carbon footprint measurement.

SPONSOR

Lovell is a leading partnership homes provider. Based in Norwich, the company's East Anglia region is a successful developer of high-end and traditional family homes and also works with partners to deliver some of the region's most notable new-build housing and regeneration schemes. The company expects to build 484 homes in East

Anglia this year. Key schemes include its high-profile partnership with the Borough Council of King's Lynn and West Norfolk and Heath Farm, Holt, a stunning development of homes for sale featuring leading-edge British Gypsum building materials. Lovell is part of UK construction and regeneration group Morgan Sindall Group plc.

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lovell.co.uk

LOVELL

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SMALL BUSINESS

SPONSORED BY **COZENS-HARDY**

1 Why have you chosen to support the Norfolk Business Awards and specifically in your chosen category?

The Awards bring together the best of Norfolk Businesses, in terms of the event's organiser, category sponsors and entrants. Entrants have to work really hard in submitting their application to their category. Sponsors then take several weeks to scrutinise the applications in their category and to get to know the entrants and their businesses. We chose to support the Small Business category as new businesses are at the core of growing our economy, both locally and nationally.

2 What will define a stand-out entrant?

A standout entrant will be one that has worked hard at its

submission and is obviously proud of its business and its workforce. We will be considering what contribution the entrant has already made to the local economy and has to offer for the future of the region. We will be looking for enthusiasm and dynamism among the people in the business, from the top, down.

3 How does this category highlight the importance of people in the business?

Without people, no business can be a business. This is particularly so in small businesses, where everyone concerned needs to be invested in making the business successful, growing the business and growing the wider economy. There is nowhere to hide in a small business, so we would be very surprised to find businesses with ineffective people on board.

“ Everyone concerned needs to be invested in making the business successful, growing the business and growing the wider economy



Anna Farquharson, Cozens-Hardy.

CRITERIA

The Small Business category is open to all businesses which have an annual turnover of less than £1m. Entries will be judged on their innovative approach to both product/service development and how serving their customer base has resulted in growth in turnover and profit. Entries will also be judged on their involvement within their local community and how the business develops its employees. Entries should be able to

demonstrate a passion to grow a sustainable business, underpinned by a strong financial performance through strong leadership. Areas to be covered in your entry should include: access to finance; research into new product/service development; sustainable practices; market analysis; ability to seize new business opportunities; promotional and marketing strategies; employee development and community engagement. Copies of current balance sheets and profit/loss statements for the past year must be supplied with your entry.

SPONSOR

Cozens-Hardy is a firm of solicitors based in Norwich providing a wide range of legal services to private individuals and businesses. The firm has a reputation for excellent standards of service and exceptional client care, built up over more than a decade of service from its city centre premises. Their friendly specialist solicitors can help

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How can we help you today?

DIRECTOR OF THE YEAR

SPONSORED BY DIPPLES

1 Why have you chosen to support the Norfolk Business Awards and in specific your chosen category?

As a multi-generational family business that has been in Norfolk for more than 120 years, we wanted to be able to reward someone, whose business may be new or old - but will continue to showcase the best of Norfolk's talent.

2 What will define a stand-out entrant?

They will be a leader in their field

and able to inspire and lead their colleagues. The winner will have shown drive and a proven pedigree to take their business to the forefront of their sector(s) - not necessarily in size but in the way they grow and innovate.

3 How does this category highlight the importance of people in the business?

Businesses are built from the bottom, but are led from the top. We want to reward someone who is a team player, yet also able to lead and inspire.

“The winner will have shown drive and a proven pedigree to take their business to the forefront of their sector - not necessarily in size but in the way they grow and innovate



Chris Ellis from Dipples.

Picture: ANTONY KELLY

CRITERIA

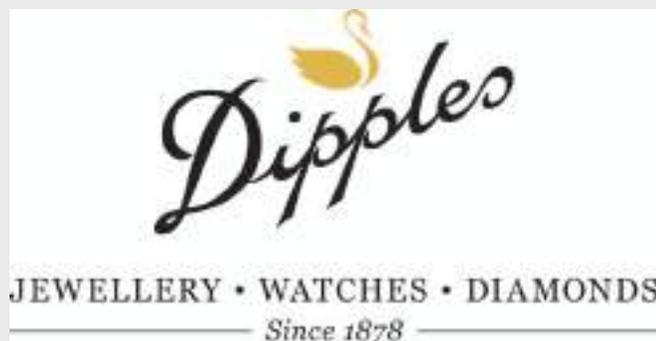
The Director of the Year award is based on a belief that strong leadership is a vital ingredient in the success of a business. The judges of this category will be looking for a hard working, creative and innovative individual who has demonstrated vision, clarity and focus in responding to a range of business challenges. Among the areas under consideration by the judges will be growth in sales and profitability, business planning and engagement, both with employees and within the wider business community. Directors are welcome to

nominate themselves. If you wish to nominate someone else, please obtain their permission first.



SPONSOR

Dipples is a fifth generation family jewellery business. We have built our name on supplying the highest quality jewellery, watches and gifts for 140 years, and by also building a high level of trust in the local communities of Norwich, Dereham and Norfolk as a whole.



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TECH INNOVATOR

SPONSORED BY **COMPUTER SERVICE CENTRE**

Christopher Cooper, of
Computer Service Centre.
Picture: MIKE HARRINGTON

1 Why have you chosen to support the Norfolk Business Awards and in your chosen category?

As a future focused tech company, we know just how innovative Norfolk businesses are. By sponsoring this award, we may be able to highlight them and you never know, one may become the next unicorn company – but in the UK instead of the US.

2 What will define a stand-out entrant?

When reviewing the entrants, we are looking for either unique ideas which have been developed and brought to market, or updates to business systems which drive efficiency and – more importantly – growth. Whichever is your reason for submitting an application, please ensure you provide evidence and proof.



3 How does this category highlight the importance of people in the business?

People create innovation, not machines or systems. Without the people, the category cannot exist.

“We are looking for unique ideas which have been... brought to market or updates to systems which drive efficiency and growth”



CRITERIA

Norfolk is home to a growing community of innovative tech companies, underscored by the fact that Norwich is now recognised as a tech city. This award seeks to find the company that has placed technology at the heart of its operation, not only as part of its own product/service offer, but also to address business challenges and improve day to

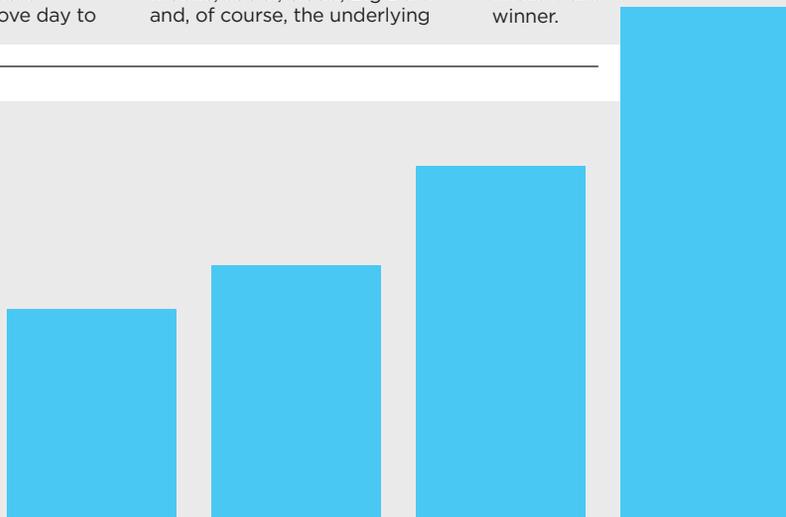
day operations for itself and clients. Judges will be looking for businesses that use tech to innovate and to become more efficient and productive. The business may have recently grown as a result of IT investment, or used technology to support business growth. The winner of this award will be a company that has harnessed the power of digital technologies – which could include one, or a combination of the following: mobile, social, cloud, Big Data and, of course, the underlying

Internet, to build or transform business models. It could be an established business that is using these new technologies to engage more effectively with its customers, or it could be a newer business that could only successfully exist and grow in the digital age. Engagement, connectivity and interactivity with its customers will be key attributes the judges will be looking for in their finalists and winner.

SPONSOR

Computer Service Centre is a future focussed tech company and it has been delivering technical innovation to its clients for over two decades. With consistent and sustained growth, this has enabled it to become the largest independent IT provider in Norfolk and north Suffolk. Skills include delivering

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INVESTING IN FUTURE GROWTH

SPONSORED BY **JDC CORPORATE FINANCE**

1 Why have you chosen to support the Norfolk Business Awards and specifically in your chosen category?

We are passionate about Norfolk businesses and, in particular, seeing entrepreneurs grow companies that bring innovation, sustainable development and jobs to our region.

Norfolk is a county full of talented people with great business ideas. We support SMEs in all aspects of growth, understanding both the challenges and opportunities that come with being a fast-growing business. It's incredibly rewarding when we see owners harness local talent to build strong profitable businesses which also help the wider economy.

2 What will define a stand-out entrant?

A stand-out entrant will have a proven track record of making strategic investment decisions, whether in people, operations or technology and will have achieved significant growth as a result of those investments. In addition, the owners will be forward-thinking and unafraid to take on new challenges and opportunities. As a result there

“Owners will be forward-thinking and unafraid to take on new challenges and opportunities

will be exciting future development plans, perhaps in new products, services or geographies.

3 How does this category highlight the importance of people in the business?

For our best people, the attractions of London and other big cities are hard to ignore, but we believe there is huge opportunity in Norfolk. Those local businesses that invest in, retain and develop talented people are rewarded with hard work, loyalty and teams that want to grow and build a business together, leading to accelerated growth, higher profits and the creation of new jobs and opportunities.

CRITERIA

Businesses can never stand still and this award celebrates the companies which are innovating in the present to guarantee a successful future. Judges will be looking for entrants that have combined innovation and commercial acumen to grow significantly, keeping the business one step ahead. This award will showcase how businesses have grown already and will grow in the future through planned development, supported by strategic investment. This may, for example, have been achieved

through innovation, the implementation of a new strategy, the launch of a new product or service, or through a successful merger or acquisition. The judges will be looking at how the development has been reflected in increased turnover and employment and, most importantly, in enhanced profitability. They will also focus on sustainability and the long term goals and strategy that have been put in place to maintain financial security and success.



WATCH MORE ABOUT THE AWARDS ONLINE

www.norfolkbusinessawards.co.uk

Chris Adlam, JDC Corporate Finance.

Picture: LEE BLANCHFLOWER

SPONSOR

JDC is a leading independent corporate finance and advisory firm in the East, primarily focused on the requirements of SMEs with turnover from £2-£50m. The company is instructed as advisers for both sell-side and buy-side company transactions including outright disposals to trade and private equity purchasers; in acquisition

mandates to achieve growth objectives, management buyouts/buyins and minority shareholder exits. With an enviable track record, a reputation for clear communication and a refreshing absence of red tape, JDC offers a comprehensive combination of services and access to a top quality, highly experienced team.



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CUSTOMER CARE

SPONSORED BY **GREATER ANGLIA**

1 Why have you chosen to support the Norfolk Business Awards and specifically your chosen category?

Excellent customer service is integral to the success of any business. Greater Anglia is no exception, which is why we have prioritised raising customer service standards throughout the six years we have operated rail services in East Anglia and in our plans, commitments and upgrades throughout our new franchise. We are therefore proud to be sponsoring the Customer Care award, which celebrates the best of customer service across Norfolk businesses, as well as highlighting best practice.

2 What will define a stand-out entrant?

The judges will be looking

for entries from businesses which show a clear focus on their customers' needs, examples of customer-driven initiatives designed to raise service standards and evidence of increased customer satisfaction. Submissions should also illustrate how employees across the organisation are consistently doing their best for customers and seeking to continuously improve their performance.

From product development to service delivery, to the handling of service problems, every aspect of the customer experience drives customer loyalty and better commercial performance, so entries should outline the business' overall customer service strategy. The finalists will be those

businesses which demonstrate how they exemplify outstanding customer service, consistently delivered at the highest level, by a customer-focused individual or team.

3 How does this category highlight the importance of people in the business?

The excellence of employees, delivering great service, day in, day out, is an attribute that marks out the best businesses. Recruiting, supporting, managing and incentivising people to fully realise their potential is integral to consistently providing a high quality service to customers. It will therefore be a key feature of the the best companies in this year's Customer Care Award.

“From product development to service delivery, to the handling of service problems, every aspect of the customer experience drives customer loyalty and commercial performance



Jonathan Denby, Greater Anglia.

CRITERIA

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SPONSOR

Greater Anglia is proud to be sponsoring the Customer Care award in this year's Norfolk Business Awards. We're passionate about delivering excellent customer service and ensuring that the railways play their full part in helping our region to be both economically prosperous and a wonderful place to live. Greater Anglia is therefore committed to consistently raising customer

greateranglia

service standards over the years ahead, with a £1.4bn investment programme which will see the introduction of a complete fleet of brand new trains in 2019-20, transforming the travelling environment on all GA routes, increasing seating capacity, improving reliability and reducing journey times.

WATCH MORE ABOUT THE AWARDS ONLINE

www.norfolkbusinessawards.co.uk



Proud to be sponsors of the Customer Care award at the Norfolk Business Awards 2018.



greateranglia

LARGE BUSINESS

SPONSORED BY CITY COLLEGE NORWICH

1 Why have you chosen to support the Norfolk Business Awards and specifically in your chosen category?

Working in partnership with Norfolk's employers across all sectors is pivotal to City College Norwich's mission to prepare our students for the world of work. This is not just about the workforce of the future; it's also about developing the existing workforce through apprenticeships and work-related professional and higher education courses. We know from first-hand experience just how many amazing employers we have in Norfolk – and we are delighted to help in celebrating this excellence through the Norfolk Business Awards.

2 What will define a stand-out entrant?

Outstanding businesses consistently demonstrate a clarity and confidence about their strengths and the value they bring to their customers. At the same time, they have the vision and the capability to move with the times, to adapt and innovate in today's rapidly changing, and often, uncertain economic environment.

“Outstanding businesses consistently demonstrate a clarity and confidence about their strengths and the value they bring to their customers”

Innovation and development is not limited to products and services, but is also about investing in staff to have outstanding people driving the business forward.

3 How does this category highlight the importance of people in the business?

Successful businesses are constantly growing and developing, which requires people



City College Norwich Principal Corrienne Peasgood.

who are adaptable, ambitious and ready for new challenges and opportunities. Developing and supporting staff is critical to this process. Nurturing your own

people improves continuity, motivation and loyalty. This, in turn, brings numerous business benefits, from improved productivity, to better change

management, staff who are confident and able to problem-solve, improving key processes, and ultimately providing a better customer experience.

CRITERIA

The Large Business category is open to businesses from any sector of the economy which have an annual turnover of more than £5m – there is no upper limit. The judges of this category will be looking for an established business which has been trading for at least two years and which is able to demonstrate all-round strength. Entries must include accounts for the most recent financial

year showing a level of turnover in the range required to be eligible for the award, and should also include figures demonstrating growth in sales and profitability over the last three years and details of the areas or markets where this growth has been achieved. In addition, entries should cover the following: people – evidence of best practice in HR and recruitment and a commitment to staff training

and development; customer service – evidence of an effective strategy for delivering a high standard of customer care; corporate social responsibility – details of CSR strategies, such as care for the environment, involvement in the local community and support for charities. The judges will also consider areas such as leadership, branding and innovation.

SPONSOR

City College Norwich (CCN) is proud to have been providing the local community and the employers of Norfolk with excellence in vocational education and training for more than 125 years. CCN offers the widest range of courses in Norfolk, including further education courses, A Levels, apprenticeships, professional qualifications, degrees and other higher education courses, as well as leisure learning. The



key role of the College in education and training in the region was strengthened last year following a merger with Paston Sixth Form College. Today, around one in four 16 to 19 year-olds in Norfolk (26pc) study with the College.

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*The 2018 Norfolk Business Awards are open for entries
and we're searching for the brightest stars
in our region's business community.*



HURRY!
Time is limited!
Entries close
10 August



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