

 **Family Business of the Year
Award Criteria**

This award will recognise and celebrate the unique contribution family businesses have made to East Suffolk’s economy, history and culture. For a family business, more than any other, *values* are the connective tissue - the source of your success, your commitment, and your longevity.

**How to enter**

1. **Check out our East Suffolk area map to ensure your business is within the entry area**
2. **Download and fill in our application form**
3. **Tell us about your business (approx.1000 words) this could include some of the following; Your history, customers, competitors, challenges, opportunities, your vision and anything else that you feel is relevant.**
4. **For your entry wording/evidence (no limit on this wording) the judges will be looking for examples of:**
* What differentiates your family’s business products or services from those of your competitors?
* How important is the ‘family’ brand and to what extent does your brand reflect your family values?
* How do you promote your family values in marketing & promotions?
* Have new generation family members brought new ways of working or innovation to the business? How has this impacted on the business?
* What is your family vision for the future of the business and what plans are in place with regards to succession planning?
* Any accolades and testimonials.
* Anything else relevant you wish to share?
1. **Tell us** **why you believe your organisation deserves to win the Suffolk Chamber East Suffolk - Family Business of the Year Award (max 500 words)**

If you are selected as one of our category finalists, our judges for this category may wish to visit your business, they will arrange this direct with yourselves at a date and time convenient to both parties.