



Skipton Business Awards Judging Criteria

When the nominations are presented to the judging panel, the following criteria will be considered to determine a winner. It is not essential that all the below criteria are met, this is purely to provide guidance.

[Arts & Culture Venue of the Year](#)

[Best Event Award](#)

[Best New Business](#)

[Business Service Award](#)

[Coffee Shop of the Year](#)

[Hair and Beauty Business of the Year](#)

[Health and Wellbeing Business of the Year](#)

[Leisure and Tourism Award](#)

[Pub/Bar of the Year](#)

[Restaurant of the Year](#)

[Retailer of the Year](#)

[Skipton's Shining Star Award](#)

Art & Culture Venue of the Year

(Live entertainment venues, Art galleries, Theatres, Cinemas, etc.)

- Unique Offerings – Provide examples of distinctive or creative products, services, or experiences that set the business apart and draw attention to Skipton.
- Promotion of Creativity – Demonstrate how the business fosters creativity through its products, services, or initiatives, inspiring innovation and originality in Skipton.
- Cultural Contribution – Highlight the business's role in promoting local culture, such as supporting artists, hosting performances, or preserving traditions that enrich Skipton's identity.
- Community Engagement – Show how the business engages with the community through events, workshops, or collaborations that encourage participation and connection.
- Showcasing Local Talent – Explain how the business supports and showcases local talent, offering opportunities for artists, creators, or performers.

Best Event Award

- Evidence how this event has made the biggest impact. Whether it's a festival, market, or special celebration, share which one stands out and why it deserves the title of best event.
- Community Engagement – Demonstrates a high level of participation and involvement from Skipton residents and visitors. Successfully fosters a sense of community and togetherness, appealing to diverse audiences.
- Economic Impact – Contributes to Skipton's local economy by attracting visitors, boosting sales for local businesses, or creating job opportunities. Evidence of increased footfall, tourism, or revenue generated as a result of the event.
- Innovation and Creativity – Stands out for its unique theme, activities, or execution that sets it apart from other events. Incorporates fresh ideas or creative approaches that enhance the event's appeal and memorability.
- Longevity and Legacy – Shows potential for sustainability and leaves a lasting positive impression on attendees, contributing to Skipton's reputation as a vibrant place for events.

- Cultural and Social Contribution – Celebrates Skipton’s heritage, culture, or values, or provides a platform for showcasing local talent, businesses, or traditions. Positively influences Skipton’s cultural landscape by promoting inclusivity, diversity, or creativity.
- Feedback and Testimonials – Supported by positive feedback from attendees, participants, or local businesses. Evidence of media coverage, awards, or endorsements highlighting the event’s success.

Best New Business

- Must have been trading for less than 12 months as of June 2025.
- Must not have traded anywhere else in Skipton previously.
- Show how the business has established itself successfully, achieving milestones or growth since its launch.
- Customer Impact – Demonstrate how the business delivers exceptional value or service to its customers, creating a loyal and satisfied customer base.
- Contribution to the Community – Explain how the business has become an integral part of Skipton, positively contributing to the town.
- Vision and Ambition – Showcase the business’s long-term goals and how it plans to continue its success and make a lasting impact.
- Overcoming Challenges – Share any obstacles the business has faced, and the creative solutions or determination used to overcome them.

Business Service Award

(Professional services, IT, Marketing, Printing and design, Consulting)

- Excellence in Service Delivery – Demonstrate how the business provides outstanding services tailored to meet client needs, ensuring satisfaction and measurable results.
- Innovation and Problem-Solving – Highlight creative or innovative approaches the business uses to solve challenges, streamline processes, or deliver unique value to clients.
- Client Relationships and Trust – Show evidence of strong, long-lasting client relationships built on trust, reliability, and consistently exceeding expectations.

- Impact on Local Businesses – Explain how the service contributes to the success and growth of other businesses in Skipton, supporting the local economy and fostering collaboration.
- Expertise and Professionalism – Showcase the skills, qualifications, and professionalism of the team, emphasising dedication to maintaining high standards.
- Responsiveness and Adaptability – Demonstrate the business's ability to respond effectively to client needs, market changes, or emerging trends with flexibility and innovation.

Coffee Shop of the Year

- Staff knowledge - Show that staff are well-versed in coffee brewing techniques, the origin of beans, and different brewing methods (e.g., espresso, pour-over, French press). Highlight how they can provide expert recommendations and illustrate any training programs ensuring up-to-date knowledge.
- Customer service - Highlight exceptional service, making customers feel valued and ensuring a welcoming atmosphere for all guests. Showcase the café's approach to going above and beyond to meet customers' needs, such as remembering regulars' orders or accommodating special requests. Provide examples of how the staff engages with customers, creating a friendly and approachable environment. Share customer feedback or testimonials praising the hospitality and attentiveness of the staff.
- Choice of menus - Demonstrate the diversity of the menu, offering a range of options that cater to different tastes and dietary needs, such as a variety of coffee blends, teas, and alternative milk choices. Share any seasonal or special menu items and emphasise the variety of food options, including pastries, sandwiches, salads, or snacks, ensuring there is something for every type of customer, from those looking for a quick snack to those seeking a more substantial meal.
- Quality of food - Highlight the freshness and quality of ingredients used, such as locally sourced produce, organic items, or specialty ingredients. Emphasise the preparation methods that ensure each dish or snack is made to the highest standards, whether it's freshly baked pastries, hand-crafted sandwiches, or made-to-order meals.

Hair and Beauty Business of the Year

(Hair salons, Nail salons, Tattoo parlours, Aesthetics, etc.)

- Outstanding Customer Experience – Demonstrate how the business consistently delivers a welcoming, professional, and personalised experience encouraging repeat customers.
- Quality of Services – Relay the range and quality of treatments offered, showcasing expertise, attention to detail, and high-quality products and techniques.
- Innovation and Creativity – Highlight any unique or innovative services, trends, or approaches that set the salon apart from competitors.
- Community Reputation – Provide evidence of strong customer loyalty and a positive reputation in the local community, such as glowing reviews, testimonials, or word-of-mouth recommendations.
- Staff Expertise and Development – Demonstrate the skill, knowledge, and professionalism of the team, including any training, certifications, or specialisations that enhance their service.
- Atmosphere – Describe how the atmosphere contributes to an exceptional experience, including cleanliness, décor, and comfort.

Health & Wellbeing Business of the Year

(Gyms, Yoga studios, Sports therapy, Personal training, Counselling, etc.)

- Demonstrated Results – Provide evidence of the business's success, such as measurable improvements, testimonials, or case studies showcasing the benefits delivered.
- Outstanding Customer Experience – Demonstrate how the business consistently delivers a welcoming, professional, and personalised experience encouraging repeat customers.
- Quality of Services – Share the range and quality of treatments offered, showcasing expertise, attention to detail, and high-quality products and techniques.
- Innovation and Creativity – Highlight any unique or innovative services, trends, or approaches that set the business apart from competitors.
- Staff Expertise and Development – Demonstrate the skill, knowledge, and professionalism of the team, including any training, certifications, or specialisations that enhance their service.
- Atmosphere – Describe how the atmosphere contributes to an exceptional experience, including cleanliness, décor, and comfort.

Leisure and Tourism Award

(Attractions, Visitor Accommodation, Travel Agents, etc.)

- The winner of this award will offer an exceptional experience for visitors to the town, this could be an attraction, event, accommodation provider or business associated with the tourism or leisure sector.
- Exceptional Experiences - Which unforgettable experiences are offered?
- Unique Appeal - Highlight what makes the business stand out. Whether it's a distinctive offering, creative approach, or rich connection to Skipton's character, explain why it's one of a kind.
- Community Contribution - Show how the business enhances Skipton's reputation as a top leisure and tourism destination, delighting locals and attracting visitors to the area.
- Commitment to Quality - Demonstrate consistent delivery of high-quality services, ensuring customer satisfaction.
- Sustainability and Innovation - Explain how the business embraces sustainable practices, innovative ideas, or forward-thinking approaches that benefit the environment and the community.
- Staff Knowledge and Expertise - Showcase the team's depth of knowledge and commitment to delivering an authentic and enriching experience for tourists.

Pub/Bar of the Year

- Quality of the Drinks Served – Showcase the variety and quality of alcoholic and non-alcoholic drink options. Highlight any unique offerings, such as craft beers, signature cocktails, or locally sourced drinks. Provide evidence of consistency in taste, presentation, and overall drink experience.
- Staff Knowledge – Demonstrate how the team's expertise enhances the customer experience, such as recommending drinks.
- Highlight training programs or certifications that ensure staff are knowledgeable about beverages, pairings, and trends.
- Customer Service – Explain how the pub or bar creates a welcoming and inclusive atmosphere for all. Show examples of exceptional service, such as resolving issues promptly, and share customer testimonials of staff's attentiveness and friendliness.
- Atmosphere and Ambience - Highlight the ambience and décor that make the pub or bar a standout destination. Show how elements such as lighting, music, seating

arrangements, and overall vibe contribute to a unique and enjoyable experience. Explain how the venue caters to different occasions, from casual drinks to celebratory events.

- Innovation – Illustrate unique aspects of the pub or bar, such as themed nights, creative menu options, or interactive experiences. Highlight how the business stays ahead of trends, embraces new ideas, or offers exclusive features that differentiate it from competitors.
- Share examples of creative marketing, partnerships, or community involvement that enhance its appeal.

Restaurant of the Year

- Staff Knowledge - Showcase how the team is knowledgeable about the menu, including ingredients, preparation methods, and dietary requirements. Highlight how staff can make informed recommendations based on customer preferences, creating a personalized experience. Emphasise any training or development programs that ensure staff remain up to date on food trends, wine pairings, or customer service best practices.
- Customer Service - Demonstrate how the restaurant creates a welcoming and comfortable environment for diners, ensuring every guest feels valued. Highlight how the team goes above and beyond to meet customer needs, whether it's handling special requests, dietary restrictions, or addressing concerns. Share feedback or testimonials from customers praising the professionalism, attentiveness, and friendliness of the staff.
- Choice of Menus – Highlight the variety and versatility of the menus, ensuring there are options for a range of tastes and dietary preferences. Showcase seasonal, locally sourced, or unique ingredients featured on the menu that elevate the dining experience. Demonstrate how the restaurant accommodates different dietary needs, such as vegetarian, vegan, gluten-free, or other diets.
- Quality of Food – Provide evidence of the restaurant's commitment to serving high-quality, fresh ingredients that enhance flavour and presentation.
- Recognition – Highlight any awards, recognitions, or food critics' reviews that affirm the restaurant's reputation for quality.
- Innovation – Illustrate how the restaurant stands out from the competition by offering something unique or innovative, whether through its menu, atmosphere, or customer experience. Showcase creative or new approaches to dining, such as themed nights, interactive food experiences, or unique cooking techniques. Highlight how the restaurant embraces trends, such as sustainable practices or innovative beverage pairings, to appeal to modern diners.

Retailer of the Year

(This award is open to all retailers from independents to national chains.)

- Staff Knowledge
- Customer Service - Demonstrate the team's knowledge about the products or services, enabling them to provide expert advice and recommendations. Highlight any training or development programs in place to keep staff up to date on industry trends and product details
- Marketing Campaigns - Highlight innovative or effective marketing strategies used to promote the business and engage with the local community. Provide examples of creative campaigns, social media initiatives, or collaborations that have successfully driven traffic and sales.
- Product offerings – Showcase the range of products on offer and their individuality, whether sustainable, unique, etc.

Skipton's Shining Star Award

- This award seeks to recognise an individual that has made an exceptional impact within their company. Whether they are a rising star or a long-serving employee, tell us how they go above and beyond and shine above the rest!
- Leadership and Inspiration – Are they a role model within Skipton and inspiring others? Do they show innovation in tackling challenges or creating opportunities?
- Consistency and Dedication – Demonstrates an ongoing commitment, not just through one-off actions. Maintains a high standard of integrity, reliability, and passion in their work.
- Testimonials and Support – Provides evidence of recognition or appreciation from team members, such as testimonials, endorsements, or awards.