

## **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.

### **Award Categories – Supporting Evidence Guidance for Nominated Businesses**

Nominated businesses are invited to submit supporting evidence to help judges understand why they deserve to win their category. It is highly recommended the longlisted businesses supply evidence for the judges to consider which should include as much of the information listed below.

The winner is not simply judged on the number of nominations received by the public.

### **Arts & Culture Award**

This award celebrates galleries, bookshops, theatres and other venues, and creative spaces that enrich Skipton's cultural life.

#### **Supporting evidence may include:**

- Events, exhibitions, performances, or workshops delivered
- Partnerships with artists, authors, or creatives
- Audience numbers or engagement statistics
- Testimonials from attendees or collaborators
- Contribution to local culture and creativity

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### **Best New Business**

This award recognises the hard work and impact of Skipton's newest businesses. Eligible businesses must have been trading for **no more than 12 months as of June 2026** and **not traded** elsewhere in Skipton previously.

#### **Supporting evidence may include:**

- Date the business opened and a brief background story
- Key achievements or milestones reached in the first year

- Customer testimonials or reviews
  - Evidence of growth, demand, or strong local reception
  - Marketing activity, PR coverage, or awards received
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## **Best Evening Entertainment Venue**

This award celebrates a venue that consistently delivers outstanding evening entertainment and memorable nights out. From live music, DJs, comedy, theatre, or immersive experiences

### **Supporting evidence may include:**

- Details of regular or standout events and programming
  - Audience numbers, ticket sales, or engagement
  - Performer or artist line-ups
  - Customer reviews or testimonials
  - Innovation, atmosphere, and customer experience
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## **Business Service Award**

Recognising outstanding service-based businesses, including finance, legal, marketing, consultancy, and other professional services.

### **Supporting evidence may include:**

- Overview of services provided and sectors supported
  - Client case studies or testimonials
  - Evidence of results, impact, or business growth supported
  - Professional qualifications or accreditations
  - Long-standing client relationships or repeat business
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## **Coffee Shop of the Year**

Skipton is known for its fantastic coffee shops offering great coffee, light bites, and cakes. This award celebrates a venue that consistently delivers quality and a welcoming experience.

### **Supporting evidence may include:**

- Staff knowledge
- Information about food and drink offerings

- Customer reviews, testimonials, or ratings
  - Evidence of repeat custom or community loyalty
  - Images of the venue and products
  - Sustainability, sourcing, or innovation highlights
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## **Hair & Beauty Business of the Year**

This award recognises excellence across Skipton's hair, beauty, skincare, nail and tattoo businesses.

### **Supporting evidence may include:**

- Outstanding customer service - Demonstrate how the business consistently delivers a welcoming, professional, and personalised experience
  - Range of services offered and specialist expertise
  - Qualifications, training, or professional accreditations
  - Before-and-after images or portfolio examples
  - Client testimonials or online reviews
  - Evidence of innovation, trends, or customer care
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## **Health & Wellbeing Business of the Year**

Open to gyms, yoga studios, spas, and wellness providers that positively impact physical and mental wellbeing.

### **Supporting evidence may include:**

- Staff Expertise and Development – Demonstrate the skill, knowledge, and professionalism of the team, including any training, certifications, or specialisations that enhance their service
  - Description of services and target audiences
  - Evidence of client outcomes or success stories
  - Testimonials, reviews, or referrals
  - Staff qualifications and professional standards
  - Client testimonials or online reviews
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## **Leisure & Tourism Award**

Recognising businesses that enhance Skipton's appeal as a leisure or tourism destination. 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.

### **Supporting evidence may include:**

- Description of the experience or attraction offered
  - Unique Appeal - Highlight what makes the business stand out
  - Visitor numbers or engagement statistics
  - Testimonials or reviews from visitors
  - Marketing reach or regional impact
  - Contribution to Skipton's tourism profile
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## **Pub/Bar of the Year**

Celebrating Skipton's pubs and bars that deliver great atmosphere, drinks, and service.

### **Supporting evidence may include:**

- Staff Knowledge – Demonstrate how the team's expertise enhances the customer experience
  - Customer Service – Explain how the pub or bar creates a welcoming and inclusive atmosphere for all.
  - Drinks range, specialisms, or unique offerings
  - Customer feedback and reviews
  - Evidence of strong atmosphere and community appeal
  - Images or promotional materials
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## **Restaurant of the Year**

This award recognises excellence in food, service, and overall dining experience.

### **Supporting evidence may include:**

- Staff Knowledge - Showcase how the team is knowledgeable about the menu, including ingredients, preparation methods, and dietary requirements Sample menus and food concepts
  - Customer Service - Demonstrate how the restaurant creates a welcoming and comfortable environment for diners, ensuring every guest feels valued
  - Customer reviews, testimonials, or ratings
  - Evidence of consistency and quality
  - Awards, accreditations, or press coverage
  - Sustainability, sourcing, or innovation practices
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## **Retailer of the Year**

Celebrating retailers that stand out for their product offering, service, and customer experience.

### **Supporting evidence may include:**

- Staff knowledge/Customer Service. Demonstrate the team's knowledge about the products or services, enabling them to provide expert advice and recommendations
  - Explanation of unique or specialist products
  - Customer feedback and loyalty
  - Visual merchandising or store presentation
  - Evidence of growth, innovation, or adaptability
  - Community involvement or local support
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## **Skipton's Shining Star**

This award honours a business, individual, or organisation making an exceptional difference to the Skipton community.

### **Supporting evidence may include:**

- Description of community impact or contribution
- Charitable work, volunteering, or partnerships



- Testimonials from community members
  - Evidence of long-term commitment and values
  - Examples of going above and beyond
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