



**KEiBA**<sup>2017</sup>  
KENT **EXCELLENCE IN BUSINESS** AWARDS

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Business stands on the brink of the unknown heading into 2017. A sea of uncertainty has flooded the economic landscape after the nation – and Kent – voted to leave the European Union last summer.

The only thing we know for sure is the Government aims to trigger the two-year Brexit process, known as article 50, by March.

Aside from that, bosses and their staff know very little about how and when things will change.

Worst of all, the Government admits it is not going to be able to tell us very much, as ministers fight to get Britain the best possible deal.

This situation is not ideal but it is not all bad. Where there is uncertainty there is also opportunity.

Once Britain leaves the EU – whether that means a clean break with the single market or some kind of transitional arrangement – new markets around the globe will be trying to establish trade for British goods and services.

Closer to home, there will be opportunities for firms stepping into the gaps left behind by the exit from the EU and for businesses guiding the UK through the new legislation.

Against this backdrop, Kent is well-placed to handle this transition. Exciting new companies are being established every day in growing markets.

More than 90% of the county's economy is made up of small and medium-sized enterprises (SMEs), which are agile enough to spot opportunities and act on them swiftly.

The Kent Excellence in Business Awards are a fantastic way of recognising these ground-breaking businesses which are going to guide the county's economy towards growth in these uncertain times.

We will enjoy judging the entrants for KEIBA

2017 and hope companies will use the awards to put themselves in a position to take advantage of new opportunities in the future.

**Geoff Miles**  
**Chairman of**  
**the Judges**



This awards scheme is staged and produced by the KM Media Group and Kent County Council to recognise and reward excellence in Kent's businesses.

The Kent Excellence in Business Awards have a high profile and winning this accolade will say a lot about the quality of your organisation and the strength of your management team.

These awards attract a wide range of entries from across a variety of sectors – but the winners all have one thing in common – they are truly excellent at what they do and have proved this in their entry.

Entering KEiBA will help you raise the profile of your organisation and enhance its reputation by promoting the great work you have been doing over the last twelve months, whilst at the same time providing you with a platform to celebrate your success.

2016 was undoubtedly another tough year for many businesses, however, if you:

- Successfully met the challenges of the downturn with innovation, drive and prudent financial management
- Are an inspiring and entrepreneurial leader
- Are an outstanding business in one of Kent's leading sectors
- Can demonstrate excellence in customer care, staff relations, community support, sustainability or international trade

Then, our judges want to hear from you.

Register and complete your choice of up to three entry forms at [keiba.co.uk](http://keiba.co.uk)



The KEiBAs have been the county's pre-eminent business awards for the past nine years and they showcase achievements by companies of all sizes.

In Kent we are lucky to have a range of businesses in a variety of sectors, all of which are able to take part in this inspirational event.

All of us who run businesses have people we work with that deserve recognition and the KEiBAs is an excellent way to celebrate the hard work and success of your company with colleagues and customers. It is an opportunity to stand up and be counted, to demonstrate the ideas, innovation and commitment that moves your business forward each day.

I urge all businesses in Kent to enter KEiBA whether you have or not before, the entry and judging process is pretty painless, it is a great night out and a chance to give your colleagues recognition they can be really proud of.

#### **Geraldine Allinson Chairman, KM Media Group**

Being a new company, one of the challenges is being recognised by potential customers as a genuine established business.

Having a KEiBA award under our belt associated with well established organisations such as Kent County Council and the KM Group which we can display clearly on our website is a great way to show potential customers we're a credible company.

Winning our 'Start-up Business of the Year' award gave a huge boost to morale in the company, just highlighting how we had made huge progress since Aero Legends Ltd started in 2014.

#### **Elliot Styles of Aero Legends, Winner, Start-up of the Year 2016**



## About KEiBA

When you look at the business community in Kent, it is immediately clear that KEiBA is one of the most exciting things happening here.

The awards really do show off the quality of Kent businesses and demonstrate the hard work and entrepreneurial flair in action right across the county.

It truly is fantastic that we have this opportunity to recognise and promote the successes and achievements of all types of businesses right across the board – showing that Kent really is 'open for business.'

And, importantly, the awards are not merely an excuse for businesses in Kent to pat each other on the back, it is a genuine showcase for excellence that gives finalists an edge over their competitors, raises staff morale and provides excellent publicity to customers.

**Mark Dance KCC  
Cabinet Member  
for Economic  
Development**

Awards are one of the most powerful and cost-effective marketing tools and winning a prestigious KEiBA will help your organisation to stand out from the crowd, send a positive message to your existing customers and attract new business. Whether yours is a large or small company, there are many great reasons to enter the Kent Excellence in Business Awards.

- Invaluable media coverage
- Expert assessment of your company
- Boost staff morale and retention
- Impress potential customers and investors
- Acknowledge staff and customer loyalty
- Assists with strategy and business planning
- Network with fellow business leaders
- Helps attract quality new staff
- Raise your company's profile and reputation
- Impressive trophy

There are 16 categories to enter for companies of all sizes, as well as individual awards. Entries must be submitted by Friday, February 24, 2017.



*This year was the first year that Childrensalon entered KEiBA, and we were honoured to come away with the award for Customer Service and Commitment. Customer Service is at the heart of everything we do, so to be awarded for it at a local award is a real credit to our business. We received the accolade at a glamorous awards ceremony and were left feeling inspired by the incredible businesses on our doorstep. We would encourage other local businesses, big or small, to put themselves forward to get recognition for the hard work and passion that they put into what they do.*

**Michele Harriman-Smith  
Winner, Customer Service and  
Commitment Award 2016**



**To enter your business or organisation must be based and operating in Kent and Medway (excluding London borough postcodes e.g Bexley, Bromley and Orpington).**

**A business can be a sole trader, a private or public limited company, a partnership or limited liability partnership, a business unit within a company or a not for profit organisation. If you are uncertain about your eligibility to enter please contact [keiba@thekmggroup.co.uk](mailto:keiba@thekmggroup.co.uk) There are 16 categories available for entry:**

- Large Business of the Year
- Small Business of the Year
- Medium Business of the Year
- Start-up of the Year
- Manufacturer of the Year
- Tourism and Leisure Business of the Year
- Technology Business of the Year
- Construction Project of the Year
- Business Commitment to the Community Award
- Commitment to the Environment Award
- Exporter of the Year
- Employer of the Year
- Customer Service Award
- Entrepreneur of the Year
- Young Entrepreneur of the Year
- Apprenticeship of the Year

**KEiBA 2017 will be presented at a gala dinner on Thursday, June 22, 2017.**

- You may enter a maximum of three categories.
- You are not permitted to enter categories that you or your business won in KEiBA 2016 - you are welcome to enter all other categories. Please refer to the category description in this book for further entry details.
- Register and complete your choice of entry forms at [keiba.co.uk](http://keiba.co.uk)
- Your entry must be received by 5pm on Friday, February 24, 2017 to qualify for judging.

## Outstanding Contribution to Business in Kent

This category is open to nominations and will be judged by a panel of senior executives at KM Media Group and KCC along with Geoff Miles (Chairman of the Judges).

The aim of this category is to recognise an individual that has been commercially successful with one or more businesses or organisations in Kent. In addition they would have supported or represented Kent's business community and given something back to the county by encouraging and supporting others. A special award will be presented at the awards ceremony on Thursday, June 22, 2017. Individuals cannot nominate themselves. To make a nomination please visit [keiba.co.uk](http://keiba.co.uk)

## Large Business of the Year



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Wilkins Kennedy LLP [wilkinskennedy.com](http://wilkinskennedy.com)

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### Category judges:

**Marc Farmer** Partner, Wilkins Kennedy

**Penny Williams** Director of Marketing,  
Communications & Social Business, Kenward Trust

### Category description:

This category is open to any large business, irrespective of sector, that is typically team managed and employing 40 plus people. There is no turnover criteria. The business must demonstrate outstanding performance, particularly over the last 12-24 months, in a number of aspects relating to their business operation. This should include commercial success, clear plans for growth, commitment to staff, local communities, environment and customers, a track record of innovation and strong leadership.

Entrants must have been trading for a minimum of two years as of March 31, 2017.

### Judges will be looking for your success and achievements in the following areas:

- Trends in your business turnover and profit levels over the last two years.
- Key objectives over the next three years and how these will be achieved.
- How you monitor and measure performance against objectives.
- Comparison with competitors.
- Innovations that have contributed to performance.
- Initiatives to develop staff.
- Initiatives and strategies for business growth.
- Delivering back to the county in terms of environmental and community support.

**Sponsored by:**Rift Group [riftresearch.com](http://riftresearch.com)Kent & Medway Growth Hub [kentandmedwaygrowthhub.org.uk](http://kentandmedwaygrowthhub.org.uk)**Category judges:****Bradley Post** Commercial Director, Rift Group**Tudor Price** Head of Business Development, Kent & Medway Growth Hub**Category description:**

This category is open to any medium business, irrespective of sector, that is typically team managed and employing 11-39 people. There is no turnover criteria. The business must demonstrate outstanding performance, particularly over the last 12-24 months, in a number of aspects relating to their business operation. This should include commercial success, clear plans for growth, commitment to staff, local communities, environment and customers, a track record of innovation and strong leadership. Entrants must have been trading for a minimum of two years as of March 31, 2017.

**Judges will be looking for your success and achievements in the following areas:**

- Trends in your business turnover and profit levels over the last two years.
- Key objectives over the next three years and how these will be achieved.
- How you monitor and measure performance against objectives.
- Comparison with competitors.
- Innovations that have contributed to performance.
- Initiatives to develop staff.
- Initiatives and strategies for business growth.
- Delivering back to the county in terms of environmental and community support.

**Sponsored by:**Hatten Wyatt [hatten-wyatt.com](http://hatten-wyatt.com)**Category judge:****Jasvinder Singh Gill** Senior Partner**Category description:**

This category is open to any small sized business/organisation, irrespective of sector, that is typically owner managed and employing up to 10 people or less. There is no turnover criteria. The business must demonstrate outstanding performance, particularly over the last 12-24 months, in a number of aspects relating to their business operation. This should include commercial success, clear plans for growth, commitment to staff, local communities, environment and customers, a track record of innovation and strong leadership. Entrants must have been trading for a minimum of two years as of March 31, 2017.

**Judges will be looking for your success and achievements in the following areas:**

- Trends in your business turnover and profit levels over the last two years.
- Key objectives over the next three years and how these will be achieved.
- How you monitor and measure performance against objectives.
- Comparison with competitors.
- Innovations that have contributed to performance.
- Initiatives to develop staff.
- Initiatives and strategies for business growth
- Delivering back to the county in terms of environmental and community support.



**Sponsored by:**MidKent College [midkent.ac.uk](http://midkent.ac.uk)**Category judge:****Steve Hyland** Head of Communications and Marketing, MidKent College**Category description:**

This category is open to any business, irrespective of size or sector that has been trading for more than one year but less than three years as of March 31, 2017.

There is no turnover criteria.

The business must demonstrate outstanding performance, particularly over the last 12 months, in a number of aspects relating to their business operation. These should include commercial success, clear plans for growth, commitment to staff, local communities, environment and customers, a track record of innovation and strong leadership. Entrants will also be asked why they set up their business, to outline the challenges they faced and how these have been overcome. This category is not open to those who have invested in a franchise model in order to start their business (franchisee) but is open to those that have developed their business into a franchise operation (franchisor).

**Judges will be looking for your success and achievements in the following areas:**

- Factors in deciding to start a business and vision for the business.
- Company start up challenges and solutions.
- Trends in your business turnover and profit levels.
- Key objectives for the next three years.
- Business uniqueness and performance comparison with competitors.

**Sponsored by:**University of Greenwich [enterprise.gre.ac.uk](http://enterprise.gre.ac.uk)  
asb law LLP [asb-law.com](http://asb-law.com)**Category judges:****Keith Casson** Business Development Manager - Engineering, University of Greenwich**Shaun Kelly** Business Development Consultant, asb law LLP**Category description:**

This category is open to any business or organisation, irrespective of size. The organisation must have a manufacturing operation being undertaken in Kent to include food, drink and print operations. The organisation must demonstrate outstanding performance in a number of aspects relating to their manufacturing operation. These should include commercial success and evidence of growth, delivery of innovation and continuous improvements, environmental credentials, enhanced supplier relationships and supply chain development. Entrants must have been trading for a minimum of two years as of March 31, 2017.

**Judges will be looking for your success and achievements in the following areas:**

- Trends in your business turnover and profit levels.
- Key objectives for your business and how they will be achieved.
- How you stand out from your competitors.
- Innovation that has contributed to performance.
- Evidence of continuous improvement in manufacturing processes.
- Supplier relationships and supply chain development.
- How your business protects the environment and contributes to local communities.



**southeastern**

**Sponsored by:**

Southeastern [southeasternrailway.co.uk](http://southeasternrailway.co.uk)

**Category judge:**

**Mark Anderson** Head of Marketing, Southeastern

**Category description:**

This category is open to any organisation, irrespective of size, involved in the delivery of tourism, visitor attractions or leisure (including hotels, restaurants and theatres) in Kent and Medway. The organisation must demonstrate outstanding performance in a number of aspects relating to their operation. These should include commercial success and evidence of growth, investment and delivery of innovations and improvements, adding value to the county, creating employment opportunities and staff development, evidence of improved numbers of customers and of customer satisfaction with the service/facilities on offer. Entrants must have been trading for a minimum of two years as of March 31, 2017.

**Judges will be looking for your success and achievements in the following areas:**

- Guest and visitor figures for 2016 compared with 2015.
- Trends in your business turnover and profit levels.
- Key objectives for your business and how they will be achieved.
- Innovation that has contributed to performance.
- Commitment and investment in staff.
- Corporate Social Responsibility strategies.
- Recognition for the achievements of your business.
- Business advantage by being based in Kent and delivering back to the county.
- Environmental credentials.



**University of  
Kent**

**Sponsored by:**

Cripps [cripps.co.uk](http://cripps.co.uk)

University of Kent [kent.ac.uk/enterprise](http://kent.ac.uk/enterprise)

**Category judges:**

**Pete Kenyon** Partner, Cripps

**Carole Barron** Director of Innovation and Enterprise, University of Kent

**Category description:**

This category is open to any organisation, irrespective of size and aims to attract businesses within which technology is a key element and where the continuous development of technology is a major function of the business. This is intended to include (but is not be limited to) businesses in the following areas: software and hardware, e-commerce, digital agencies, manufacturing, IT or telecoms infrastructure, electronics, medical, diagnostic or scientific devices and instrument technologies. Entrants must have been trading for a minimum of two years as of March 31, 2017.

**Judges will be looking for your success and achievements in the following areas:**

- Turnover and profit.
- Key objectives over the next three years.
- How you stand out from your competitors.
- Perceived threats for your business in the medium term.
- Use of innovation.
- An understanding of the intellectual property rights within the business.



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West Kent and Ashford College  
[westkent.ac.uk](http://westkent.ac.uk) [ashford.ac.uk](http://ashford.ac.uk)

#### Category judges:

**Jo Worby** Managing Partner, Brachers  
**Mark Lumsdon-Taylor**  
Group Director of Finance & Resources, Hadlow Group

#### Category description:

This category is open to any business/organisation working on a regeneration, redevelopment or refurbishment project. This may include, but is not limited to, projects completed during 2016. Projects that have approved planning for 2017 are also eligible. Entrants should be able to show how the project has provided (or will provide) opportunities for community development and involvement by way of employment, apprenticeships and training. Projects do not have to be in Kent, but the business/organisation must have a registered address in Kent and have been trading for a minimum of two years as of March 31, 2017.

#### Judges will be looking for your success and achievements in the following areas:

- Trends in business turnover and profit levels
- Efficient use of public and private funding and investment
- Sustainability in terms of environmental, economical and social outcomes.
- Provide evidence that the project has or will deliver change to the area / a positive legacy.



**goldinghomes**

#### Sponsored by:

Golding Homes [goldinghomes.org.uk](http://goldinghomes.org.uk)

#### Category judge:

**Caroline McBride** Head of Community Development

#### Category description:

This category is open to any organisation, irrespective of size or sector that can demonstrate commercial success and strategies for growth whilst achieving excellence in its commitment to the community. The organisation must show evidence that it has schemes, initiatives and policies which have maximum positive impact on local communities. Judges will be looking for clear methods of evaluation, effects on financial performance and involvement of staff and customers. Entrants must have been trading for a minimum of two years as of March 31, 2017.

Whilst we welcome entries from charities and not for profit organisations, this must be for activities that are above and beyond the day to day activity on which the charity/not for profit organisation is based not just fundraising.

#### Judges will be looking for your success and achievements in the following areas:

- Trends in your business turnover and profit levels.
- Key objectives with particular reference to your Commitment to the Community.
- Schemes, initiatives and policies for the local community .
- Evaluation of initiatives in terms of their impact on business growth and financial success, staff and customers and on the local community/environment.
- Evidence of the positive impact that initiatives have achieved.
- Company achievements and official recognition for its level of Commitment to the Community.



**Sponsored by:**

Ardula [ardula.co.uk](http://ardula.co.uk)

Low Carbon Kent [kent.gov.uk/lowcarbon](http://kent.gov.uk/lowcarbon)

**Category judges:**

**Ricky Hemmings** Group Managing Director, Ardula

**Carolyn McKenzie** Head of Sustainable Business and Communities, KCC Low Carbon Kent

**Category description:**

This category is open to any organisation, irrespective of size or sector, that can demonstrate commercial success and strategies for growth whilst achieving excellence in innovation in its commitment to the environment. The organisation must show evidence that it has schemes, initiatives and policies which endeavour to achieve minimal negative impact and maximum positive impact on the environment. Judges will be looking for clear methods of evaluation, effects on financial performance and involvement of staff and customers. Entrants must have been trading for a minimum of two years as of March 31, 2017.

**Judges will be looking for your success and achievements in the following areas:**

- Trends in business turnover and profit.
- Details of schemes, initiatives, policies or projects that improve your environmental performance.
- Quantifiable beneficial impact of your schemes on the environment and the wider community.
- Your business's vision for the future/objectives for its environmental performance for the next 3 years.
- Official recognition for your level of commitment to the environment or environmental management systems.



**Sponsored by:**

Crowe Clark Whitehill [croweclarkwhitehill.co.uk](http://croweclarkwhitehill.co.uk)

**Category judge:**

Darren Rigden, Partner

**Category description:**

This category is open to any organisation, irrespective of size or sector, that can demonstrate outstanding improvements in commercial performance through successfully marketing its products or service to customers outside the UK. The business/organisation will be asked to outline its exporting history, how exporting has had a profound effect on business performance, how international strategies have been developed, how products or services have been tailored for overseas markets, what strategies are in place to overcome language and cultural difficulties and what creative and innovative marketing activities have been used. Entrants must have been trading for a minimum of two years as of March 31, 2017.

**Judges will be looking for your success and achievements in the following areas:**

- Trends in business turnover and profit levels.
- Current achievements in international markets.
- What countries are you trading with.
- How you have met challenges associated with international trade.
- Future plans to develop further into new markets.
- Development of products and services to suit international markets.

**Sponsored by:**Furley Page Solicitors [furleypage.co.uk](http://furleypage.co.uk)**Category judge:****Andrew Masters** Partner & Head of Employment**Category description:**

This category is open to any organisation, irrespective of size or sector that can demonstrate commercial success and strategies for growth whilst achieving excellence in its commitment to the support and development of its workforce. The organisation must show evidence that it has schemes, initiatives and policies which assess, deliver and monitor their workforce's training and development, health and safety, general wellbeing and where there is an innovative approach to working terms and conditions. Judges will also be looking for clear evidence that these strategies have had a direct benefit back to the business. Entrants must have been trading for a minimum of two years as of March 31, 2017.

**Judges will be looking for your success and achievements in the following areas:**

- Staff motivation and engagement.
- Differentiation to other employers.
- Effective communication between managers and staff.
- Successful work/life balance for your staff.
- Trends in business turnover and profit levels.
- Business objectives for the next three years.
- Staff development initiatives/schemes.
- Initiatives that have contributed to performance.

**Sponsored by:**Towergate Insurance Brokers [towergate.co.uk](http://towergate.co.uk)**Category judge:****David Armstrong** Area Managing Director**Category description:**

This category is open to any organisation, irrespective of size or sector that can demonstrate commercial success and strategies for growth whilst achieving excellence in looking after its customers. The organisation must have objectives for high quality customer service and clear methods of monitoring and evaluating standards. Judges will be looking for evidence of how commitment to customers contributes to business performance, investment in training and development of staff to support its customer service objectives and what differentiates the organisation from its competitors in its approach. Entrants must have been trading for a minimum of two years as of March 31, 2017.

**Judges will be looking for your success and achievements in the following areas:**

- Trends in business turnover and profit levels.
- Internal and external customer service and commitment.
- Key objectives for the next three years and how will these be achieved.
- Business monitoring and measurement of customer service.
- Differentials from your competitors in terms of customer service and commitment.
- Staff training, development and motivation.
- Innovation that has contributed to performance.
- Official recognition for customer service.

**Sponsored by:**Creaseys [creaseys.co.uk](http://creaseys.co.uk)Kent Invicta Chamber of Commerce [kentinvictachamber.co.uk](http://kentinvictachamber.co.uk)**Category judges:****Emma Roberts** Chief Executive, Creaseys**Jo James** CEO, Kent Invicta Chamber of Commerce**Category description:**

This category is open to any individual over 30 years old (as of June 30, 2017) who is instrumental as the business owner or main shareholder in leading their successful business or organisation in reaching its goals and potential, irrespective of size or sector. This individual must demonstrate they have achieved commercial success, have clear plans and strategies for the growth of their business and a strong track record of innovation. Judges will be looking for evidence of how this individual stands out from the crowd through their unique and entrepreneurial approach to business. Entrants must have been trading for a minimum of two years as of March 31, 2017.

**Judges will be looking for your success and achievements in the following areas:**

- Trends in your business turnover and profit levels.
- Key objectives set for your business for the next 3 years, how these objectives will be achieved and how will you monitor and measure your performance against them.
- What you believe makes you stand out from the crowd as a business leader. Describing your unique skills or methods of doing business.
- Entrepreneurial approach to business which has been instrumental to success.
- How your entrepreneurial skills have influenced any other businesses.

**Sponsored by:**Custodian Data Centres [CustodianDC.com](http://CustodianDC.com)CXK [cxk.org](http://cxk.org)**Category judges:****Leonard Kay** Commercial Manager, Custodian Data Centres**Gill Cahill** Director Of Business Development  
Executive Team, CXK**Category description:**

This category is open to any individual 30 years old or under (as of 30th June 2017) that has been instrumental as the business leader (e.g owner, main shareholder) in the success of one or more businesses/organisations, irrespective of size or sector. This individual must demonstrate they have achieved commercial success, have clear plans and strategies for the growth of their business and a strong track record of innovation. Judges will be looking for evidence of how this individual stands out from the crowd through their unique and entrepreneurial approach to business. Entrants must have been trading in one or more businesses for more than one year as of March 31, 2017.

**Judges will be looking for your success and achievements in the following areas:**

- Motivation, ambition and vision.
- Business start up challenges and solutions.
- Trends in your business turnover and profit levels.
- Key personal and business objectives.
- Qualities of being a business leader, unique skills and methods.
- Successes via your entrepreneurial approach to business.

**Sponsored by:**KCC Skills & Employability [kent.gov.uk/apprentice](http://kent.gov.uk/apprentice)**Category judge:****Chris Homewood** Employment Development Officer,  
KCC Skills and Employability**Category description:**

This award will present an excellent opportunity for business/organisations to showcase how young people are helping their business to grow. It will recognise an individual currently undertaking skills training through an apprenticeship, whilst also acknowledging the important role that the employer has in offering the young person the opportunity and in working alongside the apprentice in a supportive and motivational way. Entering businesses/organisations must have been trading for a minimum of two years as of March 31, 2017. The apprentice must have been employed by the company for a minimum of six months as of March 31, 2017. This category can be entered by either the employer or the apprentice. If a specific apprentice in your business/organisation won this category in KEiBA 2016 you are not permitted to enter them again in 2017 - you are welcome to enter other apprentices and enter all other categories.

**Judges will be looking for your success and achievements in the following areas:**

- How the apprentice has developed during their time with your business/organisation and what makes them outstanding.
- What opportunities and support your apprentice has been given.
- What difference/contribution this apprentice has made to your business/organisation?
- How the scheme has benefited your apprentice personally.

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**Young Entrepreneur  
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