



**NOSON WOBRWYO  
BUSNESAU**

**Tref Caerfyrddin**

**Carmarthen Town**

**BUSINESS AWARDS**

**Categories**

**Nomination Form**

**The Rules**

## CATEGORIES

### Young Entrepreneur

For business people aged 30 or less (by 1<sup>st</sup> of January 2018) who have demonstrated a high degree of entrepreneurship, creativity and vision for the future. The judges will be looking to identify a business that has set and achieved objectives within its business plans and established a position of sustainable profitability and success. In addition to this the judges will want to see the contribution/consideration to bilingualism within the company.

### Hospitality

Winners of this category will do everything right from the moment the customer makes contact to when they leave. The exciting hospitality experience is to be made unforgettable by the quality of service, food and customer care. In addition to this the winners will need to evidence their supporting local produce and contribution/consideration to bilingualism within the business.

### Innovation

Entrants will be asked to show how the business goes about encouraging creativity and new thinking and how knowledge or technology play an important part within the business. Examples on how technologies has allowed the business to grow and financially benefited the business. In addition to this the judges will want to see the contribution/consideration to bilingualism within the company.

### Retail

Carmarthen town has a long history of retail and commerce, and this category will distinguish the unique retailer in the town area who goes the extra mile. From bilingual consideration in customer service, innovative window dressing, to establishing their business as a key player in their market, this award category will recognise this expertise at a very local level. An overall high standard in all aspects of retail will be recognised, along with the extras that set this bilingual considerate business apart from the competition.

### Independent

Carmarthen prides itself on its diverse shopping and exceptional independent retailers. Whether a business sells local produce, retails quality products suitable for all budgets, or provides a service that is second to none, this sector will recognise the best independent retailer. Carmarthen is a route centre which encourages a diverse range of the finest products and valued services to the town, and the category will be judged on their efforts to market and sustain their business bilingually also.

### Nationals

Carmarthen town and the local area prides itself on its ability to deliver strategically on a national and local level when it comes to commerce. Often leading the way in retail trends and exclusivity, national retailers can be found in every street of the town. The judging panel will be keen to see how the nominated company has created a leading business style, using local knowledge, bilingual consideration and an understanding of Carmarthen's unique trading location.

## **Market Trader**

Carmarthen's status as a market town has always been a respectful reminder to our amazing Welsh farming heritage. To this day we provide the finest local produce which is exported all over the world, and much of this superb food and drink is sold in our provisions market near the Clock Tower. Whether it's local cakes, vintage products or essential items, Carmarthen Market has it all. The bilingual customer care, local knowledge of the product and market ambience creates a very special service.

## **Charity**

This award will go to a third sector business / organisation that have a clear not for profit aims. The judges will look at how the business has been clear in its goals and strategy, effectively promoted its cause and beneficiaries and demonstrated excellent customer service whilst simultaneously showing growth and sustainability as an organisation since inception.

## **Night time Economy**

Over the last 5 years there have been a significant change to our night time economy in Carmarthen. We need to recognise and celebrate the town after dark. This award is open to bars, restaurants, pubs, clubs, entertainment businesses, security companies (door men/women) that have an economic impact to the town. Judges will focus on customer care, service provided and business growth. We will also take into consideration the importance of bilingualism within the sector.

## **Professional**

Carmarthen are proud to have a large proportion of the professional sector in the town and the town has seen a significant growth in the choice of professional services available. Entrants must be able to explain what their professional business service is and demonstrate their commitment to customer service excellence within their particular service provided. This is open to banking, legal, accountancy, HR, recruitment, PR, communications, training providers etc

## **Tourism**

This award will recognise the excellence in the region's tourism sector as well as showcasing and celebrating their achievements, hard work and dedication of those working in the industry. Entries from all tourism businesses and suppliers, resorts and individual hotels.

- Please note that each entrant will score higher when evidencing local economic impact, e.g. job creation and approach to bilingualism. Each entry can submit their business plan if appropriate and any other supporting documents. We cannot return any supporting documents.
- Good Luck and let's celebrate Carmarthen Town business achievements together!

## **THE AWARD**

Os oes gennych unrhyw gwestiwn neu ymholiad, ffoniwch Yr Atom 01267 225131  
If you have any questions or queries please Email: [busnesau.caerfyrddin@uwtsd.ac.uk](mailto:busnesau.caerfyrddin@uwtsd.ac.uk) or  
[angharad.harding@uwtsd.ac.uk](mailto:angharad.harding@uwtsd.ac.uk)

To enter, the business must be trading within Carmarthen Town.

Category your entering:

**EICH MANYLION | YOUR DETAILS:**

<b>Enw'r Cwmni</b> <i>Company name</i>	
<b>Cyfeiriad y Cwmni</b> <i>Company Address</i>	
<b>Cyfeiriad e-bost</b> <i>Email address</i>	
<b>Cyfeiriad eich Gwefan</b> <i>Web site address</i>	
<b>Rhif Ffôn</b> <i>Telephone number</i>	
<b>Sector Busnes</b> <i>Business sector</i>	
<b>Natur y Busnes</b> <i>Nature of business</i>	
<b>Eich prif gynnyrch/ gwasanaeth</b> <i>Main product/service</i>	
<b>Pwy yw eich cwsmeriaid?</b> <i>Who are your customers?</i>	
<b>Nifer a gyflogir</b> <i>Number of employees</i>	
<b>Statws cyfreithiol y cwmni</b> <i>Legal Status of company</i>	
<b>Y dyddiad y dechreuodd y busnes fasnachu</b>	

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If you have any questions or queries please Email: [busnesau.caerfyrddin@uwtsd.ac.uk](mailto:busnesau.caerfyrddin@uwtsd.ac.uk) or  
[angharad.harding@uwtsd.ac.uk](mailto:angharad.harding@uwtsd.ac.uk)

<p><b>Manylion am y Gymraeg</b> <b>Info Welsh language</b></p>	
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### Welsh Language/ Bilingualism

<p>Have you got a Welsh Language Policy?</p>	
<p>Do you promote bilingually within the company?</p>	
<p>How many members of staff speak Welsh?</p>	
<p><b>Would you like staff at Yr Atom to help with any Welsh Language ?</b></p>	
<p><b>Do you think it's important for your company yo be bilingual? If so, please state why?</b></p>	
<p><b>Would you consider attending a Welsh Course?</b></p>	

### Business Development

<p><b>Have you created any jobs within the last six months (please state if they are part time or full time)</b></p>	
<p><b>Have you invested any money in your premises and/ or equipment within the</b></p>	

<b>last six months? If yes, please indicate how much?</b>	
<b>If you have invested money in expanding your premises, please indicate how much additional floor space you have created?</b>	

(Please limit your response to 500 words or less)

Please look at the category synopsis and explain in your own words how your business meets the criteria within your category

**All submissions must be sent to:**

**Yr Atom  
18 Stryd y Brenin  
Caerfyrddin  
SA31 1BN**

**Ffon/Tel: 0300 3231848 E-bost/ E-mail: [busnesau.caerfyrddin@uwtsd.ac.uk](mailto:busnesau.caerfyrddin@uwtsd.ac.uk)**

**All submissions must be received by 20<sup>th</sup> of September 2018**

**Please enter the company name as you would like to see it appear on a certificate should you become a winner.**

**Please save your entry form electronically as YOURCOMPANY\_CATEGORY.doc.**

1. Please provide details on why you are entering the award?

You should demonstrate (by providing written working examples on the following key points)

- What is unique and or innovative about your business
- Examples of your success to date
- Demonstration of your growth

**Note: No more than 3 businesses will be shortlisted, 3 finalists will be selected. In order to showcase your business to its full potential please ensure that the expression of interest form covers the above criteria fully. We will be short listing based on the information provided within this form only.**

## **Y RHEOLAU | THE RULES**

Entry Rules:

1. All entries as well as supporting documents must be submitted on-line to [angharad.harding@uwtsd.ac.uk](mailto:angharad.harding@uwtsd.ac.uk)
2. The competition is open to all businesses based in Carmarthen Town (post code) who commenced business before January 2018
3. Entry is Free of Charge
4. Entrants must be sole traders or have less than 250 employees at the time of entering
5. A sponsor cannot enter an award in the category they are sponsoring
6. Each Category has different requirements – please see individual awards for specific rules
7. The comments made on your application should be as accurate to the best of your knowledge
8. The judges will be representatives from the sponsors and Swansea Bay Region
9. The judges reserve the right to move your application to another category or to add you to another category
10. The judge's decision is final

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[angharad.harding@uwtsd.ac.uk](mailto:angharad.harding@uwtsd.ac.uk)

11. By entering these awards, you agree to Yr Atom and other key partners and sponsors having access to your contact details
12. If shortlisted, entrants must be made available for filming between the 1<sup>st</sup> and 9<sup>th</sup> of October 2018
13. By entering the awards you agree to partake in publicity of the awards including the use of any images taken
14. Entries will only be accepted on the official entry form
15. You may enter more than one category. Each entry must be submitted on a separate entry form.
16. Winners will be announced at the Carmarthen Town Business Awards on the 9<sup>th</sup> of November 2018 at the Ivy Bush Royal Hotel, Carmarthen- this will be a black tie event.
17. There will be one winner with two runner ups.

If you are shortlisted as a finalist we will publish/video a brief introduction to your organisation.

I declare that the information contained with this application is correct and that I have the authority to submit this application on behalf of the aforementioned organisation:

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_