



**NEW
AWARD**

Customer service is one of three categories to be recognised by the Business Excellence Awards

Measure yourself against the best

THE AWARDS

Top prize for the seven winners, donated by the Savoy Educational Trust, is a one-week summer business school programme of their choice at Ecole Hôtelière de Lausanne, Switzerland, or, subject to agreement, an appropriate programme in the UK.

Each winner will also receive an inscribed trophy, the use of the Business Excellence Awards 2004 logo on their stationery and other print material, and a case study feature in *Caterer*. Winners will also be given entry into the National Business Awards sponsored by Orange in association with the *Daily Telegraph* (www.thenationalbusinessawards.com).

To receive an entry form and self-assessment check list, complete and fax the request form on page 38 to 020 8077 5519. Alternatively, the entry form and check list can be downloaded from the Best Practice Forum website, www.bestpracticeforum.org. You can also e-mail your name, company and entry details to ifap@halm.co.uk and details will be sent to you.



A new business excellence awards scheme which seeks to recognise outstanding business achievement in the industry is being launched by the Best Practice Forum in conjunction with *Caterer* and the Savoy Educational Trust

How good a business are you? Do you know how your performance compares against others? How do you measure against the best? The Business Excellence Awards 2004 aims to find out – and showcase the results.

They will recognise world-class standards of excellence across all sectors of the tourism, hospitality and leisure industry – and reward those businesses which have done most to sharpen their competitiveness and increase productivity by improving their performance.

At the same time, all entries will receive a free, confidential benchmark report comparing their performance against the forum's benchmark index.

There are three award categories: Excellence Through People – to recognise good recruitment, employment and training practice; Excellence Through Service – to recognise the provision of exemplary customer service; and Excellence Through Manage-

ment – to recognise highly productive work processes and practices.

In addition, the judges will be seeking an overall winner whose entry shows the best business results arising from innovation and continuous improvement.

Entries can be made in one or more categories, but entry to the Excellence Through People award is only open to those already accredited under the Excellence Through People scheme.

In each category there will be an award for businesses employing, across all units, 1-49 staff and 50-plus staff (two part-time/casual staff equal one full-timer).

Entries are invited from any sector of the hospitality, leisure, travel and tourism industry but must relate to a business operating in the UK or Channel Islands

The shortlisted final three in each category will be invited to an awards ceremony at Claridge's in London on Monday **38** ▶



HOW TO ENTER

Entries are by a self-assessment check list with a written description of your initiative, which must be completed and returned by Friday 30 July 2004.

Separate panels of impartial assessors will review each section of the completed check list and compare the information provided against accepted best practice. The result of this assessment will form the basis of your confidential benchmark report.

A shortlist will be drawn up; each business will then receive a visit during August and September by one of our independent assessors. Each assessor will make a short presentation to a final judging panel in London in October.

◀ 37 22 November, when the winners will be announced.

The Business Excellence Awards will seek out world-class standards across the UK tourism, leisure and hospitality industries

The panel of judges, with Lord Marshall of Knightsbridge as chairman, will be looking for clear evidence of measurable, year-on-year business improvements that have resulted from the initiatives described in the written entry. While many entries may include new ideas, others may show how established best practice has been adapted or adopted and used for the first time. ■

THE BEST PRACTICE FORUM

The Best Practice Forum is a strategic alliance of key industry associations and partners, led by the British Hospitality Association, working together to bring benefits to all businesses in the tourism, hospitality and leisure industry. It encourages the introduction of new ideas by adopting or adapting best practice so that business efficiency, productivity and profitability can be raised to world-class levels.

Members are: the Association of Leading Visitor Attractions; the British Association of Leisure Parks Piers and Attractions; the British Beer and Pub Association; the British Holiday and Home Parks Association; the British Hospitality Association; the Business in Sport and Leisure; the Meetings Industry Association; and the Restaurant Association.

The forum is supported by the British Institute of Innkeeping; *Caterer & Hotelkeeper*; the Department for Culture, Media and Sport; the Department of Trade & Industry; the HCIMA; and People First – Sector Skills Council.

Visit www.bestpracticeforum.org for more information on the forum and how it can help businesses improve their performance.

BUSINESS EXCELLENCE AWARDS 2004

REQUEST FOR ENTRY FORM



Name

Title

Business name

Address

.....

.....

..... Postcode

Tel

Fax

E-mail

I wish to enter the following categories of award:

- Excellence Through People (open only to accredited ETP employers)
- Excellence Through Service
- Excellence Through Management

I employ the following number of staff (two part-time/casual staff equal one full-timer):

- 1-49
- 50-plus

Please fax to 020 8977 5519. Entries must be received by Friday 30 July 2004.

