



Rugby Business Awards 2010

Application for the Innovation category Sponsored by the Chamber of Commerce

Innovation can mean many things. It can cover a service, a product or a process. It can be internal or external to your company. It can involve a huge change or a small one that may have a big impact. The dictionary definition of innovate is "to invent or begin to apply (ideas methods etc)" and the definition of innovation is "something newly introduced, such as a new method or service". That should give you an indication of what we are looking for.

Your innovation does not have to be earth-shattering, it need not have cost a lot of money to implement (the most innovative solutions are often achieved at the lowest cost), it should be something new that has really made a difference, either to your organisation, the people within it, or to your customers. For the first time this year we are also including diversification as innovation. In these troubled times many businesses are having to diversify in order to survive, and this in itself can be an innovation.

Because innovation is such a wide definition, it would be helpful if you could take a few minutes to complete this application form. If you do not have sufficient space for your answers please continue on a separate sheet of paper. You may also attach any supplementary information that you wish, although this is not compulsory. We hope to make the process as straightforward as possible – good luck!

Applicant Details

Your Name:.....Position in Organisation

Company:Telephone.....

Address

.....Postcode.....

Email

In what capacity are you applying? Company.....

How long has this business been trading?Years

How many employees in the business? Employees

What is your main business activity? (Continue on separate sheet if necessary.)

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Is your innovation a: Service Product Diversification Process Diversification (Please delete as necessary)

Is your innovation: (Please choose one)

Internal (affects your internal processes and procedures)

External (affects your customers/suppliers)

Both (ie affects both you and your customers/suppliers)

Is your innovation:

Something new anywhere

Something new to you

Description of innovation: Please give as much information as you can. If you are able to detail actual changes and specific processes it would be helpful. Please continue on a separate sheet if necessary.....

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