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PRESTIGE AWARDS

SCOTLAND 2021/22

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INTRODUCING THE AWARDS

After many years focusing on business achievements at a global level, Corporate LiveWire recognised that the important work of small and independent businesses has long been overlooked by most international award programmes. To rectify this, the Prestige Awards was launched to celebrate the businesses and individuals that consistently offer excellent products and services to local residents, expats and tourist visitors alike.

The Prestige Awards team has conducted extensive research to identify the major cities and regions around the world with a vibrant SME community and independent scene. They believe that SME businesses are the backbone of any economy, whilst also typically reflecting the unique characteristics of its particular city or region. Osmaan Mahmood, Founder & CEO of Prestige Awards, said: "although small businesses may not be able to compete with multinational companies on their size and scale, there is a personalised service-driven focus that is often void from large organisations."

With each destination having been carefully selected, Prestige readers are invited to nominate businesses that have proven to be the best in their market over the past 12 months. All shortlisted companies put forward in the Prestige Awards are asked to support their nomination with evidence of their work, positive feedback from their clients, information on previous accreditation and recognition as well as highlighting the most outstanding parts of their businesses.

The judging panel base their decisions upon areas such as service excellence, quality of the product/ service provided, innovative practices, value, ethical or sustainable methods of working, as well as consistency in performance. The winners selected are those who can best demonstrate their strengths in these areas. All winners are featured in a celebratory awards magazine, published both digitally and in print, which is circulated to Prestige subscribers.





HOW WE CHOOSE THE WINNERS

First and foremost, our judges consider whether the individual or business is providing the best product/service in their particular sector or industry. This is primarily determined by the quality, efficiency and delivery of the product/service in question. However, there are various other factors which our judging panel also take into consideration.

SERVICE EXCELLENCE

We believe that one of the most important aspects of any local business is service excellence. Many people choose a local business over a large enterprise due to their ability to make customers feel valued. Our judges have identified four key components to service excellence.

Personalised/tailored service: In some lines of work, a 'one size fits all' approach simply cannot work. Whether it is a consultancy service recognising the unique challenges of a business or a personal trainer adapting to the specific goals and lifestyle needs of their client, we appreciate an individual or business that is willing and able to offer a personalised and tailored service.

Customer service: Customer service is a vital element of business operations as it has a lasting impression on the overall customer experience. At the most basic level we expect the staff to be friendly and professional. They should also be knowledgeable about the products or services and be willing to help whenever assistance is required. Our judges are also impressed when staff are willing to go the extra mile

to act beyond standard company protocol in the best interest of the customer.

Advice & support: Sometimes a customer does not know precisely what products or services they require and will occasionally need to rely upon expert advice. We appreciate those who are willing to take the time to explain the products or services thoroughly in order to ensure the customer understands the best options available to them. This is vitally important when considering products or services which require consultations or demonstrations.

Accessibility & responsiveness: Consumer spending patterns show that it is important for modern businesses to have an online presence. We consider how user-friendly their website is, the simplicity of their booking or purchasing system, as well as how responsive the company is to enquiries via phone, email and social media platforms. In addition to having an online presence, we consider the accessibility and responsiveness of the company as a whole. If they have a business premise, is it in an ideal location that is easy to reach?



EMPLOYEE SATISFACTION

This category goes hand in hand with ethical practice. A business that places ethics and fairness at the forefront of its operation will not only acquire a loyal customer pool, but also guarantee a positive internal working environment where employees are happy, more efficient, more passionate, and committed to the company.

ETHICAL PRACTICE

Businesses are increasingly being held accountable for their corporate and social responsibility and our judging panel believe this is a positive thing. We consider the role the business plays in the wider community through charitable actions, willingness to adhere to the living wage, as well as the implementation of sustainable and environmental policies. Ethics may require the rejection of a route that would lead to the biggest short-term profit; however, in the long run it is the most necessary attribute a business must exhibit in order to be successful and valued.

INDUSTRY RECOGNITION

The judges will take into consideration any evidence that the business or firm has received professional acknowledgment – be it from national award schemes, relevant industry publications, accredited boards, and even client testimonials. Whilst we expect the business or firm to have the necessary qualifications to carry out its services, we do keep an eye out for any extra recommendations or accredited certificates and/or training which separates the business from the crowd.

MARKETING & BRANDING

Given this category is crucial to the success of a business, it is important to look carefully at the ways in which each company goes about marketing and branding itself. Key indicators include: evidence of an effective marketing strategy that is ready to evolve with a changing market or sector; how succinctly a brand ethos or mission is conveyed to customers on a company website; and originality within the brand in comparison to competitors.

RESIDENTIAL SCHOOL OF THE YEAR

Curo Salus

Curo Salus provides therapeutic care and education for boys and girls aged five to 18 years old, particularly those who have suffered emotional trauma during their early years. They have seven residences which are registered with the Care Inspectorate, and one school, Northview House School, located in Kilbarchan, which is registered by the Registrar of Independent Schools. The school follows the Scottish Curriculum for Excellence.

Specialists in early years trauma

There could be numerous reasons why a child may need the special attention provided at Curo Salus, but they will often have shown challenging and inappropriate behaviours at home or in previous schools. These behaviours can stem from a variety of disorders and mental health problems, including attachment difficulties, attention deficit disorder (ADD), and post-traumatic stress caused by abuse, neglect, or violence. One of the goals of the organisation is to help children regain their trust in adults as they can often be resentful when they first arrive at Northview House. There are highly trained staff available both day and night, and the living



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THE CURO SALUS MODEL IS BASED ON ATTACHMENT AND TRAUMA THEORY, SUPPORTED BY RESEARCH ON PSYCHOLOGY AND NEUROSCIENCE.
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environment is structured to help children build meaningful relationships and to feel safe.

The science behind it

The Curo Salus model is based on attachment and trauma theory, supported by research on psychology and neuroscience. Studies have demonstrated the catastrophic effect of trauma and abuse in the early years of children's lives, and modern technology has shown through brain scans that a child's neurodevelopment can be badly affected by these incidents. This leads to disrupted social skills, emotional imbalance, and

cognitive impairment, affecting many aspects of their lives thereafter. The psychology team provides therapeutic support through individual and group sessions. This includes mindfulness, anger management, cognitive behaviour therapy, and emotional literacy. To give each child a coherent and accurate narrative of their early lives, the school also undertakes therapeutic life story work.

Encouraged to achieve

Despite their hardships, many of the school's pupils have gone on to achieve plenty, and students at the senior end of their curriculum are presented for National Qualifications, including Advanced Highers, Highers, and National 5, 4 & 3 Awards, with superb results attained for the 2021 Scottish Qualification Awards. Younger children at primary age have also received a mixture of gold, silver, and bronze awards at the Glasgow Art Galleries competition and enjoy horse riding. Outdoor Education offers the opportunity to attain new skills and challenges, and activities including mountain biking, canoeing, the Duke of Edinburgh Award scheme.



Judges' comments:

The judges were inspired by the diligent work that Curo Salus does to improve young lives, whilst also praising its commitment to regular self-evaluation. Very little research is done regarding how children and teenagers fare when they leave care, but the team at Curo Salus have taken matters into their own hands by studying the outcomes of young people who have left their care in the last 16 years. Ultimately, the goal is to understand just how well their methods have worked, whether they have re-established trust between those young people and adults, and helped them to forge stronger and caring relationships.



CURO SALUS



Creating Therapeutic Environments for Children

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