

## Love Cambridge Charter Awards

### Love Cambridge Charter Awards 14th September 2010

Love Cambridge are hosting the first Awards Ceremony starting at 6pm on Tuesday 14<sup>th</sup> September at the Gonville Hotel, Cambridge, to recognise the hard work of businesses that have signed up to the Love Cambridge Charter. The awards will be presented at the first Love Cambridge AGM.

This year we are looking at rewarding businesses that lead the way in providing great customer service and who excel at promoting their city. All business who signed up to the Charter are eligible to win an award, which will be judged with the help of our partner marketing agency Emerald Frog through a mystery shop. The mystery shops were conducted throughout August.

The awards will be presented on the night by the Right Worshipful Mayor of the City of Cambridge, Councillor Sheila Stuart in the categories of 'Best Overall Customer Service' and 'Best Ambassador for Cambridge'. The winner will receive an awards plaque and the runners up will receive a certificate.

The next round of awards will take place in the New Year to recognise businesses that have made steps to improve the physical appearance of their streets and are trying to reduce carbon emissions.

### The Love Cambridge Charter

The Charter has been developed to address three areas which will help improve everyone's experience of Cambridge making them want to come back again and again. The Charter looks at promoting:

- Excellent customer service within the city
- Ways in which we can improve the physical appearance of our streets
- Offer guidance on how taking small steps in reducing your carbon emissions can contribute to tackling climate change.

Each business signed up to the Charter received

- a copy of the charter to display to staff
- a window sticker to inform the public that you are working towards the charter
- a listing on the Love Cambridge website detailing your participation in the project

The Charter was launched on Friday 14<sup>th</sup> May 2010 with 'Make a Difference Day'.

There are currently 40 different businesses in Cambridge that have signed up to the charter from a wide variety of different industries/sectors. These include large national retailers, independent shops, restaurants, café's hotels, charities, a travel agent, a punting company, a consultancy firm and a recruitment agency

**The Way to Be Awards**

The awards evening will also host the "Way to be Awards" to celebrate and reward the local services and businesses that do the most for people with disabilities. Previous winners of the awards have included a taxi company, a coach company, a chemist, a corner shop, and a restaurant.

**The Love Cambridge AGM**

The evening is also the first annual AGM for Love Cambridge. During the AGM we will celebrate the achievements of our first year and also look to the future and the projects we have started working on for 2010/11 and beyond.

The evening is an opportunity to network with fellow members and the Love Cambridge Board of Directors. A buffet supper will also be provided.

The event is open to all Love Cambridge members and anyone who is interested in the work that we do. The evening begins at 6pm for coffee. Those wishing to attend should email [info@love-cambridge.co.uk](mailto:info@love-cambridge.co.uk) as soon as possible in order to arrange sufficient catering.

**Notes to editors:**

Love Cambridge is an organisation that brings together a wide range of interests, across both the public and private sectors and encourages them to work together proactively on a range of projects to improve the city.

For more information on Love Cambridge and The Charter Awards please contact Jo Humm on 01223 457179 or email [jo.humm@love-cambridge.co.uk](mailto:jo.humm@love-cambridge.co.uk)