



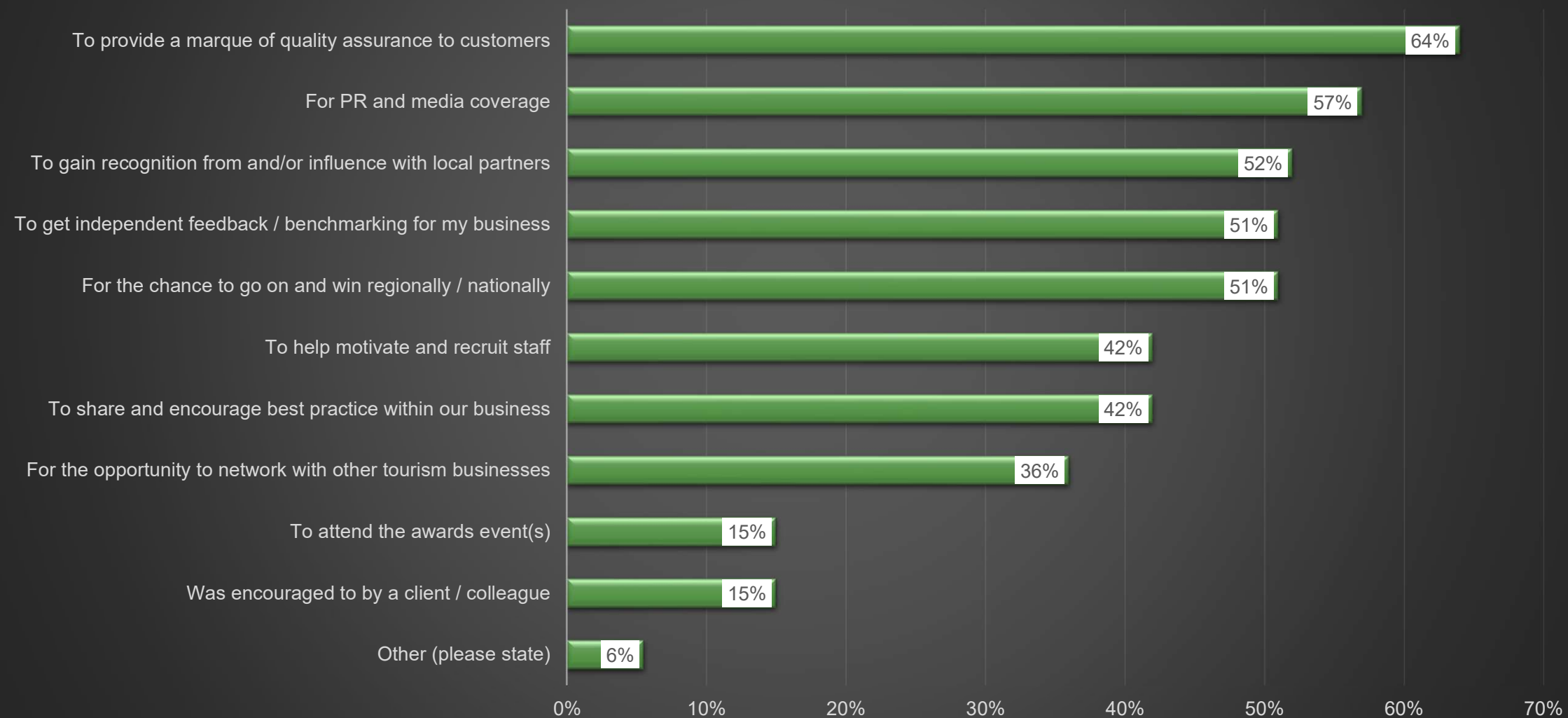
Staffordshire & Stoke-on-Trent Tourism Awards Why Enter & How to Win!

Staffordshire & Stoke-on-Trent
TOURISM AWARDS
2025

What we will cover

- Why do businesses enter the awards?
- The tourism awards process
- How to complete your entry form
- What are your next steps?

Why do businesses enter the awards?



Excellence makes business sense

- Customers will pay more for excellence
- Recruit and retain better staff
- Profile and pride
- Profit!



Lichfield Live

Local businesses in the running for Staffordshire Tourism and Good Food Awards

Local businesses are in the running for county-wide awards. Never miss a thing - get our FREE newsletters now. Sunday Editorial Top Stories

23 Jan 2024



Express & Star

Hotel owners win best B&B and guest house of the year

Andy Guest and Helen Faulkner, the owners of Eagle House in Eccleshall, were thrilled to receive The Enjoy Staffordshire Gold award for best...

19 Mar 2024



Stoke on Trent Live

It's official! Staffordshire's best restaurants, tearooms, pub and attractions

The winners have been revealed in the 2024 Enjoy Staffordshire Tourism & Good Food Awards. Fifty-three businesses were nominated from almost...

19 Mar 2024



Shropshire Star

Team at Weston Park excited by the year ahead

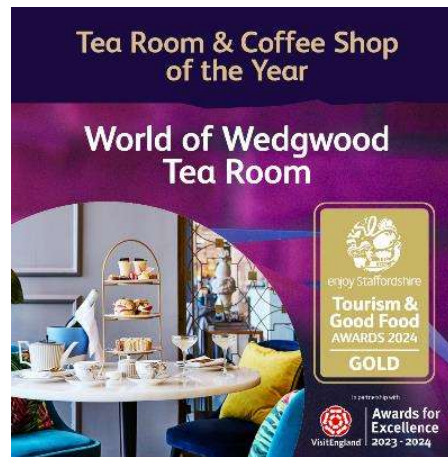
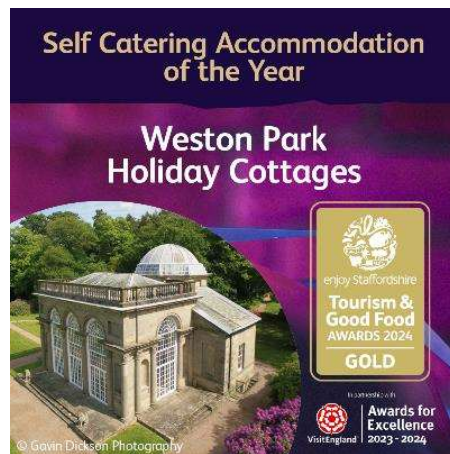
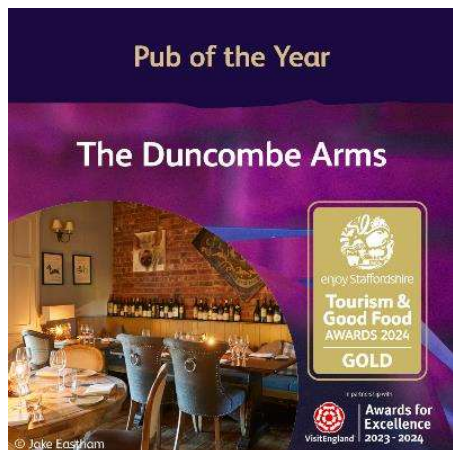
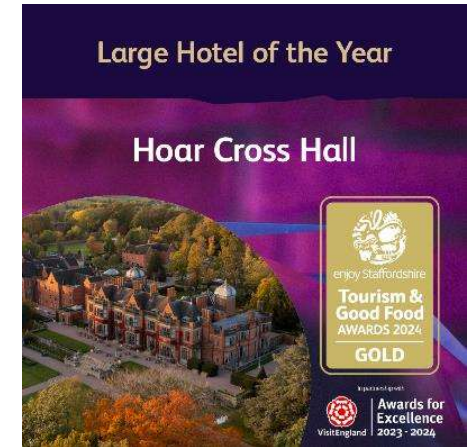
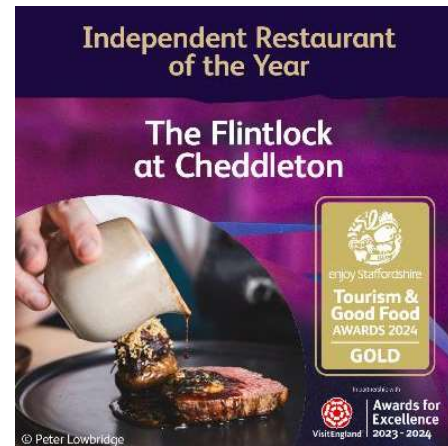
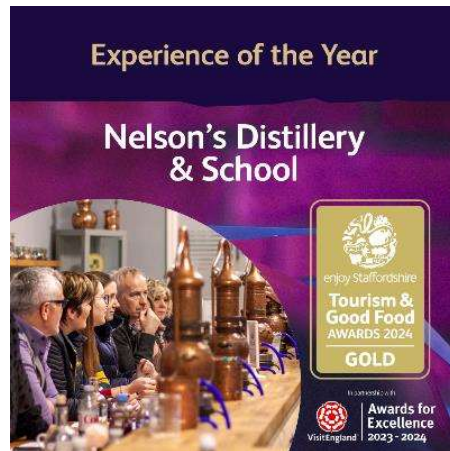
Weston Park says the next 12 months look set to provide another fantastic year as it builds on the success of a highly impressive 2023.

22 Jan 2024



www.enjoystaffordshire.com/trade/what-we-do/tourism-awards/why-apply

Puts your destination on the map



The tourism awards process

To be in with a chance of being recognised nationally you must enter these Awards



VisitEngland
Awards
for Excellence

Businesses only have to complete a single application and Gold Winners of national core categories are automatically put forward to the VisitEngland competition



Which Award? National Categories

Open to all business types:

- [Accessible and Inclusive Tourism Award](#)
- [Ethical, Responsible and Sustainable Tourism Award](#)
- [International Tourism Award](#)
- [New Tourism Business of the Year](#) - Must be trading for at least 3 months and up to 2 years on 10/6/24
- [Unsung Hero Award](#) - individuals who excel in their role and deserves to be applauded for their work

Business type specific categories:

- [Business Events Venue of the Year](#)
- [Small Serviced Accommodation of the Year](#) - B&Bs, Guest Houses, Inns/Pubs with Rooms, Small Hotels (under 35 rooms)
- [Large Hotel of the Year](#) - Full Service Hotels (more than 35 rooms)
- [Self Catering Accommodation of the Year](#) - Holiday Lets, Cottages, Barn Conversions, Serviced Apartments, Holiday Boats etc.
- [Camping, Glamping and Holiday Park of the Year](#) - Campsites, Caravans, Glampsites, Yurts, Chalets/Lodges, Shepherds' Huts, Camping Pods etc.
- [Experience of the Year](#) - Immersive, participatory experiences (dining experiences excluded)
- [Small Visitor Attraction of the Year](#) - Up to 75,000 visitors p.a.
- [Large Visitor Attraction of the Year](#) - More than 75,000 visitors p.a.
- [Pub of the Year](#)
- Taste of England Award: [Casual Dining Award*](#)
- Taste of England Award: [Restaurant of the Year*](#)
- Taste of England Award: [Tea Room / Coffee Shop of the Year*](#)

Which Award should I enter? Regional categories

Rising Star Award

Celebrates and recognises the achievements of those at the beginning of their career in the tourism and hospitality sector – shines a spotlight on their success and champions the organisations that do the most to develop young talent in the industry. This award is for individuals, aged 16 to 25 either working/apprentice in a tourism business or undertaking vocational training who excels in their role/training and deserves to be recognised for their development, progression and commitment to the industry. Must be nominated by a colleague / line manager, training provider eg tutor/lecturer who can evidence their achievements and progression.

Team of the Year Award

Recognises a group of people working together for the same tourism business who collaborative effectively to provide outstanding customer experiences and deliver excellence. Must be nominated by a colleague, business owner or senior manager who can evidence the team's achievements. Nominees should not only be proficient in their individual roles, but demonstrate going above and beyond, making a significant contribution to the overall team's performance. Work in any area of the business; do not need to be in customer-facing job roles. May be a newly formed team or have worked together in the industry for some time.


Sample entry forms

If you want to look at the entry forms before you start you can download sample forms as word documents here

<https://www.enjoystaffordshire.com/trade/what-we-do/tourism-awards/categories>

Your final submission must be made via the online portal.

The application system



HOME MY ACCOUNT FIND OTHER COMPETITIONS TERMS AND CONDITIONS

Welcome Nell Barrington

- Home
- My Applications
 - All (2)
 - Incomplete (2)
- Change Applicant Organization
- My Judging Assignments
- Change Judge Organization
- My Profile
- Change Password
- Admin Panel
- Log Out

Staffordshire & Stoke-on-Trent Tourism Awards

supported by

Staffordshire University

****Applications for 2025 Competition open 10th June 2024****

Welcome to the application portal for the Staffordshire & Stoke-on-Trent Tourism Awards, where you can prepare, finalise and submit your entries.

For deadlines, terms of entry, hints and tips, please go to <https://www.enjoystaffordshire.com/trade/what-we-do/tourism-awards>.

The competition is free to enter, and open to any tourism, hospitality and leisure business located in Staffordshire and/or Stoke-on-Trent.

To get started click the 'My Account' tab and either create a new account or login to your existing account.

You can start an application at any time before the deadline and save it as you go, then come back later to add more details before you submit the final entry. Once your application is submitted you cannot make any more changes to it!

You can enter more than one category, provided your business meets the eligibility criteria.

Submission Dates: 10 June - 02 September 2024
Judging Visits: 1 August - 31 December 2024

Are you eligible?

The Staffordshire & Stoke-on-Trent Tourism Awards competition is open to any tourism business located within the county of Staffordshire, including the City of Stoke-on-Trent, and the parts of the Peak District National Park and the National Forest which are situated within the county's boundaries.

The 2024/25 awards competition is free to enter for eligible businesses.

Applications for the Competition must be submitted by 11:59 pm on 2nd September 2024 using the application platform at <https://visitengland-chapters.secure-platform.com/a/organizations/STA/home>.

You must be open for business at some point between 1st August and 31st December 2024, so the judges can visit if required.

Are you eligible – New Tourism Business?

Eligibility Criteria:

- Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

Meets the following criteria:

- Only tourism businesses who directly serve the end-users (i.e. the tourist/ visitor/ guest) and who control the visitor experience are eligible.
- Applicants that operate multiple sites (e.g. chains, self catering agencies) are invited to submit applications that relate to only one site (up to a maximum of 3 separate applications per category).
 - Any award must then be associated with this one property or location, and not the agency/ chain as whole.

This includes a number of different types of business:

- Accommodation e.g. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, hostels, holiday boats, camping, caravanning, glamping, lodges, shepherds huts, chalets
- Hospitality i.e. a single food and beverage service business e.g. pub, restaurant, café, tea room, coffee shop, bistros, food and drink markets, kiosks & street food (in a regular location). [For these purposes the definition of a food and drink market is a collection of independent food and drink establishments with ancillary services (e.g. parking area, toilets, security, visitor information) and maintained by a management firm as an entity.]
- Transport services e.g. rail, road, water, airports and rental
- Guided tours
- Cultural services, e.g. theatres, musical entertainment venues, sporting venues
- Business events venues
- Sporting, adventure and recreational activities
- Retail i.e. a single retail outlet or shopping centre that attracts a significant number of people visiting from outside the local area [For these purposes the definition of a shopping centre is a collection of independent retail stores with ancillary services (e.g. parking area, toilets, security, visitor information) and maintained by a management firm as an entity.]
- Businesses providing supporting services to visitors in-person within the destination e.g. visitor information providers, left luggage services
- Visitor attractions that meet the visitor attraction definition: a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.
- Has been trading for at least three months and up to two years when applications open (for first applicable local/ regional competition)
 - For the purpose of eligibility for this competition, 'trading' means serving customers. If the business has not been trading this long, then they will need to wait to apply to the competition in 2025/2026

Not eligible

- An existing business with new owners will only be eligible if a fundamental change to the business has occurred within two years of the new owners starting trading. A fundamental change would include at least two of the following:
 - significant investment
 - rebrand/ name change/ change to Companies House registration
 - change in target market

Must be trading for at least 3 months and up to 2 years on 10th June 2024

Are you eligible?

Category & Eligibility Criteria

Please select an award category *

Large Visitor Attraction of the Year

Recognises large visitor attractions that provide truly memorable visitor experiences and demonstrate excellence across every aspect of the business.

Eligibility Criteria:

- Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

Meets the visitor attraction definition:

"...a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; not primarily a retail or food service outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents."

- Attracts 75,000 visitors or more per year, or employs more than 10 full-time equivalent members of staff
- Is capable of attracting day visitors, tourist and local residents
- May occasionally require pre-booking for a visit or activity
- Retail outlets, sporting venues and theatres are not eligible to apply unless there is also a tour, museum or exhibition element included
- Guided tours that are not based within a visitor attraction should apply for the relevant Experience of the Year category
- Businesses that are eligible to apply to both the small or large visitor attraction of the year category, must choose the one that best suits their business and only enter one
- Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.
- Businesses that have been trading for at least three months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories
 - For the purpose of eligibility for this competition, 'trading' means serving customers. If the business has not been trading this long, then they will need to wait to apply to the competition in 2025/26
- Applications from a chain or group operator must relate to a single site and not multiple sites.

Category & Eligibility Criteria

Please select an award category *

Small Serviced Accommodation of the Year

Recognises smaller serviced accommodation businesses providing truly memorable guest experiences and demonstrating excellence across every aspect of the business.

Eligibility Criteria:

- Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.
- This is a broad category for all types and styles of small serviced accommodation except large 'full service' hotels, as these have their own category.
- Likely to offer up to 35 bedrooms. However, serviced accommodation businesses with more than 35 bedrooms can apply if they consider themselves appropriate for this category

For B&B and guest house style properties:

- Breakfast must be available on site, adjacent or close to the premises
- Businesses may include bed and breakfasts, guest houses, inns, pubs and restaurants with rooms

For small hotel style properties:

- Offers a selection of hotel services, which are likely to include some or all of: reception, restaurant, bar, dinner and breakfast
- A serviced accommodation business may consider this category or the Large Hotel of the Year – choosing the category that best suits their business and only entering one.
- Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.
- Businesses that have been trading for at least three months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories
 - For the purpose of eligibility for this competition, 'trading' means serving customers. If the business has not been trading this long, then they will need to wait to apply to the competition in 2025/26
- Applications from a chain or group operator must relate to a single site and not multiple sites.

Terms and Conditions *

Click to review [Terms & Conditions](#)

I confirm that I have read and understood the competition terms and conditions, including any associated costs to apply and for judging visits.



VisitEngland™

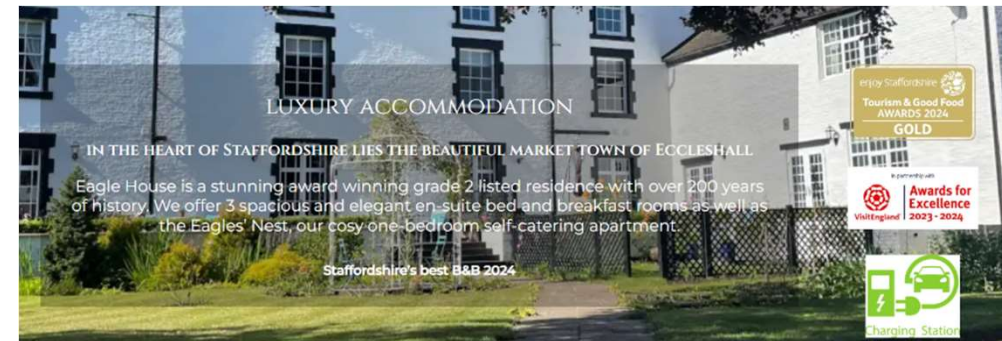
Your application

Staffordshire &
Stoke-on-Trent 

TOURISM AWARDS
2025

Setting the scene

- Business details
- Promotional description (120 words)
- Up to three promotional images
- Background (250 words)
- Awards and accolades in last two years
 - ✓ VE/AA rating
 - ✓ Successes in this competition
 - ✓ VisitEngland Awards for Excellence
 - ✓ TripAdvisor Traveller's Choice Award
 - ✓ Michelin stars
 - ✓ Green Tourism award
 - ✓ Local quality accreditation



enjoyEngland  Gold Award  



Supporting evidence

- Relevant links
- Evidence that supports the question
- Adds value, does not repeat
- A URL link to a cloud folder containing any additional evidence will need to be inserted, it's not possible to add individual supporting documents directly to your entry.

Ostara honours the Spring's warmth, light from the sun and the re awakening of the earth. The sap flows again, the trees are budding, the ground softens, ice melts, life bursts forth as the fragrance and colour of spring is abundant.

Full English Breakfast (GFO) – £13.50

Local Bacon, Sausage & Black Pudding, Fried Egg, Organic Baked Beans, Hash Brown, Grilled Tomato, Poached Mushrooms & Buttered Toasted Sourdough.

Vegetarian Breakfast (V, GFO) – £13.00

Soya Sausage, Plant Based Black Pudding, Local Fried Egg, Organic Baked Beans, Hash Brown, Grilled Tomato, Poached Mushrooms, Crushed Avocado & Buttered Toasted Sourdough.

Vegan Breakfast (VE, GFO) – £13.00

Soya Sausage, Plant Based Black Pudding, Organic Baked Beans, Hash Brown, Grilled Tomato, Poached Mushrooms, Crushed Avocado, Tofu Scramble & Toasted Sourdough with Plant Based Spread.

Avocado Smash (VE0, GFO) – £9.00

Toasted Sourdough topped with Smashed Avocado, Poached Eggs, and Micro Herbs.

(Add Local Bacon for £3 or Feta for £2. Vegan option with Tofu Scramble and Plant-Based Spread)

Poached Rhubarb Pancakes (V, GFO) – £10.00

Buttermilk Pancakes served with Poached Rhubarb, Crème Anglaise and a Ginger Crumb.

Apple Cider French Toast (V, GFO) – £10.00

French Toast topped with Caramelised Apples, Crème Fraiche, and a Sweet Cider Reduction.

Ostara honours the Spring's warmth, light from the sun and the re awakening of the earth. The sap flows again, the trees are budding, the ground softens, ice melts, life bursts forth as the fragrance and colour of spring is abundant.

Wick Beef Burger (GFO) – £15.00

Local Beef Burger from Whites of Wick with a Glastonbury Ale Glaze, Cave Aged Cheddar, Salad Leaves, Tomato & Red Onion, in a Seeded Bun served with Rosemary Salted Skin-on Fries & Homemade Spring Slaw.

(Vegetarian/Vegan version available with Homemade Plant-Based Burger and Vegan Burger Sauce)

Extra Toppings - Bacon £3 | Rarebit Sauce £2.50 | Balsamic Caramelised Red Onions £2.50

Grilled Sardines (GFO) – £10.00

Whole Grilled Sardines with a Fennel and Pickled Cucumber Salsa, Pea shoots and a Beetroot Puree.

Local Chicken, Pea and White Bean Broth – £16.00

Garlic and Lemon Confit Chicken Thigh with a White Bean, Kale and Cider Broth.

Grilled Aubergine Lentil Dahl (V) – £14.00

Mildly Spiced Lentil Dahl with Spring Greens, Grilled Aubergine, Coconut Yoghurt and Pickled Shallots served with a Homemade Flat Bread.

Spring Green Salad (VE0) – £10.00

Salad of Spring Green Leaves, Charred Fennel, Pickled Cucumber, Spring Onion, Peas and Somerset Goats Cheese. Finished with Toasted Seeds and Basil Oil. *(Vegan Option with Plant Based Cheese)*

Ham, Egg and Fries – £14.00

Home Cooked Local Ham, Two Fried Free-Range Eggs, Rosemary Salted Skin on Fries, Homemade Cider Piccalilli

Importance of online presence & reviews - 30%

- Provide relevant links
 - ✓ Review sites
 - ✓ Website
 - ✓ Social media platforms
 - ✓ Sustainability policy/information
 - ✓ Accessibility guide/information
- Evidence of engagement

5/5 7 months ago on Google

This is a fantastic place to go with family and friends. The facilities are just what you need with the shop being incredibly useful. Toilets were cleaned regularly and the lodge is only a short walk down the hill. The only negative I have ... [More](#)

1 Share

Response from the owner 7 months ago

Thank you so much Matthew for taking the time to leave us this review. We're so pleased you're happy with what Basecamp has to offer and look forward to welcoming you back again! 😊 ...



Highly Recommended

We booked No 15 guesthouse for a girls birthday celebratory weekend and had a fantastic stay. The staff really looked after us and made sure we had a really special weekend and we thank them all.

It is a real gem of a place, very close to the centre, quite quirky but furnished to a very high standard throughout. The food is also excellent and we couldn't fault a thing.

[The staff are amazing too and so friendly and helpful. I would thoroughly recommend No 15 and Read more ▾

Review collected in partnership with this hotel

Date of stay: April 2024

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

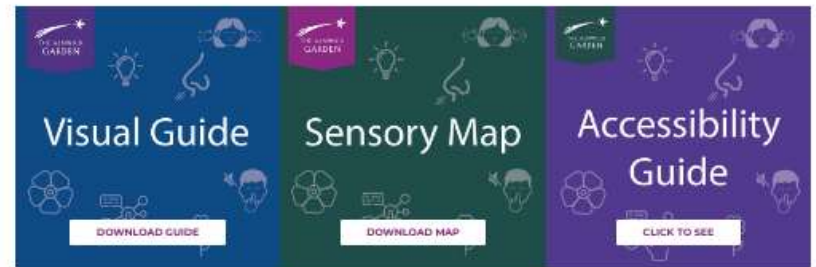
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Response from Will Hardwick, General Manager at No.15 by GuestHouse, Bath
Responded 5 days ago

Hi Cazza, Thank you for such a lovely review of your stay at No.15 by GuestHouse, I'm delighted that you enjoyed your stay with us and I will make sure that your comments are passed onto the team! Best Wishes, Will

[Report response as inappropriate](#)

Below is a list of ways in which The Alnwick Garden can support your visit, for additional information please speak to a member of our team by calling [01665 313550](tel:01665 313550) and choosing option 1.



Pre arrival

- Assistance Dogs
- Carers
- Wheelchairs
- How to get to The Alnwick Garden

When you arrive

- Parking
- Drop off points
- Taxi drop off
- Accessible toilets
- Hearing Loops
- Food and Drink
- Seating
- Sensory Highlights
- Sensory Packs
- Deaf

The four key questions

- Your top qualities
- Your recent improvements
- Your results
- Your future plans

Question 1: Your Top Qualities – 20%

Tell us about up to five ways in which your business is impressive compared to your competitors (500 words maximum)

- Describe the unique selling points, strengths and essence of your business.
- Judges will be looking for detailed examples of quality from across the business.
- Explain how you deliver memorable experiences
- Describe how you embed excellence across your whole operation
- Extras that delight customers
- Innovative adaption, diversification and/ or resilience building
- **Caring for your team**
- **Innovative marketing and PR**
- **Accessibility and sustainability**



Are you a trendsetter?

Local food, nature, wellness and rural tourism experiences will take centre stage in travel in 2024 says WTO

Travellers are seeking awe-inspiring transformative experiences, specifically those in the great outdoors

Google says:

- 30% uplift in search interest for "solo travel" in the UK
- Planning journey has become part of the adventure, people spend nearly three times longer planning, booking, and daydreaming about their trip than they do on the trip itself (74% planning vs. 26% travelling).
- Dog friendly stays near me up 250% 2023, 57% own a pet
- Desire to make new connections/find community search interest rising for “small group tours” with the over-50s and 60s as likely to hunt for travel tours as Millennials or Gen Zers.
- Privacy and Set-jetting (Source - Give a Day Global)
- Long form video, Youtube
- Search engines - Gen Z Tik Tok, Instagram – keywords
- Update your Google Business Profile so Google Assistant can return the best result to a voice query.



TRENDS AND DRIVERS – THINGS TO BEAR IN MIND...

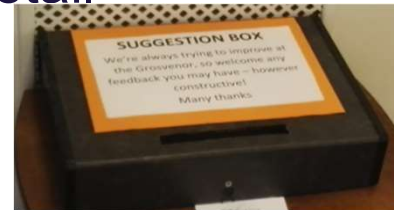
As a result of the pandemic, international uncertainty, inflation, and the cost-of-living crisis, more consumers are willing to consider domestic breaks, and many are actively seeking less crowded areas and new experiences.

One of Staffordshire's advantages is the sheer volume and variety of contrasting experiences available and its geographical location making it an accessible location with **heritage** and **fun** in equal measure. This sets us apart from our competitor destinations, and these advantages are far more likely to be realised when we work together.

Caring for customers/staff



- Always going the extra mile – welcome, farewell
- Staff training and development e.g. Welcome to Excellence/In-House training
- Induction process for new staff
- Customer feedback initiatives/complaints process
- Attention to detail



06 July 2023

Congratulations to Caroline Evans for being crowned Rock Star of the Month for June!

Innovative marketing/promotion

- Specific marketing and promotion carried out?
- Trying something different or out of the ordinary?
- Social networking sites
- Joint marketing with other tourism businesses
- Engaging with DMO and VE/VB campaigns



LET'S WORK TOGETHER


By working together, we can collectively create a bigger impact for your destination and for Staffordshire as a whole. So, we want you to get involved. We want to shout about your business in our campaigns and taking part couldn't be easier.

WE NEED YOU TO...

- Provide content for our campaigns
- Send us details about your events
- Keep us informed of activities – eg events, independent press visits
- Use the hashtag #enjoystaffs
- Share your press releases with us
- Say 'yes' to familiarisation visits for press and travel trade, so we can showcase your business

Get your introduction to PR toolkit

Learn the basics of getting publicity with our free public relations guide. Our PR toolkit provides ideas on how to secure media coverage and publicity.

- ✓ Intended for managers or employees at English tourism businesses who are not marketing professionals, this toolkit gives you simple steps towards getting media coverage.
- ✓ You'll find helpful advice such as who to contact in the media and how to make your pitch.
- ✓ There is also guidance on writing press releases to liaising with journalists and working with social media and influencers.
- ✓ Find suggestions on how to measure your PR campaign.
- ✓ Included throughout are case studies from small to medium-sized enterprises (SMEs) who have successfully scored media coverage without spending lots of time or money.

VisitEngland Introduction to PR Toolkit
Find out who to contact, what to say, how best to say it and when to make the most of media coverage.

[Download \(1.55 MB\)](#)

Find out more about online marketing:

www.visitengland.org/onlinemarketing

Digital Marketing Toolkit

Learn how digital marketing can help even the smallest tourism business reach a global audience with our toolkit of resources.

Contents

This Digital Marketing Toolkit for Small Medium Enterprises (SME) tourism businesses:

- ✓ Explains what you need to know about digital marketing strategy.
- ✓ Provides information on topics from building a website to maximising social media and content marketing.
- ✓ Includes helpful case studies of other businesses' digital strategies.



Accessibility and Inclusivity

- Commitment to delivering excellence for guests with accessibility requirements
- Consider the needs of the widest range of people
- Information and promotion - Accessibility Guide, website
- Accessible facilities and services
- Staff disability and accessibility awareness



Accessibility around the Museum

- Quieter times and sensory map
- Quieter areas
- Lighting and temperature
- Borrow a wheelchair
- Assistance and alarms
- Lifts and access to galleries
- Accessible toilets
- Seating
- Sound enhancement system / Induction loops
- Service, assistant and emotional support animals
- AccessAble access guides

Accessible resources

- British Sign Language (BSL) Guides
- Audio Descriptive Guides
- Object handling
- Touch tours
- Large print guides
- Family sensory support backpacks
- Relaxed event resources from home
- SEN students

Find out more about accessibility:

[Access guides www.visitengland.org/access](http://www.visitengland.org/access)

[Website accessibility https://wave.webaim.org/](https://wave.webaim.org/)

<https://www.autism.org.uk/advice-and-guidance/topics/autism-friendly-guide>

Take a look at the British Museum

www.britishmuseum.org/visit/accessibility-museum



Ethical, Responsible & Sustainable

- Include environmental, economic and social impacts
- Think about business operation, communications and influence on others
- Examples could include:
 - Energy
 - Water
 - Waste
 - Wildlife/ natural habitat enhancement
 - Transport/ travel
 - Procurement
 - Promotion of local products/ culture
 - Community engagement
 - Charity work
 - Ethical work practices

	Devon	SW region	UK	Abroad.
Plant-based organic	✓✓✓	✓✓✓	✓✓	✓
Plant-based non-organic	✓✓✓	✓✓	✗	✗
Livestock-organic/ecological	✓✓✓	✓✓	✗	✗
Extensive livestock	✓✓	✗	✗	✗
Livestock-intensive/conventional	✗	✗	✗	✗



Find out more about sustainability: www.visitengland.org/green

Green Tourism Awards www.green-tourism.com/about-us

Staffordshire Environmental Quality Mark <https://www.eqm.org.uk/wheretheyouare/staffordshire/>

Q2: Your Recent Improvements - 20%

Tell us about up to five ways in which you have developed your business and/or improved the customer experience over the last two years

Explain your reasons for making the improvements and indicate which parts of the business are impacted. Judges will be looking for examples of improvements from across the business.

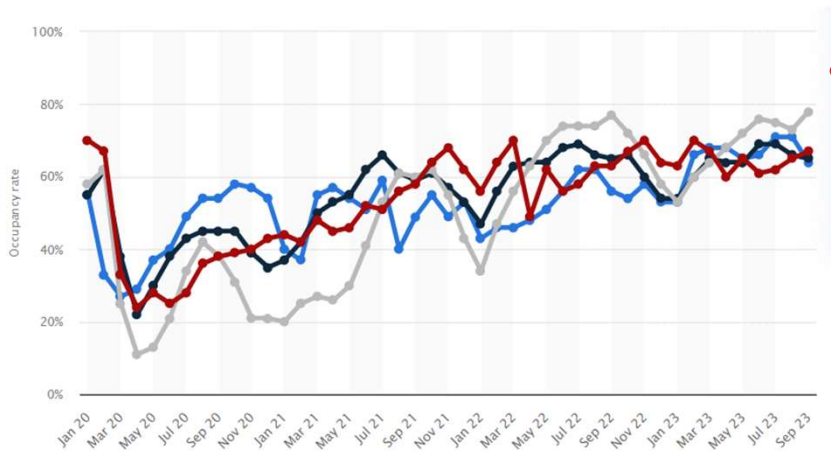
One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

Promotional initiatives e.g. new website

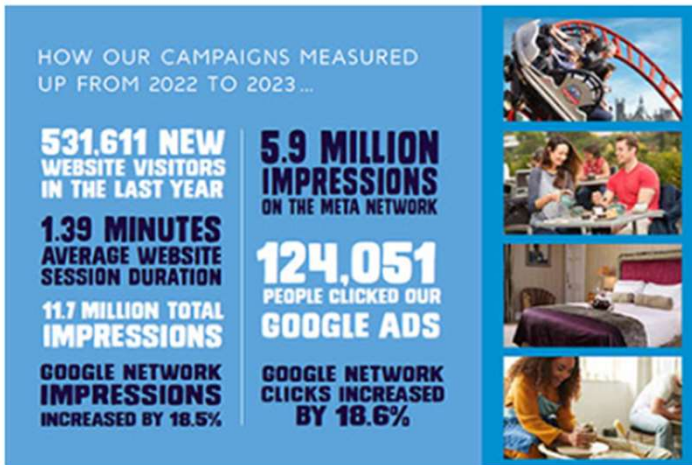
- Improving the skills of you and your team
- Expansion, upgrade of facilities, enhancements to your services
- Facilities and welcome for people with a range of accessibility requirements
 - For example, this may include information provision, adapted customer experiences, accessible facilities for people with a range of impairments, employing disabled staff and staff disability awareness training
- Managing and improving environmental, social and economic impacts
 - For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing
- Innovative adaption, diversification and/ or resilience building
- Use of digital technologies, such as automated services, robotics and AI
- Approximate date of improvement



Q3: Tell us about three successes from the last year, providing figures where relevant – 15%



- Don't be vague, use figures and specific examples i.e.
 - ✓ % increase in occupancy levels/visitor numbers, sales, customer satisfaction and wastage reduction
 - ✓ % increase in online bookings or repeat business
 - ✓ Business generated from marketing activity
 - ✓ Growth of social media following and engagement
- How significant has the impact been on your business?



 **90%** of our guests would recommend Shorefield Holidays to their friends & family

Q4: Your Future Plans – 15%

Tell us about three ways you will develop and promote your business over the next year and the reasons why

Judges will be looking for detailed examples of future plans from across the business, with a clear rationale eg

- Continued innovation, adaption, diversification and/ or resilience building
- Sustainability and accessibility improvements
- Expansion, upgrade of facilities, enhancements to your services
- Improving the skills of you and your team
- Marketing and PR, including partnerships with other businesses
- Operational efficiency
- Use of digital technologies, such as automated services, robotics and artificial intelligence



Different Questions - Unsung Hero

Recognises an individual working for a tourism business who excels in their role and deserves to be applauded for their work and commitment to the industry.

- Will be an individual and not a team
- Must be nominated by a colleague or by a local awards competition judge
- Demonstrates commitment, passion and enthusiasm for their work and the tourism industry; exceeds expectations and is an inspiration to their colleagues
- Nominees should not only being proficient in their role, but demonstrate going above and beyond, making a significant contribution
- Works in any area of the business; does not need to be in a customer-facing job role
- Unlikely to be a business owner or a senior manager
- May be new to the tourism industry or have worked in the industry for some time
- Only one application is required per nominee
- If the nominee moves business/organisation between nomination and the awards ceremony, they will remain eligible, provided they are still working in the tourism industry and their new employers support their nomination.

Different Questions - Unsung Hero

Nomination Justification (Scored)

Describe why the nominee deserves to win this award and include at least three examples of exceptional contribution by the nominee (500 words maximum).

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Impressive operational efficiency
- Innovative approach to problem solving
- Career progression
- Exceeding expectations
- Actively seeking learning and development opportunities
- Achieving positive business impacts
- Being a team member and inspiring colleagues
- Outstanding customer service
- Received recognition from peers or general public through staff or visitor reviews
- Entrepreneurial flair
- Overcoming adversity

This section is 100% of the final score.

Different Questions – Rising Star Award

Nomination (100% of the final score)

Describe why the nominee deserves to win this award and include at least three examples of outstanding achievements by the nominee (500 words maximum).

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Actively seeking learning and development opportunities
- Innovative approach to problem solving
- Career progression
- Impressive operational efficiency
- Exceeding expectations
- Being a team member and inspiring colleagues / peers
- Received recognition from peers or general public through staff or visitor reviews
- Outstanding customer service
- Entrepreneurial flair
- Achieving positive business impacts
- Overcoming adversity

Different Questions – Team of the Year Award

Nomination (100% of the final score)

Describe why the team deserves to win this award and include at least three examples of exceptional contribution by the nominated team (500 words maximum).

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Impressive operational efficiency
- Innovative approach to problem solving
- Exceeding expectations
- Outstanding customer service
- Actively seeking learning and development opportunities
- Achieving positive business impacts
- Received recognition from peers or general public through staff or visitor reviews
- Entrepreneurial flair
- Overcoming adversity

Top tips 1

Read

Guidance

Choose

Categories

Check

Eligibility

Study

The questions

Don't forget

Accessibility, sustainability, innovation and evidence

Review

Entry, evidence, social, web, business - be your own mystery shopper

Top tips 2

- Refer to the relevant criteria
- Make sure you answer the question
- Tailor your answer
- Use facts - do not make ambiguous or inaccurate claims
- Support answers with evidence
- Don't assume the judges know your business!
- Use the word limit and give detailed answers
- Make every word count - don't waste word count with duplication
- Ensure all aspects of your business are covered



Top tips 3

- Start preparation early
- Highlight why you are different and what are your best qualities
- Don't over complicate
- Reflect your passion and personality
- Fully answer question, use prompts to help
- Include initiatives from across the business
- Show how you act on feedback (and mistakes!)
- Read through the form twice – ask a colleague
- Review and submit on time



What are your next steps?

www.enjoystaffordshire.com/awards

<https://www.enjoystaffordshire.com/trade/what-we-do/tourism-awards>

Start your entry here

[Enjoy Staffordshire - \(secure-platform.com\)](#)

<https://visitengland-chapters.secure-platform.com/a/organizations/STA/home>

Timetable

- Deadline to submit: 2nd September 2024 (Midnight)
- Judging period: 1st August - 31st December 2024
- Finalist shortlist announced: January 2024
- Gala Dinner & Awards Ceremony: March 2025



Useful national links

- Check out the benefits of entering www.visitbritain.org/business-advice/visitengland-awards-excellence#why-apply
- Get free business advice www.visitbritain.org/business-advice
- Sign-up to industry newsletter www.visitbritain.org/subscribe-our-newsletters
- Download free toolkits:
Award Winner's PR Toolkit visitbritain.org/business-advice/visitengland-awards-excellence#pr-toolkit
- Digital Marketing Toolkit www.visitengland.org/onlinemarketing
Accessibility Guide www.visitengland.org/access
- Watch webinar on accessibility www.visitbritain.org/business-advice/business-recovery-webinars
- [Accessible and Inclusive Tourism Toolkit for Businesses](#)
- [Top 20 Tips checklists](#)
- Watch webinar on sustainability www.visitbritain.org/business-advice/business-recovery-webinars
- Improve your sustainability www.visitengland.org/green
- The national awards www.visitenglandawards.org



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Any questions?

info@enjoystaffordshire.com

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