**Staffordshire & Stoke-on-Trent Tourism Awards 2024/25**



# **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.**

**The award recognises an individual, aged 25 and under, 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.**

Sponsored by Stoke-on-Trent College

**This sample application form is for information only and all applications must be made via the online application system.**

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

## Eligibility criteria

* **Will be an individual not a team.**
* **Aged at least 16 and no more than 25 years old** at the time of the competition opening.
* **Working for (or an apprentice in) a business 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.

**OR**

* **Undertaking vocational training** with a recognised provider / college / universitywhich includes significant work-based learning / experience and is a pathway to a career with abusiness directly involved in tourism / hospitality.
* **Nominees who have previously won (Gold) in this category are NOT eligible to be nominated again.**

Works for (or training to work for) a business that 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. Business to business agencies or intermediaries e.g. that manage business to consumer (B2C) presence for tourism businesses without control over the experience delivered, would not be eligible.

'Tourism business' covers a number of different business types including:

* **Accommodation** e.g. hotels, bed & breakfasts, guest houses, inns & pubs with rooms, 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, foodhalls, food and drink markets, kiosks & street food (in a regular location). [For these purposes the definition of a foodhall/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.]
* **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.
* **Business events venues**
* **Guided tours**
* **Cultural services**, e.g. theatres, musical entertainment venues, sporting venues
* **Sporting, adventure and recreational activities**
* Travel agencies and other reservation services, including **tour operators and destination management companies**
* 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**
* Events and festivals, if they fulfil the following criteria:
	+ An application can relate to an individual working for an event/ festival that was held in 2023 or 2024. If it was held in 2023, it must take place again at least once between 01 January 2024 and 31 March 2025
	+ The event/ festival must have the intention to be re-occurring (taking place at least once every two years), and by March 2025 must have a date already confirmed and published for event/festival to be held after 31 March 2025
	+ For event companies that run several events/ festivals, the application must relate specifically to one named event/ festival
* Must be **nominated by a colleague / line manager, training provider** (e.g. tutor / lecturer) who can evidence the individual’s achievements and progression.
* Demonstrates clear **career progression through the development of their skills**, commitment, ambition and passion for their work and the tourism industry.
* Nominees should not only be proficient in their current role / training, but demonstrate their aptitiude to grow and develop their career.
* Works in any area of the business; does not need to be in a customer-facing job role.
* **Likely to be new to the tourism industry and at the beginning of their career.**
* 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 / training in the tourism industry and their new employer supports their nomination.

## Nominee’s details

(not scored)

**Name of Nominee (**the person you are nominating to win this award)**:**

Enter the nominee’s name here.

**Nominee’s business/employer / training provider:**

Enter the nominee’s business/employer/training provider here.

**Nominee’s current job/apprenticeship title or training course:**

Enter the nominee’s current job title / training status here.

**Date nominee started current job role / training:**

Enter the date nominee started current job role here.

**Nominee’s previous job titles with the same employer, including dates (if applicable):**

Enter the nominee’s previous job titles with the same employer, including dates here.

**Link to LinkedIn profile (if available):**

Enter the link to LinkedIn profile (if available) here.

**Please provide high resolution image of the nominee:**

Upload image of the nominee in their work environment on the online application platform here.

## Nominator’s details

(not scored)

**Nominator’s name (you):**

Enter the nominator’s name here.

**Nominator’s job title:**

Enter the nominator’s job title here.

**Nominator’s relationship to nominee:**

Enter the nominator’s relationship here e.g. line manager, supervisor, tutor etc.

**Nominator’s phone number:**

Enter the nominator’s phone number here.

**Nominator’s email:**

Enter the nominator’s email here.

**Nominator’s business name:**

Name of business application relates to. Give the name used to promote the business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.:

Enter the nominator’s business name here.

**Nominator’s business address:**

Enter the nominator’s business address here.

**Does the nominee know that they are being nominated?**

Enter ‘yes’ or ‘no’ here.

## Nomination

(this question is 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

Enter the nomination narrative here.

Links to relevant supporting evidence online (optional):

For example links to certificates / qualifications achieved as a result of work based learning, online reviews or scans of thank-you letters that mention the nominee by name.

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity.

Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.