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



# **Team of the Year**

**Recognises a group of people working together for the same tourism business who collaborative effectively to provide outstanding customer experiences and deliver excellence across their business.**

**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 a team not an individual.**
* Work for 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.

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.
* **Nominees who have previously won (Gold) in this category are NOT eligible to be nominated again.**

'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 a team 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, business owner or senior manager** who can evidence the team’s achievements.
* **Demonstrate commitment, passion and enthusiasm** for their work and the tourism industry; exceed expectations and **collaborate effectively as a team to deliver outstanding customer experiences.**
* 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.
* **Only one application is required per team nomination.**
* If individual team members move business/organisation between nomination and the awards ceremony, the team will remain eligible, provided it continues to exist and deliver the same function / responsibilities.

## Nominee’s details

(not scored)

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

Enter the nominee’s name here.

**Nominee team’s business/employer:**

Enter the nominee’s business/employer here.

**Nominee team’s title:**

Enter the nominee’s current team title here.

**Current team members and job roles:**

Enter the names of team members and their job roles here.

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

Enter the link to team members’ LinkedIn profiles (if available) here.

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

Upload image of the nominee team 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 team:**

Enter the nominator’s relationship here e.g. senior manager, team leader, business owner 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 team know that they are being nominated?**

Enter ‘yes’ or ‘no’ here.

## Nomination

(this question is 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, collaborative 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

Enter the nomination narrative here.

Links to relevant supporting evidence online (optional):

For example links to 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.