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



# **Unsung Hero Award**

**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.**

Sponsored by Newcastle & Stafford Colleges Group

**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

* Works 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.

Works 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.

'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. pubs, restaurants, cafés, tea rooms, coffee shops, 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.]
* **Business events venues**
* **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.
* **Guided tours**
* **Cultural services**, e.g. theatres, musical entertainment venues, sporting 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**
* Travel agencies and other reservation services, including **tour operators and destination management companies**.
* Events and festivals, if they fulfil the following criteria:
	+ An application can relate to 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 the time of national judging (March/April 2025) must have a date already confirmed and published for an 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
* **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 be 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.

## 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:**

Enter the nominee’s business/employer here.

**Nominee’s current job title:**

Enter the nominee’s current job title here.

**Date nominee started current job role:**

Enter the date nominee started current job role here.

**Nominee’s previous job titles with the same employer, including dates:**

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.

## 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 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 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

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.