



BEST ARTS & CRAFTS OF THE YEAR

Anglesey's historical, cultural and natural heritage continues to this day in the produce of traditional handcrafted products and this Award recognises the importance art and craft plays in providing the visitor with a true Anglesey experience.

Make sure your answers include examples of innovative thinking and how you've succeeded in increasing the tourism season, if appropriate. And please make sure you send in as much supplementary information as possible when submitting your entry – examples of what to include can be found in the FAQs.

Please read the Frequently Asked Questions before completing your entry. Please complete your entry in English only.


ANGLESEY
2011
TOURISM AWARDS
GWOBRAU TWRISTIAETH MÔN

ENTRY FORM – FRONT COVER

Award category:
Business name and address:
Website address:
Contact name: Position:
Telephone No:
Email address:
Who would collect the Award if you won? Name:
Are you a member of the Anglesey Tourism Association? If not, would you be interested in receiving membership information?
I confirm the details given in the Award entry are true and correct Signed: _____ Date: _____

IMPORTANT: Please return the entry form with your submission and support material by Monday 8 November 2010 to: Pip Cockeram, 13 New Street, Beaumaris (01248 811195) or Coed Cottages, Llanfechell (01407 710502). Please do ring beforehand to check someone will be present to accept your submission.

Please email accompanying images for your submission (size between 1-3MB) to Pip Cockeram at pip@pipcockeram.co.uk by the closing date or put on disc and included with your delivered submission.

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ENTRY FORM

1. Give details of your establishment including nature of business, a brief history, length of time in business, opening times and any awards won to date
2. Has there been a growth in sales over the last 12 month period and has this figure grown over the last three years? If so in what way?
3. Have you implemented measures or improvements to operate in a more sustainable manner?
4. Do you promote a sense of place through links with the local community, use of local produce and services and promotion of the Welsh language and culture?
5. What measures do you have in place to ensure access for all, if applicable?
6. How do you ensure and maintain exceptional standards of quality and customer care?
7. What is your target market and how do you promote your products to them?

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8. How do you evaluate your efforts and encourage customer feedback?

9. What has been your greatest achievement over the last twelve months (this could be introduction of a new marketing campaign, introduction of new products or sales growth etc)?

10. What differentiates your establishment from your competitors?

11. What would winning this award mean to you and your team?

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