



Application Guidance Notes

The information provided below is intended as guidance only, giving an indication of the subject areas to be covered in answering questions on the Award entry form.

In all instances you are advised to refer to the criteria for the relevant Award category and tailor your answer to your own business or organisation. This is not intended as an exhaustive list, rather as helpful pointers as to the likely content of answers.

Please try to answer all the questions set out with as much detailed information as possible – the more you provide, the more the judges will have a better picture of your business.

As we use a panel of judges from North Wales and the North West, please complete all the forms in English only.

Where the question asks – Give a brief history of your business?

Consider including:

- Improvements made to your business over time and particularly in the last two years
- Has the business changed in any way due to changes in customers' requirements and needs
- Has any upgrading and improvements resulted in recognition eg the awarding of a revised grading/classification or even other awards

Where the question asks – List your target markets?

Consider including:

- A listing of all relevant types of visitors you target for business eg families, retired couples, grandparents with children, disabled visitors etc
- If you cater for the group market include breakdown of the group(s) for example school parties, social groups, special interest societies etc

Where the question asks – Explain how you attract new business and/or repeat business?

Consider including:

- Information on how you target particular visitors eg families, which may be different to how you target groups
- Giving details of any innovative marketing you have undertaken, for example sending a special offer booklet in the shape of an apple promoting healthy breaks. Always include samples with your submission
- Providing results of this activity eg bookings increased by 20% in the month following the mail-out
- Working with other local tourism businesses to undertake joint marketing or creating shortbreaks packages

Where the question asks – List the specific improvements you have made to your business to enhance the visitors' experience?

Consider including:

- Details of any ongoing programme of improvements linked to your business plan
- The level of investment and on what time scale
- Favourable feedback from visitors on the improvements – how has it added value to the experience

Where the question asks – How do you cater for guests with disabilities?

Consider including:

- Physical adaptations to your building which have improved access eg ramps, disabled toilets, improved signage etc
- Catering for visitors with other disabilities eg blindness with audio alarms, Braille menus etc
- Staff training eg attendance on Welcome All or signing courses
- Providing information in other formats eg CD-Rom brochure with subtitles
- Providing copies of your access statement or access audit and evidence of compliance with the Disability Discrimination Act

Where the question asks – Give examples of how you care for the environment?

Consider including:

- Details of any recycling you undertake for glass and paper etc
- Details of energy saving initiatives such as low energy light bulbs, timers, towel washing regimes etc
- Details of local suppliers used for the provision of local produce in your restaurant or shop
- Details of fundraising for local environmental/social charities or providing rooms for local groups to hold meetings
- Details of employing local people and supporting the local economy
- Participation in recycling initiatives eg Green Lantern

Where the question asks – What investment has been made in staff training and development?

Consider the following:

- Have staff attended recognised tourism courses such as Welcome Host or undertaken other Welcome to Excellence training (please note this must have taken place within the last two years, as must all the training listed below)
- Have staff attended other customer care courses or courses at a local college aimed at your particular sector
- Are you working towards Investors in People or have already achieved this for your business
- Do your staff hold hygiene/food handling certificates that have been awarded in the last two years
- Do you undertake your own in-house training and induct new staff members

Where the entry form asks for supplementary information to be provided in a folder

Please send as much information as possible. Consider the following:

- The presentation of your Award application is important and will be considered by the judges
- It is recommended your entry is presented within a ring binder with plastic pocket wallets containing the supplementary information so it can be read easily. This also presents your business in the best possible light
- Include as much relevant information as possible, for example your brochure(s), photographs, print out of your website home page and other key pages, direct mail examples, advertisements, press releases (if applicable) and press coverage
- Include photocopies of guest endorsements/compliments by copying any guest book entries, survey responses or complimentary letters etc