



BEST BED & BREAKFAST/COUNTRY HOUSE OF THE YEAR

This Award covers all areas of the famous Bed & Breakfast including farmhouses, Inns or Guesthouses and larger Country Houses. Two Awards will be made in this category – Bed & Breakfast of the Year with less than 4 bedrooms and Country House with more than 4 bedrooms. The Award winners will offer a high standard of serviced accommodation while still providing its guests with the personal touch with a warm Welsh welcome and friendly atmosphere.

Who can enter?

All bed and breakfasts and Country Houses.

Shortlisted entries will demonstrate exceptional customer care, and commitment to excellence in quality including the following areas:

1. Commitment to excellence:

Accommodation – should be the highest level of quality and operators should be able to demonstrate a commitment to maintaining this through on-going investment.

Customer Care – should be paramount and include all or some of the following;

- Commitment to Customer Care could be demonstrated by operators/staff having undergone a programme of customer care training such as Welcome to Excellence. Judges will be looking for clear evidence that customer care and service standards are of a high quality through guest comments, letters etc. An excellent first impression establishing a good rapport with guests.

Please read the Application Guidance Notes and Frequently Asked Questions before completing your entry. Please complete your entry in English only.

- Guest should be made to feel at home with knowledgeable proprietors and staff showing very good levels of attention and anticipating guest needs.
- Brochure produced to professional standard with detailed, accurate and clear information.
- Comprehensive tourist information which may include maps, local interest guides and personal recommendations for shops, attractions and places to eat.

Breakfast – is a major part of the guest accommodation experience and as such should be reflective of the overall quality of the establishment.

- High quality fresh ingredients with a wide range of items eg choice of teas and coffees, alternatives to the traditional Welsh breakfast, and perhaps house specials.
- Use of fresh seasonal local or homemade produce and inclusion of regional specialities should be evident
- Breakfast service should be prompt and efficient and of a more informal nature.

2. Provision for disabled guests:

You should clearly demonstrate a commitment towards catering for customers with disabilities. The judges will look at provision to provide information and facilities catering for people with either mobility or sensory impairments, what information is provided for these customers and in what format.

3. Care for the environment, the local community and the local economy:

Operators must demonstrate an awareness of their environment. Judges will be looking for examples of action which could include using sustainable materials, energy saving initiatives, recycling, reducing packaging, promoting local events, using local produce (if appropriate) or employing local people.

4. Innovative Marketing:

The judges will be looking for initiatives and fresh marketing ideas in the last year, which have brought in new or repeat business.

5. Use of Welsh:

The provision of bilingual services is not a prerequisite but businesses are increasingly using the Welsh language to enhance their products and services. Using Welsh demonstrates clearly that you are proud to be doing business on Anglesey and that you respect the culture and the community.

BED & BREAKFAST/COUNTRY HOUSE

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OF THE YEAR

ENTRY FORM

1. How long have you been in business at this location? Please state the number of years and months
2. Give a brief history of your Bed & Breakfast (maximum 100 words)
3. Number of bedrooms?
4. Describe your Breakfast content and service (maximum 100 words)
5. Room occupancy for the previous 12 months
 - a. Total occupancy for the year _____ %
 - b. What percentage was repeat business _____ %
 - c. Occupancy during high season (April to September) _____ %
 - d. Occupancy during low season _____ %
6. List your target markets eg families, specific age groups and target areas eg North West, Yorkshire (max 50 words)
7. Explain briefly your marketing campaign and how you attract new and/or repeat business. Entries should demonstrate excellence in the following areas:
 - Identification of special target markets
 - Targets set within the marketing programme
 - Methods used to achieve these targets – including innovative ideas and their implementation
 - Extent to which these targets have been met to date
 - Monitoring methods used to measure success
 - Examples of success/results – including coverage, case studies, DVDs etc
 - How the website fits into and contributes towards the implementation of both business and marketing plans and its success over non-electronic forms of promotion/sales etc.
8. List the specific improvements that you have made to your business to enhance your visitors' experience. These improvements should have been made no more than 2 years ago (max 100 words)
9. What impact did this have on your business? For example increase in business, increase in good customer comments etc (max 50 words)

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10. Describe briefly how you deal with customer care, including enquiries, arrivals, the stay itself and complaints. Give examples (max 100 words)
11. Describe your activity in relation to Accessibility.
12. Are any rooms or areas specifically designed for the disabled? Give a brief description. If not, how would you cope with a disabled guest? Have any employees attended "Welcome All" training or its equivalent?
13. Give specific examples of how your organisation cares for;
 - a. The environment, eg recycling, implementing energy and water saving initiatives
 - b. The local community eg forging links with local school or community groups to raise sustainability issues
 - c. The local economy, eg purchasing local goods and services
14. What investment has been made (in time and/or money) in staff training and development? This investment must have been made no more than 2 years ago. How has this improved the services provided to guests? Please demonstrate excellence in the following areas:
 - An innovative approach to training
Showing how new methods of training and staff development have been introduced to benefit the business, staff and customers
 - Investment in training
Staff should have gone through recognised training courses such as Welcome to Excellence customer care training
 - Customer care
Judges will be looking to see how the training used has led to a real improvement in service standards and customer care to all guests. Evidence should be provided of customer satisfaction
 - Staff morale
Judges will be looking for evidence of training leading to improved motivation, development of team spirit, better staff retention and increased levels of job satisfaction

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15. Describe your bilingual provision in the following areas:
- Standard mark of business eg name/title of business, signage etc
 - Advertising and communication material
 - Oral Welsh
 - Please also tell us how important you feel it is to use the Welsh language for the business' benefit and if you would like to make more use of Welsh and would like us to arrange for information to be sent to you
 - Please let us know if you offer visitors an alternative Welsh experience

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