



TOURISM & ENVIRONMENT AWARD

The Award is designed to recognise tourism enterprises in Anglesey that have been particularly successful in balancing commercial achievement with good environmental management and community development.

Who can enter?

This Award is open to any tourism business in Anglesey. The emphasis is on a commitment to improving and looking after the environment and making sure guests/visitors still receive the highest standards of service and quality.

Shortlisted entries will need to demonstrate one or more of the following:

- Examples of improvements to the business which have had an impact on the environment whether it be heating, lighting, waste provision, food, information, public transport and a whole range of services
- Examples of projects designed to repair, maintain and improve landscape conservation and/or access projects which have improved the accessibility of Anglesey
- Examples of conservation projects to protect and restore the important habitats of Anglesey's plants and animals
- Examples of education programmes to help everyone appreciate the uniqueness of Anglesey's environment and any programmes to help restore and preserve features for the enjoyment of the local community and visitors alike
- Examples of sustainable development, for example work on cycle friendly routes, the management of forests, the building of environmentally friendly buildings and the use of bio fuels.

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

- Staff should have undergone recognised training courses, such as Welcome to Excellence customer care training, or should be participating in awards for good practice eg Investors in People. The judges will be looking for examples of how the training has been put into practice, and how it has improved guest services. Investment in training must have taken place within the last two years. Investment is defined as investment of money and time.
- The judges will also be looking for initiatives and fresh marketing ideas in the last year, which have brought in new or repeat business.
- 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.

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ENTRY FORM

1. Give a brief description of your business (max 100 words)
2. List your target markets eg families, specific age groups and target areas eg North West, Yorkshire (max 50 words)
3. Describe the environmental improvements put in place in the last 2 years and their impact on the environment and business
4. Were these improvements grant assisted?
5. 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.
6. 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 visitors? 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

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- 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

7. 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

Other – please detail