



BEST SELF CATERING ESTABLISHMENT

Judges are looking for self-catering establishments or serviced apartments that have boosted business by making the most of their distinctive appeal.

Who can enter?

All self catering establishments or serviced apartments. Shortlisted entries will demonstrate innovation and improvement in all of the following areas:

1. Commitment to excellence:

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
- Brochure produced to professional standard with detailed, accurate and clear information
- Personal welcome (or letter) on arrival and/or satisfaction check after 24 hours
- Additional means of welcome such as fruit, flowers, wine, tea-tray etc

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- Comprehensive tourist information which may include maps, local interest guides and personal recommendations for shops, attractions and places to eat

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

2. Accessibility:

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:

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

4. Investment in staff training and development:

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.

5. Innovative Marketing:

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

6. 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.

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ENTRY FORM

1. How long have you been in business at this location? (years and months)
2. Give a brief history of your self catering business (maximum 100 words)
3. Occupancy for the last 12 month period?
 - a. Total occupancy for the year _____ %
 - b. What percentage was repeat business _____ %
 - c. Occupancy during high season (April-September) _____ %
 - d. Occupancy during low season _____ %
4. List your target markets eg families, specific age groups and target areas eg North West, Yorkshire (max 50 words)
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. 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 two years ago (max 100 words)
7. What impact did this have on your business? For example, increase in business, customer satisfaction etc (max 50 words)

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8. Describe briefly how you deal with customer care, including enquiries, arrivals, the stay itself and complaints. Give examples (max 100 words)
9. 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
10. Are any of your properties 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?
11. Give specific examples of how your organisation cares for;
 - a. The environment eg recycling
 - b. The local community eg forging links with local community groups
 - c. The local economy eg purchasing local goods and services
12. 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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