

Cumbria
Tourism
Awards
2020

Cumbria Tourism 
At the heart of our visitor economy

Accessible & Inclusive Tourism Award

Recognises tourism businesses providing truly memorable visitor experiences for everyone, particularly those with accessibility requirements, and demonstrating excellence across every aspect of the business.

Sponsored by



**** Eligibility criteria and questions for information only ****

ENTER ONLINE at www.cumbriaawards.co.uk

This is a sample application form only to help you understand the questions. You may complete, print and share it with colleagues before cutting and pasting your final answers into the online entry form.

Full **Terms and Conditions of Entry**, including any associated fees, can be found online at www.cumbriaawards.co.uk and should be considered before completing your application.



in association with



Eligibility Criteria

- Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

Meets the tourism product definition:

'Tourism product' covers a number of different categories including:

- Accommodation e.g. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, hostels, holiday boats, camping, caravanning, glamping, lodges, shepherds huts, chalets
- Hospitality i.e. food and beverage service businesses e.g. pubs, restaurants, cafés, tea rooms, coffee shops, bistros, kiosks & street food (in a regular location)
- Transport services e.g. rail, road, water, airports and rental
- Guided tours
- Cultural services, e.g. theatres, musical entertainment venues, sporting venues
- Travel agencies and other reservation services, including tour operators and destination management companies
- Sporting, adventure and recreational activities
- Retail i.e. a single retail outlet or shopping centre that attracts a significant number of people visiting from outside the local area
- Businesses providing supporting services to visitors e.g. visitor information providers, left luggage services
- Visitor attractions that meet the visitor attraction definition: a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.

- Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.
- Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.
- Businesses of all sizes can apply as this category is judged within the context and style of the business.
- Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.

Applicant & Business Details		(Not scored)
Applicant's Name		
Applicant's Job Title		
Applicant's Phone Number		
Applicant's Email		
Business Name		
Name of business application relates to. Give the name used to promote the business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.		
Business Address		
Closures during judging period (the judging period runs from 17 th February to 30 th June).		
Promotional Description		
<p>Provide a promotional description of your business.</p> <ul style="list-style-type: none"> • Focus on its strengths and stand out features • Write your description with regard to this category • This wording will be used in PR and awards literature if you are short listed as a finalist • Wording provided is subject to edit • 120 word maximum 		
Promotional Images		
<p>Provide up to three landscape high resolution photos.</p> <ul style="list-style-type: none"> • Photos should relate to this category • Photos should not be edited in any way e.g. embedded text or logos, a collage 		

- Only include photos that you own the copyright for
- If the photo requires a credit e.g. photographer, please provide details
- These photos will be used in PR and awards literature if you are short listed as a finalist

Background

(Not scored)

Briefly outline the story of your business (250 words maximum).

For example:

- Length of time business has been trading and time under current ownership
- Target market(s) and typical customer profile
- Key milestones in developing the business
- Indication of size of business
- Number of staff employed, if any

List any awards, ratings and accolades received in the last two years, relating specifically to the accessibility of your business. Include the title, awarding body, level and date achieved.

For example:

- Successes in this competition and the VisitEngland Awards for Excellence
- Accessibility certification e.g. National Accessible Scheme, Autism Friendly Award
- Disability Confident employer scheme
- Annual awards for accessibility – or individual aspects of it – whether at local, regional, national or international level

There is no requirement for your business to be quality assessed. However, if you have an independent quality assessment/mystery shopping report from the last two years, you

might wish to attach it when emailing your completed application form /upload it here (optional).

Online Presence & Reviews		(This section is 30% of the final score)
Provide links to your online presence, which will be reviewed and scored by judges in addition to your answers to the four questions. Other sites may also be checked.		
Website		10%
Social Media Platforms		10%
Provide links to all business pages/profiles on Facebook, Instagram etc. and Twitter handles		
Online Review Sites		10%
Provide specific links to customer review listings for your business e.g. TripAdvisor, Booking.com, Google, Euan's Guide		

Question 1 - Your Top Qualities	(This question is 20% of the final score)
Tell us about up to five ways in which your business is impressive in meeting the needs of customers with accessibility requirements compared to your competitors (500 words maximum).	
<p>One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):</p> <ul style="list-style-type: none"> • Enhanced facilities, services and initiatives that you offer customers with accessibility requirements e.g. equipment provision, Changing Places toilet • Added extras that delight your customers with accessibility requirements e.g. dedicated sessions to engage disabled groups • Employing staff with impairments • Innovative marketing and PR, including partnerships with other businesses • Inspiring other businesses to be more inclusive and helping drive the development of an accessible visitor destination 	
1.	

2.
3.
4.
5.
Links to relevant supporting evidence online (optional): You will not be penalised if you have not included supplementary evidence. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Question 2 - Your Recent Improvements	(This question is 20% of the final score)
Tell us about up to five ways in which you have developed your business and/or improved the customer experience for people with accessibility requirements over the last two years (500 words maximum).	
One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):	
<ul style="list-style-type: none"> • Promotional initiatives e.g. Accessibility Guide, Disabled Access Day • Improving the disability and accessibility awareness of you and your team • Online and on-site information in alternative formats e.g. subtitled videos, large print, audio, Braille, visual story • Expansion, upgrade of inclusive facilities, enhancements to your services • Input from people with accessibility requirements and access consultants 	
1.	
2	
3.	
4.	
5.	
Links to relevant supporting evidence online (optional):	

You will not be penalised if you have not included supplementary evidence. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Question 3 - Your Results

(This question is 15% of the final score)

Tell us about three successes (stated in numbers) in meeting the needs of customers with accessibility requirements from the last year (300 words maximum).

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Whether you are able to attribute success directly to any of the improvements that you've made
- Percentage increase in occupancy levels/visitor numbers, sales, customer satisfaction from people with accessibility requirements
- Percentage increase in online bookings or activity e.g. unique visits to website
- Increase in repeat business
- Business generated from marketing activity

1.

2.

3.

Links to relevant supporting evidence online (optional):

You will not be penalised if you have not included supplementary evidence. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Question 4 – Your Future Plans

(This question is 15% of the final score)

Tell us about three ways you will develop and promote your business to meet the needs of customers with accessibility requirements over the next year and the reasons why (300 words maximum).

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Improving the disability and accessibility awareness of you and your team
- Expansion, upgrade of facilities, enhancements to your services
- Marketing and PR, including partnerships with other businesses
- Inspiring other businesses to be more inclusive and helping drive the development of an accessible visitor destination

1.

2.

3.

Links to relevant supporting evidence online (optional):

You will not be penalised if you have not included supplementary evidence. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

SAMPLE