

Ethical, Responsible and Sustainable Tourism Award

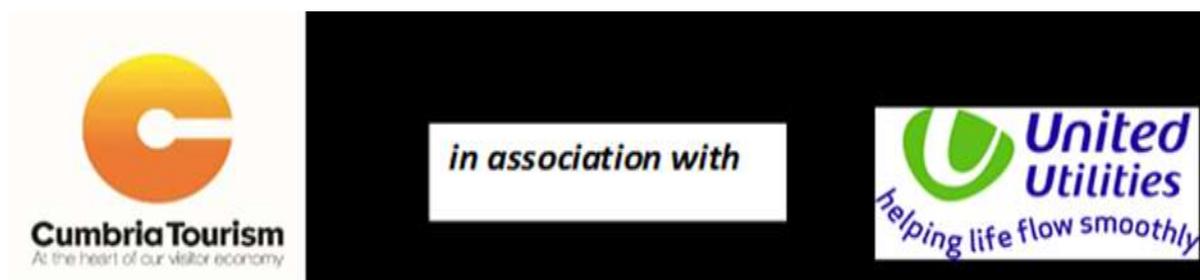
Recognises tourism businesses committed to being sustainable, responsible and ethical in how they operate and interact with customers, the wider community and the environment.

**** 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.



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		
Provide a promotional description of your business. <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		
Provide up to three landscape high resolution photos. <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:

- The origins/motivations behind your ethical approach
- 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 sustainability of your business. Include the title, awarding body, level and date achieved.

For example:

- Successes in this competition and the VisitEngland Awards for Excellence
- Green certification e.g. Green Tourism, David Bellamy, ISO/ BS standards, TripAdvisor GreenLeaders, Sustainable Restaurant Association
- Annual awards for sustainability – 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 operating in an ethical, responsible and sustainable way compared to your competitors (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"> • A long history of implementing a sustainable approach/ being an early adopter of sustainable practices • Innovative actions in managing your environmental, economic or social impacts • How you inspire and involve customers, suppliers, your community and any staff • How you promote local culture or provide educational/ career opportunities • Facilities and welcome for people with a range of accessibility requirements 	
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)
<p>Tell us about up to five ways in which you have developed your business' ethical, responsible and sustainable practices over the last two years (500 words maximum).</p>	
<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"> • Improvements that cover all three elements of sustainability – environmental, economic and social impacts of your business • Improvements across different aspects of your business e.g. the property, the daily operations of the business, its communications and influence on others • Examples can come from any of the following broad aspects (and others not listed): energy, water, waste, wildlife/ natural habitat enhancement, transport/ travel, procurement, promotion of local products/ culture, community engagement, charity work, ethical work practices 	
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 operating in an ethical, responsible and sustainable way 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
- Reductions in carbon footprint
- Reductions in energy/ water consumption (overall or per customer)
- Reductions in the % of waste going to landfill or in particular types of waste (e.g. single use plastic)
- Increases in the % of items purchased/ sold from local/ ethical sources
- Percentage increase in occupancy levels/visitor numbers, sales, customer satisfaction

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 in operating in an ethical, responsible and sustainable way 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):

- Engaging customers, suppliers, peer businesses, staff
- Examples that demonstrate a clear strategy for improving the impact of the business i.e. have a rationale and clear goals
- Examples that extend existing practices or address gaps

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