

Cumbria
Tourism
Awards
2020

Cumbria Tourism 
At the heart of our visitor economy

Large Visitor Attraction of the Year

Recognises large visitor attraction businesses providing truly memorable visitor experiences and demonstrating excellence across every aspect of the business.

Sponsored by


CREATIVE PRINT & GRAPHIC MEDIA

**** 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.


Cumbria Tourism
At the heart of our visitor economy

in association with

 **United
Utilities**
helping life flow smoothly

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 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.”
- Attracts 75,000 visitors or more per year, **or** employs more than 10 full-time equivalent members of staff
- Is capable of attracting day visitors, tourist and local residents
- May occasionally require pre-booking for a visit or activity
- Retail outlets, sporting venues and theatres are not eligible to apply unless there is also a tour, museum or exhibition element included
- Guided tours that are not based within a visitor attraction should apply for the relevant Experience of the Year category
- 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.
- 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).	
Latest number of annual visitors	
Number of staff (full time equivalent)	
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. Include the title, awarding body, level and date achieved.

For example:

- Successes in this competition and the VisitEngland Awards for Excellence
- TripAdvisor Certificate of Excellence
- Green Tourism award
- VisitEngland and/or AA quality assessment, local quality accreditation

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 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"> • Added extras that delight your customers • How you care for your team • Use and promotion of local suppliers, including food & drink offer centred on locally sourced produce • Innovative marketing and PR, including partnerships with other businesses • Facilities and welcome for people with a range of accessibility requirements • Managing and improving environmental, social and economic impacts 	
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.	

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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 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">• Sustainability and accessibility improvements• Promotional initiatives e.g. new website• Improving the skills of you and your team• Expansion, upgrade of facilities, enhancements to your services• Reasons for making the improvements e.g. based on customer feedback• Approximate date of improvement	
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) 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): <ul style="list-style-type: none">• 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 and wastage reduction
- Percentage increase in online bookings
- Increase in repeat business
- Business generated from marketing activity
- Growth of social media following and engagement

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 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): <ul style="list-style-type: none"> • Sustainability and accessibility improvements • Expansion, upgrade of facilities, enhancements to your services • Improving the skills of you and your team • Marketing and PR, including partnerships with other businesses • Operational efficiency 	
	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