

The Sheila Hensman Unsung Hero Award

Recognise an individual working in a tourism business who excels in their role and deserves to be applauded for their work and commitment to the industry.

In honour of Sheila Hensman

The Unsung Hero Award is made in memory of Sheila Hensman, who served Cumbria Tourism over many years as both its Chairman and President. It is intended that this award will continue to encourage those in industry to strive for excellence which benefits both colleagues and guests.

**** 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

- Works for a business 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.

- Works for a business that 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
- Transport services e.g. rail, road, water, air networks and rental
- Sporting venues and theatres that have a tour, museum or exhibition element included
- Guided tours
- Cultural services, e.g. theatres
- 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.

- Will be an individual rather than a team
- Must be nominated by a colleague or by a local awards competition judge
- Demonstrates commitment, passion and enthusiasm for their work and the tourism industry; exceeds expectations and is an inspiration to their colleagues
- Works in any area of the business; does not need to be in a customer-facing job role
- Unlikely to be a business owner or a senior manager
- May be new to the tourism industry or have worked in the industry for some time
- Only one application is required per nominee

- If the nominee moves business/organisation between nomination and the awards ceremony, they will remain eligible, provided they are still working in the tourism industry and their new employers support their nomination.

Nominee Details		(Not scored)
Nominee's Name		
Nominee's Business/Employer		
Nominee's Current Job Title		
Date Nominee started current job role		
Nominee's previous job titles with the same employer, including dates		
Link to LinkedIn profile (if available)		

Nominator's Details		(Not scored)
Nominator's Name		
Nominator's Job Title		
Nominator's Phone Number		
Nominator's Email		
Nominator's Business Name		
Nominator's Business Address		
Does the Nominee know that they are being nominated?	YES / NO	

Nomination	(Scored)
Describe why the nominee deserves to win this award and include at least three examples of exceptional contribution by the nominee (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"> • Impressive operational efficiency • Innovative approach to problem solving 	

- **Career progression**
- **Exceeding expectations**
- **Actively seeking learning and development opportunities**
- **Achieving positive business impacts**
- **Being a team member and inspiring colleagues**
- **Outstanding customer service**
- **Received recognition from peers or general public through staff or visitor reviews**
- **Entrepreneurial flair**
- **Overcoming adversity**

Relevant supporting evidence (optional):

For example links to online reviews or scans of thank-you letters that mention the nominee by name. 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 count, will be disregarded.