

Wedding Venue of the Year

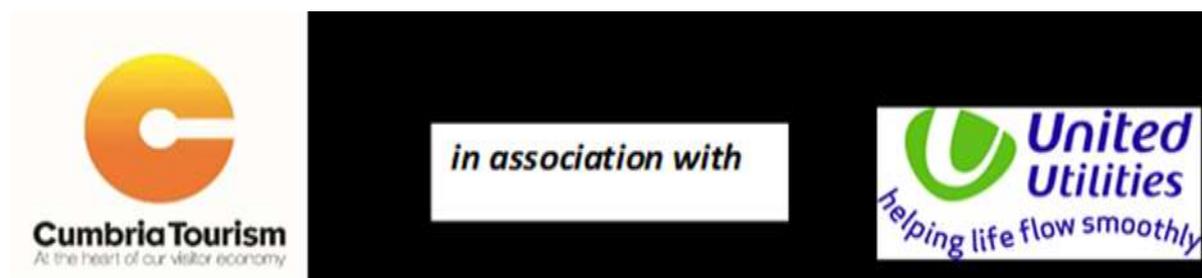
Recognises venues that deliver distinctive and/or innovative weddings which create a unique and memorable experience.

**** 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 wedding guests visiting from outside the local area.

- Any business that hosts weddings.
- Judging will take account of all aspects of the wedding service provision, including the venue itself and other services offered to wedding guests.
- Weddings will be of exceptional quality, provide an outstanding service and display attention to detail and high standards of organisation and communication.
- Businesses of all sizes can apply as this category is judged within the context and style of the business.

Applicant & Business Details

(Not scored)

Applicant's Name

Applicant's Job Title

Applicant's Phone Number

Applicant's Email

Business Name

Give the name you use when promoting your 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 17th February to 30th June)

Promotional description

Provide a promotional description of your business.

- 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.

- 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).

Judges will be looking for:

- Length of time business has been 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 accolades
- Wedding awards

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 upload it when completing application online.

Online Presence & Reviews	(This section is 30% of the final score)
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Provide links to your online presence, which will be reviewed and scored by judges in addition to your answers to the four questions.

Website (10%)	
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Social Media Platforms (10%)	
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Provide links to any business pages/profiles on Facebook, Instagram etc. and Twitter handles

Online Review Sites (10%)	
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Provide specific links to any customer review listings for your business relating to your wedding offer e.g. TripAdvisor, Booking.com, Google, Euan's Guide

Question 1 – Your Top Qualities	This question is 20% of the final score
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Tell us about up to **five** ways in which your wedding experience is impressive in meeting the needs of wedding guests 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):

- Added extras that delight your guests
- How you care for your team
- Use 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

<ul style="list-style-type: none"> Managing and improving environmental, social and economic impacts
1.
2.
3.
4.
5.
<p>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.</p>

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 and/or improved the experience for wedding guests 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"> 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.	
<p>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.</p>	

Question 3 – Your Results	This question is 15% of the final score
Thinking of how you measure success, tell us about three successes 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 wedding bookings, occupancy levels/visitor numbers, sales, customer satisfaction and wastage reduction • Increase in repeat business, recommendations or referrals • 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 for weddings over the next 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"> • 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