

## Achieving excellence – your tourism awards toolkit 2023/24

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For the 2023/24 awards cycle the name has changed to Peak District, Derbyshire & **Derby** Tourism Awards – Derby businesses were always welcome to enter, but our recent LVEP accreditation has really formalised this and the awards name has changed to include Derby to recognise our LVEP accreditation

## What we will cover



- Why do businesses enter the awards?
- The tourism awards process
- Your application
- What are your next steps?



We will be covering why businesses large and small enter the awards and what benefits they have received as a result.

We will talk about how our awards run and link in with the national VisitEngland Awards for Excellence.

We will then go through the entry form, giving you all the information you need to submit your best entry.

And finally, we will share what happens next and where to go for more information.



## Why do businesses enter the awards?



First off, why do businesses like you enter?

## **Excellence makes business sense**

- Customers will pay more for excellence
- Recruit and retain better staff
- Profile and pride
- Profit!



The awards are part of a journey which is about being the best you can be.

Simply by entering, you will enjoy a great number of benefits.

Everyone likes to win – but whether or not you achieve an award on the ‘night’, your business will be better as a result of taking part.

By applying, you will be turning a spotlight on your operation and shown how to look at it from the customer perspective.

By comparing yourself with your competitor set (those businesses operating in the same field), you will challenge yourself to be better.

At the end of the process you will be well on your way to achieving excellence and this will have a positive impact on your bottom line.

Customers will happily pay a premium for a better experience, staff will be more motivated, settled and committed, your team will have a shared sense of pride and purpose and you will all be working towards a common set of goals.

## Celebrating local excellence



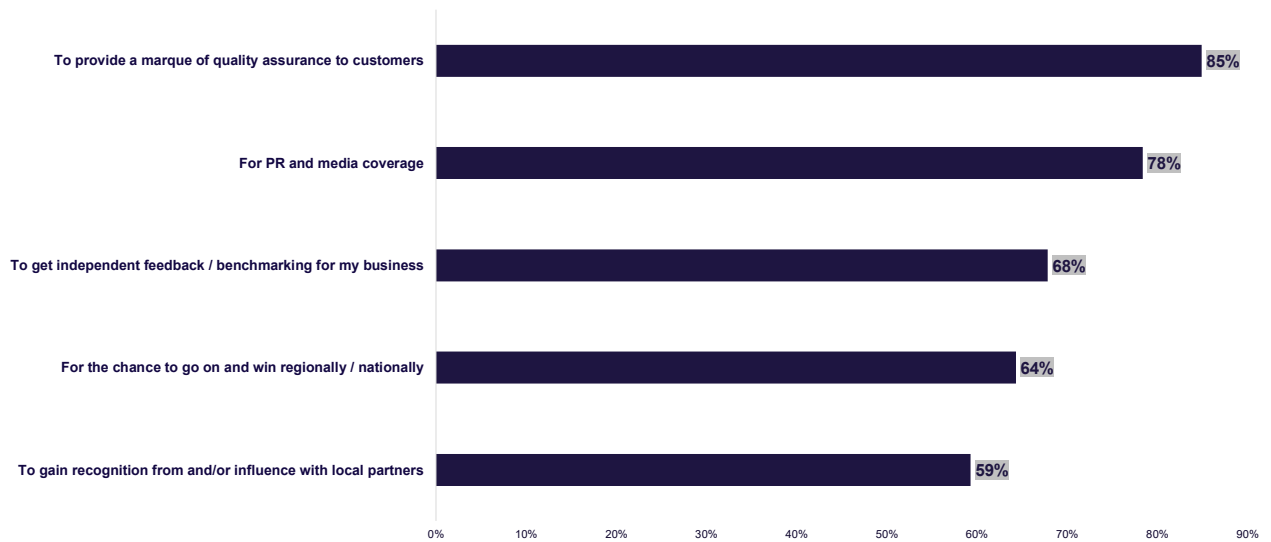
PEAK DISTRICT  
DERBYSHIRE & DERBY

**TOURISM**  
AWARDS 2024



This is an image of our 2022/23 Gold award winners, celebrating at the Awards dinner held at Casa in Chesterfield on 02 March. 5 of our Gold winners were shortlisted for the VisitEngland Awards for Excellence with Pure Outdoor (Ethical, Responsible and Sustainable Tourism Award) and The Bling Bull (Pub of the Year) winning Gold nationally and myGuidedWalks (Experience of the Year), Wildhive Callow Hall (Small Hotel of the Year), Great British Car Journey (New Tourism Business of the Year) all winning Bronze.

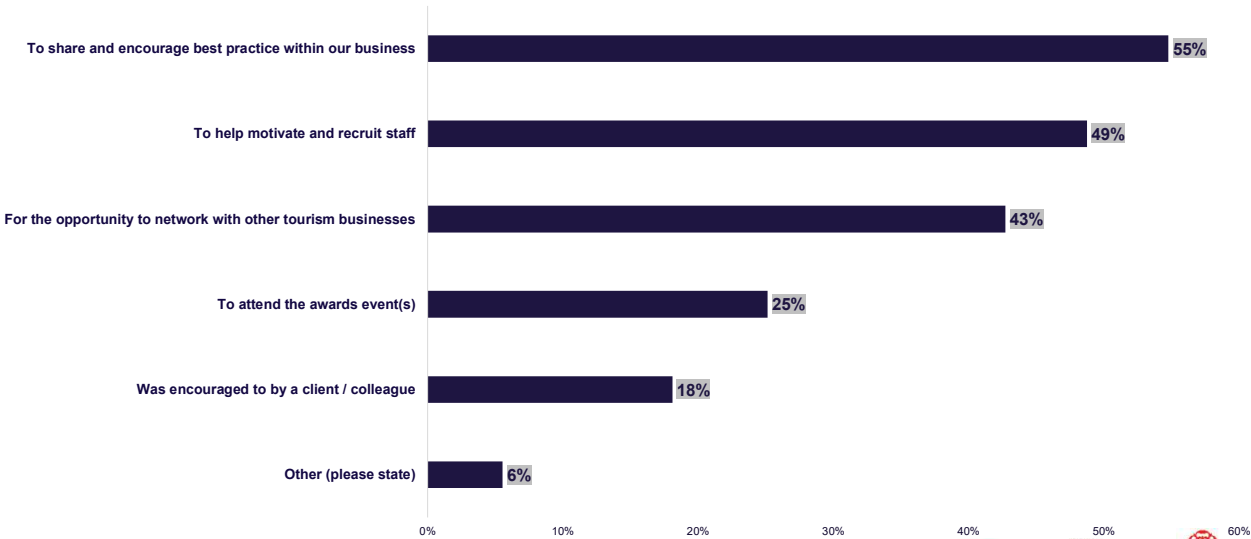
## Why did you enter your local tourism awards competition in 2022? – top 5 reasons



VisitEngland carries out an application survey with all entrants each year, which provides insight into why businesses entered.

Applicants entered their local competition for a number of different reasons and you may be surprised that winning an award is not the main reason!

# Why did you enter your local tourism awards competition in 2022? – other reasons



## Benefits of entering

- Receive a marque of quality assurance for use in marketing
- Increase your media coverage and PR opportunities
- Gain a competitive edge
- Chance to compete regionally and nationally
- Get free independent feedback
- Review your approach to excellence and drive best practice
- Network and celebrate with other businesses
- Recognition and/or influence with local partners
- Reward and motivate your team

### Find out more about why you should enter:

[www.visitbritain.org/business-advice/awards/why-apply-visitengland-awards-excellence](http://www.visitbritain.org/business-advice/awards/why-apply-visitengland-awards-excellence)

[www.visitbritain.org/business-advice/awards/award-winners-pr-toolkit](http://www.visitbritain.org/business-advice/awards/award-winners-pr-toolkit)

**Award Winners' PR Toolkit**  
Our Award Winners' PR Toolkit has been produced to help award-winning businesses make the most of the PR opportunity.

Congratulations on winning an award. As well as recognising the quality of your product, this win represents an urgent PR opportunity. Media coverage won't magically ensue: you'll have to be proactive and tell the right journalists why they should cover your business.

Prepared for those who are time-poor and need marketing professionals, the PR Toolkit advises you on how to secure and maximise the media coverage around your award win. It splits into four main sections covering **WHO** to contact, **WHAT** exactly to say, **HOW** best to say it and **WHEN** to say it. You can also read case studies from previous winners who have scored media coverage on the back of winning an award. The first section focuses on the world of 'influencers'.

Good luck in making the most of your fantastic award win!

**Who to contact**  
An overview of the UK's media outlets which produce travel content.

**What to say**  
How to focus on your unique selling point.

**How best to say it**  
How best to make your approach, with tips on imagery and a sample press release.

**When to say it**  
When it is best to make your approach to editors.

**Working with influencers**  
How to build a relationship with social media influencers.

**VISIT DERBY** GREAT PLACE. GREAT BASE  
**VISIT PEAK DISTRICT & DERBYSHIRE**  
VisitEngland

Over half of entrants said they entered to be able to provide a marque of quality assurance. This official endorsement and trusted logo gives potential customers another reason to book.

Becoming a finalist and then going on to win an award is a newsworthy story. It provides a great opportunity to generate media interest both locally in our awards and, if you go further, getting (*regional and*) national coverage. National winners have the additional benefit of being promoted through VisitEngland's consumer communication channels.

VisitEngland has produced a comprehensive toolkit to help winners with their PR and you can see the link at the bottom. We will be sharing these links with you after today.

Winning helps you to stand out from your competitors and being an award winner provides you with a unique selling point to promote.

Core category winners in local competitions are automatically put forward to the national VisitEngland Awards for Excellence. So you can get a competitive advantage by being recognised by potential customers as not only being one of the best tourism businesses in the Peak District, Derbyshire and Derby but in the country!



All entrants will receive free feedback on their entry to help them improve in future. If you receive a visit you will also receive a report on this which will enable you to identify areas where improvements could be made and also find out where you excel.

Competing against businesses in your area can give you a benchmark and a tangible level of success to aim for. We have heard examples of those who have won bronze going to visit the gold winners to find out how they could improve.

The process of applying for an award is a useful business management exercise. It helps you step back, reflect on your business and identify areas for future development.

Winning gives a cause for celebration not only within your business but also by networking with other like minded people in your area at the awards ceremony. This can sometimes lead to new business partnerships. If you go further you can socialise with the best of the best from around the country at the prestigious VisitEngland Awards for Excellence event.

Being an award winner can help you attract high quality staff and increase staff motivation and loyalty. As well as engender a feeling of pride within those who work for you. It is also a great opportunity to reward your staff and recognise their contribution to the business.

You can find more details about why people apply via the link below  
[www.visitbritain.org/business-advice/awards/why-apply-visitengland-awards-excellence](http://www.visitbritain.org/business-advice/awards/why-apply-visitengland-awards-excellence)

However remember, you will benefit greatly from the process of applying regardless of the outcome.

## What previous winners say



VisitEnglandBiz



VISIT  
PEAK DISTRICT  
& DERBYSHIRE



I am now going to show a short film so you can hear from previous winners.

To watch video go to:

<https://youtu.be/f8TfMuDMFT0>



## The tourism awards process



We are now going to go through the actual awards process.

## Reaching the VisitEngland Awards for Excellence

Peak District, Derbyshire & Derby  
Tourism Awards

VisitEngland Awards for  
Excellence



The annual awards cycle begins with a series of local competitions such as ours, then for core categories to the national VisitEngland Awards for Excellence.

We are able to forward the Gold winners from each of the core categories to the national competition.

What this means is that businesses only have to complete a single application and local winners of core categories are automatically put forward to the national competition.

# The application system

HOME MY ACCOUNT FIND OTHER COMPETITIONS TERMS AND CONDITIONS

Login or Create an Account

Login

Email Address \*

Password \* [lost password?](#)

remember me

Login

Create a New Account

First Name \* Last Name \*

Job Title \*

Phone Number \* Email Address \*

Business Name \*

Give the official name as you wish it to appear in all publicity materials, on certificates, in presentations etc.

Business Street Address \*

Please provide address details for the main administration office; if different, the address details relating to the specific business being entered for an award can be added within the application form.

Find out more about the categories:

<https://www.visitpeakdistrict.com/industry/events/category/tourism-awards>

[www.visitbritain.org/business-advice/awards/award-categories](http://www.visitbritain.org/business-advice/awards/award-categories)

To apply today, select a category below to submit an application:

- Accessible and Inclusive Tourism Award
- B&B and Guest House of the Year
- Business Events Venue of the Year
- Camping, Glamping and Holiday Park of the Year\*
- Camping & Holiday Park of the Year
- Glamping Business of the Year
- Dog Friendly Business of the Year
- Ethical, Responsible and Sustainable Tourism Award
- Experience of the Year\*
- Experience of the Year (Active or Learning)
- Spa and Wellbeing Experience of the Year
- Large Hotel of the Year
- Large Visitor Attraction of the Year
- New Tourism Business Award
- Pub of the Year
- Resilience and Innovation Award
- Self Catering Accommodation of the Year
- Small Hotel of the Year
- Small Visitor Attraction of the Year
- Taste of England\*
- Café & Tearoom of the Year
- Restaurant/Bistro of the Year
- Tourism Event/Festival of the Year
- Unsung Hero Award
- Visitor Information Service of the Year
- Wedding Venue of the Year



We use an online system called OpenWater for the entry procedure. You don't need to register just to access details about the awards, we have loads of information on [visitpeakdistrict.com/industry](http://visitpeakdistrict.com/industry)

You can view the application forms, including the eligibility criteria, on *(note - include details where they can be downloaded from your website or for core category say they are available via [www.visitenglandawards.org](http://www.visitenglandawards.org) - here [www.visitbritain.org/business-advice/awards/award-categories](http://www.visitbritain.org/business-advice/awards/award-categories))*.

However, to enter you will need to register and complete the application forms online. You will find the entry link here *(note - insert details)*.

The system is very user friendly and we will be on hand to help if you have any queries. You can save your entry as you go along and print it out, should you wish to share it with others, so you don't need to do it all in one go.

There are some important things to note that will help you make full use of the system – *(Note – you could copy these hints into a hand out and give it to delegates)*

- You will need to register to create a login, so that you can save and submit your application

- You can delegate the application to a colleague if necessary
- The system will strip out any formatting attached to data you cut and paste across from another source. If you are using cut and paste from a Word document, you will need to use Ctrl-V rather than the 'paste' option
- Therefore, you must double check all formatting and especially URL links
- Text boxes will cut-out at the word limit
- Anything with an '\*' is mandatory and the application will not submit until those fields are completed
- You will not be able to access/amend applications once the deadline has passed
- Double check that your application has been submitted and not marked as 'incomplete'
- There is no limit to the number of entries that you can submit. *(Note – state here whether it is free to enter or if there is a cost).*

The core categories that link with the VisitEngland Awards for Excellence are set by the Tourism Awards Steering Group and are reviewed annually to reflect the latest industry structure and market trends.

The core categories this year are:

- B&B and Guest House of the Year
- Camping, Glamping and Holiday Park of the Year
- Experience of the Year
- Hotel of the Year
- Visitor Attraction of the Year
- New Tourism Business Award
- Pub of the Year
- Self Catering Accommodation of the Year
- Taste of Peak District, Derbyshire & Derby

We also run these core categories:

- Accessible and Inclusive Tourism Award
- Ethical, Responsible and Sustainable Tourism Award
- Unsung Hero Award

And these local schemes:

- Team of the Year
- Tourism Young Achiever

If you are going to enter more than one category, don't just cut and paste the same answers across all your entries, but ensure your answers are tailored to the relevant category. For example, if you run a small hotel with a restaurant and wanted to enter Small Hotel and Taste of the Year, you will need to provide different information for each entry, with one relating to the hotel side the other the food.

Remember to save everything as you go along and press submit before the deadline.

If you have any queries with using the system contact me, Lindsay Rae on

[lindsay.rae@visitpeakdistrict.com](mailto:lindsay.rae@visitpeakdistrict.com)

## Top tips 1



- Read the guidance
- Choose categories
- Check your eligibility
- Read through the questions

Camping, Glamping & Holiday Park of the Year,  
Peak District & Derbyshire Tourism Awards 2023 - Upper Hurst Farm



Our website and VisitEngland's website have loads of information to help you, so make sure you read it through before you start.

Then select the category you want to apply for and read the eligibility criteria at the start of the entry form to ensure you are entering the right category. If you are unsure, please contact us at this stage.

For all entries you must be "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".

*There is also a more specific tourism product definition on each application form, read this carefully to make sure that you are entering the right category.*

Before you start, have a read through the form to ensure you have a good understanding of what is required for each question.





## Your application



Our next section is going to go through the detail of the actual entry form for this year's competition.

## Setting the scene



- Business details
- Promotional description
- Promotional images
- Background
- Awards and accolades
- ✓ VE/AA rating
- ✓ Do you have any other quality awards/ratings?

Visitor Attraction of the Year, Peak District & Derbyshire Tourism Awards 2023  
Matlock Farm Park



The start of the entry form is not scored. It gives you an opportunity to provide background information for the judges.

Please use the business name as you wish it to appear in all publicity materials, certificates, presentations etc, should you be a winner.

You need to provide a 120 word promotional description of your business, focusing on its strengths and stand out features, relevant to the category you are entering. Do take a bit of time crafting your words, as they will be used in PR and awards literature if you are short-listed as a finalist.

The same goes for the images, so please make sure that you use landscape, high resolution photos (jpeg, jpg, png format) that showcase your business, again relating to the category you are entering. You can have up to three. They should not be edited in any way, including embedded text, logos or a collage. Importantly, make sure that you only include photos that you own the copyright for. If it requires a third party credit such as photographer name, there is a box for you to include their details. These images will be used by us and potentially VisitEngland if you are successful.

You then have 250 words to briefly outline the story of your business, e.g.:

- 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

The final element in this section is to look at awards, ratings and accolades that you have received in the last two years, including any that relate to COVID-19. You should include the title, awarding body, level and date achieved. They could include:

- Successes in this competition and the VisitEngland Awards for Excellence
- TripAdvisor Certificate of Excellence
- Green Tourism award
- Chamber of Commerce or other industry body awards
- Local awards
- Specialist awards
- Customer service awards
- VisitEngland and/or AA quality assessment, local quality accreditation
- Quality in Tourism's 'Safe clean and legal'

For specific categories like the Accessible & Inclusive Tourism Award, there may be other relevant awards e.g.:

- Accessibility certification e.g. National Accessible Scheme, Autism Friendly Award
- Disability Confident employer scheme
- Annual awards for accessibility

There is no requirement for your business to be quality assessed. However, if you have independent quality assessments or mystery shopping reports from the last two years, you can upload them if you wish.

## Supporting evidence



- Relevant links
- Evidence that supports the question
- Adds value, does not repeat

Ethical, Responsible and Sustainable Tourism Award, Peak District & Derbyshire Tourism Awards  
2023 – Pure Outdoor



For each question you have the option to provide evidence to back up what you have said in your answer. This is not compulsory.

You might want to include links to your pages on your website that include information relevant to the section you are answering.

Judges will do a thorough review of your online presence and will surface most content, so if you are providing additional information over and above what is publicly available, make sure it genuinely adds an extra dimension to your answer. It is therefore not generally necessary to link to public pages on your website, or provide additional photos, unless illustrating something specific from within the application that can't be found elsewhere online.

If you want to show the judges any 'behind the scenes' information or data that is relevant to your application, you can include links to 'hidden' pages on your website that are not viewable by the public.

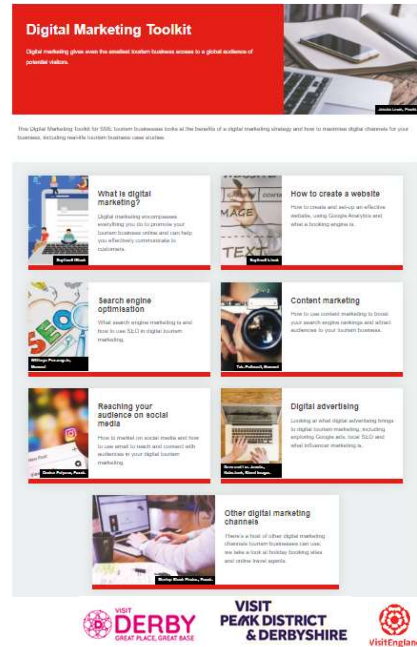
Any written information provided in supplementary evidence in an attempt to get around the word count limit will be disregarded.

## Importance of online presence & reviews

- Provide relevant links
  - ✓ Review sites
  - ✓ Website
  - ✓ Social media platforms
  - ✓ Sustainability policy/ information
  - ✓ Accessibility guide/ information
- Evidence of engagement

Find out more about online marketing:

[www.visitengland.org/onlinemarketing](http://www.visitengland.org/onlinemarketing)



We now move on to the scored sections.

You need to provide links here to your online presence in relation to the category you are entering e.g.:

- Links to any business pages/profiles on Facebook, Instagram, etc. and Twitter handles
- Provide specific links to customer review listings for your business e.g. TripAdvisor, Booking.com, Facebook, Google, Euan's Guide, UpFront Reviews etc.

As part of this review, judges will be looking for evidence of your commitment to Accessible and Inclusive Tourism and Ethical, Responsible and Sustainable Tourism. Links to your accessibility and sustainability information are also now requested.

Other sites not listed in your entry will also be looked at, so you can't hide bad reviews or lack of engagement etc.

If you go through to the VisitEngland Awards for Excellence, this section will be revisited by the national judges. So make sure that all your digital platforms are up to date before you submit your entry and are maintained throughout the year, as the national judging is likely to take place in March/April 2024.

As we said at the beginning that these awards are all about excellence, so the judges will

be looking at how you excel in this area and how you engage with your target markets.

VisitEngland has produced a Digital Marketing Toolkit which is well worth a read to see how you could improve your online presence available via -

[www.visitengland.org/onlinemarketing](http://www.visitengland.org/onlinemarketing).

There is loads of information available that can help you to make best use of social media, manage your website, produce great content and use Google to your advantage.

The top tips from the toolkit are:

- Tag images with Alt-text to improve search-ability and site accessibility
- Use free Google My Business posts to promote new products or seasonal offers
- Link AdWords to your Google Analytics account to make campaigns easier to track
- Use Facebook ads to target users by location, interests and even purchase history.
  
- How you are reassuring/encouraging visitors and showing how you are providing a safe, welcoming place to visit
- Ensuring that your website is fully accessible and responsive
- How you are engaging with visitors: are you posting regularly with interesting content and film, do you promote special offers, are you making best use of the platforms (e.g. booking through Facebook), sharing user generated content, having conversations with potential visitors, generally being sociable?
  
- How are you responding to reviews?
- Are they personalised, do you show how you are acting on feedback, are you using them as an opportunity to encourage repeat visits?
- How do deal with a negative review? A good format for response is often:
  - Acknowledge
  - Defuse
  - Detail
  - Resolve

## Your top qualities



- Explain how you deliver memorable experiences
- Describe how you embed excellence across your whole operation
- Extras that delight customers
- Caring for your team
- Innovative marketing and PR
- Accessibility and sustainability
- Innovative adaption, diversification and/ or resilience building

Hotel of the Year, Peak District & Derbyshire Tourism Awards 2023  
– Wildhive Callow Hall



Remember that the local competition is the start of a journey that could end in being the best in the country - so think about not only what makes you the best in your area, but potentially the best of the best across England.

Think about:

- why your business is impressive compared to your competitors
- do your customers say you are the best? What is the most frequent comment they make about you?
- why the experience you offer is so memorable.

Consider all areas of your business that you excel in e.g. services and facilities offered, care that you give to your staff and visitors, sustainability, accessibility; think about the ways that you are innovative in your field.

What do you do to ensure every element of your business is excellent?



## Caring for your customers



- Always going the extra mile
- Staff training and development e.g. Welcome to Excellence/In-House training
- Induction process for new staff
- Customer feedback initiatives/complaints process
- Attention to detail

Experience of the Year, Peak District & Derbyshire Tourism Awards 2023 - myGuidedWalks



- How do you delight every single customer that comes through your door?
- How do you make them feel special and provide them with amazing memories to take away?
- What added value do you offer your guests? This could be things like the warmth of welcome from you/your team, or the follow up you give.
- How do you ensure that your staff are the best ambassadors for your business - is this through recruitment, induction, training, reward?
- Why will guests shout about you to all their friends?
- If there is a problem, is it dealt with swiftly and how is it acted on?
- Who is responsible for ensuring that every aspect of a visit is perfect?



## Innovative marketing/promotion

- Specific marketing and promotion carried out?
- Trying something different or out of the ordinary?
- Social networking sites
- Joint marketing with other tourism businesses
- Engaging with DMO and VE/VB campaigns



### 'Introduction To PR' Toolkit

Helping small and medium-sized tourism businesses boost their PR and marketing



Some elements of marketing are 'baseline' that every business should be undertaking. You need to show things you are doing that are out of the ordinary.

It is important to show the full 'journey' of the marketing activity -

- How did you identify the need/opportunity (customer feedback perhaps?)
- How did you use this to influence what you did?
- How did you monitor the effectiveness of the activity and amend as/if needed? (e.g. change in comments on customer review sites?)
- How did you ensure the activity was integrated across all platforms, including social media?
- How did you increase reach and impact by working with other businesses and local organisations (including your DMO?)
- What was the impact of the activity on your business/bottom line (be as specific as possible)

## Accessibility and inclusivity

- Commitment to delivering excellence for guests with accessibility requirements
- Consider the needs of the widest range of people
- Information and promotion - Accessibility Guide, website
- Accessible facilities and services
- Staff disability and accessibility awareness

### Find out more about accessibility:

[www.visitengland.org/access](http://www.visitengland.org/access)

Webinar on accessibility

- [www.visitbritain.org/business-advice/business-recovery-webinars](http://www.visitbritain.org/business-advice/business-recovery-webinars)



Pub of the Year Award, Peak District & Derbyshire Tourism Awards  
2023 – The Blind Bull



It is so important to stress that this aspect is part of what judges are looking for in ALL categories, not just the Accessible & Inclusive Tourism Award.

It also makes business sense, as one in five people in the UK have an impairment, which may affect where they choose to stay or visit.

Improving your accessibility benefits all customers and does not always require major or expensive changes – simply providing a free Accessibility Guide for your venue can help you be more inclusive for people with a wide range of visible and hidden impairments.

Tourism businesses with improved accessibility appeal to a wider range of customers. It's not just disabled customers who benefit; it's families, older people and practically all of your customers in one way or another. People with health conditions and impairments tend to take longer holiday breaks than average and therefore tend to spend more money per trip. They also want more information in advance, which is why your accessibility information should be easy to find on your website.

As in other areas, the initiatives should be across the business and not in silo and your team need to be onboard and well informed - there is loads of free training and guidance available. VisitEngland has a dedicated section on its Business Advice Hub to help

businesses be more accessible at [www.visitengland.org/access](http://www.visitengland.org/access).

Answers to questions are encouraged to include details of:

Facilities and welcome for people with a range of accessibility requirements

For example, this may include information provision, adapted customer experiences, accessible facilities for people with a range of impairments and staff disability awareness training

Information:

- Information and interpretation available in alternative formats e.g. large print, audio, subtitles, BSL, sensory story, possibly Braille.
- Clear and easy to read signage
- Printed information e.g. menus (including allergen labelling & dietary options), leaflets and maps following clear print guidelines and including key accessibility information and/or signposting to where accessibility information can be found
- Accommodation: information on the accessibility of places to eat and visit
- Ensure that any customer reassurance or COVID Secure information is also presented in accessible formats.

Facilities and Services:

- Are there specific facilities provided for customers with accessibility requirements e.g. designated parking spaces, sufficient seating (some with arms and backrest), accessible toilets, Changing Places facilities, permanent/portable ramps, lifts, hearing loops, sensory enhancements, quiet spaces, hand rails, equipment for loan etc?
- Are the accessible facilities e.g. accessible bedrooms and toilets, of the same quality as other facilities (or better)?
- Attractions: are there dedicated sessions to engage disabled groups such as touch tours for the visually impaired, relaxed sessions for people with autism, dementia friendly sessions?
- Have the needs of the widest range of people been considered? E.g. families with young children, older people, people with temporary physical impairments (for example, those on crutches), people with specific dietary requirements?

Staff Disability and Accessibility Awareness

- Are staff confident in serving customers with accessibility requirements?
- Are staff aware of, and familiar with, accessible facilities, services and equipment available?
- Can all customers enjoy the same level of service and experiences?
- Ensure that any COVID Secure measures do not negatively impact the engagement of the staff.

## **Accessibility**

**Blogger and travel writer, Carrie-Ann Lightley, AccessAble, talks about why accessibility in tourism is vital, at the VisitEngland Awards for Excellence 2020**



To watch video go to :  
[https://youtu.be/Is34PK\\_hzKM](https://youtu.be/Is34PK_hzKM)

## Ethical, responsible & sustainable



- Include environmental, economic and social impacts
- Think about business operation, communications and influence on others
- Examples could include:
  - Energy
  - Water
  - Waste
  - Wildlife/ natural habitat enhancement
  - Transport/ travel
  - Procurement
  - Promotion of local products/ culture
  - Community engagement
  - Charity work
  - Ethical work practices

**Find out more about sustainability:**

[www.visitengland.org/green](http://www.visitengland.org/green)

Unsung Hero Awards, Peak District & Derbyshire Tourism Awards 2023 – Soraya Ferrer,  
The Maynard



Adopting these principles isn't just about being on trend or simply good PR – they are fundamental to achieving excellence.

Sustainability issues make sense to any business, reducing your costs, reducing your impact and delivering results, both today and for years to come.

This commitment needs to be embedded within the operation, built into what you do and how you do it, not just a 'bolt-on' to tick a box.

As with marketing, tell the full story:

- How did you identify an opportunity/need?
- How did you develop a solution?
- How did you implement the solution and measure the effectiveness?
- What was the impact on the business/bottom line?

As well as the more obvious aspects of 'reduce, reuse, recycle' you need to be working towards –

- Local sourcing, real partnerships with local suppliers
- Reduced carbon footprint
- Helping guests to adopt new practices after they have left
- Embedding your operation into the local community, benefitting from it and giving

back to it.

Answers to questions are encouraged to include details of:

Managing and improving environmental, social and economic impacts

For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing

## Your recent improvements



Tourism Young Achiever Awards, Peak District & Derbyshire Tourism Awards 2023 – Josh Butler, The Maynard

- Improvements and developments – big and small
- Commitment to re-investing back into the business
- Improvements made resulting from visitor feedback
- Innovative adaption, diversification and/ or resilience building
- Sustainability and accessibility improvements
- Improving the skills of you and your team



The judges (certainly at a national level) will be looking for what's new, particularly if you have had success in the awards in the past.

This question is for you to 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.

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

(Only include examples of improvements undertaken in the last two years.)

- Promotional initiatives e.g. new website
- Improving the skills of you and your team
- Expansion, upgrade of facilities, enhancements to your services
- Facilities and welcome for people with a range of accessibility requirements
  - For example, this may include information provision, adapted customer experiences, accessible facilities for people with a range of impairments and staff disability awareness training
- Managing and improving environmental, social and economic impacts
  - For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing
- Innovative adaption to restrictions, diversification and resilience building during the COVID-19 pandemic

- Reasons for making the improvements e.g. driven by customer feedback
- Approximate date of improvement

It is helpful to provide the reasons for making the improvements e.g. driven by customer feedback and the approximate date of improvement.

Again, show the full journey:

- Why did you decide to do it?
- How did you decide what to do?
- How did you embed sustainability into the plans?
- What targets did you set out to achieve?
- How have you monitored outcomes and outputs?



## Your results



Taste of the Peak District & Derbyshire, Peak District & Derbyshire  
Tourism Awards 2023 -

- Don't be vague, use figures and specific examples i.e.
  - ✓ % increase in occupancy levels/visitor numbers, sales, customer satisfaction and wastage reduction
  - ✓ % increase in online bookings or repeat business
  - ✓ Business generated from marketing activity
  - ✓ Growth of social media following and engagement
- How significant has the impact been on your business?



Tell us about three successes from the last year, providing figures where relevant.

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 (mentioned in Question 2)
- 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
- The significance of the level of impact on your business

## Your future plans



- Continued innovation, adaption, diversification and/ or resilience building
- 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

New Tourism Business of the Year, Peak District & Derbyshire Tourism Awards 2023 – Great British Car Journey



You may be excellent now, but judges are also looking for how the business will continue to evolve – a truly outstanding business never stands still.

Tell us about three ways you will develop and promote your business over the next year and the reasons why.

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

- Facilities and welcome for people with a range of accessibility requirements
  - For example, this may include information provision, adapted customer experiences, accessible facilities for people with a range of impairments and staff disability awareness training
- Managing and improving environmental, social and economic impacts
  - For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing
- 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

It is helpful to provide evidence of how you have identified the need/opportunity and

the impact you are looking for it to have.

## Top tips 2



- Refer to the relevant criteria
- Make sure you answer the question
- Tailor your answer
- Use facts - do not make ambiguous or inaccurate claims
- Support answers with evidence
- Don't assume the judges know your business!
- Use the word limit and give detailed answers
- Make every word count - don't waste word count with duplication
- Ensure all aspects of your business are covered

Team of the Year, Peak District & Derbyshire Tourism Awards 2023 – The Maynard



Think of the radio panel show 'just a minute' – avoid:

- Hesitation (be specific and confident)
- Repetition (don't duplicate)
- Deviation (answer the question).

The questions are specific. Once you have drafted your answer, read the question again and challenge yourself to tighten your response.

If you can convey what you need to say in less words than allowed, do not feel the need to pad out your answer.

A common mistake is to provide the answer you want to give, rather than answer the question that has been asked.

Be specific, use data and evidenced facts to support your answer.

## Top tips 3



- Highlight why you are different and what are your best qualities
- Don't over complicate
- Reflect your passion and personality
- Fully answer question, use prompts to help
- Include initiatives from across the business
- Show how you act on feedback (and mistakes!)
- Don't forget accessibility and sustainability
- Embrace review sites; they can be invaluable
- Read through the form – TWICE!
- Review and submit on time

B&B and Guest House of the Year, Peak District & Derbyshire Tourism Awards 2023 – Grendon Bed and Breakfast





# What are your next steps?



## Timetable

Date	Activity
14 Jul – 31 Aug	Awards open
31 August	Awards deadline
October	Announcement of finalists
07 March 2024	Awards ceremony
24 June 2024	VisitEngland Awards for Excellence event



## Useful links

- Benefits of entering [www.visitbritain.org/business-advice/awards/why-apply-visitengland-awards-excellence](http://www.visitbritain.org/business-advice/awards/why-apply-visitengland-awards-excellence)
- The national awards [www.visitenglandawards.org](http://www.visitenglandawards.org)
- Review the core entry forms in advance of entering [www.visitbritain.org/business-advice/awards/award-categories](http://www.visitbritain.org/business-advice/awards/award-categories)
- Get free business advice [www.visitengland.org/businessadvice](http://www.visitengland.org/businessadvice)
- Sign-up to industry newsletter [www.visitbritain.org/newsletter\\_signup](http://www.visitbritain.org/newsletter_signup)
- Download free toolkits:
  - Award Winner's PR Toolkit [www.visitbritain.org/business-advice/awards/award-winners-pr-toolkit](http://www.visitbritain.org/business-advice/awards/award-winners-pr-toolkit)
  - Digital Marketing Toolkit [www.visitengland.org/onlinemarketing](http://www.visitengland.org/onlinemarketing)
  - Accessibility Guide [www.visitengland.org/access](http://www.visitengland.org/access)
- Watch webinar on accessibility [www.visitbritain.org/business-advice/business-recovery-webinars](http://www.visitbritain.org/business-advice/business-recovery-webinars)
- Watch webinar on sustainability [www.visitbritain.org/business-advice/business-recovery-webinars](http://www.visitbritain.org/business-advice/business-recovery-webinars)
- Improve your sustainability [www.visitengland.org/green](http://www.visitengland.org/green)

**Start your entry here** <https://www.visitpeakdistrict.com/industry/events/category/tourism-awards>



Here are all the links that we have talked about today, but as I said at the start, we will be emailing them to you so you can view them at your leisure. They all contain loads of useful information that will help you be the best at what you do. If you haven't yet signed up to the VisitEngland industry e-newsletter, I recommend that you do, as it contains loads of useful information such as the latest international market intelligence, partnership marketing opportunities, tourism events and news.





**And remember . . .**



I'm only at the end of and e-mail or the phone!!



# Excellence pays!



You will be a much better business having undertaken the process of entering the awards, regardless of whether you win a category this year. Embrace the process as a business growth/development opportunity and use it to move closer to achieving excellence.

The benefits will be many.



## Any questions?

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#VPDDAwards #VEAwards2023

