**Help and tips**

* Read the eligibility criteria carefully, if you are unsure which category to apply for contact Lindsay Rae on [lindsay.rae@visitpeakdistrict.com](mailto:lindsay.rae@visitpeakdistrict.com) or 07711 302151.
* In addition to the business type categories you can also enter one or more of the sector wide and local awards.
* Whilst you can’t submit your application on the downloadable Word document applications forms, we recommend that you complete your application in Word and then copy and paste the information into the on-line application form.
* The word count is limited per answer, write down everything that you have to say and then edit it down to the required word count.
* Use bullet points, you are not writing a piece of marketing, you are trying to convey all the great things that you do with limited words – the flowery stuff can go!!
* **ANSWER THE QUESTIONS!**  Does what you have written cover what you have been asked to answer? The judges have a strict scoring criterion by which the award you points against; if you haven’t answered the question you will not achieve any points!
* **So what!** Read what you’ve written, if you can add “so what” to the end of the sentence you need to qualify your claim. For example “we deliver great customer service.” – so what!! Provide an example “we deliver great customer service by ……..” describe how you do it!
* Make sure your online presence is up to date:

- If your website allows on-line bookings, is it clear from your home page?

- Are your website images up to date?

- Are your social media accounts up to date, when did you last post?

- Have you had any recent negative reviews? Make sure that you have responded to the customer positively.

* **Don’t leave any blanks!** Judges can’t award points where there is nothing to judge!
* If you have time, get someone else to read your application before you submit it, a fresh pair of eyes may find points that you have missed, or identify areas which don’t make sense.
* Collect together your evidence – great examples of customer feedback etc. really strengthen your application and aren’t counted in the word count! Unfortunately, you can’t upload PDFs, JPEGs etc, all evidence will have to sit on pages on your website – these can be hidden pages, but you may need your website provider to help you.
* **AGAIN – Answer the questions!!!** The judges won’t know your business, they will only be judging you on what you put in your application. You could have the best business in the area, but if you don’t write it down you will not be shortlisted!!
* **Finally – GOOD LUCK!!**