

Tourism & Good Food Awards Workshop

Andrea Sammons

Welcome to the workshop



What we will cover

- Why do businesses enter the tourism awards?
- How the competition works
- The awards application process
- Top tips for creating your entry
- What are your next steps?

enjoy Staffordshire 

Tourism & Good Food
AWARDS 2024

Why do businesses enter the awards?

Celebrating local excellence

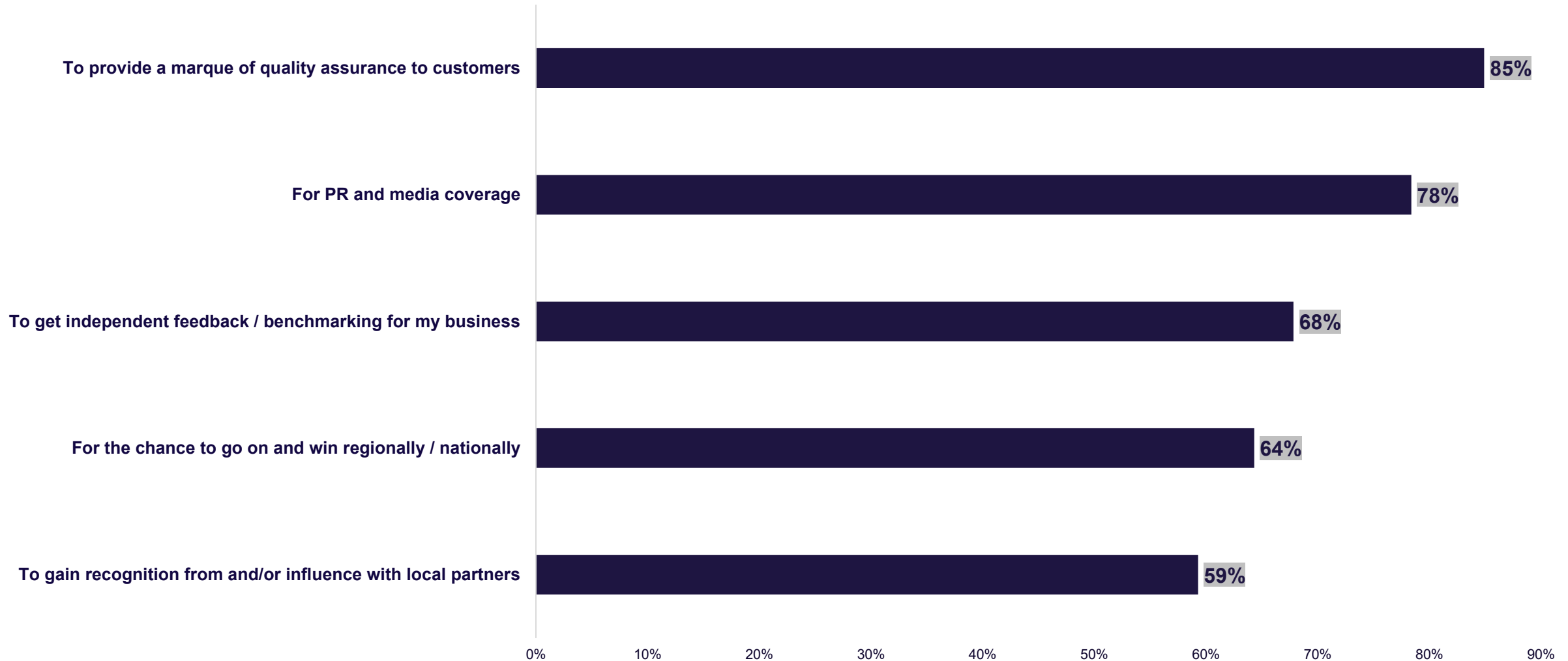


Excellence makes business sense

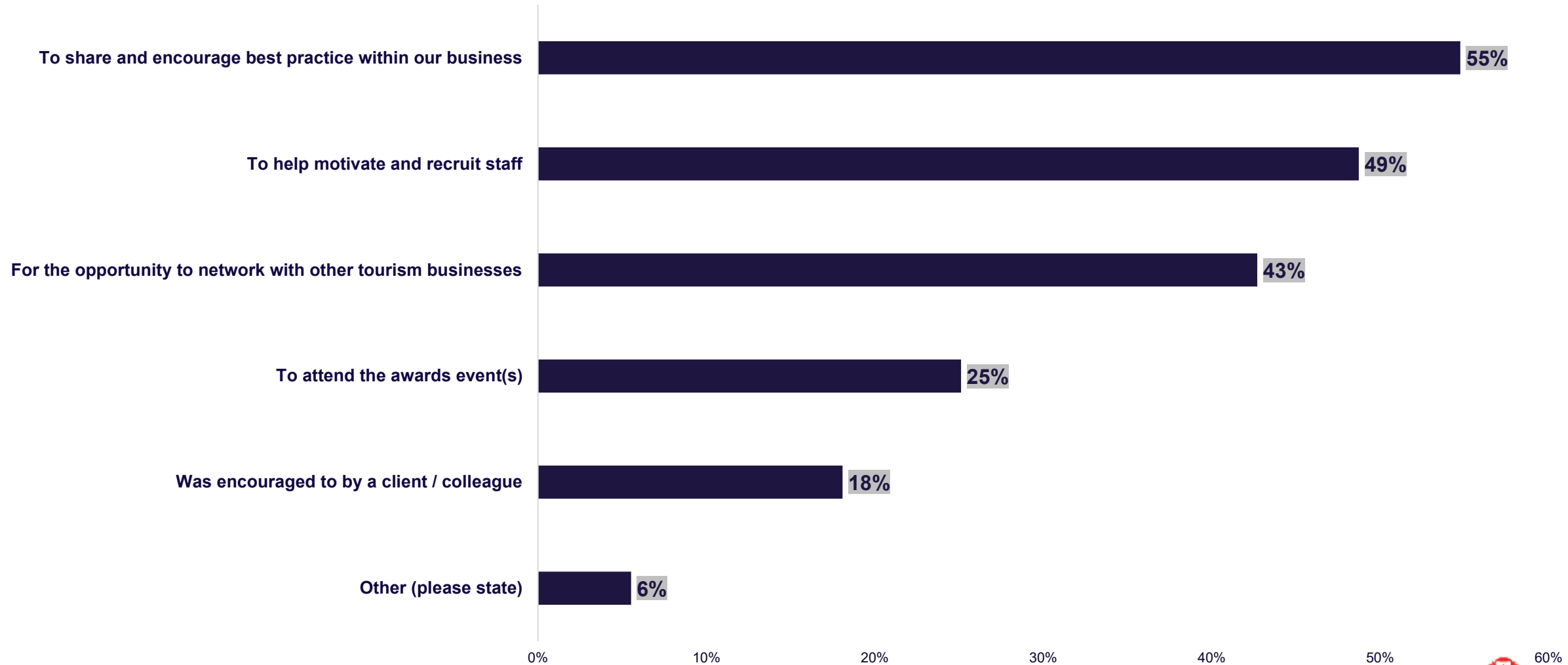
- Customers pay more for excellence
- Recruit and retain better staff
- Profile and pride
- Profit!



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



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



Why enter



National Visit England Awards for Excellence #VEAwards2023

National Memorial Arboretum - Gold Business Events Venue
Carol Adams Trentham Estate - Bronze Unsung Hero Award
The Duncombe Arms - Bronze Pub of the Year



Benefits of entering

- Receive a marquee 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

www.visitbritain.org/business-advice/awards/award-winners-pr-toolkit

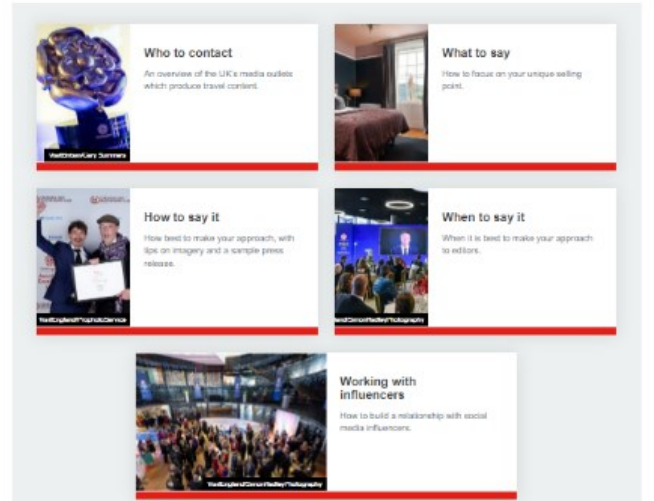
S What's On › What's On News › Alton Towers

Staffordshire Tourism Awards: The hotels, restaurants and attractions that have made the shortlist

As part of the process, the independent judges may make mystery visits to the sites to help decide the overall winners in the 19 categories



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. Produced for those who are time-poor and not marketing professionals, this PR Toolkit advises you on how to secure and maximise the media coverage around your award win. It is split 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 final section focuses on the world of 'influencers'. Good luck in making the most of your fantastic award win!



Express & Star

News S

Entertainment

Black Country Festival Music Dining out Theatre & Comedy Weekend Attractions More

Staffordshire's top tourist attractions honoured at regional awards

By [Daniel Walton](#) | [Staffordshire](#) | [Attractions](#) | Published: Mar 10, 2023 | [Comments](#)

Staffordshire's most loved tourist attractions have been revealed as part of the Enjoy Staffordshire awards.



How the competition works

How the competition works

Ours is 1 of 16 competitions across England aligned to VisitEngland's Awards for Excellence (VEAE)

ALL aligned competitions sign a collaboration agreement to ensure they are run in the same way

Provides a robust, fair and consistent process for applicants to compete regionally and nationally

All competitions ask the same questions and use the same scoring matrix

There are Core Categories which every aligned competition MUST run

VisitEngland provide the online Application Portal (Openwater) configured for each competition

Successful local / regional entries 'Roll Up' to VEAE – No need to apply again for nationals!

Reaching the VisitEngland Awards for Excellence

Staffordshire
Tourism & Good
Food Awards

VisitEngland
Awards
for Excellence

How the competition works

Any Tourism and hospitality business in Staffordshire and Stoke-on-Trent can apply

BUT check the ELIGIBILITY criteria carefully and read the competition terms & conditions

<https://www.enjoystaffordshire.com/trade/what-we-do/tourism-awards/tourism-and-good-food-awards-terms-and-conditions>

It's FREE to enter and you can enter more than one category provided you're eligible

Submit a written application online, before the deadline

There are 2 rounds of judging – R1 written entries are read and scored. Highest scoring entries progress to R2, which includes 'mystery guest' judging visits

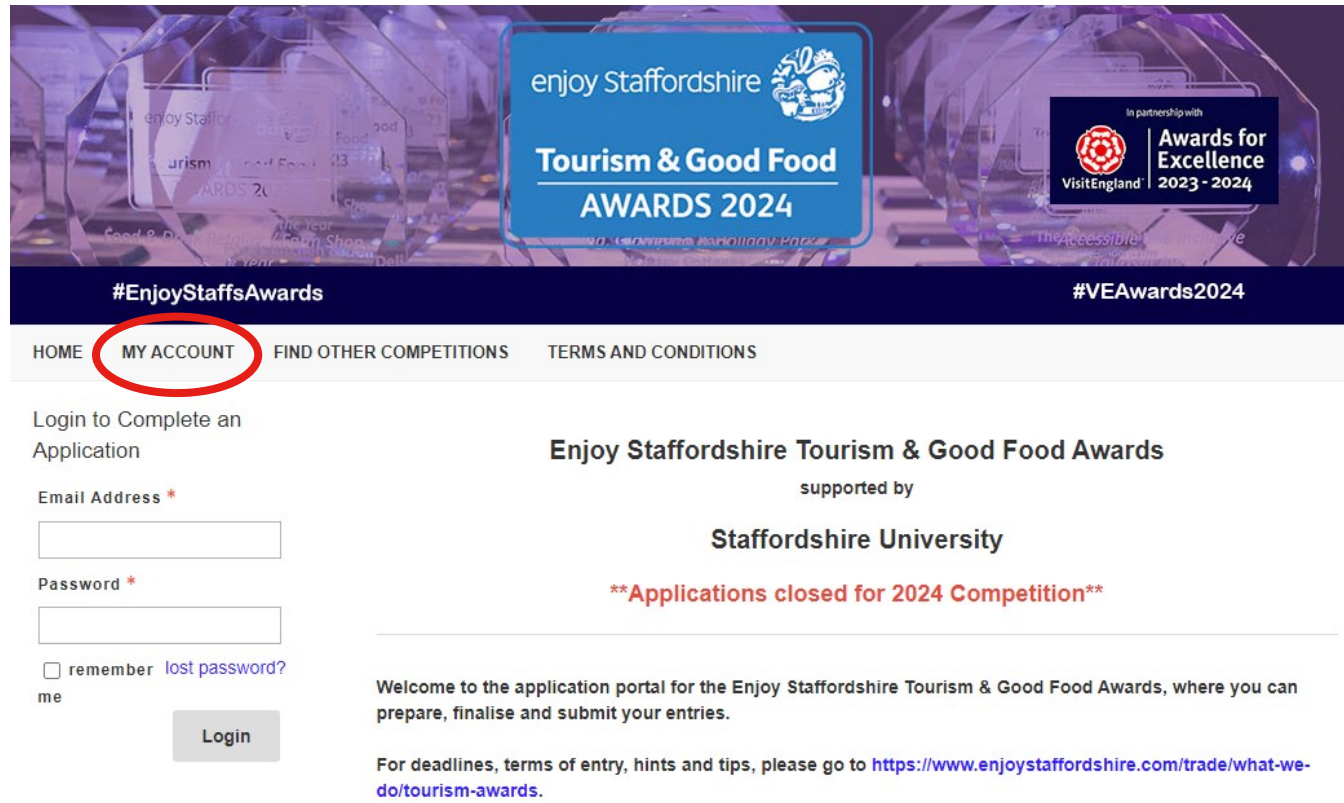
<https://www.enjoystaffordshire.com/trade/what-we-do/tourism-awards/judging>

The Awards application process

The Awards application process

Applications are made online via the Openwater application portal

<https://visitengland-chapters.secure-platform.com/a/organizations/STA/home>



#EnjoyStaffsAwards

#VEAwards2024

HOME **MY ACCOUNT** FIND OTHER COMPETITIONS TERMS AND CONDITIONS

Login to Complete an Application

Email Address *

Password *

remember me [lost password?](#)

Login

Enjoy Staffordshire Tourism & Good Food Awards
supported by
Staffordshire University

****Applications closed for 2024 Competition****

Welcome to the application portal for the Enjoy Staffordshire Tourism & Good Food Awards, where you can prepare, finalise and submit your entries.

For deadlines, terms of entry, hints and tips, please go to <https://www.enjoystaffordshire.com/trade/what-we-do/tourism-awards>.

- Click My Account tab
- Login or create new account
- Choose category to enter
- Input data & save as you go
- No need to complete entry in one go
- Submit application when you're ready – Before deadline!

*Sample application forms available
Prepare your entry offline
Share with colleagues / critical friends*

The categories

NATIONAL AWARDS (Gold winners go forward to the VisitEngland Awards for Excellence 2024)

Cross sector categories, open to all business types

- [Accessible & Inclusive Tourism Award](#)
- [Ethical, Responsible & Sustainable Tourism Award](#) sponsored by Staffordshire University
- [New Tourism Business of the Year](#)
- [Unsung Hero Award](#)

Business type specific categories

- [Business Events Venue of the Year](#)
- [B&B and Guest House of the Year](#)
- [Small Hotel of the Year](#)
- [Large Hotel of the Year](#)
- [Self-Catering Accommodation of the Year](#) sponsored by [cottages.com](#)
- [Camping, Glamping and Holiday Park of the Year](#) sponsored by [Hoseasons](#)
- [Experience of the Year](#) sponsored by Staffordshire University
- [Small Visitor Attraction of the Year](#)
- [Large Visitor Attraction of the Year](#) sponsored by Pear OOH
- [Pub of the Year](#)
- [Taste of England Award: Independent Restaurant of the Year*](#)
- [Taste of England Award: Casual Dining Restaurant of the Year*](#)
- [Taste of England Award: Tea Room / Coffee Shop of the Year*](#)

REGIONAL ONLY AWARDS

- [Food & Drink Retailer / Farm Shop of the Year](#)
- [Rising Star Award](#)
- [Team of the Year](#)

Rising Star Award

Celebrates and recognises the achievements of those at the beginning of their career in the tourism and hospitality sector – shines a spotlight on their success and champions the organisations that do the most to develop young talent in the industry.

The award recognises an individual, aged 25 and under, working / apprentice in a tourism business or undertaking vocational training who excels in their role / training and deserves to be recognised for their development, progression and commitment to the industry.

Team of the Year

Recognises a group of people working together for the same tourism business who collaborative effectively to provide outstanding customer experiences and deliver excellence across their business.

Sample entry forms

Core categories

<p>DOCX, 49.3KB</p> <p>B&B and Guest House of the Year</p> <p>Recognises bed & breakfast and guest house businesses that provide a fabulous service and create great memories for their guests.</p>	<p>DOCX, 50.8KB</p> <p>Small Hotel of the Year</p> <p>Recognises small to medium serviced accommodation businesses that offer a fantastic welcome, memorable guest experiences and the highest standards.</p>	<p>DOCX, 48.7KB</p> <p>Large Hotel of the Year</p> <p>Recognises large full-service hotels that provide exemplary service, a top-quality food offering and a stay that guests will remember for years.</p>
<p>DOCX, 45.1KB</p> <p>Camping Glamping and Holiday Park of the Year</p> <p>Recognises holiday parks, sites and villages that provide exceptional guest experiences across static vans, touring pitches, shepherd's huts and more.</p>	<p>DOCX, 44.3KB</p> <p>Self Catering Accommodation of the Year</p> <p>Recognises self catering accommodation businesses that provide the highest quality holidays and help to create fabulous memories for all their guests.</p>	<p>DOCX, 50.5KB</p> <p>Small Visitor Attraction of the Year</p> <p>Recognises small visitor attractions that leave visitors with lasting memories and excel in customer service.</p>
<p>DOCX, 51.5KB</p> <p>Large Visitor Attraction of the Year</p> <p>Recognises large visitor attractions that provide truly memorable visitor experiences and demonstrate excellence across every aspect of the business.</p>	<p>DOCX, 47.9KB</p> <p>Pub of the Year</p> <p>Recognises pubs that make a significant contribution to tourism in their area, with a food and drink offering that includes locally sourced produce.</p>	<p>DOCX, 46.2KB</p> <p>Experience of the Year</p> <p>Recognises providers of memorable and immersive activities for visitors to participate in, from cooking masterclasses to woodland nature tours.</p>
<p>DOCX, 50.0KB</p> <p>New Tourism Business of the Year</p> <p>Recognises new tourism businesses who understand their market, exceed the expectations of their customers and have clear plans for future development.</p>	<p>DOCX, 48.9KB</p> <p>Taste of England Award</p> <p>Recognises businesses within the tourism industry that offer outstanding cuisine, innovative service and excellence throughout their entire operation.</p>	

<https://www.enjoystaffordshire.com/trade/what-we-do/tourism-awards/categories>

<https://www.visitbritain.org/business-advice/awards/categories-visitengland-awards-excellence-202324>

Top tips for creating your entry

Top tips 1

- Read the guidance
- Choose categories
- Read through the questions
- Join one of our free online application workshops
- Watch our webinar recording



<https://www.enjoustaffordshire.com/trade/what-we-do/tourism-awards/hints-and-tips>

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



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





What are your next steps?

Timetable

Date	Activity
May 2024 (tbc)	Awards open
September 2024 (tbc)	Awards deadline
July - December 2024	Judging period
January 2025	Announcement of finalist shortlist
March 2025	Awards ceremony
June 2025	VisitEngland Awards for Excellence event

Enter here
www.enjoystaffordshire.com/awards

destination Staffordshire
Staffordshire's official tourist board



Search Site

who we are

what we do

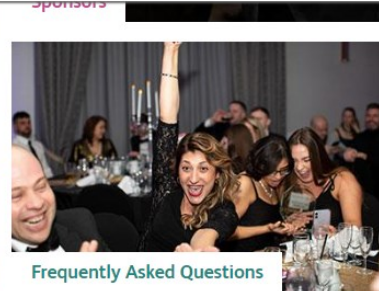
join us

press & media

events



2024 Award Categories & How to Apply



Frequently Asked Questions



Submit Application



Why apply for awards?

ENJOY STAFFORDSHIRE TOURISM & GOOD FOOD AWARDS

Tourism Awards are back for 2024 and the hunt is on to find Staffordshire's best tourism businesses!

Contact us info@enjoystaffordshire.com



Useful links

- Enter here <https://www.enjoystaffordshire.com/awards>
- Benefits of entering <https://www.enjoystaffordshire.com/trade/what-we-do/tourism-awards/why-apply>
www.visitbritain.org/business-advice/awards/why-apply-visitengland-awards-excellence
- Categories and how to enter <https://www.enjoystaffordshire.com/trade/what-we-do/tourism-awards/categories>
www.visitbritain.org/business-advice/awards/award-categories
- Get free business advice www.visitengland.org/businessadvice
- Sign-up to industry newsletter www.visitbritain.org/newsletter_signup
- Download free toolkits:
 - Award Winner's PR Toolkit www.visitbritain.org/business-advice/awards/award-winners-pr-toolkit
 - Digital Marketing Toolkit www.visitengland.org/onlinemarketing
 - Accessibility Guide www.visitengland.org/access
- Watch webinar on accessibility www.visitbritain.org/business-advice/business-recovery-webinars
- Watch webinar on sustainability www.visitbritain.org/business-advice/business-recovery-webinars
- Improve your sustainability www.visitengland.org/green
- The national awards www.visitenglandawards.org

And remember . . .



Excellence pays!

enjoy Staffordshire



Tourism & Good Food

AWARDS 2024



Any questions?

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AWARDS 2024