

## Small Visitor Attraction of the Year

### Eligibility criteria:

- This category is open to Visitor Attractions with 75,000 visitors or fewer per year, or 10 or fewer full time equivalent members of staff
- The attraction should be capable of attracting day visitors, tourists and local residents
- It is appreciated that occasionally pre-booking a visit or an activity will be necessary. This will not adversely affect the application. For example, museums on working RAF bases or activities such as skydiving, ski experiences etc.
- **Please note:** Retail outlets, sporting venues and theatres are not eligible to apply unless there is also a museum or exhibition element included
- **Please note:** Sporting and theatrical venues that offer behind the scenes guided tours should apply in the appropriate Guided Tour of the Year category
- **Please note:** If the attraction is a tour only, you should apply in the Guided Tour of the Year category
- The attraction must be open for business at some point between 8<sup>th</sup> January and 9<sup>th</sup> March 2018, so the judges can visit/make a booking. If you are closed for any part of this period, please ensure this is highlighted on your application form. Even if your business is closed for this entire period, if you are able to receive a visit from a judge you may still be able to enter.
- If you have any questions, please email [VEAwards@visitengland.org](mailto:VEAwards@visitengland.org)

The judging will be based on this entry form, your website (viewed on desktop, mobile and tablet), and any other online presence that you might have, including social media. The judges will also look at your online customer reviews. If entering via a regional awards' programme and you have already received the report from the judges, please attach this with your application.

The most recent VisitEngland assessment report will be taken into account for any business that holds a current VisitEngland accreditation. Please note, there is no requirement for businesses to be quality assessed by VisitEngland or any other assessing body.

If there is any other information (not available online) that you would like to include to illustrate points made in your application, for example, regional or national press coverage, please create and upload a single document in Word or PDF format. Please name this document using your business name and the wording Supplementary Evidence. If more than one document is sent, it will not be made available to the judges (this does not include your regional judging report). Please ensure each piece of evidence in your Supplementary Evidence document is indexed to the relevant question.

Please try to answer all questions as fully as possible, but within the word limit. At the end of each question you may include web links, if you have them, to support your answer. These can be in addition to the word count.

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and request a login

Please give details of the person we should contact with regard to this entry. The email given here will be the email address we will use for all future correspondence.

Contact Name:	
Job title/ role:	
Business name: (that may be used in future publicity)	
Address:	
Telephone number:	
Mobile:	
Email (for us to contact):	
Website:	
Details of any other websites you would like us to look at regarding your entry including social media (e.g. Twitter, Facebook, Instagram etc.):	
When is your attraction closed? <i>(We require this information in case your business is shortlisted for a judging visit)</i>	

<b>1. Please give a brief description of your attraction</b>
<b>For example:</b>
<input type="checkbox"/> How long has the attraction been in operation? <input type="checkbox"/> Do you employ staff? <input type="checkbox"/> The location and type of the attraction. <input type="checkbox"/> What is your target market and who are your typical visitors?
<b>Maximum 200 words.</b>

<b>2. Please list any awards won and/or ratings and accolades achieved in the last two years, including title, awarding body, level and dates achieved. For example, TripAdvisor certificates, Michelin, Green Tourism, AA, VisitEngland etc.</b> NB Details of all previous applications to the VisitEngland Awards for this category must be disclosed here.

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**3. Customer Service. How do you ensure that your visitors have an enjoyable and memorable visit?**

**For example:**

- What is special about your customer service?
- How has your customer feedback influenced how you look after your visitors?
- Have you noticed any industry trends that have influenced what you offer?

**Maximum 250 words.**

**4. What changes have you made to your business to improve your visitors' experience within the last 2 years?**

**For example:**

- This could include new facilities or new experiences etc.
- What prompted these changes?
- How have these improvements been received by visitors?

**Maximum 250 words.**

**5. What innovative marketing have you done to attract new and repeat business and what was the result?**

**For example:**

- How do you encourage repeat business?
- Examples of innovative promotional campaigns you have run
- Innovative use of social media

**Maximum 250 words.**

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**6. Catering & Retail – what makes these areas special?**

**For example:**

- Is produce and merchandise locally sourced?
- Is produce and merchandise themed to the attraction?

**Maximum 250 words.**

**7. Sustainability and Accessibility**

**A. What is your business doing to manage and improve its environmental, social and economic impacts?**

**For Example**

- Environment - Actions addressing energy, water, waste, wildlife and transport
- Social - Action to engage and support your local community and charities
- Economic - Action to support the local economy and ethical considerations when purchasing

**Maximum 150 words.**

**B. What steps have you taken to welcome people with a range of accessibility requirements?**

**For Example**

- Do you have an Accessibility Guide (formerly an Access Statement) to promote your accessibility?
- Examples of investments to increase physical accessibility
- Relevant training undertaken such as disability awareness

**Maximum 150 words.**

**8. Sum up what makes your business unique and why you should win this award.**

**Maximum 200 words.**

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## TERMS & CONDITIONS

By submitting an entry to the VisitEngland Awards for Excellence, you agree to be bound by the following terms and conditions:

- The closing date for receipt of entries is 5pm Friday 5<sup>th</sup> January 2018.
- Employees or representatives/agents of VisitEngland are not eligible for entry into the Awards.
- Businesses can enter more than one category, but separate entry forms and supplementary information must be completed for each. **Please note, overall category winners from the 2017 VisitEngland Awards for Excellence may not apply for the same category in the 2018 Awards. However, finalists (runners-up) may reapply.**
- All applicants must be open for business at some point between 8<sup>th</sup> January and 9<sup>th</sup> March 2018, so the judges can visit. If you are closed for any part of this period, please ensure this is highlighted on your application form.
- **All applicants must be willing to reimburse the judge and his/her partner on departure for the cost of the mystery visit/overnight stay and/or any meals taken (excluding alcoholic drinks), or any admission or ticket cost as appropriate to the category.**
- By entering the Awards, you agree to be part of any publicity undertaken in association with the Awards. If selected as a finalist, you accept and agree that VisitEngland may use or publish any photographs, comments or evidence submitted at any stage in the Awards programme in any media waiving any rights to payment or to inspect and approve a finished product.
- Judges reserve the right to decline an application if it does not meet the eligibility criteria for the category.
- Judges and Judging panels will comprise tourism professionals, appointed for their extensive experience and knowledge of the tourism industry.
- The judges' decisions are final and they cannot enter into discussion about the shortlisting process, choice of finalists or choice of winners.
- In the event of any dispute regarding the awards criteria, application forms, judging process or any other matter relating to the Awards, the decision of VisitEngland shall be final and no correspondence or discussion shall be entered into.

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