

**B&B and Guest House of the Year**

*Recognises bed & breakfast and guest house businesses providing truly memorable guest experiences and demonstrating excellence across every aspect of the business.*

# Who can enter?

All tourism businesses (including Attractions, Hotels, B&B's, Self Catering, Eating Establishments, Festivals and Events and Venues) located in Worcestershire can enter into their appropriate category. Please complete a separate application for each category you wish to enter.

# Judging

The first stage of judging is based on evaluations of the written applications only, which must be submitted by **3pm on** **Monday 12th August 2019** via email to [awards@hwchamber.co.uk](mailto:awards@hwchamber.co.uk) or via post to Tourism Team, HW Chamber of Commerce, Severn House, Prescott Drive, Worcester, WR4 9NE. Please note any application forms received after this date will not be entered into the awards.

A shortlist of entrants will be selected from the written applications, supporting documentation will only be required as part of the judging process for shortlisted finalists. Judging will take place during August-September 2019.

All finalists will be presented with their Award or Certificate at the Visit Worcestershire Awards for Excellence Ceremony, being held at The Chateau Impney, Droitwich, Worcestershire on **Tuesday 29th September 2019**.

\*Please Note: For 2019, the Visit Worcestershire Tourism Awards for Excellence are a stand alone awarding body.   
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| **Eligibility Criteria** |
| * 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. |
| * Proprietor considers their business to be a bed & breakfast or guest house and promotes it as such * The proprietor or a staff member lives on site * Offers a maximum of 12 guest bedrooms. However, businesses with more than 12 bedrooms can apply if they consider themselves appropriate for this category * Property may also be the proprietor’s home * Most likely to be run by the owner with few or no additional staff * Guests are likely to have direct interaction with proprietor   Serviced accommodation businesses may consider this category or the Small Hotel of the Year category, choosing the one that best suits their business and only entering one. |

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| **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 |  |
| Number of guest bedrooms |  |
| Closures during judging period  (the judging period runs from 19th August – 13th September 2019 |  |
| 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 |

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| **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 |
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| 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 Certificate of Excellence * Michelin stars * Green Tourism award * VisitEngland and/or AA quality assessment, local quality accreditation |
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| 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 attach it when emailing your completed application form. |
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| **Online Presence & Reviews (Scored)** | |
| Provide links to your online presence, which will be reviewed and scored by judges in addition to your answers to the four questions. | |
| Website |  |
| Social Media Platforms |  |
| Provide links to any business pages/profiles on Facebook, Instagram etc. and Twitter handles |
| Online Review Sites |  |
| Provide specific links to any customer review listings for your business e.g. TripAdvisor, Booking.com, Google, Euan’s Guide |

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| **Question 1 – Your Recent Improvements (Scored)** |
| 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 (300 words maximum). |
| *Judges will be looking for:*   * Expansion, upgrade of facilities, enhancements to your services * Promotional initiatives e.g. new website * Improving the skills of you and your team * Sustainability and accessibility improvements * Reasons for making the improvements e.g. based on customer feedback * Approximate date of improvement |
| 1. |
| 2. |
| 3. |
| 4. |
| 5. |
| Links to relevant supporting evidence online (optional): |
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| **Question 2 – Your Top Qualities (Scored)** |
| Tell us about up to **five** ways in which your business is impressive compared to your competitors (300 words maximum). |
| *Judges will be looking for what makes you unique, such as:*   * Added extras that delight your customers * 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 * Managing and improving environmental, social and economic impacts |
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| 3. |
| 4. |
| 5. |
| Links to relevant supporting evidence online (optional): |
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| **Question 3 – Your Results (Scored)** |
| Thinking of how you measure success, tell us about **three** successes from the last year (300 words maximum). |
| *Judges will be looking for:*   * 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 |
| 1. |
| 2. |
| 3. |
| Links to relevant supporting evidence online (optional): |
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| **Question 4 – Your Future Plans (Scored)** |
| Tell us about **three** ways you will develop and promote your business over the next year (300 words maximum). |
| *Judges will be looking for:*   * 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 * Sustainability and accessibility improvements |
| 1. |
| 2. |
| 3. |
| Links to relevant supporting evidence online (optional): |
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| **Terms & Conditions of Entry** |
| **By submitting an entry into the Visit Worcestershire Awards for Excellence, you agree to be bound by the following terms and conditions:**   * The closing date for receipt of entries is 3.00pm on Monday12th August 2019. * Employees or representatives/agents of the Worcestershire Chamber of Commerce or the overall sponsors are not eligible for entry into the Awards. * Businesses can enter more than one category but will need to complete a separate application for each category. * Some categories may have additional eligibility criteria such as Quality Ratings or Awards, Food Hygiene Certification and Health and Safety Standards. Copies of these might be requested as evidence. * Please note that by being shortlisted the business automatically becomes a finalist. However, the judges reserve the right to give the level of Awards at their discretion. * By entering the Awards, you agree to be part of the publicity if you are shortlisted in any category. * The judges’ decisions are final and they cannot enter into discussion about the short-listing 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 Visit Worcestershire shall be final and no correspondence or discussion shall be entered into.   N.B. All businesses can request written feedback. |

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