

## Inclusive Tourism Award

This category is open to tourism businesses that have harnessed the high value accessible tourism market by providing inclusive tourism experiences for all visitors, particularly disabled people and others with physical and sensory access needs such as older people.

### Eligibility criteria:

- Any business directly involved in tourism is eligible. This includes accommodation providers, visitor attractions, restaurant/cafes, tourist information providers and other types of businesses, such as retail outlets that are part of the visitor economy.
- The business must recognise the importance of, and cater for, the tourism market.
- 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.

For any business that holds a current VisitEngland National Accessible Scheme accreditation, the most recent VisitEngland assessment report will be taken into account. Please note, there is no requirement for businesses to be quality assessed by VisitEngland, the AA 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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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 property closed? <i>(We require this information in case your business is shortlisted for a judging visit)</i>	

**1. Please give a brief description of your business**

**For Example**

- How long have you owned and operated the business?
- Do you employ staff?
- The location and style of business.
- What is your target market and who are your typical customers?
- What was your motivation for making your business accessible?

**Maximum 200 words.**

**2. Please list any awards won and/or ratings and accolades achieved in the last two years relating specifically to the accessibility of your business, including title, awarding body, level and dates achieved.**

NB Details of all previous applications to the VisitEngland Awards for this category must be disclosed here.

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**3. Establishing and developing an Accessible and Inclusive Business**

Describe how you have established your accessible business. What resources / information did you use e.g. independent/self audit/survey, official standards, disability group input?

Evidence may include an accessibility auditor's report, accessibility action plan (with completion dates for individual actions), customer surveys/questionnaires.

**Maximum 200 words.**

**4. Customer Service and Staff Skills**

**A.** How do you ensure that your guests have an enjoyable and memorable visit? Give specific examples in relation to people with accessibility requirements.

Evidence may include links to online customer reviews, testimonials received by email and written comments (scanned originals) from customers with accessibility requirements. Focus on examples from the last 12 months.

**Maximum 150 words.**

**B.** How do you ensure that you and any other staff have the key skills and knowledge to meet the requirements of people with accessibility requirements? Give details of any training owners/staff have completed.

Evidence may include training logs detailing who attended, what course and when, training certificates (with date), internal training materials.

**Maximum 150 words.**

**5. Providing Accessible Facilities and Services for All**

What facilities and services does your business have in place to accommodate people with accessibility requirements? E.g. accessibility equipment for loan, level access showers, hearing loops, touch tours for visually impaired, relaxed sessions for people with autism.

**Particularly highlight anything introduced in the last 12 months. And for previous applicants, improvements since your last application.**

Evidence may include photographs of key accessibility equipment and facilities.

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**Maximum 300 words.**

## **6. Information Provision and Promotion**

Please detail how you provide customers with accessibility information and the channels used to promote your accessibility to the accessible tourism market, with specific regard to the following:

- Your Accessibility Guide (formerly Access Statement)
- Your marketing materials
- Literature in alternative formats e.g. Braille, Large print and Audio
- Your website
- Promotional channels used e.g. social media, disability magazines, e-newsletters

**Particularly highlight whether you are targeting specific groups and specific channels you have used over the last 12 months. We are looking for creative and innovative ways in which you are promoting your accessibility.**

Evidence may include a website accessibility certificate, scanned magazine advert, brochure/leaflet. **A link to your Accessibility Guide should be included as a minimum (or upload your Access Statement).**

**Maximum 300 words.**

## **7. Future Plans**

Explain what you plan to do in the future to further improve the accessibility and inclusivity of your business. Give firm/target dates for completion where possible.

**Maximum 200 words.**

## **8. Sustainability**

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

Evidence may include a sustainability certification scheme certificate, photographs,

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sustainability policy.

**Maximum 200 words.**

### **9. Summary**

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

What do you think puts you above the competition and at the top of your sector for accessibility? Summarise the most innovative ways you have enhanced the experience of people with accessibility requirements or been a pioneer in relation to accessibility.

**Maximum 200 words.**

### **10. Business Benefits**

NB this section is not included in the scoring

Give details of the benefits your business has derived from offering an accessible and inclusive service.

**Maximum 100 words.**

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and request a login

## 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.
- 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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