

Sustainable Tourism Award

This award has been designed to reward tourism businesses who can illustrate their excellence and commitment to sustainability best practice.

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 that are part of the visitor economy
- The core purpose of the business must be to operate as part of the visitor economy. Businesses such as arts centres, theatres and retail outlets must evidence this within Q1 (Description of business) e.g. by stating the percentage of customers from outside the local community and/or initiatives aimed at the tourism market.
- Must be open for business at some point between 8th January and 9th 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

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.

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?

Maximum 200 words.

2. Please list any awards won and/or ratings and accolades achieved in the last two years relating specifically to the sustainability 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. Managing Sustainability

Describe what policies and/or systems you use to decide what actions to take and to measure progress.

Has an audit been carried out or do you use an environmental management system of some type? If you a large business, how do you ensure that sustainability is integrated across the business? If you have a sustainability policy, please include this with your entry.

Maximum 200 words.

4. Resource Efficiency

What policies and initiatives does your business have in place to monitor and manage your use of resources? For each of the three sections include evidence of any success/change seen as a result as well as examples of the actions. If generating energy or re-using water, indicate the contribution made to overall consumption.

- 1. Energy (200 words)
- 2. Water (150 words)
- 3. Waste (150 words)

Maximum 500 words

5. Encouraging Wildlife

How does your business enhance and promote the local natural environment?

Examples can include your grounds (if applicable), nearby urban green spaces, marine or countryside as appropriate to your setting. Does the business have links / partnerships with organisations working on these issues? What attempts are made by your business to encourage visitors to care for, enjoy and better understand the natural environment?

Maximum 150 words.

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6. Promoting Sustainable Travel

How does your business actively encourage visitors (and if relevant, staff) to travel sustainably – both to your business, and during their stay?

Examples can take in walking, cycling, car free days, public transport, promotion of low mileage options and car sharing. Describe any outcomes as well as the actions.

Maximum 150 words.

7. Supporting the Local Economy/Sustainable Purchasing

Describe the actions taken to ensure your purchasing makes a positive difference to the local economy, the environment and wider society and the outcome of these.

This could include employment/ sub-contracting, purchasing/ procurement of goods and services. Provide any other examples of ethical issues covered within your purchasing e.g. re-use rather than buying new, Fairtrade, ethical production, where possible indicating what % this represents of total purchasing. How do you encourage visitor spend to be retained in the destination?

Maximum 250 words

8. Supporting the Local Community and Culture

Describe how you engage with and support your local community and how you promote local culture.

Give examples of initiatives and activities you have implemented in this area and briefly describe where you have seen particular success. This could include promotion of local culture as well as direct support for the community.

Maximum 250 words.

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9. Adapting to Extreme Weather/Climate Change
Describe what actions the business has taken to check potential risks and opportunities presented by different weather conditions and any actions taken to improve the resilience of the business. This could include checking for, and addressing flood risks, providing wet weather options to customers, reducing the impact of drought conditions.
Maximum 100 words.

10. Communicating, Involving and Inspiring
How do you communicate sustainability? For each of the three sections provide examples demonstrating the different communication formats used (verbal, digital, printed) and any outcomes. <ol style="list-style-type: none">1. Within the overall promotion of your business to customers (100 words)2. To encourage customers to join in with your actions (100 words)3. To encourage other businesses to follow your example (100 words)
Maximum 300 words.

11. Staff Engagement/Training
How do you ensure that all personnel (whether owners or employees) in the business are equipped and involved with sustainable practices? Include examples and outcomes. If you have staff, how are they encouraged, engaged and trained to support your sustainability policy and contribute ideas of their own? If you are an owner-run business, provide examples of training or other sources of support that you have

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used to improve your understanding and implementation of sustainability within your business.

Maximum 150 words.

12. Accessibility

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.

13. Innovation and Inspiration

Please describe how your business illustrates a specific innovation or has been a pioneer in relation to sustainability, with associated evidenced results. Alternatively, how you have provided inspiration to others?

Maximum 150 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 5th 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 8th January and 9th 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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