

Small Visitor Attraction Award 2015 Application Form



Eligibility: This award recognises all Lancashire visitor attractions with less than 50,000 visitors per annum. Attractions will be judged on the overall quality of the experience they provide. Only businesses that have been trading for a minimum of two years will qualify.

To be considered for this category you must complete the following and submit your application by Monday 14 September 2015

Important information/rules:

- This form is designed for the purposes of short listing for interview.
- The judges will be a range of business leaders from varied backgrounds and sectors. Please do not assume that the judges have any prior knowledge of your business.
- Please ensure that you answer all questions.
- The total word count should be no more than 2,500 words (excluding information/words already on application form questions and criteria/rules)
- Should your application be shortlisted you will be required to attend an interview with the judging panel week commencing 12 October 2015 to speak more about your business and discuss your application further. Please make sure that you or an appropriate representative of your business will be available to attend.
- The winner of this category will have the opportunity to represent Lancashire in the 2016 VisitEngland Awards for Excellence
- Failure to adhere to the rules will result in elimination from the Lancashire Tourism Awards 2015

* Mandatory fields

Contact details:

Name of business/organisation:*

Contact name:*

Address:*

Address 2

Town:*

Postcode:*

Telephone number:*

Email address:*

Website address:*

Social media channels:

Grading e.g. VAQAS, IIP etc:

Question 1: Please provide a brief history of your business - the products or services it supplies, the customers and the markets that it operates in. What is the overall visitor/customer experience? What are your unique selling points? *

Answer:

Question 2: Please give details of the improvements you have made to your business over the last two years. These can include both physical and visitor/customer service experience improvements:*

Answer:

Question 3: Please provide the following statistics:*	Last 12 months (July 2014 – June 2015)	Previous 12 months (July 2013 – June 2014)
Total visitor numbers to attraction		
Total unique visitor numbers to website		

Question 4: Please explain any differences/contributing factors for the visitor numbers compared to the previous year? What are the key elements that have led to any changes?*

Answer:

Question 5: What are the main objectives of your business for the next three years? How are you planning to achieve these objectives and how will you measure success?*

Answer:

Question 6: Please tell us why your business deserves to win the Small Visitor Attraction Award category. *

Please note: successful applicants will demonstrate excellence in the following areas:

- Innovative marketing – e.g. embracing new technology, visitor initiatives or communications resulting in improved business performance/visitor numbers.
- Driving business development through new initiatives
- Outstanding customer service – values and philosophy with proven impact on customer experience?
- Investment in staff training – e.g. Investors in People, Welcome to Excellence
- Commitment to sustainability – e.g. recycling, water saving and waste management
- Commitment to accessibility – information provision, adaptation of property

Answer:

Please return your completed form to tourismawards@marketinglancashire.com or post to
Lancashire Tourism Awards, Marketing Lancashire,
Farington House, Lancashire Enterprise Business Park, Centurion Way, Leyland, PR26 6TW