

## Destination North East England Tourism Awards 2024/2025

In partnership with



# Rising Star Award

**Celebrates and recognises the achievements of those with two years or less in the tourism and hospitality sector.**

**The award recognises an individual, working in a tourism business who excels in their role and deserves to be recognised for their development, progression and commitment to the industry.**

**This sample application form is for information only and all applications must be made via the online application system.**

<https://visitengland-chapters.secure-platform.com/a/organizations/nea/solicitations/login/106?returnUrl=https%3A%2F%2Fvisitengland-chapters.secure-platform.com%2Fa%2Forganizations%2FNEA%2Fsolicitations%2F106%2Fhome>

## Eligibility criteria

- Aged at least 16 at the time of the competition opening.
- Nominees can work full or part time for a tourism / hospitality business this can include apprentices or employees undertaking vocational training
- Be aware that they have been nominated, and happy to participate in any related PR and media opportunities during or after the announcement of the winner.

Works for or training to work for a business that meets the following criteria:

- Only tourism businesses who directly serve the end-users and who control the visitor experience are eligible (i.e. the tourist/ visitor/ guest). Business to business agencies or intermediaries e.g. that manage business to consumer (B2C) presence for tourism businesses without control over the experience delivered, would not be eligible.

'Tourism business' covers a number of different business types including:

- **Accommodation** e.g. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, hostels, holiday boats, camping, caravanning, glamping, lodges, shepherds huts, chalets
- **Hospitality** i.e. a single food and beverage service business e.g. pub, restaurant, café, tea room, coffee shop, bistros, foodhalls, food and drink markets, kiosks & street food (in a regular location). [For these purposes the definition of a foodhall/food and drink market is a collection of independent food and drink establishments with ancillary services (e.g. parking area, toilets, security, visitor information) and maintained by a management firm as an entity.]
- **Visitor attractions** that meet the visitor attraction definition: a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.
- **Business events venues**
- **Guided tours**
- **Cultural services**, e.g. theatres, musical entertainment venues, sporting venues
- **Sporting, adventure and recreational activities**
- Travel agencies and other reservation services, including **tour operators and destination management companies**
- Retail i.e. a single retail outlet or **shopping centre that attracts a significant number of people visiting from outside the local area** [For these purposes the definition of a shopping centre is a collection of independent retail stores with ancillary services (e.g. parking area, toilets, security, visitor information) and maintained by a management firm as an entity.]
- Businesses providing supporting services to visitors in-person within the destination e.g. **visitor information providers, left luggage services**
- Events and festivals, if they fulfil the following criteria:

- An application can relate to an event/ festival that was held in 2023 or 2024. If it was held in 2023, it must take place again at least once between 01 January 2024 and 28<sup>th</sup> February 2025
  - The event/ festival must have the intention to be re-occurring (taking place at least once every two years), and by the time of national judging (March/April 2025) must have a date already confirmed and published for an event/festival to be held after 28<sup>th</sup> February 2025
- Will be an individual rather than a team.
  - Must be nominated by a colleague / line manager who can evidence the individual's achievements and progression.
  - Demonstrates clear career progression through the development of their skills, commitment, ambition and passion for their work and the tourism & hospitality industry.
  - Nominees should not only be proficient in their current role / training, but demonstrate their aptitude to grow and develop their career.
  - Works in any area of the business; does not need to be in a customer-facing job role.
  - Likely to be new to the tourism & hospitality industry, and at the beginning of their career.
  - With 2 years experience or less.
  - Only one application is required per nominee.
  - If the nominee moves business/organisation between nomination and the awards ceremony, they will remain eligible, provided they are still working / training in the tourism industry and their new employer supports their nomination.

### **Supplementary Evidence**

- Links to relevant supporting evidence online (optional)
- Please submit up to 5 images and a video (up to 60 seconds) to support your application. These may be used in marketing materials.
- For example links to certificates / qualifications achieved as a result of work based learning, online reviews or scans of thank-you letters that mention the nominee by name.
- It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity.
- Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

## Nominee's details

(not scored)

**Name of Nominee** (the person you are nominating to win this award):

Enter the nominee's name here.

**Nominee's business/employer**

Enter the nominee's business/employer here.

**Nominee's current job title:**

Enter the nominee's current job title here.

**Date nominee started current job role:**

Enter the date nominee started current job role here.

**Nominee's previous job titles with the same employer, including dates (if applicable):**

Enter the nominee's previous job titles with the same employer, including dates here.

**Link to LinkedIn profile (if available):**

Enter the link to LinkedIn profile (if available) here.

## Nominator's details

(not scored)

**Name of Nominator (you):**

Enter the nominator's name here.

**Nominator's job title:**

Enter the nominator's job title here.

**Nominator's relationship to nominee:**

Enter the nominator's relationship here e.g. line manager, supervisor etc.

**Nominator's phone number:**

Enter the nominator's phone number here.

**Nominator's email:**

Enter the nominator's email here.

**Nominator's business name:**

Name of business application relates to. Give the name used to promote the business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.:

Enter the nominator's business name here.

**Nominator's business address:**

Enter the nominator's business address here.

## Please confirm the nominee knows that they are being nominated

Enter 'yes' or 'no' here.

## Nomination

### Question – Nomination

(this question is 100% of the final score)

Describe why the nominee deserves to win this award and include at least three examples of exceptional contribution by the nominee (500 words maximum).

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Demonstration of commitment to excellent customer service
- Any courses or training undertaken in the past 2 years
- Demonstration of going above and beyond their role to provide excellent customer service
- Recognition from employers and peers
- Showing initiative and creativity
- Details of specific achievements in the last 12 months
- Evidence of going above and beyond the expectations of their role
- What are they doing that makes them stand apart from others
- How are they going above and beyond expectations
- What impact have they made to the business

Answer the nomination here

Links to relevant supporting evidence online (optional): It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here