

Destination North East England Tourism Awards 2024/2025

In partnership with



Tourism Events and Festival

The Event should involve a specific event or festival, which takes place over a day, a weekend, week(s), a month or a season. The event supports the local community, may provide volunteering or job opportunities creating benefits to local businesses. Any tourism business can enter that provides an outstanding and unique event for its customers.

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

- 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.
- The event or festival must support the local community in which its taking place, providing volunteering or job opportunities, creating benefits to local businesses.
- The application must relate to one named event or festival only.
- For businesses that offer multiple events, you are invited to submit applications that relate to only one event or festival (ideally your 'hero' or most popular).
- Any award must then be associated with this one event or festival
- An event located at a visitor attraction may only apply to this category if it can be booked separately to the main attraction and can be accessed without the need to pay for or visit the main attraction
- The event or festival must be open to the public/ non-residents – i.e. participation is not restricted to residents, unless residency/ over-night accommodation is part of the itinerary for the named event or festival
- Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.
- Businesses of all sizes can apply as this category is judged within the context and style of the business.
- 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 01 February 2025
- The event/ festival must have the intention to be re-occurring (taking place at least once every two years and must have a date already confirmed and published for an event/festival to be held after 01 February 2025
- Applicants who entered the experience category in the Visit England Awards are not eligible to enter this category.

Supplementary Evidence

- Links or videos 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.
- 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.

Application & Business details

(not scored)

Applicant Name

Applicant's job title

Applicant's phone number:

Applicant's email:

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.:

Business address:

Name of Event or Festival

Date Event and Festival took place

Future date of Event and Festival

Promotional Description

Provide a promotional description of your event and festival

- 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
- Wording provided is subject to edit
- 120 words maximum

Enter promotional description here

Promotional Images

Provide up to three 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

Background

(not scored)

Briefly outline the story of your business/festival or event (250 words maximum).

For example:

- Length of time business has been trading and time 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, (permanent and temporary)
- Number of volunteer opportunities

Enter information on the background of your business here.

Online presence & reviews

(this section is 30% of the final score)

- Social Media (10%)
- Website (10%)
- Reviews (10%)

Provide links to your online presence, which will be reviewed and scored by judges in addition to your answers to the four questions. Other sites may also be checked.

As part of this review, judges will be looking for evidence of your commitment to Accessible and Inclusive Tourism and Ethical, Responsible and Sustainable Tourism.

Enter the website URL here.

Accessibility & inclusivity information

Provide links to your accessibility and inclusivity information.

Enter the accessibility & inclusivity information URL here.

Sustainability information

Provide links to your sustainability information.

Enter the sustainability information URL here.

Provide links to all business pages/profiles on Facebook, Instagram etc. and Twitter handles

Enter the social media URL here.

Online review sites

Provide specific links to customer review listings for your business e.g. TripAdvisor, Facebook, Booking.com, Google, Euan's Guide, UpFront Reviews

Your Top Qualities

(20% of the final score)

Tell us about up to five ways in which your festival or event is impressive compared to your competitors (500 words maximum).

Describe the unique selling points, strengths and essence of your business.

Judges will be looking for detailed examples of quality from across the business.

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

- Quality of your core product and customer experience
- Added extras that delight your customers
- How you care for your team
- Use and promotion of local suppliers, including food & drink offer centred on locally sourced produce
- How you supported the local community and created benefits for local businesses
- Innovative marketing and PR, including partnerships with other businesses
- Facilities and welcome for people with a range of accessibility requirements.
 - For example, this may include information provision, adapted customer experiences, accessible facilities for people with a range of impairments, employing disabled staff and staff disability awareness training
- Managing and improving environmental, sustainable, social and economic impacts

- For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing
- Innovative adaption, diversification and/ or resilience building

Enter answer 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.

Your Recent Improvements

(20% of the final score)

Tell us about up to five ways in which you have developed your event or festival and/or improved the customer experience over the last two years (500 words maximum).

Explain your reasons for making the improvements and indicate which parts of the business are impacted.

Judges will be looking for examples of improvements from across the business.

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

(Only include examples of improvements undertaken in the last two years.)

- Promotional initiatives e.g. new website
- Improving the skills of you and your team
- Expansion, upgrade of facilities, enhancements to your services
- Facilities and welcome for people with a range of accessibility requirements

- For example, this may include information provision, adapted customer experiences, accessible facilities for people with a range of impairments, employing disabled staff and staff disability awareness training
- Managing and improving environmental, sustainable, social and economic impacts
- For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing
- Innovative adaption, diversification and/ or resilience building
- Use of digital technologies, such as automated services, robotics and artificial intelligence (AI)
- Approximate date of improvement

Enter answer 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.

Your Results

(15% of the final score)

Tell us about three successes from the last year, providing figures where relevant (300 words maximum).

Judges will be looking for detailed examples of successes from across the festival or event. One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Whether you are able to attribute success directly to any of the improvements that you've made (mentioned in Question 2)

- Percentage increase in staffing levels (paid and unpaid), visitor numbers, sales, customer satisfaction and wastage reduction
- Environmental, sustainable, economic and social successes
- Accreditations and awards (Awarded within the last 3 years)
- Business generated from marketing activity
- Growth of social media following and engagement
- The significance of the level of impact on your business
- Engagement & impact within the local community

Enter answer 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.

Your Future Plans

(15% of the final score)

Tell us about three ways you will develop and promote your event or festival over the next year and the reasons why (300 words maximum).

Judges will be looking for detailed examples of future plans for the event or festival, with a clear rationale.

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

- Continued adaptation, diversification and resilience building
- Facilities and welcome for people with a range of accessibility requirements
 - For example, this may include information provision, adapted customer experiences, accessible facilities for people with a range of impairments, employing disabled staff and staff disability awareness training
- Managing and improving environmental, social and economic impacts
 - For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing
- 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
- Use of digital technologies, such as automated services, robotics and artificial intelligence (AI)

Enter answer 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.