

Destination North East England Tourism Awards 2024/2025

In partnership with



Individual or Group Volunteer Award

The award recognises an individual or group of volunteers, working in a tourism business who excel in their role and deserves to be applauded for their work 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

- The individual or group must volunteer for a business 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.
- Have volunteered between January 2023 and September 2024

The individual or group must volunteer 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).

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

This includes a number of different types of business:

- 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, food and drink markets, kiosks & street food (in a regular location). [For these purposes the definition of a 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.]
- Transport services e.g. rail, road, water, airports and rental
- Guided tours
- Cultural services, e.g. theatres, musical entertainment venues, sporting venues
- Business events venues
- Sporting, adventure and recreational activities
- 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
- 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.

- Travel agencies and other reservation services, including tour operators and destination management companies
- Events and festivals
- Will either be an individual or a team.
- The individual or group must be nominated by a colleague / manager within the organisation in which they volunteer who can evidence the individual or teams achievements and progression.
- Demonstrates commitment, ambition and passion for their work and the tourism & hospitality industry.
- Works in any area of the business; does not need to be in a customer-facing job role.
- Only one application is required per individual volunteer or group.
- If the individual or group nominated 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 any testimonials or feedback from visitors, colleagues or team members
- 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 individual or group (the person or team you are nominating to win this award):

Enter the nominee's name here.

Nominee's business/employer

Enter the nominee's business/employer here.

Description of role(s) undertaken

Enter the description here (max 200 words)

Did the volunteering take place between January 2023 – September 2024

Yes / No

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 is aware they are being nominated

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Nomination

Question - Nomination

(this question is 100% of the final score)

Describe why the individual or group 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):

- Outstanding customer service
- Innovative approach to problem solving
- Exceeding expectations
- Actively seeking learning and development opportunities
- Achieving positive business impacts
- Being a team member and inspiring colleagues
- Received recognition from peers or general public through staff or visitor reviews
- Overcoming adversity

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