

Entering Awards Toolkit

How to Apply for Awards

Visit **County Durham**

There is a huge variety of business award opportunities from local to national, industry based or with specific criteria.

You can find out about awards through your local chamber of commerce, local and business press or simply searching the internet for relevant awards.

Awards within the visitor economy are open to any business directly involved in tourism. This includes accommodation providers, visitor attractions, restaurant/cafes, tourist information providers and other types of businesses, such as retail outlets and pubs that are part of the visitor economy.



Benefits:

- The accolade of an award helps to recognise, congratulate and celebrate the success of businesses and individuals who deliver a quality experience. They can help customers of the future to make the decision to choose you over a competitor.
- Profile raising – receiving an award can maximise the promotional opportunity for your business through PR exposure and social media activity.
- You can enter multiple categories within awards – but make sure that you adjust the content accordingly.



- Awards can be used to promote to your potential visitors your commitment to excellence – use the awards logos on your emails, letterhead and website.
- Winning a local level award can open up the opportunity for entry into a national award.



Case study

Brunswick House B&B, Middleton in Teesdale

Proudly promote on their website and at the bottom of their emails that they are North East England B&B of the Year 2018.

This was the first time that they had entered the awards and were successful in winning the top award. Taking the time to think about the content of the answers and being able to reflect the personality of the owner ensured that it stood out to the judges at both application and visit stage.

Hints and Tips

- Make sure you read the award criteria and accompanying information carefully to ensure that your answers include the necessary requirements.
- Make sure you meet the deadline as late entries may not be accepted.
- Check for spelling mistakes and accuracy – you could be marked down if there are errors.
- Those reading the application may not have heard of your business before – make sure you are explicit about what your business is.
- Bring your application to life – use strong examples to highlight the excellent practice.
- Ask your peers for advice who have successfully achieved awards – they might have some good tips.
- Use any feedback constructively – it can be used to shape future applications.
- Do not get disheartened – just because you aren't successful one year doesn't mean you won't be in future years.
- Use quality schemes and staff training opportunities to enhance the content of applications and show your commitment to excellence for example Taste Durham and Welcome to Durham.

Case study

Sweet Sally Cinnamon



In 2012 Sweet Sally Cinnamon were awarded a Guild of Fine Foods 'Great Taste Award' for their baking mix. It is a great accolade to win this award, often hailed as the Oscars of the food world. The award logo can be included on the jar labelling and opens up the opportunity to promote the product as award winning. This official recognition provided a great confidence boost to the business and helps to not only sell the product to customers but also to open doors with stockists who many take products more seriously after being judged successfully.

Spotlight on Durham Tourism Superstar



The award recognises the people working in the county's tourism industry who go above and beyond to ensure visitors have an incredible experience. A nomination from a colleague within the organisation puts forward potential superstars outlining why they should win the award. Applications are then shortlisted by a panel of industry experts and the finalists go to an online public vote hosted by a media partner. The winner is announced at the VCD Summer Garden Party and goes on to be Durham's entry for the National Tourism Superstar award. Durham has had great success at the national superstar award, taking away the title 3 times in the last 5 years. This has resulted in some free fantastic national exposure for the individuals and organisations they represent.

For more information – visitcountydurham.org/opportunities/durham-tourism-superstar

Award Application Opportunities

Below are some examples of awards you may consider applying for

- North East England Tourism Awards
newcastlegateshead.com/tourism-awards
- Durham Tourism Superstar
visitcountydurham.org/opportunities/durham-tourism-superstar
- Great Taste Awards –
greattasteawards.co.uk
- Green Tourism Awards
green-tourism.com/pages/home
- Visit England Awards for Excellence
visitbritain.org/business-advice/visitengland-awards-excellence
- Staycation awards
staycationawards.co.uk
- Taste Durham
visitcountydurham.org/taste-durham/taste-durham-awards
- Welcome to Durham – visitcountydurham.org/business-resources/welcome-to-durham

