



# Ethical, Responsible & Sustainable Tourism Award

Recognises tourism businesses from across the visitor economy who are truly committed to being sustainable, responsible and ethical in how they operate and interact with customers, the wider community and the environment.

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

## 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.

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. 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, 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.]
- 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
- 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
- Events and festivals, if they fulfil the following criteria:
  - An application can relate to an event/ festival that was held in 2022 or 2023. If it was held in 2022, it must take place again at least once between 01 January 2023 and 31 March 2024
  - 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 2024) must have a date already confirmed and published for an event/festival to be held after 31 March 2024
  - For event companies that run several events/ festivals, the application must relate specifically to one named event/ festival

- Businesses of all sizes can apply as this category is judged within the context and style of the business
- Businesses that have been trading for at least three months and up to two years when applications open are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories
- For the purpose of eligibility for this competition, 'trading' means serving customers. If the business has not been trading this long, then they will need to wait to apply to the competition in 2024/25
- Applications from a chain or group operator must relate to a single site and not multiple sites

## Applicant & business details

(not scored)

### Applicant's name:

Enter the applicant's name here.

### Applicant's job title:

Enter the applicant's job title here.

### Applicant's phone number:

Enter the applicant's phone number here.

### Applicant's email:

Enter applicant's email here.

### 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 your business name here.

### Business address:

Enter your business address here.

**Closures during judging period** (the judging period runs from June to November):

Enter closures during the judging period here.

### **Age of business**

When did the business relating to this application start trading?

Note: For the purposes of eligibility 'trading' means serving customers.

### **Promotional Description**

Provide a promotional description of your business.

- 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 the promotional description here.

### **Promotional Images**

Provide up to three landscape 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 (250 words maximum).**

For example:

- The origins/motivations behind your ethical approach
- 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, if any

Enter information on the background of your business here.

### **List any awards, ratings and accolades received in the last two years, relating specifically to the sustainability of your business. Include the title, awarding body, level and date achieved.**

For example:

- Successes in this competition and the VisitEngland Awards for Excellence
- Green certification e.g. Green Tourism, Green Key, David Bellamy, ISO/ BS standards, TripAdvisor GreenLeaders, Sustainable Restaurant Association
- Annual awards for sustainability – or individual aspects of it – whether at local, regional, national or international level

Enter information on any awards, ratings or accolades here.

There is no requirement for your business to be quality assessed. However, if you have an independent quality assessment/mystery shopping report from the last two years, you might wish to upload it here (optional).

Enter information on any quality assessments here.

## Online presence & reviews

(this section is 30% of the final score)

- Social Media & Website = 20%
- Online 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.

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

Enter the social media 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.

## 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

Enter the online review URL here.

## Question 1 - Your Top Qualities

(this question is 20% of the final score)

**Tell us about up to five ways in which your business is impressive in operating in an ethical, responsible and sustainable way compared to your competitors (500 words maximum).**

Describe the unique selling points, strengths and essence of your 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
- A long history of implementing a sustainable approach/ being an early adopter of sustainable practices
- Innovative actions in managing your environmental, economic or social impacts
- How you inspire and involve customers, suppliers, your community and any staff
- How you promote local culture or provide educational/ career opportunities
- 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 and staff disability awareness training
- Innovative adaption, diversification and/or resilience building

Enter answer to question 1 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.



## Question 2 - Your Recent Improvements

(this question is 20% of the final score)

**Tell us about up to five ways in which you have developed your business' ethical, responsible and sustainable practices over the last two years (500 words maximum).**

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

One or more of the following example areas may be relevant to address in your answer.

It is not mandatory to cover every area but indicate that all three elements of sustainability – environmental, economic and social – are being tackled, and that a sustainable approach is considered across your whole business operation:

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

- Examples can come from any of the following broad aspects (and others not listed):
  - Efficiency in energy, water and waste
  - Reducing carbon emissions, adapting to extreme weather/ changing climate
  - Wildlife enhancement/ promotion
  - Sustainable travel/ transport
  - Purchasing
  - Promotion of local products/ culture
  - Community and charity work
  - Responsible employment/ working/ financial practices
- Innovative adaptation, diversification and/or resilience building
- Quality of your core product and customer experience
- How you encourage other businesses and/ or customers to act more sustainably

Enter answer to question 2 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.

### Question 3 - Your Results

(this question is 15% of the final score)

**Tell us about three successes in operating in an ethical, responsible and sustainable way from the last year, providing figures where relevant (300 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):

- Whether you are able to attribute success directly to any of the improvements that you've made (mentioned in Question 2)
- Reductions in carbon footprint
- Reductions in energy/ water consumption (overall or per customer)
- Reductions in the percentage of waste going to landfill or in particular types of waste (e.g. single use plastic)
- Increases in the percentage of items purchased/ sold from local/ ethical sources
- Percentage increase in customer satisfaction
- The significance of the level of impact on your business

Enter answer to question 3 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.

## Question 4 – Your Future Plans

(this question is 15% of the final score)

**Tell us about three ways you will develop and promote your business in operating in an ethical, responsible and sustainable way over the next year and the reasons why (300 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):

- Engaging customers, suppliers, peer businesses, staff
- Examples that demonstrate a clear strategy for improving the impact of the business i.e. have a rationale and clear goals
- Examples that extend existing practices or address gaps
- Continued adaption, diversification and resilience building

Enter answer to question 4 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.