

Entertainment Venue of the Year

*Recognises entertainment venues, including theatres, music venues, comedy clubs, cinemas and performance spaces.*

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

## Eligibility criteria

* This category is open to any entertainment venue, whether it be a theatre, music hall, live music venue indoor or outdoor, arenas, comedy club etc, who can demonstrate how they have impacted on the local community and the visitor economy.
* Sporting venues such as stadiums and racecourses can enter this category if their venue is used for events outside their normal use e.g. live music gigs.
* Venues must clearly demonstrate how they are part of the wider Visitor Economy offering.
* Venues of all sizes can apply as this category is judged within the context and style of the business.
* Any venue that offers an ongoing programme of performances, shows or screenings.
* One off events or shows are not eligible for this category.
* This category is for the actual venue itself and not the event/festival/performance that takes place within it.
* Venues 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.
* Venues 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.

## 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.

**How long has the venue been operating? (Years/Months)**

Enter details

**What is the Seating / Standing capacity of the venue?**

Enter details

**No. of Full Time / Part Time / Seasonal staff?**

Enter details

**Closures during judging period** (the judging period runs from 30th October 2023 – 26th January 2024):

Enter closures during the judging period here.

**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 if you are short listed as a finalist
* Wording provided is subject to edit
* 120 word 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 third-party credit e.g. photographer, please provide details
* These photos will be used in PR and awards literature if you are short listed as a finalist

## Background

(not scored)

**Briefly outline Venue description (50 words maximum).**

Enter information on the background of your business here.

**List any awards, ratings, accolades received in the last two years. Include the title, awarding body, level and date achieved.**

*For example:*

* Successes in this competition and the VisitEngland Awards for Excellence
* TripAdvisor Certificate of Excellence
* Green Tourism award
* VisitEngland and/or AA quality assessment, local quality accreditation
* VisitEngland’s ‘We’re Good to Go’; the AA’s ‘COVID-19 Confident’; Quality in Tourism’s ‘Safe clean and legal’.

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 attach it when emailing your completed application form /upload it here (optional).

## 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.**

**Website/ Social Media**

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 (**10%**)**

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

Enter online review sites here.

**Question 1 - Your Top Qualities**

(this question is 20% of the final score)

**Tell us about up to five ways in which your venue is impressive in meeting the needs of visiting clients and customers, 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
* Approach to supporting clients to ensure success in their events (e.g. maximise their Return on Objectives (ROO)
* Use and promotion of local suppliers, including food & drink offer centred on locally sourced produce
* Innovative marketing and PR, including partnerships with other businesses
* Services to help clients plan and deliver their events e.g. providing a meeting design expert
* Flexibility of venue to create usable space
* 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
* 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
* Innovative adaption, diversification and/ or resilience building
	+ For example, this may include how the venue has adapted to host hybrid events

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 venue 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. 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 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
* Innovative adaption, diversification and/ or resilience building
	+ For example, this may include how the venue has adapted to host hybrid events
* Reasons for making the improvements e.g. driven by customer feedback
* Approximate date of improvement

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 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 able to attribute success directly to any of the improvements that you’ve made (mentioned in Question 2)
* Percentage increase in conversion of enquiries, sales, customer satisfaction and wastage reduction
* Increase in repeat business
* Business generated from marketing activity
* Growth of social media following and engagement
* 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 venue over the next year (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):

* Continued adaption, diversification and resilience building
	+ For example, this may include how the venue will adapt and introduce technical enhancements
* 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
* 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

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.