



Completing your Application – Top Tips

Give yourself adequate time, focus and a commitment to the preparation and completion of your application form. This is paramount when entering for the awards and will help to improve your chances.

1. Which Category? Check and determine that you are entering the most appropriate and relevant category to your business.
2. Time: You must be prepared to undertake research, complete the form, check/proofread and then re check prior to sending. Don't leave until the last day!
3. Use the Visit England guidelines, they are there to help you.
4. Ensure your application is user friendly and easy to read. Use bullet points where possible.
5. Use the full word count when answering all questions. Remember you have a fantastic offer and should have a lot to communicate. Think: what, where, when why and how.
6. Provide evidence/facts to support your application - e.g., "we deliver excellence in customer service" is not enough. How do you do it – explain **fully**?
7. Collaboration: Involve and engage colleagues/team members even loyal customers. A different perspective often pinpoints areas of excellence you may have overlooked.
8. Don't cut and paste from marketing campaigns or past applications. It should be current, written from the heart, genuine and with passion.
9. Is the evidence you are providing relevant, compelling, and persuasive?
10. Judging in the first round is based on your application and supporting evidence **only**, not prior knowledge. Once you have read your application through consider 'is this a winning application?'. Some categories in the second round will be Mystery Shopped and the judges will therefore refer to your statements/offer in your application form.

If in doubt, or you have any queries please contact us!
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Good Luck!