

Bournemouth Tourism Awards 2010

Best Shopping Experience of the Year

Who can enter?

Any shop/store or chain of stores operating within the boundaries of Bournemouth Borough Council or are members of Bournemouth Tourism.

Please answer all of the following questions and provide supporting information where appropriate. Refer to the guidance notes to assist you in completing this form.

Contact details

Contact Name:.....

Business Name:.....

Address:.....

.....

Telephone:.....

Email:.....

Website:.....

Business Details

What is the size of your store e.g floor

.....

Please state any periods when your property is closed each year

.....

Please state how long you have been operating as a business

.....

Please state how many staff you employ (full and part time)

.....

What are your target markets?

.....

Section 1: Commitment to excellence

A) Please describe how you ensure your customers are given the highest quality visitor experience during their stay and why your business should be Best Shopping Experience of the Year (max 300 words)

PLA)

Guidance notes

In your answer think about the following:

- **How you deal with enquiries and bookings**
- **Information you provide to your guests**
- **Excellent customer care**
- **Facilities and services you provide**
- **Décor and surroundings**
- **What sets you above your competition?**

Section 1: Commitment to excellence

B) Please provide details of any improvements and development that you have made to your business over the last 2 years (max 200 words)

PLA)

Guidance notes

In your answer please think about the following

- **Investment must have been made within the last 2 years and reflect an ongoing commitment to maintaining this**
- **Any refurbishments, improvements, extra facilities or services you provide**
- **The impact on your business e.g. more customers, increase in positive feedback**

Section 2: Marketing

Please provide details of your target market and any marketing initiatives introduced within the last 2 years (max 200 words)

PLA)

Guidance notes

In your answer think about the following:

- **Your marketing plan and marketing materials**
- **Any promotional campaigns you have run**
- **Online marketing activities and how you optimise your website to achieve maximum impact**
- **How you engage with your customers online e.g blogs**
- **Information on the success of these initiatives**

Section 3: Accessibility

Please describe how you have ensured your property and communications are accessible to all your visitors (max 200 words)

PLA)

Guidance notes

In your answer think about the following:

- **Your access statement**
- **Commitment towards catering for guests with disabilities wherever possible**
- **Changes/improvements you have implemented towards meeting the requirements of the Disability Discrimination Act**
- **Accessibility training events**
- **Accessibility of your communications**

Section 4: Staff training and development

Please give details of your staff training and development activities (max 200 words)

PLA)

Guidance notes

In your answer think about the following:

- **Your training plan**
- **Staff inductions and appraisals**
- **Types of training you/your staff have undertaken**
- **Participation in awards for good practice e.g Investors in People**
- **How training has improved your customers experience and how the training is put into practice on a daily basis**
- **How you keep you/vour staff skills up to date on developments**

Section 5: Sustainability

Please describe what actions you have taken to improve the sustainability of your business (max 200 words)

PLA)

Guidance notes

In your answer think about the following:

- **How you are saving water/energy and reducing waste**
- **How you are using sustainable materials**
- **How you are supporting your local economy e.g buying local produce**
- **How you encourage your visitors to be sustainable during their visit e.g using local transport**
- **How you promote your sustainability e.g. on your website**

Please note that at various stages of the judging process, mystery shopping will be undertaken to those businesses that are short listed and finalists

Applications will be considered by scoring each answer against the criteria. Applications will be viewed by Bournemouth Tourism and judging will be undertaken by The Bournemouth Tourism Management Board.

If you are hand writing your application please ensure that it is as clear as possible to enable the judging panel to easily read your information.

In order to ensure parity and fairness to all entrants, any wording above the specified word count will not be considered in the judging process.

For more information please visit www.bournemouth.co.uk

Please return this application and supporting evidence by email to TourismAwards@bournemouth.gov.uk or by post to:

Amanda Malone
Bournemouth Tourism Awards
Tourist Information Centre
Westover Road
Bournemouth
BH1 2BU

DEADLINE FOR APPLICATIONS: MIDDAY MONDAY 4th OCTOBER 2010

SCORING MATRIX – For Judges’ use only		
Section	Score	Out of
Business details		10
1		20
2A		20
2B		20
3		20
4		20
5		20
TOTAL		130