



Taste of England Award

*Recognises businesses within the tourism industry that offer food,
beverage and service innovation and excellence.*

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.

- Food service businesses including restaurants, hotel restaurants, cafés, tea rooms, coffee shops, bistros etc.
- Offers the option for table service
- Access to toilet facilities is available
- Does not require payment of an admission fee to access the eatery
- A single site from an independent, chain or group operator
- Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.

Pubs may consider this category or the Pub of the Year category – choosing the one that best suits their business and only enter into one.

Businesses of all sizes can apply as this category is judged within the context and style of the business.

Applicant & Business Details		(Not scored)
Applicant's Name		
Applicant's Job Title		
Applicant's Phone Number		
Applicant's Email		
Business Name Give the name you use when promoting your business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.		
Business Address		
Closures during judging period		

(the judging period runs from 25 th July to 30 th September)	
Promotional description	
Provide a promotional description of your business. <ul style="list-style-type: none"> • 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 	
Promotional images	
Provide up to three landscape high resolution photos. <ul style="list-style-type: none"> • 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 if you are short listed as a finalist 	

Background

(Not scored)

Briefly outline the story of your business (250 words maximum).

Judges will be looking for:

- Length of time business has been 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

List any awards, ratings and 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
- Michelin stars
- Green Tourism award
- VisitEngland and/or AA quality assessment, local quality accreditation

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).

Online Presence & Reviews

(Scored)

Provide links to your online presence, which will be reviewed and scored by judges in addition to your answers to the four questions.

Website

Social Media Platforms

Provide links to any business pages/profiles on Facebook, Instagram etc. and Twitter handles	
Online Review Sites	
Provide specific links to any customer review listings for your business e.g. TripAdvisor, Booking.com, Google, Euan's Guide	

Question 1 – Your Recent Improvements	(Scored)
Tell us about up to five ways in which you have developed your business and/or improved the customer experience over the last two years (300 words maximum).	
<i>Judges will be looking for:</i>	
<ul style="list-style-type: none"> • Expansion, upgrade of food and beverage offer, enhancements to your services • Improving the skills of culinary and customer-facing staff • Developing the food and beverage offering with regard to providing regional specialities and sourcing locally grown, produced or home-made produce • Promotional initiatives e.g. new website • Reasons for making the improvements e.g. based on customer feedback • Approximate date of improvement 	
1.	
2.	
3.	
4.	
5.	
Links to relevant supporting evidence online (optional):	

Question 2 – Your Top Qualities	(Scored)

Tell us about up to **five** ways in which your business is impressive compared to your competitors (300 words maximum).

Judges will be looking for what makes you unique, such as:

- Added extras that delight your customers
- How you care for your team
- Use of local suppliers and locally grown, produced or home-made produce
- The use and development of regional specialities
- Innovative marketing and PR, including partnerships with other businesses

1.

2

3.

4.

5.

Links to relevant supporting evidence online (optional):

Question 3 – Your Results

(Scored)

Thinking of how you measure success, tell us about **three** successes from the last year (300 words maximum).

Judges will be looking for:

- Percentage increase in bookings and covers, customer satisfaction and wastage reduction
- Percentage increase in online bookings
- Increase in repeat business
- Business generated from marketing activity
- Growth of social media following and engagement

1.

2.

3.

Links to relevant supporting evidence online (optional):

Question 4 – Your Future Plans**(Scored)**

Tell us about **three** ways you will develop and promote your business over the next year (300 words maximum).

Judges will be looking for:

- 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
- Developing the food and beverage offering with regard to providing regional specialities and sourcing locally grown, produced or home-made produce

1.

2.

3.

Links to relevant supporting evidence online (optional):

Terms & Conditions of Entry

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