



Small Serviced Accommodation Provider of the Year

Recognises small hotels as well as bed & breakfast and guest house businesses providing truly memorable guest experiences and demonstrating excellence across every aspect of the business.

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.

This is a broad category for all types and styles of small serviced accommodation except large 'full service' hotels, as these have their own category.

- Usually offers up to 35 bedrooms. However, serviced accommodation businesses with more than 35 bedrooms can apply if they consider themselves appropriate for this category

For bed & breakfast and guest house style properties:

- Proprietor considers their business to be a bed & breakfast or guest house and promotes it as such
- Proprietor lives on site
- Breakfast is provided
- Located in a domestic property, often the proprietor's home
- Most likely to be run by the owner with few or no additional staff
- Guests are likely to have direct interaction with proprietor

For small hotel style properties:

- Offers a selection of hotel services, which are likely to include some or all of: reception, restaurant, bar, dinner and breakfast

Serviced accommodation businesses may consider this category or the Large Hotel of the Year category – choosing the one that best suits their business and only entering one.

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	
Number of guest bedrooms	
Closures during judging period (the judging period runs from 25 th July to 30 th September)	
Promotional description	
<p>Provide a promotional description of your business.</p> <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	
<p>Provide up to three landscape high resolution photos.</p> <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	
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Background	(Not scored)
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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)
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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).

Judges will be looking for:

- Expansion, upgrade of facilities, enhancements to your services
- Promotional initiatives e.g. new website
- Improving the skills of you and your team
- Sustainability and accessibility improvements
- 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, including food & drink offer centred on locally sourced produce
- Innovative marketing and PR, including partnerships with other businesses
- Facilities and welcome for people with a range of accessibility requirements
- Managing and improving environmental, social and economic impacts

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 occupancy levels/visitor numbers, sales, 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
- Sustainability and accessibility improvements

1.

2.

3.

Links to relevant supporting evidence online (optional):

Terms & Conditions of Entry

