



## Wedding Venue of the Year

### Eligibility criteria:

- The venue must be registered to hold weddings
- It can be any size and style but must be in Cheshire
- The judges will be looking for excellence within every department and across every aspect of the business and a truly memorable experience
- Must be open for business at some point 14 October and 30 November 2022. Please also advise us if you are closed during any other period.
- If you have any questions, please email [awards@marketingcheshire.co.uk](mailto:awards@marketingcheshire.co.uk)

The judging will be based on this entry form, your website (viewed on desktop, mobile and tablet), and any other online presence that you might have, including social media. The judges will also look at your online customer reviews

There is no requirement for businesses to be quality assessed by VisitEngland, the AA or any other assessing body.

**If there is any other information (not available online) that you would like to include to illustrate points made in your entry, for example, regional or national press coverage, please upload one pdf document no larger than 5mb. If more than one document is sent or it is larger than 5mb it can not be sent on to the judges. Please ensure each piece of evidence is indexed to the relevant question.**

Please try to answer all questions as fully as possible, but within the word limit. At the end of each question you may include web links, if you have them, to support your answer. These can be in addition to the word count.

Please ensure you read the awards terms and conditions.

**Please give details of the person we should contact with regard to this entry. The email given here will be the email address we will use for all future correspondence.**

<b>Applicant &amp; Business Details</b>	
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	
Promotional description	
Provide a promotional description of your business. <ul style="list-style-type: none"> <li>• Focus on its strengths and stand out features</li> <li>• Write your description with regard to this category</li> <li>• This wording will be used in PR and awards literature if you are short listed as a finalist</li> <li>• Wording provided is subject to edit</li> <li>• 120 word maximum</li> </ul>	

<b>Promotional images</b>	
<p>Provide up to three landscape high resolution photos.</p> <ul style="list-style-type: none"> <li>• Photos should relate to this category</li> <li>• Photos should not be edited in any way e.g. embedded text or logos, a collage</li> <li>• Only include photos that you own the copyright for</li> <li>• If the photo requires a credit e.g. photographer, please provide details</li> <li>• These photos will be used in PR and awards literature if you are short listed as a finalist</li> </ul>	

<b>Background</b>
Briefly outline the story of your business (250 words maximum).
<p><i>Judges will be looking for:</i></p> <ul style="list-style-type: none"> <li>• Length of time business has been under current ownership</li> <li>• Target market(s) and typical customer profile</li> <li>• Key milestones in developing the business</li> <li>• Indication of size of business</li> <li>• Number of staff employed, if any</li> </ul>

List any awards, ratings and accolades received in the last <b>two</b> years that relate to the business. Include the title, awarding body, level and date achieved.
<p><i>For example:</i></p> <ul style="list-style-type: none"> <li>• Successes in this competition</li> <li>• TripAdvisor Certificate of Excellence</li> <li>• VisitEngland's 'We're Good to Go'; the AA's 'COVID-19 Confident'</li> </ul>
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	
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, Google.	

**Customer Service.** How do you ensure that your guests have an enjoyable and memorable experience?

**For Example**

- What is special about your customer service?
- How has your customer feedback influenced how you look after your guests?
- Have you noticed any industry trends that have influenced what you offer?

**Maximum 200 words**

**What improvements have you made to your business to improve your customers' experience within the last 2 years?**

**For Example**

- This could include new facilities
- What prompted these improvements?
- How have these improvements been received by guests?
- Innovative adaption to restrictions, and resilience during the COVID-19 pandemic

**Maximum 200 words**

**What innovative marketing have you done to attract new business and what was the result?**

**For Example**

- Examples of innovative promotional campaigns you have run
- Innovative use of social media

**Maximum 200 words**

**What makes your food offering special?**

**For Example**

- Is it the locally sourced ingredients?
- The creative menu choices?
- The way it is prepared and presented?

**Maximum 200 words**

**Have you made a significant and/or special contribution in the areas of Accessibility and/or Sustainability? If so, what prompted this action?**

**For Example**

- Do you specialise in offering access to guests with particular needs?
- What are your 'green' credentials?

**Maximum 200 words**

**Sum up what makes your business unique and why should you win this award?**

**Maximum 200 words**

