

**NEWCOMER AWARD**

Recognises new tourism individuals or businesses, demonstrating excellent understanding of their market, exceeding the expectations of their customers with clear plans for future development.

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| **Eligibility Criteria** |
| * Any new individual or business directly involved within tourism in Cheshire and Warrington.

 Including accommodation providers, visitor attractions, restaurants, cafes,  staff etc* Must have been active / trading for at least three months during the 12-month period prior to 6 September 2021.
* If you have any questions, please email awards@marketingcheshire.co.uk

The judges will be looking for innovation and excellence in the individual or business and there should be clear examples of good practice and plans for progression. The judging will be based on this entry form, website (viewed on desktop, mobile and tablet), and any other online presence that the nominated person or business might have, including social media. The judges will also look at their online customer reviews. **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.  |

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| **Applicant & Business Details** **(Not scored)** |
| Applicant’s Name(nominator) |  |
| Applicant’s Job Title |  |
| Applicant’s Phone Number |  |
| Applicant’s Email  |  |
| Nominee or Business name |  |
| Nominated person and / or business name as you wish it to appear in all publicity materials, on certificates, in presentations etc.  |  |
| Business Address |  |
| Promotional description |  |
| Provide a promotional description of the nominated person or business. * Focus on 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
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| Promotional images |  |
| Provide up to three landscape high-resolution photos. * 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)** |
| Briefly outline the story of the nominated person or business (250 words maximum). |
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|  **(Scored)** |
| **In no more than 500 words, please explain why this nominated person or business should win the Newcomer Award. Make sure you include examples of their work, news stories and contributions they have made to the visitor economy in Cheshire.** |
| 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 reviews or client / colleague feedback |

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| **Question 1 – Plans for the future (Scored)** |
| Tell us at least **three** ways in which the nominated person or business plan to develop and promote the business over the next year (300 words maximum). |
| 1. |
| 2. |
| 3. |
| Links to relevant supporting evidence online (optional): |
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| **Question 2 – Your Top Qualities (Scored)** |
| Tell us about up to **five** ways in which the nominated person or business is impressive compared to competitors (300 words maximum). |
| 1. |
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| 3. |
| 4. |
| 5. |
| Links to relevant supporting evidence online (optional): |
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| **Question 3 – Your Results (Scored)** |
| Thinking of how you measure success, tell us about your most recent successes (300 words maximum). |
| 1. |
| 2. |
| 3. |
| Links to relevant supporting evidence online (optional): |
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| **Marketing Cheshire Annual Awards 2021/22****TERMS & CONDITIONS** “Competition” means Marketing Cheshire Annual Awards and the VisitEngland Awards for Excellence“Organiser” means Marketing Cheshire “Platform” means the online system that the applicant must use to complete their application. By submitting an application to the Competition, you agree to be bound by the following terms and conditions: • Applications for the Competition must be submitted within the time and date ranges specified at [Marketing Cheshire Annual Awards 2021-22](http://)• Applications must be submitted via the Marketing Cheshire Annual Awards [Online Portal](http://)• It is free to apply to all of the competition categories.• You must be open for business at some point between 1 and 30 November 2021, so the judges can visit if required. If you are closed for any part of this period, please ensure this is highlighted in the ‘closures’ box on your application. Should the Government require your business to close due to COVID-19, alternative judging arrangements may be made.• Applications may be submitted by any individual representing the business applying and the individual who submits the application will also become the contact whom all correspondence from the Organiser and VisitEngland concerning the Competition will be addressed to.• You must inform the Organiser immediately of any changes to the contact information relating to you or the business applying during the Competition. • Employees or representatives/agents of the Organiser and VisitEngland are not eligible to submit an application to the Competition except for categories in which third party nominations are publicly invited.• You must ensure that your business complies with all current and relevant legal and licensing obligations before submitting an application. The judges reserve the right to not consider an application if this is in doubt and cannot be confirmed.• You can apply for more than one category, except where specified within the eligibility criteria, but separate applications must be completed for each. • Applications will only be considered if they are deemed to meet the eligibility criteria for the category. • Applications will only be considered if they are submitted via the Platform and completed in full and do not exceed the maximum word counts. • The Organiser reserves the right to move an application into a different category, if deemed more appropriate and should this occur the business affected will be informed.• You must be willing to reimburse the judge and his/her partner (or family/companions in the case of some visitor attractions or experiences on departure for the cost of the mystery visit/overnight stay, any meals taken (alcoholic drinks only for restaurant and hotel categories), or any admission or ticket cost as appropriate to the category. The Judge will produce a Marketing Cheshire signed letter on departure as proof of mystery visit.• You agree to be part of any publicity undertaken in association with the Competition. If selected as a finalist, you accept and agree that the Organiser and VisitEngland may use or publish any photographs, comments or evidence submitted at any stage of the Competition in any media, waiving any rights to payment or to inspect and approve a finished product. * The Organiser and VisitEngland may send you communications via email in relation to your application to the Competition e.g. reminders of the deadline and to submit your application, notification of successful application submission, judging feedback, applicant survey, event invitation.

• The Organiser and VisitBritain/VisitEngland may store your contact information within databases to send you marketing communications including newsletters, future events and promotions unrelated to the Competition.• Competition judges may decline to award winners at any level in some or all categories, if in their opinion there are insufficient entries of a winning standard.• The prize provided by the Organiser for each winner will be a certificate and/ or a trophy. There is no cash alternative. • Competition winners may publicise their success indefinitely provided the placing, category and year are specified in all publicity and materials.• Competition winners may only use the specific logo issued by the Organiser or VisitEngland and not modify it in any way, nor use, or adapt for use, any other logo connected with the Organiser or VisitEngland.• The logo may only be used alongside the location or part of the business that has won an award e.g. a self-catering provider with multiple properties across different locations must only use the logo alongside the winning location. • You confirm that you or the business applying own the copyright to any photographs included with your application and permit the Organiser and VisitEngland to use these photographs in PR and awards literature.• The Organiser and VisitEngland will not accept responsibility for applications delayed or lost as a result of any network, computer hardware or software failure.• In the event of any dispute regarding the Competition eligibility criteria, application forms, judging process, choice of finalists/winners or any other matter relating to the Competition, the decisions of the Organiser and VisitEngland shall be final and no correspondence or discussion shall be entered into. National Judging• Should you win an award in your local/regional Competition you **may** be automatically put forward for national judging by VisitEngland for the VisitEngland Awards for Excellence 2022. • You must notify the Organiser in writing at the time of application if you do not wish to be put forward for national judging.• In rare circumstances VisitEngland may deem that an application does not meet the eligibility criteria and reserves the right not to consider the application for national judging.• It is not possible to revisit your application prior to being put forward for national judging.• VisitEngland reserves the right to move an application into a different category, if deemed more appropriate.• The prize provided by VisitEngland for each winner will be a certificate and/ or a trophy. There is no cash alternative. • Any queries in relation to national judging should be directed to [VEAwards@visitengland.org](http://).* Any data you provide will be handled in accordance with the [Organiser’s privacy policy](http://), [VisitEngland’s privacy policy](http://) and [the privacy policy of the organisation contracted to provide the Platform](http://), available on their websites.

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