

**Bar/Pub of the Year**

**Who can enter?**

This award is aimed at all nightlife venues including bars, pubs, nightclubs and hotel bars in the Liverpool City Region that has been trading for at least 6 months in 2018. The award winner will offer exceptional customer service and a memorable visitor experience. Businesses should describe the range of beverages on offer, as well as quality locally sourced food, where applicable.

Entrants should show innovation and a sense of distinctiveness that make them stand out. They should demonstrate consistent quality and creative marketing focused on visitors to the City Region.

**Judging**

* The first stage of judging is based on your entry forms. A panel of judges will review entries and draw up a shortlist.
* Shortlisted establishments will receive an unannounced visit and applicants for this category must be **willing to reimburse for the maximum of two drinks**. You will be invoiced for the total amount after the visit.
* The second stage judging panel will convene to select winners from the shortlist, taking account of your original entry, first stage judging reports, any mystery visits or interviews, along with your supporting evidence and website/social media. Particular attention will be paid to user generated content on sites such as Trip Advisor.
* Feedback is available on request however judges’ decisions are final.

**Supporting Evidence**

Evidence to support your entry will **ONLY** be required if you are shortlisted. Successful businesses will be contacted with information on submitting evidence once the first round of judging has taken place.

**Next Steps**

Please complete the application form to the email address below as soon as possible, but **no later than 5pm on Friday 18th January 2019.**

By entering the Awards, you agree to be part of any publicity undertaken in association with the Awards. Furthermore, if selected as a finalist, you accept and agree that LCR Tourism Awards may use or publish any photographs, comments or evidence submitted in the Awards programme, or any other media, waiving any rights to payment or to inspect and approve a finished product.

Winners will be announced at a glittering award ceremony, which will take place on **Thursday 16th May 2019**. Attended by over 500 tourism leaders and businesses, the 2019 annual tourism awards dinner and ceremony provides an ideal opportunity to network with industry professional and to celebrate your business achievements.

Reserve your place(s) now by emailing [tourismawards@eventfulonline.com](mailto:tourismawards@eventfulonline.com) or call 0844 809 4399 for more details. Tickets are priced at £100 + vat for LEP members and £110 + vat Non LEP members. An ‘Early Bird’ offer is available at £90 + vat for LEP members and £100 + vat for Non LEP members. *Tickets must be booked and paid for in full before 1st April 2019 to benefit from this offer.*

Good luck with your entry and we look forward to seeing you at the event.

**Eventful Events Team**

**T :** 0844 809 4399 | **M :** 07484 047361 | **E :** [tourismawards@eventfulonline.com](mailto:tourismawards@eventfulonline.com)

**Bar of the Year**

The answers to the following questions form the basis of your submission to the Liverpool City Region Tourism Awards 2019.

**Business Information**

|  |  |
| --- | --- |
| **Contact Details** | |
| Contact Name: |  |
| Business/Property Name: |  |
| Business Type: |  |
| Business Address: |  |
|  |
|  |
| Telephone: |  |
| Mobile: |  |
| Email: |  |
| Website: |  |
| Social Media User Names: |  |
| \*PR Contact Details  (If different from above)  (Please include name and contact details) |  |
|  |

\*If a PR contact is provided all communications regarding your entry will be directed via the contact name and details you provide.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Business Details** | | | | |
| How long has the business been operating? | Years | | Months | |
| How many staff do you employ?  (Include proprietors/owners) | Full Time | Part Time | | Seasonal |

|  |  |  |  |
| --- | --- | --- | --- |
| **Previous Awards** | | | |
| Please list all Awards in the last 12 months | | | |
| Title of Award | Level (e.g. Gold) | Awarding Organisation | Year |
|  |  |  |  |

|  |
| --- |
| **Provide a brief outline of your establishment** (max 50 words)  Give a brief history and description including range and nature of products, supply, and service. What makes your business special; warm welcome, atmospheric etc. |
|  |

*Please answer the following questions in full considering the word count for each. The judges will score against each question.*

1. **Commitment to Excellence**

**Define the unique selling point(s) of your business.** (max 300 words)

e.g. how has your business achieved excellence in the last 12 months either through improving your facilities or your guest/visitor experience?

**How do you promote responsible drinking policies in a safe environment?** (max 150 words)

**2. Outstanding Customer Service (**max 300 words)

**Describe how you provide an excellent customer experience.**

This can be from enquiries and bookings, through to guest welcome/arrival including your approach to complaint handling. Please give examples. How does this impact on your business, e.g. increase in positive customer comments?

**3. Staff Training and Development** (max 300 words)

**What investment has been made in staff training and development within the last 12 months?**

Please state the training provided across all areas and the number of staff it involved. What impact has this had on your business?

**4. Innovative/Creative Marketing** (max 300 words)

**What innovative or creative marketing have you implemented in the last 12 months and how has this impacted your business?**

Please state your target markets and your approach to digital marketing and social media.

**5. Sustainable and Accessible Tourism** (max 150 words each)

**How do you approach sustainability and accessibility within your business?**

Please consider accessible facilities do you offer to guests/visitors and how do you promote them? How do you support the local economy (e.g. using local produce, employing locally) and what are your green credentials (e.g. managing energy, waste and water consumption)?

**6. Food and Beverage** (max 250 words)

**Describe your menu offerings and what makes them special.**

e.g. do you source from local suppliers, cater for special diets, or offer imaginative dishes or beverages that are unique to your business?

1. **Additional Information** (max 200 words)

**Please sum up why you think your business should win this award.**