



PUB/BAR OF THE YEAR

1. Who Can Enter?

Applications are sought from Visit York Member pubs and bars which are confident in their high quality offer to their customers. If accommodation is provided as part of the offer it does not need to be accredited by VisitBritain or the AA under the harmonised accommodation schemes, but will need to have committed to the Visit York Quality Charter.

Name
.....

Name of Property/Business
.....

Address
.....

Telephone
.....

Email
.....

Website
.....

Star Rating..... Awards.....

Participation in other standard schemes (eg Green Tourism Business Scheme, Cyclists Welcome)
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The answers to the following questions form the basis of the submission to the Visit York Tourism Awards 2012. The questions should be completed with reference to each piece of supporting documentation. Photographs are helpful to the judges to enable them to visualise your business. Other examples could include a small selection of relevant excerpts of information such as sample leaflets, **selected** menus, visitor feedback etc. **Please reference supporting documents to the appropriate question.**

2. Hospitality / Customer Service

Entrants must deliver outstanding hospitality to their guests in every aspect of products and services. Individual characteristics which should be exhibited include enthusiasm, welcome and helpfulness. Your entry should demonstrate how staff and management meet and exceed customer's expectations.

Judges will be looking for clear evidence that customer service is of a high quality through encouragement of new ideas and initiatives and a clear commitment to staff training.

- 1. Describe your business and how it achieves the above points. Give details of the visitor experience. What is your pub's/bar's unique selling point?**
Answer: (max 250 words)
- 2. What is your ethos, culture and aims for your business? Describe how you measure your success against this?**
Answer: (max 100 words)
- 3. Describe any quality systems you have in place for ensuring that your customer service is of the highest quality.**
Answer: (max 100 words)
- 4. Where appropriate, what investment has been made in staff training and development within the last three years? How has this improved the experience you offer? Give details of any incentive schemes for staff to contribute ideas etc?**
Answer: (max 250 words)

3. Food & Drink

The entry should demonstrate the use of locally sourced food and drink. The variety and quality of drinks offered should meet and ideally exceed customer expectations and showcase the 'best' of Yorkshire.

The food offer should reflect creativity, seasonality and regionality where appropriate. The presentation of food and drink information e.g. menus and displays should be clear and attractive. The quality of food should be of the highest possible standard.

1. **Describe how your business achieves the above points, giving specific examples.**

Answer: (max 250 words)

2. **What are your key criteria and how do you ensure your customer receives local produce? Describe any quality systems you have in place for ensuring that the end product is of the highest quality. How do you benchmark/measure the quality of the products you use? Give details of how you source your products and your criteria for sourcing suppliers?**

Answer: (max 250 words)

4. Facilities

The building should be attractive and welcoming on the outside and the interior well maintained and presented. There may be the provision of additional facilities as appropriate to the pub's target customers e.g. beer garden, facilities for children etc.

1. **Please demonstrate how your business meets these criteria.**

Answer: (max 200 words)

5. Community

Pubs/bars have a key role to play in their local community through events, promotions, charity links, employment and the adoption of a 'buy local' policy. The pub will clearly help to bring together the local community and visitors to the county.

1. **Please demonstrate how your business meets these criteria.**

Answer: (max 200 words)

6. Summary

Explain why you think you should win this award (max 100 words). Please note this copy may be used for promotional purposes.