

# North East England Tourism Awards 2008

## Information for Entrants

Thank you for taking the time to complete an entry form for the North East England Tourism Awards 2008. Please read the following information carefully:

1. Entry criteria for each category are detailed on each individual entry form.
2. Presentation of your entry is important; please consider this if you wish to submit a handwritten entry form.
3. Supporting evidence
  - Evidence should be included with your entry to support your answers for example, a copy of your access statement.
  - It is preferred that supporting evidence is provided in A4 format; and must include a cover sheet stating your business name and category entered, contents page and all evidence clearly labelled with the question it supports.
4. Judging Process
  - The supporting evidence will be used to confirm the answers to the questions where necessary and it *may* be viewed by the judging panel on the final judging day to assist them in making a decision.
  - Entries will be short listed based on the entry form. The highest scoring entrants in each category will be short listed. In addition 50% or above must be scored on each question. Short listed entries will then be assessed through a mystery visit or where this is not possible; an assessor will arrange to visit the entrant / business. Visits will take place during July.
  - A judging panel will award gold, silver and bronze in each category, based on the visit assessment reports.
5. Enjoy England Awards for Excellence (EEAE)
  - All gold winners will go forward for short listing to VisitBritain's Enjoy England Awards for Excellence (EEAE).
  - One NorthEast Tourism will provide assistance for all gold winners to complete the standard Visit Britain entry form immediately following the regional event and will submit this entry form and your supporting evidence to VisitBritain.
  - EEAE judging takes place from October to January and involves a mystery visit. The EEAE shortlist will be announced in February 2009 and short listed entrants will be invited to attend the national award ceremony held in April 2009.
6. Please return your entry to: Janet Smith  
One NorthEast  
Stella House  
Newburn Riverside  
Newcastle upon Tyne  
NE15 8NY  
0191 2296841  
[janet.smith@onenortheast.co.uk](mailto:janet.smith@onenortheast.co.uk)

**The closing date is Friday 20<sup>th</sup> June**

NB you may email your entry form and then send supporting evidence by post. Please ensure this is clearly marked with your name, business and category entered.