

2024/25



The Best of York Award

This award recognises the very best that York has to offer, be it a business, a team or an individual.

This sample application form is for information only and all applications must be made via the online application system.

Background to The Best of York Award

York is a world class centre for tourism and the visitor economy. We know this has grown over many years and evolved through recessions, pandemics and global upheavals through the ingenuity, innovative thinking, commercial expertise, pure determination and passion within the people, organisations and businesses, large and small.

York as a city has strong core values that also have it voted one of the best places to live and work and its character and ethos are another reason why people visit.

We want to recognise that with The Best of York Award.

Eligibility criteria

- Applications can be on behalf of an individual, a team or a whole business that could represent any of the following:
 - Making a positive impact to what they do with passion and enthusiasm
 - Delivering an approach that is both hard working and inspiring
 - Made a significant difference and going the extra mile
 - Forward thinking
 - Creating sustainable opportunities for long term visitors, residents, employees and partners
 - Pioneering new ideas and approaches
 - Ensuring consideration for sustainability and accessibility where appropriate
- Directly involved in tourism within the area
- Applications will only be considered for individuals, teams or businesses that are located in, or a branch being represented in York and North Yorkshire.
- Applications from a chain or group operator must relate to a single site located in York or North Yorkshire and not multiple sites
- Businesses of all sizes can apply as this category is judged within the context and style of the business

Applicant & business details

(not scored)

Applicant's name:

Enter the applicant's name here.

Applicant's job title:

Enter the applicant's job title here.

Applicant's phone number:

Enter the applicant's phone number here.

Applicant's email:

Enter applicant's email here.

Business name:

Name of business application relates to. Give the name used to promote the business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.:

(For The Best of York Award, this is where you need to state the Business, Team or Individual)

Enter your business name here.

Business address:

Enter your business address here.

Promotional Description

Provide a promotional description of the Individual, Business or Team

- 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
- Wording provided is subject to edit
- 120 words maximum

Enter the promotional description here.

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

Question 1 - Your Top Qualities

(this question is 20% of the final score)

Tell us up to five ways that an Individual, Business or Team has made a significant difference by going the extra mile (500 words maximum)

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Examples of forward thinking
- Creating sustainable opportunities for long term visitors, residents, employees and partners
- Pioneering new ideas and approaches
- Ensuring consideration for sustainability and accessibility
- Delivering an approach that is both hard working and inspiring
- Making a positive impact
- Innovative adaption, diversification and/ or resilience building

Enter answer to question 1 here.

Links to relevant supporting evidence online (optional):

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity.

Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.

Question 2 – Impact and Results

(this question is 20% of the final score)

Tell us up to five ways in which your business, team or individual has developed the business (500 words maximum)

Explain your reasons and indicate which parts of the business have been impacted. One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

(Only include examples of improvements undertaken in the last two years.)

- Business, Team or Individual reputation
- Development opportunities generated
- Awards/ accolades
- Business, Team or Individual growth
- Improving the skills of you and your team
- Innovative adaption, diversification and/ or resilience building
- Expansion, upgrade of facilities, enhancements to your services
- Facilities and welcome for people with a range of accessibility requirements
- Managing and improving environmental, social and economic impacts
- The significance of the level of impact on your business

Enter answer to question 2 here.

Links to relevant supporting evidence online (optional):

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity.

Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.

Question 3 – Why you should be named The Best of York

(this question is 15% of the final score)

This should be your rationale for your application and a summary of the story you want to convey to our judges.

Enter answer to question 3 here.

Links to relevant supporting evidence online (optional):

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity.

Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.