

Portfolio Holder item

Tourism Awards within the Borough

Businesses and organisations from Staffordshire's tourism industry gathered for the third annual Enjoy Staffordshire Tourism Awards at Drayton Manor Theme Park on Monday 16th November. The event was attended by 150 people and was compered by BBC radio and TV presenter, Joanne Malin.

Awards were given out at the ceremony in 18 different categories:

- Access for All Tourism
- Sustainable Tourism - **The Dorothy Clive Garden was awarded Silver**
- Business Tourism - **Keele University Conferences & Events was awarded Silver**
- Best Tourism Event
- Best Tourism Experience of the Year
- Tourism Pub of the Year - **The Limestone Vaults was awarded Silver**
- Food Retailer of the Year
- Tea Room / Coffee Shop of the Year
- Restaurant of the Year
- Taste of Staffordshire Tourism
- Holiday Park of the Year
- Self-Catering Holiday Provider of the Year
- Guest Accommodation of the Year
- Small Hotel of the Year
- Large Hotel of the Year
- Visitor Information Provider of the Year
- Small Visitor Attraction of the Year
- Large Visitor Attraction of the Year

The awards were independently judged and verified by Service Science, where entrants were reviewed and marked on their commitment to delivering excellent customer service, training and skills for employees, sustainability and environment, along with dedication to best practice, quality of service and product.

In total 94 nominations were received from businesses and organisations across the county – the highest figure since the awards began in 2013.

Councillor Mark Winnington, deputy chair of Enjoy Staffordshire and Staffordshire County Council cabinet member for economy, environment and transport, said: "The Enjoy Staffordshire Tourism Awards is a great way of acknowledging large and small businesses that bring so much to the region's economy. In the past the Enjoy Staffordshire Tourism Awards have acted as a platform for Staffordshire businesses to receive national exposure and we are hopeful it will continue to do just that."

Those businesses awarded gold and silver will now automatically go forward to the 2016 VisitEngland Awards for Excellence which will be held in March 2016 during English Tourism Week.

An annual report on the economic impact of tourism is compiled for the Destination Management Partnership which breaks the data down to district level. Headline figures are that tourism is worth almost £150m to the Borough and accounts for over 4% of the total employment (1,923 full time equivalent jobs).

Key points

- Tourism is of value to the borough in terms of spending in the local economy and employment.
- The Awards highlight the quality of the tourism offer in the county, particularly when entrants go on to do well in the national awards.
- We should highlight the success of borough based businesses to promote the area and encourage more businesses to become part of Enjoy Staffordshire Destination Management Partnership.