 

# **Family Friendly Attraction of the Year**

Recognises visitor attractions that provide truly memorable visitor experiences and demonstrate excellence across every aspect of the business.

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

## Eligibility criteria

* Located within Nottinghamshire and directly involved in tourism, with a significant portion of visitors coming from outside the local area.
* Can be free or paid entry, and may include indoor or outdoor attractions, museums, heritage sites, parks, wildlife centres, or themed attractions.
* Judges will be looking for:
* Evidence of engaging, safe, and enjoyable activities or features that appeal to children and adults alike, with facilities and services that support families (e.g. baby changing, child-friendly food, seating, signage).
* Clear demonstration of pricing that reflects the quality of the experience, with added value through events, loyalty schemes, or inclusive offers for families.
* Steps taken to ensure the attraction is welcoming and accessible to all families, including those with young children, disabled visitors, and diverse backgrounds.
* Distinctive features, events, or programmes that set the attraction apart and enhance its appeal to family audiences.
* Contribution to the local visitor economy and evidence of engagement with local communities, schools, or family networks.
* Family education on environmental responsibility or clear efforts to reduce environmental impact while maintaining a high-quality experience.

## 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.:

Enter your business name here.

**Business address:**

Enter your business address here.

**Closures during judging period** **– September/October 2025**

Enter closures during the judging period here.

**Age of business**

When did the business relating to this application start trading?

Note: For the purposes of eligibility 'trading' means serving customers.

**Latest number of annual visitors**

Enter information here on latest number of annual visitors

**No of staff**

Number of staff (full time equivalent)

Enter the number of staff here.

**Promotional Description**

Provide a promotional description of your business.

* Focus on its 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 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

## Background

(not scored)

**Briefly outline the story of your business (250 words maximum).**

For example:

* Length of time business has been trading and time under current ownership
* Target market(s) and typical customer profile
* Key milestones in developing the business
* Indication of size of business
* Number of staff employed, if any

Enter information on the background of your business here.

**List any awards, ratings and accolades received in the last two years. Include the title, awarding body, level and date achieved.**

For example:

* Successes in this competition and the VisitEngland Awards for Excellence
* TripAdvisor Traveller's Choice Award
* Green Tourism award
* VisitEngland quality assessment, local quality accreditation

Enter information on any awards, ratings or accolades here.

There is no requirement for your business to be quality assessed. However, if you have an independent quality assessment/mystery shopping report from the last two years, you might wish to upload it here (optional).

Enter information on any quality assessments here.

## Online presence & reviews

(this section is 30% of the final score)

* Social Media & Website = 20%
* Online Reviews = 10%

**Provide links to your online presence, which will be reviewed and scored by judges in addition to your answers to the four questions. Other sites may also be checked.**

**As part of this review, judges will be looking for evidence of your commitment to Accessible and Inclusive Tourism and Ethical, Responsible and Sustainable Tourism.**

Enter the website URL here.

**Accessibility & inclusivity information**

Provide links to your accessibility and inclusivity information.

Enter the accessibility & inclusivity information URL here.

**Sustainability information**

Provide links to your sustainability information.

Enter the sustainability information URL here.

Provide links to all business pages/profiles on Facebook, Instagram etc. and X (formerly Twitter) handles

Enter the social media URL here.

**Online review sites**

Provide specific links to customer review listings for your business e.g. TripAdvisor, Facebook, Booking.com, Google, Euan’s Guide, UpFront Reviews

Enter the online review URL here.

**Question 1 - Your Top Qualities - Family-Friendly Facilities and Experience**

(this question is 20% of the final score)

**Tell us about up to five ways in which your business is impressive compared to your competitors (500 words maximum).**

Describe the unique selling points, strengths and essence of your business.

Judges will be looking for detailed examples of quality from across the business.

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

* Describe how your attraction appeals to both children and adults. What activities or features are specifically designed for families?
* List the family-friendly facilities available at your attraction.
* How do you ensure a safe and enjoyable experience for families with children of different ages? Include details on staff training, signage, or safeguarding policies.
* Please describe any events, seasonal programming, or value-added experiences offered to enhance the family visit/delight customers.
* Explain your pricing structure. How does it reflect the quality of the family experience provided?
* What steps have you taken to make your attraction welcoming and accessible for all families, including those with disabled children, neurodivergent visitors, or from diverse cultural backgrounds?
* Managing and improving environmental, social and economic impacts
* For example, this may include a carbon reduction plan, energy and waste
* monitoring, green transport, community initiatives and responsible purchasing

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 - Your Recent Improvements

(this question is 20% of the final score)

**Tell us about up to five ways in which you have developed your business and/or improved the customer experience over the last two years (500 words maximum).**

Explain your reasons for making the improvements and indicate which parts of the business are 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):

* Description of the Improvement
* What did you do? Describe the improvement in detail. Include what was new, upgraded, or adapted.
* What was the reason or motivation for this improvement?
* Was it based on customer feedback, industry trends, operational need, or something else?
* When was this improvement implemented?
* Approximate date or period (MM/YYYY – MM/YYYY). If still ongoing, please state.
* Which part(s) of the business did this improvement affect?
* What was the impact of this change?
* How did it improve the customer experience or business operations?
* Where possible, include measurable results (e.g., increased footfall, customer satisfaction, sales, or sustainability savings).
* Would you consider this change innovative, inclusive, or sustainable?
* If yes, explain how. You may reflect on use of digital tools, accessibility improvements, community engagement, or sustainability benefits.

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 - Your Results – Visitor Profile & Reach

(this question is 15% of the final score)

**Tell us about three successes from the last year, providing figures where relevant (300 words maximum). Things to consider would be:**

**Provide your total annual visitor numbers for the most recent full year.**

You might wish to include details of:

* Percentage increase in occupancy levels/visitor numbers, sales, customer satisfaction.
* Percentage increase in online bookings
* Increase in repeat business
* Business generated from marketing activity
* Growth of social media following and engagement
* The significance of the level of impact on your business

Estimate the percentage of your visitors who come from outside the Nottinghamshire area.

How do you attract visitors from outside the local area? Describe any regional or national marketing or partnerships.

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.

## Question 4 – Your Future Plans

(this question is 15% of the final score)

**Tell us about three ways you will develop and promote your business over the next year and the reasons why (300 words maximum).** Judges will be looking for detailed examples of future plans from across the business, with a clear rationale.

**You might wish to consider:**

* Your top three strategic priorities for developing your attraction over the next 12 months, and how will these improve the experience for families?
* How your planned improvements support your long-term vision or growth strategy as a family-friendly destination.
* Are you introducing new features or experiences specifically designed for children or multigenerational visitors?
* Steps being taken to enhance accessibility for families with disabled members, including those with physical, sensory, or neurodiverse needs.
* Adaptation of facilities or services in response to the changing needs of modern families.
* Environmental/sustainability initiatives - how might these align with your responsibilities as a community-focused family attraction.
* Measuring the impact of your future developments on family engagement and satisfaction.
* Digital technology – How might this improve the visitor experience for families in the coming year.
* What training or development are you planning for staff to ensure they continue to deliver high-quality, inclusive, and engaging experiences for families?
* How do your future plans build resilience against external challenges such as economic changes or climate impacts?

Enter answer to question 4 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.