



TOURISM EXCELLENCE PROGRAMME

APPLICATION GUIDANCE NOTES

Applicants should note this is a competitive application process and demand is expected to be high.

Please ensure you provide complete and comprehensive answers to all the questions.

Applications will be assessed on the following 2 parts:

Part 1. Eligibility Essential Criteria

- 1: The Tourism Business must have a registered business address and operate within the Causeway Coast and Glens Borough Council area.
- 2: Business must be operational for at least six months.
- 3: Type of business is either:
 - independent or collaborative visitor experience
 - visitor attraction
 - outdoor/indoor visitor activity
 - an accommodation provider (*registered with TNi unless the type of accommodation category is not certifiable*)
 - a food/ drink establishment offering a sit in/sit out dining or drinking experience
- 4: Business must employ less than 50 employees.
- 5: Businesses must agree that any marketing content developed can also be used for collaborative marketing of the destination through Visit Causeway Coast and Glens marketing channels and collateral.
- 6: Businesses must not have participated and received support through the Tourism Excellence Programme (TEP) before.
- 7: Businesses must commit to participating fully on the programme and complete by 31st October 2022 – no exceptions.

Part 2. Award Criteria

Applications will be evaluated against the following criteria and associated weightings.

1. Unique, authentic or different product offering for domestic and international visitors.

Provide evidence of a strong product offering that appeals to all visitors.

WEIGHTING 40%

2. Marketing activity

Current marketing activity for the business described and target audience described.

Information on market segments can be found here

<https://www.tourismni.com/build-your-business/sector/activities-attractions/activities-and-attractions-getting-started/how-to-develop-grow-tourism-business/target-markets/>

WEIGHTING 15%

3. Business growth & contribution to CCAG Visitor Economy

Show that the owner is interested in growing the business in the future and adding value to the current CCAG visitor economy. Provide evidence of long-term ambition for the business and potential for job creation in the next 3 years.

WEIGHTING 45%

TOTAL 100%

PASS MARK = 65%

The following indicators will be used to assess the quality criteria as set out above:

Score Indicator

0 – Unacceptable	Failed to address the question or ability to meet the requirement
1 – Very Poor	Response is partially relevant but generally very poor with insufficient detail or explanation. Unacceptable response with serious reservations
2 – Poor	Response is partially relevant but generally poor. Addresses some elements of requirement but limited detail. Response with reservations
3 – Average	Response is relevant and has broad understanding but lacks details in how requirement be fulfilled in certain areas
4 – Good	Response is relevant and good. Sufficiently detailed to demonstrate good understanding and how requirements fulfilled. Some supporting evidence.
5 – Excellent	Response completely relevant and excellent overall. Comprehensive and demonstrates thorough understanding of requirement and provides full detail with supporting evidence.

QUERIES

If you have any questions or queries regarding your application, please contact our Tourism Engagement Officers on engagement@causewaycoastandglens.gov.uk by **12 noon Thursday, 9th June**, to allow us time to respond to your query before the deadline.

SUBMISSION DETAILS

Closing date for completed online application forms is 5pm on Monday, 13th June 2022.

Late applications will not be considered.

APPEALS PROCESS

If an application is not successful, officers from the Council will be available to go through the application with the business and provide practical developmental support to address areas of concern.

An Appeals Process / Review Procedure is also available if an application is unsuccessful. The purpose of this is to ensure that the decisions taken and procedures followed for individual applications are applied fairly and consistently.

The Review will provide an independent process through which an applicant will have the opportunity to demonstrate to the Review Panel that either:

- the outcome was unreasonable or
- that the proper procedures were not followed

Appeals on any other grounds will not be considered.



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