

# Cumbria Tourism Awards

## Judges Feedback Report



The Quiet Site

Camping, Glamping and Holiday Park of the Year

### **Background**

As part of the Tourism Awards, the Awards Team appoint independent individuals to undertake a judging visit to the short-listed businesses. The same judge visits all the short-listed businesses in the same category to ensure there is fair and consistent feedback to the judging panel. The judging panel will use the business entry form, any additional evidence supplied and the mystery shop report to help them make their final decision.

This judging shop report provides an assessment based on the judge's visit including their observations and your responses to any questions. Questions asked may have been designed to clarify any points made in your initial entry form or to further explain your product and service.

### **Mystery shop telephone enquiry**

A separate individual undertook mystery shop calls to your business posing as a customer. During this call the mystery shopper has considered:

- How the service they received compared with the service they expected
- How your customer service compared to that of your competitors
- How much loyalty they felt towards you as a result of the final transaction
- How much they felt you valued them as a customer
- How much they felt they were treated like an individual

### **The criterion**

Each individual element of criterion is scored out of ten, and the quality of the service/friendliness (x2) alongside the product (x3) are weighted accordingly. The report that follows shows the score for your business. Our judge were asked to identify key strengths and recommendations on areas for improvement which you will see at the end of the report.

Type of Judging Visit: Pre-announced

Date of Judging Visit: 12/05/2022 Mystery Phone Call: June 22

Comments	Score 1-10
<b>Business Website</b>	
<p>A visually appealing, image led website with plenty of information about the site itself, as well as the local area. Accreditation logos, including covid-19 safety and sustainability, are clearly displayed.</p> <p>There are additional features like a webcam of the site and the local area, which is great for visitors.</p>	9
<b>Social Media Platforms</b>	
<p>Social media accounts are regularly updated with creative and interesting posts, including a good mix of promotional content as well as fun and inspirational posts. All accounts are used well, and there is a Pinterest account too.</p>	9
<b>Online Review Sites</b>	
<p>A large number of reviews across online platforms including Google, TripAdvisor and Facebook. Responses to negative reviews are excellent: friendly, helpful and constructive.</p> <p>Positive reviews are mostly responded to; to bring this mark up to a 10/10, it would be great to see a personal response to all positive reviews.</p>	9
Comments	Score 1-10
<b>Booking and Pre-Arrival</b>	
<p>Prompt reply. Efficient, polite and knowledgeable person gave appropriate information in a professional manner. Knew the product and area very well giving confidence to the caller making a reservation.</p>	9
<b>Welcome, Friendliness and Service. All staffed areas.</b>	
<p>All staff suitably uniformed.</p> <p>Reception staff very proactive - competent yet polite and welcoming. Other staff members met included housekeeper, Quiet Bite member, garden/grounds staff and maintenance - all showed enthusiasm and politeness - happy to talk about their areas of work.</p> <p>Spoke with guest (from cabin 15) - absolutely delighted with all aspects of his stay and commented in particular on the warmth and efficiency of service in all areas and was delighted with the Prosecco and chocolates (which are a standard welcome 'gift')!</p> <p>The upside down management structure seems to work here - where each staff member takes responsibility in their own area and able to make speedy decisions.</p>	9

<b>External &amp; Internal Areas</b>	
<p>On arrival an immediate impression is given of a very well cared for Site with well tended grounds and very well maintained buildings.</p> <p>The Site is extremely well maintained in terms of landscaping, roadways and pathways. No litter.</p> <p>Very good signage at entrance and around Site as appropriate.</p> <p>All buildings very well maintained. Attractive reception and Shop (zero waste) - and other outlets including Quiet Bar, Quiet Bite all in very good order.</p> <p>Playfield featuring climbs and tunnels for kids. Meeting Room available to guests (and locals) free of charge.</p> <p>Campers Kitchen appropriately equipped.</p>	8
<b>The Site</b>	
<p>AA Northwest Campsite of the Year 2020 Mumsnet Best Clamping Site 2021 A choice of accommodation options including Pods, Glamping Burrows, Gingerbread houses - all of a very high quality and extremely well maintained - exciting and sustainable ways to stay. Fast Wifi - each unit has its own router.</p> <p>Emphasis on sustainability throughout - units very well insulated - and heated remotely by district heat main (instal a second one in 2022). Very good quality communal facilities.</p> <p>The site is well laid out with good size pitches, adequately spaced - all well maintained.</p> <p>The Site has been developed over the last 20 years - it provides high quality camping glamping and holiday accommodation in a 10 acre beautifully landscaped setting with views over Ullswater - and is serviced by highly enthusiastic and competent staff.</p> <p>84% repeat business is just one indicator of success</p>	9
<b>Cleanliness</b>	
<p>The standard of cleanliness is very good throughout - reception/shop very well presented, so too the Quiet Bar.</p> <p>Excellent arrangement for disposal of rubbish and recycling. Externally very tidy - no litter.</p>	8

<b>Accessible &amp; Inclusive Tourism</b>	
<p>A very detailed Accessibility Guide on the website gives potential guests all the information they need to make a judgement on whether the Site is accessible for their needs.</p> <p>Essentially, there is level access to all the communal facilities, bar, restaurant reception/shop - and most of the accommodation is accessible without steps.</p> <p>Accessible toilets and showers are available in a number of units - and there are accessible communal toilet/shower facilities.</p>	6
<b>Ethical, Responsible &amp; Sustainable</b>	
<p>Sustainability is embedded in the culture/ethos of the whole business - and all staff are engaged with this.</p> <p>Numerous industry awards have been won and the Site is an exemplar nationally - highly advanced engineering/technology (through solar, ground source heat, biomass boiler...) provides for 70% of the sites energy needs. There is a comprehensive range of sustainable practices across the whole business and across all aspects of sustainability.</p> <p>These are well 'publicised' and promoted - to customers on site and more widely.</p>	10
<b>Judges Feedback Strengths</b>	
<ul style="list-style-type: none"> <li>▪ No worries about energy prices</li> <li>▪ Quality and variety of accommodation product</li> <li>▪ Sustainability across the whole business</li> <li>▪ Owner's passion</li> <li>▪ The Team</li> </ul>	
<b>Judges Feedback Areas for Improvement</b>	
<ul style="list-style-type: none"> <li>▪ Transport - means of transporting guests to the location and then around the area without use of private vehicles</li> <li>▪ Recycling - encourage guests to 'split' their rubbish in to the relevant recycle bin</li> <li>▪ Other accessibility</li> </ul>	
<b>Judges Testimonial</b>	
<p>Sustainability is at the heart of this very well run business.</p> <p>Developed over the last 20 years this Site has been awarded numerous accolades and is renowned for its advanced environmental practices and can boast being virtually a carbon neutral business.</p>	

Ally to this a selection of high quality clamping accommodation and camping facilities in a marvellous landscaped setting high above Ullswater together with excellent service provided by a highly competent and engaged Team and you have a most enviable business operation.