

## Southport Ambassador Awards Categories for 2007

### **Best Waiter/waitress**

Employers and the public can nominate in this category

This category is for all staff employed within the food service environment who perform to the highest standards of service and deliver under considerable pressures. This includes waiter / waitress, catering assistant, food and beverage dispenser, wine waiter etc. They will be good communicators and should be able to offer a service second to none.

### **Most welcoming Receptionist**

Employers and the public can nominate in this category

Often the first contact for the visitor/tourist, a helpful and welcoming receptionist certainly leaves a lasting impression. Your receptionist should be able to show good local knowledge of the resort and exceed customer expectations. First impressions last. The category includes any staff who are involved in meeting and greeting customers as well as those in more traditional receptionist roles.

### **Young Chef of the year / Most Professional Chef**

Employers and the public can nominate in this category

This category offers two awards: Young Chef of the year is open to young chefs between 16 -25, and Most Professional Chef is open to over 25's. The Chefs can be working in hotels, pubs, restaurants, etc. For this category your chef should be able to show creativity, imagination and flair when designing and presenting dishes. Will also be subject to a taste test.

### **Best Bar Tender**

Employers and the public can nominate in this category

Personality and good communication skills can promote a bar tender to a position far beyond merely filling a glass. They should be a good listener and a good speaker, with the ability to offer a quick service under pressure whilst keeping a good sense of humour.

### **Most Helpful Retail Assistant working in a National Retailer/Independent Retailer**

Employers and the public can nominate in this category

A customer's experience can be enhanced by the professionalism of the retail assistant who often goes to great lengths to assist their client, exceeding the customer's expectations. This category offers two awards: One for an employee of a National Retail Chain, and one for an employee of a Local/Independent Retailer.

### **Most Helpful Visitor Assistant**

Employers and the public can nominate in this category

This award is open to all front of house and other support staff who work in any leisure or visitor attraction. The winner of this award will have excellent knowledge about their place of work and their locality and are committed to putting the customer first. This could include blue badge guides, tour guides, tourist information centre staff, car-park attendants and bus, coach, train, and taxi drivers.

### **The Unseen Hero**

Employers and the public can nominate in this category

This person will emerge from the army of hidden workers within our industry upon whom the whole business relies. Porters, chambermaids, glass washers, cleaners, administration staff and volunteers working in the tourism sector - all of whom work tirelessly and are largely unseen by the guests and visitors.

### **Team of the Year**

Employers and the public can nominate in this category

This category is open to all organisations directly or indirectly involved in tourism that has demonstrated outstanding teamwork. The award recognises the achievement to provide excellent customer services within their organisation and portray Southport in a positive light.

### **Trainee / Apprentice of the Year**

Only Employers can vote for this category

This award recognises individuals who are successfully developing their skills necessary to work in the Tourism and Leisure Industry. Attributes should include excellent personal presentation, ability to be flexible and adapt to different situations and high levels of commitment to their work including attendance and punctuality. Your nominee must be able to demonstrate a programme of training through a personal development plan or formalised training programme.

### **STUDENT OF THE YEAR**

Only Employers and Tutors can vote for this category

This award recognises outstanding students who are developing their skills to work in tourism, hospitality or leisure industry. Open to those studying for a minimum of 15 hours per week on a recognised work based training Programme (i.e. The Professional Customer Care Programme, NVQ's etc)

### **Outstanding Contribution to Staff Development**

Employees and the public can nominate in this category

This category is open to Managers and Staff within all organisations directly and indirectly involved in hospitality and tourism who have demonstrated an outstanding ability to encourage and develop staff at all levels within their organisation. Their nominator in this category should be able to offer specific examples of the nominees' contribution and ability to counsel and mentor.

### **Proprietor of the year**

Only members of the public can nominate in this category

This award is for business proprietors with 10 or less employees who offer outstanding customer service! From a family run hotel to an ice-cream parlour, all nominees should demonstrate their business commitment to delivering customer service to the highest possible level.

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### **Southport Ambassador Award (The People's Award)**

Only members of the public can nominate in this category

The most enthusiastic, professional, helpful person who cares about Southport and its future.

\* **Note: Small Business employers are also eligible for nomination in other categories**