

July 1st 2010

WORCESTERSHIRE WELCOME AWARDS WINNERS 2010

The winners of Visit Worcestershire's Worcestershire Welcome Awards 2010 were announced last night. The ceremony was held at The Orchard Café in Worcestershire Woods Country Park, hosted by BBC Hereford & Worcester's Howard Bentham.

As well as over 40 finalists, the event was attended by leading figures in the Heart of England's tourism industry. Established last year, the awards set out to find businesses that go the extra mile to promote the county – be it through serving local food and drink or ensuring visitors are imbued with a true sense of Worcestershire during their visit.

Where relevant, winners will now go forward to the regional Excellence in Tourism Awards without having to compete in the initial round of evaluation.

The winners also received a commemorative plaque and all the finalists were awarded a certificate. Highlighting the scope of Worcestershire produce, canapés and drinks using ingredients from within the county boundary were served during the evening.

Worcestershire Welcome Awards 2010

A Grand Day Out - judged by Tom Newitt, Wyvern's morning presenter

Winner

- Severn Valley Railway

Highly Commended

- Jinney Ring Craft Centre, Hanbury
- Witley Court

A Day To Remember – judged by Jane Sullivan, Worcestershire Life

Winner

- Malvern Spring Garden Show

Highly Commended

- Upton Jazz Festival

Best B&B Breakfast - judged by Helen Wheels & the Wyvern breakfast show team

Winner

- Windrush House, Broadway

Highly commended

- Myrtle Cottage B&B Eckington
- Phepson Farm, Himbleton

Eat & Drink Worcestershire – judged by Richard Vernalls of Worcester News

Winner

- The Orchard Café, Worcester

Highly Commended

- Kings Arms Ombersley,
- St. Annes Well Café, Malvern

Hottest Independent Hotel – judged by Shane Blackwell from Quality in Tourism and Chris Lilly of Tourism West Midlands. Sponsored by Mapa Spontex

Winner

- Brockencote Hall, Kidderminster

Highly Commended

- Cottage in the Wood, Malvern Wells

Stunning Self-catering – judged by Shane Blackwell from Quality in Tourism and Chris Lilly of Tourism West Midlands

Winner

- Broadway Manor Cottages, Broadway

Highly Commended

- JDR Leisure, Worcester
- Forest View Retreat, Callow Hill, Rock

Sustainable Tourism Award – judged by Catherine Ainsworth & Rowenna Williams of Worcestershire County Council's Sustainability Team

Winner

- Broadway Manor Cottages, Broadway

Highly Commended

- The Fold, Bransford

Top Taxi Driver – judged by Sara Stewart, managing director of Mad As A March Hare

Winner

- Sue Penny, Malvern
- Anne Murphy, Worcester

Outstanding Contribution To Tourism – judged by Visit Worcestershire Board

Winner

- Angela Tidmarsh – Wychavon District Council

Commenting on the finalists, Simon Tipple of Visit Worcestershire, said:

“We were delighted to see more people making the effort to vote for their favorites this year. The finalists are a mix of some familiar faces from last year together with a host of new names being short-listed, congratulations to all the finalists!”.

Mr Tipple added "that Worcestershire has a wide variety of places to visit which offer a high quality visitor experience." For further information on the finalists and for ideas on where to visit this summer see: www.visitworcestershire.org

ENDS

For further information or photos, please call Sara Stewart on 07833 467774.

Visit Worcestershire is the official public/private partnership promoting the county of Worcestershire as a tourist destination.

We would like to thank the following people who have made these awards possible:

The Orchard Café for their hospitality

Worcester News

Wyvern

BBC Hereford & Worcester

Worcestershire Life

And the following suppliers for providing the wonderful food for the awards ceremony:

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