

Best Innovation

Entry Planning Guide



Plan your answers before completing the online form
Start by choosing one strong example or location, then answer each section based on that.



TIP: Strong entries are clear, specific and supported by examples or results.

1



Originality

Max 3200 Characters

How your idea demonstrates fresh, creative or different thinking.

Think about: What makes this innovation stand out from existing approaches?

- A new product, service or way of working
- Improvements that deliver a smarter or more effective solution

2



Value

Max 3200 Characters

How your innovation solves a problem or meets a clear customer or business need.

- Benefits for young travellers or customers
- Improvements to efficiency, accessibility or experience

3



Delivery

Max 3200 Characters

How your innovation was developed, launched or integrated into your organisation.

Think about: How did you bring the idea to life in practice?

- Testing, implementation or rollout process
- Customer, user or stakeholder response

4



Impact

Max 3200 Characters

How your innovation has delivered measurable results or positive change.

- Outcomes such as growth, engagement or efficiency
- Sustainability & Social Impact

Entry Deadline: 24 September, 5PM



Supporting your entry

Include where relevant:

- Data or results
- Testimonials
- Links to relevant content



Before you submit

Judges will review your online presence:

- Social media
- Sustainability and accessibility information
- Customer reviews



Before you start

- Choose your strongest example
- Gather key data
- Draft your answers in advance

For full category details and eligibility, visit the website

Start your entry today. →



You can prepare your answers in advance and copy them into the online form when ready.

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