



Jim Keetch, who sadly died in 1998, was the founder of the National Farm Attractions Network. Jim owned and managed his own Farm Attraction in Welford, Northamptonshire and established the Northamptonshire Farm Attraction County Group. With his consistent enthusiasm for the potential of Rural Leisure and Tourism, Jim set up the National Farm Attractions Network and travelled the country to encourage and inspire other Farm Attraction businesses and County Co-operative Groups.

www.farmattractions.net

The Judging Process

- Entries will be judged on the supporting documentation sent in with entry forms.
- A short list will be drawn up for each category.
- An anonymous visit will be made to those shortlisted attractions by the judges.
- The judging process is confidential, individual entries cannot be discussed and the judges decision is final.

Judging Panel

The judging panel will consist of NFAN members and representatives from the fields of Farm and Rural Diversification, Leisure and Tourism.

Judging will be completed by the end of September 2011.

The Awards will be announced and presented at the NFAN Annual Conference & Trade Exhibition 2012.



**National
Farm
Attractions
Network**

Jim Keetch Farm Attraction of the Year Award 2011

The National Farm Attractions Network recognises the importance of high quality Farm and Rural tourism businesses.

Do you have a business?

- Open to the Public
- Facilities you are proud to show-off
- Good Value for Money
- Kept to high standards
- Compliant to all current legislation

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National Farm Attractions Network launches the 10th Annual

Jim Keetch Farm Attraction of the Year Award

The Categories are:

- **Class A**
Over 75,000 visitors a year
- **Class B**
20,000 – 75,000 visitors a year
- **Class C**
Under 20,000 visitors a year

If you are a Rural Attraction and are entering the competition priority will be given in assessing your attraction in the following areas:

- Visitor Safety, enjoyment and experience
- On site parking and toilets
- The welfare of your animals
- Cleanliness and general layout of your attraction
- The range of facilities
- The efficiency and attitudes of your staff
- Innovation in your approach

www.farmattractions.net

HOW TO ENTER

PLEASE SUBMIT 8 COLOUR COPIES OF THE FOLLOWING:

1. Your current attraction brochure and/or DVD
2. A selection of 10 recent colour photos of your attraction, which should include the following areas:
 - Entrance and Car Parking Facilities
 - Toilet Facilities
 - Tea Room, Gift Shop
 - Play areas and Animal Barns
3. A written statement (100 words) outlining why your attraction should be "Attraction of the Year 2011"

Please return your completed entry by post by 31 May 2011 to:

National Farm Attractions Network
31 – 33 Victoria Street
Kettering
Northamptonshire
NN16 0BU
Tel: 01536 513397
Fax: 01536 415095
Email: info@farmattractions.net



ENTRY FORM

Name: _____

Attraction: _____

Address: _____

Postcode: _____

Phone: _____

Email: _____

Website: _____

Please enter my attraction into Category:

A B C

I confirm that, if relevant, I can provide copies of documents, on request:

Insurance (public and employer's)

Basic Food Hygiene Cert

First Aid Cert

Environmental Health