



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](http://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.
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- An anonymous visit will be made to the short listed by the judges
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- The judging process is confidential, individual entries cannot be discussed and the judges decision is final.

### Judging Panel

The judging panel will consist of representatives from The Farmers Guardian, Lloyds TSB Agriculture, NFAN and experts from the fields of Farm and Rural Diversification, Leisure and Tourism.

**Judging will be completed by the end of September 2010.**

**The Awards will be announced & presented at the NFAN Annual Conference & Trade Exhibition 2011.**



**National  
Farm  
Attractions  
Network**

## **Jim Keetch Attraction of the Year Award 2010**

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

**Sponsored by**

**Farmers  
Guardian**



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**DAVIES & CO.**  
CHARTERED SURVEYORS

## National Farm Attractions Network launches the 9<sup>th</sup> Annual

### Jim Keetch 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](http://www.farmattractions.net)

## HOW TO ENTER

PLEASE SUBMIT 8 COPIES  
(PREFERABLY COLOUR) 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 2010"

Please return your completed entry by  
**31st May 2010.**

Miss Sarah Althorpe  
National Farm Attractions Network  
31 – 33 Victoria Street  
Kettering  
Northamptonshire  
NN16 0BU  
Tel: 01536 513397  
Fax: 01536 415095  
Email: [info@farmattractions.net](mailto: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