**2018 NFAN AWARDS**

**How to Enter:**

Please follow these simple steps...

* Read through the information and judging criteria detailed in the awards information pack.
* Complete your attraction and contact details on this page. Each Award has its own Entry Form.
* Sign the form.
* Write your entry on the Award Submission Form taking note of the word limits.
* Collate your supporting documentation. Note maximum number of supporting pages and file size limit.
* Send in the completed forms by email or post. Email your entry to [info@farmattractions.net](mailto:info@farmattractions.net) or send the required number of hard copies to: Awards, NFAN, 105 The Mount, York YO24 1GY

We will also accept supporting documentation by email – please keep file sizes manageable.

**Confirmation**

* Once we have received your entry you will be sent a confirmation email to the address you have provided.

**Deadline**

* Entries for the awards must be in by 30th June 2017.

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| **7 & 8. Jim Keetch Farm Attraction**  **of the Year - Entry Form**  **Deadline for entries 30th June 2017**  The Farm Attraction of the Year recognises the attraction that has delivered the best overall customer experience. 1st July 2016 to 30th June 2017. There are two categories, 75k+ visitors pa, and less than 75k visitors pa.  See awards flyer for details of judging criteria and entry requirements. |

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| **Attraction/Company Name** |  |
| **Contact Name** |  |
| **Attraction Address and Postcode** |  |
| **Telephone Number** |  |
| **Mobile Number** |  |
| **Email Address** |  |
| **Website Address** |  |
| **Social Media Presence**  Please advise the social media sites you are on: |  |

Please sign to confirm all your entries you have submitted are accurate and correct.

Signature:

Name:

**2018 Jim Keetch Farm Attraction of the Year**

**– Entry Form**

**Please mark which award you are entering: Large 75K+ Visitors or Small less than 75k**

The first stage of judging is based on evaluations of the written applications and evidence. Please answer each question on the form as fully as possible. Please provide the 10 images requested and a copy of your flyer/DVD. Please refer to the judging criteria before submitting your entry.

**Attached Supporting Documentation (please list):** Maximum 12 single sides A4 (not including photographs/flyer)

**Please mark this box to confirm you comply with the ten listed HSE guidelines.**

**Please enter your submission text below OR attach a printed entry to this form:**

**1: Commitment to Excellence (max 300 words):**Describe your values, philosophy and commitment to excellence, and tell us what you think puts you ahead of the competition. If you have won other awards list them here. What is the unique selling point of your business and how do you communicate that to your visitors?

**2: Outstanding Customer Service (max 200 words):**How do you ensure that your visitors have an enjoyable and memorable visit?Judges will be looking for evidence of your quality standards and procedures. How do you monitor customer feedback and deal with complaints.

**3: Staff Training & Development (max 200 words):**Outline your training values and philosophy, how do you ensure that staff remain motivated and feel part of a team? What investment has been made in staff training and development in the last 2 years. The judges will be looking for examples of how the training has been put into practice and examples of how it has improved the visitor experience and contributed to the success of the business.

**4: Quality Improvements & Developments (max 300 words):**Give details of any specific Quality Improvements and Developments that you have made to your business to enhance your visitors’ experience within the last two years. This could be capital investments in new facilities, refurbishments, or changes to systems and procedures etc. What impact did this have on your business? For example, increase in business, increase in positive customer comments. Please give examples.

**5: Innovative Marketing and Promotion (max 300 words):**Explain briefly how you attract new and/or repeat business and any innovative marketing and promotional campaigns you have carried out in the past two years. What impact did this have on your business? How did you measure the impact? For example, increase in business, increase in positive customer comments. Please give examples.

**6: Accessibility & Sustainability (max 200 words):**Have you made a significant and/or special contribution in the areas of Accessibility and/or Sustainability? If so, what prompted this action? For example: Do you specialise in offering access to visitors with particular needs?

What are your ‘green’ credentials?

**7: Catering & Retail (max 200 words):**

What makes these areas special? For example, is produce and merchandise locally sourced? Is produce and merchandise themed to the attraction?

**8. Animal welfare & visitor interaction (max 300 words):**

Describe how your animals are housed and your procedures for visitor access and interpretation. What are your policies for animal care and record keeping. Include reference to your procedures for safe animal contact, staff training and risk assessments.