

NFAN Awards 2020

Deadline for entries 30th June 2019



National
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www.farmattractions.net



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NFAN AWARDS 2020

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Attractions large and small, do you have something to shout about? Does your digital presence wow, do you excel in education or catering? Or are you an excellent all rounder (perfect for the Farm Attraction of the Year Award).

The Day Maker Award recognises a member of your team who has gone out of their way to make a visitor's day - a Day Maker. All Day Maker finalists are offered a free place at the awards dinner and the main conference day.

The Innovation award is a broad category. This could be annual event that shows innovation and new ideas, a one-off event, new activity, new improved process, new use of technology or a new attraction.

There is no cost to enter the awards so why not enter one, two or all the awards.

1. Innovation Award
2. Best Trade Supplier
3. Best Food and Beverage
4. Best Digital Presence
5. Best in Education
6. Day Maker Award
7. Jim Keetch Farm Attraction of the Year – Small less than 75k vis pa
8. Jim Keetch Farm Attraction of the Year – Large 75k visitors pa

"Winning the award has been a great boost to our business; it has given our staff a real sense of pride and helped raise awareness with our customers. I would encourage anyone to enter." Neil Milbourn, Walby Farm Park

Deadlines

All awards have a 30th June 2019 deadline. Finalists are announced in the Autumn and the winners revealed at the NFAN Annual Conference & Trade Exhibition in early 2020.

How to Enter

It's simple...read the award category information for your chosen award(s). **Visit the NFAN website to download an entry form** (Word file) complete your entry/submission form and submit it together with the necessary supporting documentation to NFAN by 30th June 2019.

Email Submissions

Ideally convert your completed application form to pdf before submitting. Ideally photographs should be combined into a single file and sent as a pdf. Leaflets and menus can be scanned or photographed. Supporting documents can be a maximum of the equivalent of 6 pieces of paper which can be double sided ie max 12 sides. Please keep individual file sizes below 2Meg and total file size in one email to 10meg.

Judging Process and Panel

Entries will be judged on the supporting documentation and site visits where applicable. All the awards (apart from the Best Trade Supplier Award which is judged by the operating members of the NFAN committee) are judged by an independent panel of judges. The judging process is confidential and individual entries cannot be discussed. The judge's decision is final.



1. Innovation Award

Summary

Farm Parks need to continually improve to attract customers. This award recognises the farm or rural NFAN member that has run the most innovative event or introduced a new idea over the period, 1st July 2018 to 30th June 2019.

This could be an annual event that shows innovation and new ideas, a one-off event, new activity, new improved process, new use of technology or new attraction.

Key Points and Considerations

Please submit in less than 500 words, a summary of your innovation, explaining what is it, what makes it special, how it improves your attraction and the overall business benefit.

Judging criteria:

The award will be judged by an external third party who will assess the entry against:

- **Originality & Uniqueness** – *What makes the event, product or service different from others? In what ways does it demonstrate innovation?*
- **Quality & Design** – *How does the event, attraction, business process or feature offer excellent innovation in its content, design, features, materials and process?*
- **Practicality** – *Does it show signs of profitability and remain a viable product or service long term? How easy is it to implement?*
- **Benefit & Value** – *What is the business benefit? Will it drive efficiency to the business or extra footfall? What challenge does it solve?*

Documents and Deadlines

- Completed Entry Form
- Your Award Submission Form
- Maximum of 12 single sided pages of supporting documentation

Email your entry to info@farmattractions.net or post **two** copies of your entry form and documentation.

- Deadline: 30th June 2019

2. Best Trade Supplier Award

Summary

Suppliers can nominate themselves, as long as their nomination is endorsed by a Farm Park Member.

Key Points and Considerations

Explain in less than 500 words why you think you should win Best Trade Supplier of the Year. We are seeking a trade supplier who consistently goes the extra mile and can demonstrate this with solid examples.

To support your entry, please include the contact details and names of at least one Farm Park Member endorsing your entry.

Judging criteria:

- The entrant must be a trade member of NFAN
- They must demonstrate they continually exceed expectations and show this is consistent behaviour and not a one off event
- The Trade Member must include details of the Farm Park Member endorsing their application.

Documents and Deadlines

- Completed Entry Form
- Your Award Submission Form
- Maximum of 12 single sided pages of Supporting Documentation

Email your entry to info@farmattractions.net or post **two** copies of your entry form and documentation.

- Deadline: 30th June 2019



3. Best Food and Beverage

Summary

The Best Food and Beverage Award will reward the attraction that creates and delivers best in class food and beverages. From small cafés to large restaurants, the judges will be looking for well presented, varied options from home cooked food to healthy selections. Does your attraction have the “wow factor” when it comes to food and beverages?

Key Points and Considerations

In less than 500 words outline how your food and beverage offering is best in class. Whether you are a small café or larger restaurant explain how you have improved customer satisfaction and quality as well as how you have increased catering spend per heads and profits. Please include photos and customer feedback.

Judging criteria

- Demonstration of innovation and sales growth
- Staff policy and procedure
- Flair in visual display
- Varied options
- Attention to detail

Documents and Deadlines

- Completed Entry Form
- Your Award Submission Form
- Copy of your Menu (if applicable)
- Photos of:
 - Counter
 - Food display
 - Menu boards
 - Staff uniform
- Council Food Hygiene Rating
- Maximum of 12 single side pages of Supporting Documentation

Email your entry to info@farmattractions.net or post **two** copies of your entry form and documentation.

- Deadline: 30th June 2019

4. Best Digital Presence

Summary

Online marketing isn't about the size of your budget, it's about how creative you are! In this digital age, large and small attractions can all compete against each other – through their website and through social media.

The NFAN Best Digital Presence Award will be awarded to the NFAN member whose website/social media outperforms in terms of their content, navigation, design and engagement between 1st July 2018 to 30th June 2019.

Key Points and Considerations

Explain in less than 500 words what developments you have made to your digital presence. Include analytic reports on growth of web traffic and social media engagement, and online sales if applicable. Add details about how you have embraced social media and new technologies. How do you stay one step ahead and how does your website and social media portray the experience available at your attraction?

Judging criteria

- Navigation, ease of use, visual appearance, content and distinctiveness
- Smartphone and tablet friendliness, HTML build quality, e.g. use of titles and download speeds
- Best use of social media, engaging customers

Documents and Deadlines

- Completed Entry Form
- Your Award Submission Form
- Maximum of 12 single side pages of Supporting Documentation

Email your entry to info@farmattractions.net or post **two** copies of your entry form and documentation.

- Deadline: 30th June 2019



5. Best in Education

Summary

You don't need an education department to provide excellent learning experiences. The NFAN Best in Education Award acknowledges members who demonstrate outstanding learning whether children visit as part of a school group or as a family group.

Key Points and Considerations

Describe in no more than 500 words how you provide outstanding learning experiences for schools and families. Do you put on any special educational activities and are these taken up? What feedback have you received from customers and how can you show that delivery is financially sustainable?

Judging criteria

- Innovation
- Percentage of school children of total visitors
- Materials provided for education
- Feedback from customers
- CEVAS Accreditation Scheme

Documents and Deadlines

- Completed Entry Form
- Your Award Submission Form
- Maximum of 12 single side pages of Supporting Documentation

Email your entry to info@farmattractions.net or post **two** copies of your entry form and documentation.

- Deadline: 30th June 2019

6. Day Maker Award

Summary

NFAN members all have staff or volunteers that give 150%. But do you have someone who over the last year has made an extraordinary effort, who has gone out of their way and made a visitor's day - a Day Maker? This award is an opportunity to thank them publicly and recognise their efforts.

Key Points and Considerations

In less than 500 words, tell us about the staff member or volunteer you are nominating and why your visitors say they made their day. Include the name of the person you are nominating, a summary of their role, how they go out of their way to delight visitors and a recent example of how they made someone's day.

Judging criteria

- Evidence of the nominees continued high level of customer service.
- A clear understanding that their efforts are above and beyond their normal duty
- An example over the last year that demonstrates their 'Day Maker' attitude

Documents and Deadlines

- Completed Entry Form
- Your Award Submission Form
- Maximum of 12 single side pages of Supporting Documentation
- A photograph of the nominee

Email your entry to info@farmattractions.net or post **two** copies of your entry form and documentation.

- Deadline: 30th June 2019



7 & 8. Jim Keetch Farm Attraction of the Year

Two awards - Small & Large

Over half of NFANs membership is made up of attractions with less than 75,000 visitors. We want to encourage entries from all sizes of farm parks.

Summary

The Farm Attraction of the Year recognises the attraction that has delivered the best overall customer experience.

Key Points and Considerations

The judges are looking for examples of excellence in all areas of your business. The format of this year's Farm Attraction of the Year entry form is based on the Visit England and regional Tourism awards, so if you are entering your regional awards you can use much of the same information.

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 as this is the only information that the judges have on which to base their decision for short-listing. Achievement of AAA certification will be taken into consideration where relevant.

A shortlist of finalists from the Small Farm Attraction and the Large Farm Attraction entries will be selected from the written applications, who will then each receive a judge's visit.

Any claims made in applications must be substantiated and may be subject to testing by judges.

To be considered for the award your attraction must abide by the following ten HSE guidelines:

1. Your attraction provides and maintains adequate hand washing facilities.
2. Visitors are advised to wash their hands before eating or drinking.
3. Clean hot and cold or warm running water is provided.
4. Soap is provided.
5. Cleansing wipes or anti-bacterial gels where used are in addition to proper hand washing – not as a substitute.
6. The public are prevented from entering animal pens.
7. Visitors are prohibited from eating and drinking in animal contact areas.
8. Where play or picnic areas are adjacent to animal contact areas, contact with animals is prevented e.g. by double fencing.
9. Staff appreciate risks associated with non hand washing.
10. Adequate information is given to visitors on the risks and controls.

Documents and Deadlines

- Completed Entry Form
- Your Award Submission Form
- Maximum of 12 single side pages of Supporting Documentation
- 2 copies of your brochure and/or DVD
- 10 recent colour photos to include:
 - Entrance and Car Parking Facilities
 - Toilet Facilities
 - Cafe
 - Gift Shop
 - Indoor Play Area
 - Outdoor Play Area
 - Animal Barns
 - Seasonal Activities
 - Party Facilities

Email your entry to info@farmattractions.net or post **two** copies of your entry form and documentation.

- Deadline: 30th June 2019