

Closing date 31st May 2014



National  
Farm  
Attractions  
Network

# NFAN Awards 2015



[www.farmattractions.net](http://www.farmattractions.net)



# NFAN AWARDS 2015

Attractions large and small, do you have something to shout about? Do you excel at customer service, education or catering? Or are you an excellent all rounder (perfect for the Farm Park of the Year Award).

For the 2015 awards, we have again refreshed the awards and very much hope you will take part.

## What's new for the 2015 Awards

- New Innovation Award - Independently Judged  
Farm Parks need to continually improve to attract customers. This award recognises the farm or rural NFAN member that has introduced the most innovative idea into their operation.
- New Lifetime Achievement Award  
We are replacing the Unsung Hero award for a new Lifetime Achievement Award, created to celebrate and acknowledge those who have made an outstanding contribution to our industry. This award will be judged by the Chair and Vice Chair.
- Keeping Independent Judges  
Following feedback from Members, we are pleased to confirm that in most cases we shall continue to use independent judges. The only award judged by the Farm Operating Members of the NFAN Committee will be 'Best Trade Supplier' and the Chair/Vice Chair will judge the Lifetime Achievement Award.

## Enter one, two or all the awards:

1. New Innovation Award
2. New Lifetime Achievement Award
3. Best Trade Supplier
4. Best Food and Beverage
5. Customer Service Excellence
6. Best in Education
7. Jim Keetch Farm Attraction of the Year

**2013 Farm Park of the Year Winner, Steve Vinden from Odds Farm Park encourages all to enter:**

*"Winning Farm Attraction of the Year gave us a real boost. It was great for team morale and created a number of new marketing opportunities."*

## Deadlines

All awards have a 31<sup>st</sup> May 2014 deadline. The Jim Keetch Farm Attraction of the Year Award will be announced privately in Autumn 2013 for winners to use in their 2015 literature. The formal presentation will take place at the 2015 NFAN Annual Conference & Trade Exhibition.

## How to Enter

It's simple...read the award category information for your chosen award(s), complete your entry/submission form and submit the necessary supporting documentation to the NFAN by 31<sup>st</sup> May 2014. Some awards do involve onsite visits for shortlisted entries; this is all mentioned in the attached award information.

## Judging Process and Panel

Entries will be judged on the supporting documentation and site visits where applicable. The judging process is confidential and individual entries cannot be discussed. The judge's decision is final.

You can download more copies from [www.farmattractions.net](http://www.farmattractions.net)



# 1. New Innovation Award

Judge: External Judge

## Summary

Farm Parks need to continually improve to attract customers. This award recognises the farm or rural NFAN member that has introduced the most innovative idea over the period, 31<sup>st</sup> August 2013 to 1<sup>st</sup> August 2014.

This could be a new activity, new improved process, new use of technology or new attraction.

## Key Points and Considerations

Please submit in less than 200 words, a summary of your innovation, explaining what it is, why it is original, how it improves your attraction and the overall business benefit.

Please provide if relevant 2 supporting images and refer to the judging criteria before submitting your entry.

## Judging criteria:

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

- **Originality & Uniqueness** - *Is the product or service unique in concept, design or performance? Is it cutting edge and first of its kind for this sector? How different is it from other products or services already in the market? Is it an original application of a new or existing product or service?*
- **Quality & Design** – *How does the new attraction, business process or feature offer excellent innovation in 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

Please send **two** copies of your entry form and documentation.

- Completed Entry Form
- Your Award Submission Form
- Any supporting documentation
- Deadline: 31<sup>st</sup> May 2014

# 2. New Lifetime Achievement Award

## Summary

The Farm Park Industry Achievement Award is a brand new category for 2014, created to celebrate and acknowledge those who have made an outstanding achievement and contribution to the farm park and rural attraction industry.

## Key Points and Considerations

Members can nominate others in the industry, either within their own attraction or at another member attraction, within a trade member business or from the wider farm and rural attraction sector.

Please support your application with up to a 200 word summary of why you feel they should win the Achievement Award. Please use examples to support your application.

## Judging Criteria

- To be eligible for nomination, they should be associated with the farm park and rural attraction sector for a minimum of 10 years.
- The nomination should demonstrate how they have made a significant contribution to the industry for innovation, education, leadership and/or influence.

Judge: Chair & Vice Chair

## Documents and Deadlines

Please send **three** copies of your entry form and documentation.

- Completed Entry Form
- Your Award Submission Form
- Any supporting documentation
- Deadline: 31<sup>st</sup> May 2014

## 3. Best Trade Supplier Award

Judge: NFAN Committee

### Summary

Like last year, 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

Please send **one** copy of your entry form and documentation and email a PDF version to [info@farmattractions.net](mailto:info@farmattractions.net) with 'Best Trade Supplier Award' as subject line.

- Completed Entry Form
- Your Award Submission Form
- Supporting Documentation
- Deadline: 31<sup>st</sup> May 2014

## 4. Best Food and Beverage

Judge: External Judge

### 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

Please send **two** copies of your entry form and documentation.

- 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
- Any Supporting Documentation
- Deadline: 31<sup>st</sup> May 2014



## 5. Customer Service Excellence

### Summary

Excellent Customer Service is vital to us at farm attractions and this award rewards those that continually deliver high levels of customer care.

### Key Points and Considerations

In less than 700 words explain why you think you should win this award and how you continually monitor/seek improvements. For your supporting documentation, think about customer feedback from your social networking sites or comments on your website.

### Judging criteria

- Constant levels of quality service
- Customer feedback on your Facebook, Twitter and Trip Advisor websites
- Attractions must be part of VAQAS
- The results of the mystery shop for shortlisted attractions, covering first impressions/greeting, interaction with the customer and how you meet customer expectations

Judge: External Judge

### Documents and Deadlines

Please send **two** copies of your entry form and documentation.

- Completed Entry Form
- Your Award Submission Form
- Any Supporting Documentation
- Deadline: 31<sup>st</sup> May 2014

## 6. 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

Judge: External Judge

### Documents and Deadlines

Please send **two** copies of your entry form and documentation.

- Completed Entry Form
- Your Award Submission Form
- Any Supporting Documentation
- Deadline: 31<sup>st</sup> May 2014



## 7. Jim Keetch Farm Attraction of the Year

Judge: External Judge

### One Award Category

Biggest isn't always best! We have one award category this year and judges will be looking for best in class appropriate to the attraction size.

### Summary

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

### Key Points and Considerations

Please submit 1000 words describing why you should win the award detailing the improvements you have made in customer service, new attractions, catering, events and financial results. The following areas will be assessed:

- Visitor safety, enjoyment and experience
- Onsite 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
- Tangible growth

### Documents and Deadlines

Please send **two** copies of your entry form and documentation.

- Completed Entry Form
- Your Award Submission Form
- Any 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

Deadline: 31<sup>st</sup> May 2014

### 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 are used alongside 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.



## 2015 NFAN AWARDS ENTRY FORM

### Please tick the awards you wish to enter

<b>1. Best Innovation</b> (please supply 3 copies of your entry)	
<b>2. Lifetime Achievement Award</b> (please supply 3 copies of your entry)	
<b>3. Best Trade Supplier</b> (please supply 10 copies of your entry)	
<b>4. Best Food and Beverage</b> (please supply 3 copies of your entry)	
<b>5. Customer Service Excellence</b> (please supply 3 copies of your entry)	
<b>6. Best in Education</b> (please supply 3 copies of your entry)	
<b>7. Farm Attraction of the Year</b> (please supply 3 copies of your entry)	

Attraction 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:

### How to Enter:

Please follow these simple steps...

- Read through the information of the award(s) which you would like to enter.
- Tick the award(s) you would like to enter and complete your attraction's contact details etc.

- Sign the form.

- Write your supporting words on the Award Submission Form.

- Collate any supporting documentation.

- Send the completed forms and supporting documentation to the address below

[marketing@farmattractions.net](mailto:marketing@farmattractions.net)

Barry Davies, NFAN Ltd, 31-33  
Victoria Street, Kettering,  
Northamptonshire, NN16 0BU

### Confirmation

- Once we have received your entry you will be sent an email to the address you have provided.

### Deadline

- Entries for the awards must be in by 31st May 2014.

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

Signature: .....

Name: .....



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# 2015 NFAN AWARD SUBMISSION FORM

Date .....

Award Category and Number .....

Attraction Name: .....

If entering the 'Jim Keetch Farm Attraction of the Year Award', please tick 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: