

Deadline for entries 30th June 2015



National
Farm
Attractions
Network

NFAN Awards 2016



www.farmattractions.net



NFAN AWARDS 2016

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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).

For the 2016 awards, we have again refreshed the awards and very much hope you will take part.

What's new for the 2016 Awards

- Digital Presence is back
The best Digital Presence award is back, this time with a greater emphasis on social media. Does your website and social media work together to engage and inspire new and repeat visitors?
- Farm Attraction of the Year - small and large
For 2016 we are reintroducing the Small Farm Attraction of the year award up to 75k visitors pa. (membership categories 1&2), and Large - over 75k visitors pa. We've also restructured the entry form to offer greater guidance on what the judges are looking for and to align it with regional Tourism awards.
- 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 make the Lifetime Achievement Award.

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. Lifetime Achievement 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

2015 Farm Attraction of the Year Winner, Neil Milbourn from Walby Farm Park encourages all to enter...

"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."

Deadlines

All awards have a 30th June 2015 deadline. The Jim Keetch Farm Attraction of the Year Awards (Large & Small) will be announced privately in Autumn 2015 for winners to use in their 2016 literature. The formal presentation will take place at the NFAN Annual Conference & Trade Exhibition in February 2016.

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 NFAN by 30th June 2015. 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.



1. Innovation Award

Judge: tbc

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, 1st July 2014 to 30th June 2015.

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 is it, 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

- Completed Entry Form
- Your Award Submission Form
- Any supporting documentation

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

- Deadline: 30th June 2015

2. 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 with 'Best Trade Supplier Award' as subject line.

- Completed Entry Form
- Your Award Submission Form
- Supporting Documentation
- Deadline: 30th June 2015



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
- Any Supporting Documentation

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

- Deadline: 30th June 2015

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 2014 to 30th June 2015.

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
- Any Supporting Documentation

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

- Deadline: 30th June 2015



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
- Any Supporting Documentation

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

- Deadline: 30th June 2015

6. Lifetime Achievement Award

Summary

The recipient of this award is chosen by the Chairman and Deputy Chair. The Lifetime Achievement Award was created to celebrate and acknowledge those who have made an outstanding achievement and contribution to the farm park and rural attraction industry.

To be eligible for nomination, they should have been associated with the farm park and rural attraction sector for a minimum of 10 years. They could be from a member attraction, within a trade member business or from the wider farm and rural attraction sector. They are likely to have made a significant contribution to the industry for innovation, education, leadership and/or influence

Key Points and Considerations

Members are welcome to contact the Chairman to suggest nominations, but ultimately it is the Chair and Deputy Chair who make this award.

Judge: NFAN Chairman &
Vice Chairman

Documents and Deadlines

- This award is chosen by the Chairman and Deputy Chair. There is no application process.



7 & 8. Jim Keetch Farm Attraction of the Year

Judge: Gary Richardson

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.

A shortlist of 3 finalists from the Small Farm Attraction and 3 from 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
- 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

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

- Deadline: 30th June 2015



2016 NFAN AWARDS ENTRY FORM

Please tick the awards you wish to enter

1. Innovation Award (if posting please supply two copies of your entry)	
2. Best Trade Supplier (if posting please supply one copy of your entry)	
3. Best Food and Beverage (if posting please supply two copies of your entry)	
4. Best Digital Presence (if posting please supply two copies of your entry)	
5. Best in Education (if posting please supply two copies of your entry)	
6. Lifetime Achievement Award	
7. Farm Attraction of the Year (less than 75k visitors pa) (please supply two copies of your entry)	
8. Farm Attraction of the Year (over 75k visitors pa) (please supply two copies of your entry)	

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:

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 or Farm Attraction of the Year Submission Form.
- Collate any supporting documentation.
- Send in the completed forms by email or post. Email your entry to 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 an email to the address you have provided.

Deadline

- Entries for the awards must be in by **30th June 2015**.

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

Signature:

Name:



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2016 NFAN AWARD SUBMISSION FORM

Use this submission form for all awards apart from the 'Jim Keetch Farm Attraction of the Year Award', (Large & Small), a separate form is to be completed for that. Submit a form for each award you are entering.

Award Category and Number

Attraction/Company Name:

Attached Supporting Documentation (please list):

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

2016 JIM KEETCH FARM ATTRACTION OF THE YEAR SUBMISSION FORM

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

Attraction/Company Name:.....

Attached Supporting Documentation (please list):

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

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 300 words):

Describe your approach to customer service. Judges will be looking for evidence of your quality standards and procedures which guarantee the smooth running of your attraction to include handling enquiries, welcome and departure and also how you monitor customer feedback and deal with complaints.

3: Staff Training & Development (max 250 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 (max 200 words):

Give details of how your attraction is accessible to all visitors, for example older less mobile visitors and mothers and babies, people with impairments and others with physical and sensory access needs. Give examples of disability awareness training, accessibility information and facilities and services.

7: Sustainability (max 200 words):

Give specific examples of how your business is embracing sustainability. For example in supporting the local economy, forging links with community groups, and care for the environment. How do you communicate your sustainable efforts and encourage visitors and employees to get involved.



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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.