



National
Farm
Attractions
Network

2022 NFAN AWARDS





2022 NFAN AWARDS

NFAN Awards are back! With 7 different 2022 award categories to choose from, including new Best Event Award!

After a hugely challenging year, it is time to celebrate and recognise the best in the industry, so whatever the size of your attraction, if you have something to shout about, enter the awards and get the recognition you deserve.

Take a look at the Award Categories below and click on each award which will take you to the relevant page.

You can enter one or all of them!

Award Categories	Submission Deadline	Judge
2022 Awards		
🏆 Jim Keetch Farm Attraction of the Year - Large (<i>75k+ visitors pa</i>)	SUBMISSIONS NOW CLOSED	Richard Nicholson, Cannon Hall Farm
🏆 Jim Keetch Farm Attraction of the Year - Small (<i>less than 75k visitors pa</i>)	SUBMISSIONS NOW CLOSED	Jim Howell, Little Owl Farm Park
🏆 Innovation	14th October 2021	Darren Lamb, 4 Kingdoms
🏆 Best Trade Supplier	14th October 2021	NFAN Committee
🏆 Best Food and Beverage	14th October 2021	Matt Heast, Mead Open Farm
🏆 Best Digital Presence	14th October 2021	Richard Nicholson, Cannon Hall Farm
🏆 Best Event	14th October 2021	Tom Clements, National Outdoor Events Association
🏆 Day Maker	14th October 2021	Janet Uttley, Visit Britain



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Award Entry Information

Deadlines

The Jim Keetch Farm Attraction of the Year Large and Small Awards submissions are now closed.

The submission deadline for all other awards is 14th October 2021.

Finalists will be announced at the end of 2021 and the winners revealed at the NFAN Annual Conference & Trade Exhibition in early 2022.

How to Enter

It's simple...read the award category information for your chosen award(s), **visit the NFAN website and complete your entry online or download the PDF form.** All entries must be received by the submission deadline.

Supporting documents should be submitted as a PDF. We will accept leaflets and menus as a PDF but we will also accept them as a scanned image or photograph. **Please keep individual file sizes below 2Megabites.**

Independent Judges

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.

Animal Attraction Assurance Scheme Certification

A percentage of the score in the large & small farm attraction of the year awards will be awarded to attractions who hold AAAS certification where relevant.

"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



INNOVATION

Submission Deadline
14th October 2021

Summary

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 October 2020 to 30th September 2021.

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 explain in less than 500 words a summary of your innovation, explaining what it is, 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?

How to Enter

[Click on this link to enter!](#)



BEST TRADE SUPPLIER

Submission Deadline
14th October 2021

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

How to Enter

[Click on this link to enter!](#)



BEST FOOD AND BEVERAGE

Submission Deadline
14th October 2021

Summary

The Best Food and Beverage Award will reward the attraction that has created and delivered best in class food and beverages between 1st July 2020 and 30 June 2021. 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 its 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

How to Enter

[Click on this link to enter!](#)

Supporting Documents

- Copy of your Menu (if applicable)
- Photos of counter, food display, menu boards and staff uniform
- Council Food Hygiene Rating
- Maximum of 12 single side pages of Supporting Documentation



BEST DIGITAL PRESENCE

Submission Deadline
14th October 2021

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, SEO and through social media.

The NFAN Best Digital Presence Award will be awarded to the NFAN member whose website and social media outperforms in terms of their visibility, user friendliness and engagement between 1st July 2020 and 30 June 2021.

Key Points and Considerations

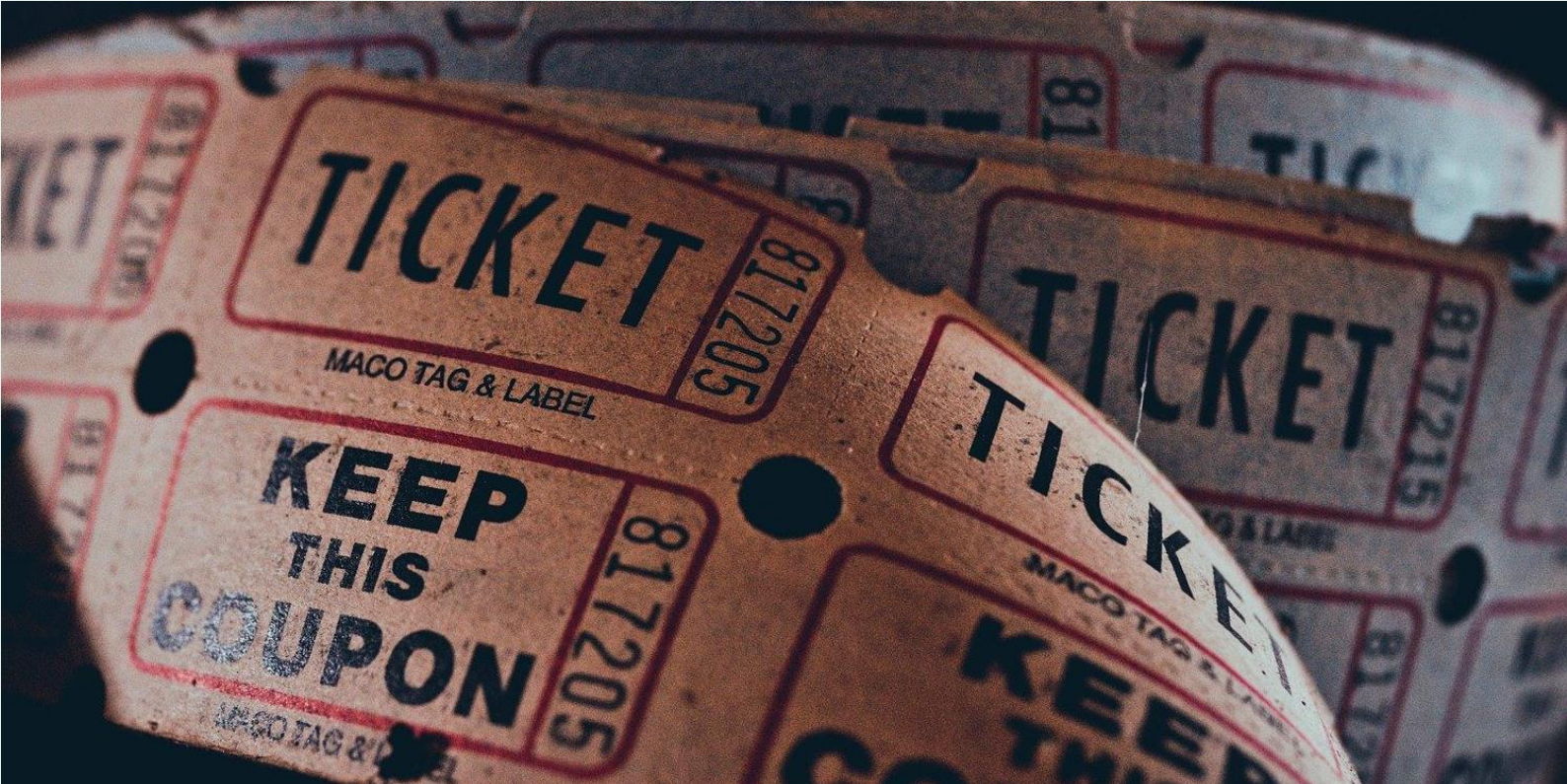
Explain in less than 500 words what developments you have made to your digital presence. Include analytic reports on growth of web traffic and social media engagement, and online sales if applicable. Add details about how you have embraced social media and new technologies. How do you stay one step ahead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

How to Enter

[Click on this link to enter!](#)



BEST EVENT – NEW FOR 2022

Submission Deadline
14th October 2021

Summary

Don't let your amazing events go unnoticed!

The NFAN Best Event Award acknowledges members who have run an outstanding event at your farm attraction whether it's a brand new or a long established event. The event, however, must have taken place onsite at your venue between 1st July 2020 and 30 June 2021.

This category is meant for events onsite, however, if your farm park has been permanently closed during this period, you can submit an online event.

Key Points and Considerations

Describe in no more than 500 words why you think your attraction should win this award. Please describe the target audience and how they participated in the event, support your application with customer feedback, participation figures and 5 supporting images.

Judging Criteria

The judges are looking for truly memorable and immersive events, large or small. They particularly want to know what made your event stand out or what makes it different, what were your objectives and whether these were met.

How to Enter

[Click on this link to enter!](#)



DAY MAKER

Submission Deadline
14th October 2021

Summary

NFAN members all have staff or volunteers that give 150%.

The Day Maker Award recognises a member of your team who has between 1st July 2020 and 30 June 2021 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.

All Day Maker finalists are offered a free place at the awards dinner and the main conference day.

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

How to Enter

[Click on this link to enter!](#)