



National
Farm
Attractions
Network

2023 NFAN AWARDS

Recognising the best in the industry

2023 NFAN AWARDS

With 9 different 2023 award categories to choose from, including NEW Best Retail and NEW Sustainability Award, make sure you get the recognition you deserve and enter today!

As well as providing huge PR benefits, winning a NFAN Award is a massive accomplishment and a great opportunity to boost your business and staff morale.

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

1

**Jim Keetch Farm Attraction of the Year - Large
(75k+ visitors pa)**

2

**Jim Keetch Farm Attraction of the Year - Small
(less than 75k visitors pa)**

3

Best Trade Supplier

4

Best Food and Beverage

5

Best Digital Presence

6

Best Event

7

Day Maker

8

Best Retail – NEW for 2023

9

Sustainability – NEW for 2023

You can enter one or all of them!



Award Entry Information

Submission Deadline

The submission deadline for the Large Farm, Small Farm and Food & Beverage awards is 18th July 2022. The deadline for all other awards is 30th September.

All entries must be received by this deadline and no extension will be given.

The finalists will be announced in the Autumn of 2022 and the winners revealed at the NFAN Annual Conference & Trade Exhibition in early 2023.

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 an entry form.

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.**

Judging

Entries will be judged on the supporting documentation and site visits where applicable.

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. [Find out more about the AAAS here.](#)

"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



JIM KEETCH FARM ATTRACTION OF THE YEAR – LARGE (75k+ visitors pa)

**Submission Deadline
18th July 2022**

Summary

Are you an attraction with over 75k visitors a year? This award 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 first stage of judging is based on evaluations of the written applications and evidence. Please answer each question on the form in as much detail as possible as this is the main information that the judges have on which to base their decision for short-listing.

Animal Attraction Assurance Scheme Certification - A percentage of the score will be awarded to attractions who hold AAAS certification where relevant (i.e. won't apply to attractions who do not have farm animals).

A shortlist of finalists will be selected from the written applications, who will receive a judge's visit. Claims in applications must be substantiated and may be subject to testing by judges.

How to Enter

You have two ways to enter...

Option 1. [Download this form](#) and email it to info@farmattractions.net

Option 2. Enter online in the Membership Hub [here](#)

Supporting Documents

- Maximum of 12 single side pages of Supporting Documentation
- Link to your website
- Video(s) of your attraction



JIM KEETCH FARM ATTRACTION OF THE YEAR (Continued)

To be considered for the award your attraction must abide by the following 15 Industry Code of Practice guidelines. AAA certification will also be a factor.

1. You have read the Code of Practice and a copy is available at your site
2. You & your staff have watched & understood the importance the CoP video to keep visitors and staff safe on your site
3. You have an effective written risk assessment procedure
4. Information is available to visitors to cover the possible risk to health / adequate information is given to visitors on the possible risks to health
5. There is hand washing information available & signage to advise visitors to wash their hands before eating and drinking after contact with animals.
6. Your attraction provides and maintains adequate hand washing facilities
7. Hand washing stations servicing animal contact areas and eating areas have hot and cold or warm running water, liquid soap is provided.
Note: If the site is open on an occasional basis, then cold running water, soap and paper towels would be acceptable
8. Instructions on hand washing techniques are displayed.
9. Cleansing wipes or anti-bacterial gels, where used, are in addition to proper hand washing – not as a substitute, (these can be situated elsewhere on site but not near animals as visitors might decide to use sanitiser instead of soap and water).
10. All visitor routes are kept clean of animal faeces to reduce the risk of cross contamination including FYM and liquid waste. Animal pens are boarded/barriered to prevent faecal run and are cleaned regularly with DEFRA approved disinfectant.
11. The public are prevented from entering animal pens. Where animals are moved internally on the site or animals are brought out to visitors (lamb feeding etc), all muck is picked up immediately to prevent contamination on shoes and pushchairs and hard surfaces are cleaned down every time.
12. Visitors are prohibited from eating and drinking in animal contact areas.
13. Children's play areas and picnic areas are separated from animal contact areas, contact with animals is prevented e.g. by double fencing.
14. Staff appreciate risks associated with non-hand washing, staff are able to provide visitors with relevant information/guidance on potential risks.
15. All areas which the public have access to must be clearly defined – “no entrance” signs clear.



JIM KEETCH FARM ATTRACTION OF THE YEAR – SMALL (less than 75k visitors pa)

Submission Deadline
18th July 2022

Summary

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.

This award 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 first stage of judging is based on evaluations of the written applications and evidence. Please answer each question on the form in as much detail as possible as this is the main information that the judges have on which to base their decision for short-listing.

Animal Attraction Assurance Scheme Certification - A percentage of the score will be awarded to attractions who hold AAAS certification where relevant (i.e. won't apply to attractions who do not have farm animals).

A shortlist of finalists will be selected from the written applications, who will receive a judge's visit. Claims in applications must be substantiated and may be subject to testing by judges.

How to Enter

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Option 1. [Download this form](#) and email it to info@farmattractions.net

Option 2. Enter online in the Membership Hub [here](#)

Supporting Documents

- Maximum of 12 single side pages of Supporting Documentation
- Link to your website
- Video(s) of your attraction
- 10 recent colour photos to include entrance, car parking facilities, toilet facilities, café, gift shop, indoor play area, outdoor play area, animal barns, seasonal activities, party facilities



JIM KEETCH FARM ATTRACTION OF THE YEAR (Continued)

To be considered for the award your attraction must abide by the following 15 Industry Code of Practice guidelines. AAA certification will also be a factor.

1. You have read the Code of Practice and a copy is available at your site
2. You & your staff have watched & understood the importance the CoP video to keep visitors and staff safe on your site
3. You have an effective written risk assessment procedure
4. Information is available to visitors to cover the possible risk to health / adequate information is given to visitors on the possible risks to health
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Note: If the site is open on an occasional basis then cold running water, soap and paper towels would be acceptable
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11. The public are prevented from entering animal pens. Where animals are moved internally on the site or animals are brought out to visitors (lamb feeding etc), all muck is picked up immediately to prevent contamination on shoes and pushchairs and hard surfaces are cleaned down every time.
12. Visitors are prohibited from eating and drinking in animal contact areas.
13. Children's play areas and picnic areas are separated from animal contact areas, contact with animals is prevented e.g. by double fencing.
14. Staff appreciate risks associated with non-hand washing, staff are able to provide visitors with relevant information/guidance on potential risks.
15. All areas which the public have access to must be clearly defined – “no entrance” signs clear.



Submission Deadline
30th September 2022

BEST TRADE SUPPLIER

Summary

Suppliers can nominate themselves, as long as their nomination is endorsed by a Farm Member. Farm Members can also submit an application to nominate a Trade 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

You have two ways to enter...

Option 1. [Download this form](#) and email it to info@farmattractions.net

Option 2. Enter online in the Membership Hub [here](#)



BEST FOOD AND BEVERAGE

Submission Deadline
18th July 2022

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 2021 and 30th June 2022**. 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

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Option 1. [Download this form](#) and email it to info@farmattractions.net

Option 2. Enter online in the Membership Hub [here](#)

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
30th September 2022

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 2021 and 30 June 2022**.

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

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Option 2. Enter online in the Membership Hub [here](#)



Submission Deadline
30th September 2022

BEST EVENT

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 2021 and 30 June 2022**.

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

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Option 2. Enter online in the Membership Hub [here](#)



Submission Deadline
30th September 2022

DAY MAKER

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 2021 and 30 June 2022** 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

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Option 2. Enter online in the Membership Hub [here](#)



BEST RETAIL

Submission Deadline
30th September 2022

Summary

This BRAND NEW Award for 2023 will reward the attraction that has the best-in-class retail offering between 1st July 2021 and 30th June 2022. From small gift shops to huge farm shops, this award recognises excellence and the judges will be looking for innovative ways in how you've grown your sales figures.

Key Points and Considerations

In less than 500 words outline how your retail is best-in-class. Describe your success, innovation and creativity. Explain how you have improved customer satisfaction and quality as well as how you have increased your retail spend per head and include profits. Think about successful technology/systems that have worked for the benefit of the business, include marketing efforts, in-house signage, payment apps and good use of promotions. Do you have a green policy for waste management? Think about what makes you stand out from your competitors and give examples of how you engage with your customers. Include satisfaction reviews, photos and customer feedback.

Judging Criteria

- Demonstration of innovation and sales growth
- A strong return on investment, clear targets and demonstrable results

Supporting Documents

- Photos of your retail outlet(s), signage, individual items
- Customer Reviews
- Maximum of 12 single side pages of Supporting Documentation

How to Enter

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Option 2. Enter online in the Membership Hub [here](#)



SUSTAINABILITY

Submission Deadline
30th September 2022

Summary

Open to both Farm and Trade Members, this Award recognises businesses who are committed to being sustainable and how you are making a difference.

Key Points and Considerations

Explain in less than 500 words what developments you have made in the last 5 years to make your business sustainable and what actions you take to operate an ethical and sustainable business. Things to include could cover your motivations behind this ethical approach and the significance of the level of impact this has on your business. Think about what improvements you've made from an operational side and the influence you feel you have on your customers/staff. You could include aspects about energy, water, fuel, waste, charity work, ethical work practices and any future predictions. You could also include figures if you can on reductions in carbon footprint, reductions in energy/water consumption, reductions in the % of waste going to landfill. Let us know of any other green/sustainability awards your business has won in the past 3 years if applicable.

Judging Criteria

- The entrant must be a Farm Member or a Trade Member of NFAN
- They must demonstrate the developments made to make the business sustainable and include examples
- Must include future plans to show this is not a one-off practice

How to Enter

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