



Judging Questionnaire Pub Category

Congratulations on being a finalist in the 2017 Countryside Alliance Awards.

Please complete this electronic submission by filling in the fields, saving and returning this PDF to awards@countryside-alliance.org and return it to us by **Friday 19th January 2018**. We will then contact you to organise a judging visit. Please feel free to use as many extra sheets as you wish and supply any supporting information you have.

The judging criteria for the pub category are below:

- ♦ Is this pub the heart of the community?
- ♦ Is this pub putting its local area and produce on the map, reflecting its specific county/ region in the food and drink it serves?
- ♦ Is this pub enhancing the local economy and community, as well as welcoming tourists to this corner of Britain?
- ♦ Would the area suffer if this pub were not there?
- ♦ Is this pub remaining relevant and dynamic in a challenging business environment, and exhibiting a flair for hospitality?
- ♦ Would winning this competition reward a really special enterprise and tell a positive story about rural life while championing local food and drink?
- ♦ Has this pub breathed life into the community/ local economy?

When we come to judge we will be with you for around 45 minutes and would simply like you to showcase your business to us. We will have most of the information about you from your questionnaire.

If you would prefer a hard copy of this questionnaire posted to you, please email awards@countryside-alliance.org or call 020 7840 9340.

Good luck, we'll see you soon!
Sarah and Jill



SECTION 1
NAME, ADDRESS AND DETAILS OF RETAILER (& PHOTO PLEASE)

YOUR NAME	
BUSINESS NAME	
CONTACT ADDRESS (if different)	
CONTACT MOBILE/LANDLINE	
EMAIL ADDRESS	
WEBSITE	
TWITTER AND/OR INSTAGRAM HANDLES	

SECTION 2
Tell us about your pub, what do you offer i.e. drink, local food, accommodation, local events?

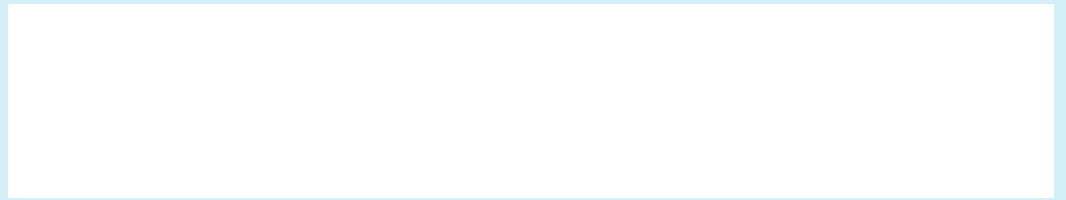
SECTION 3
What was the main idea behind your vision for your pub, what are you looking to achieve?

SECTION 4
How long have you been doing this?



SECTION 5

How long did it take for your pub to become the place it is today?



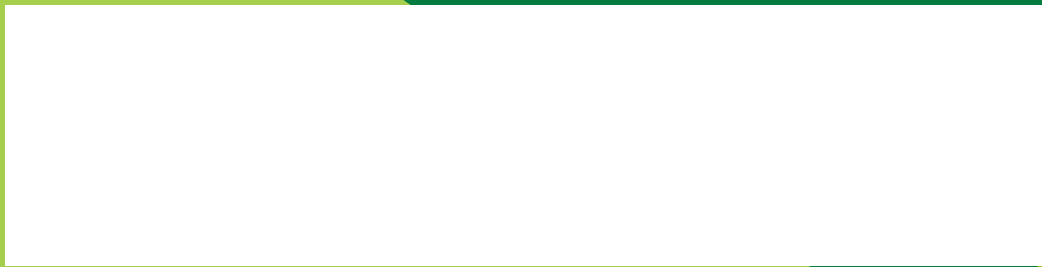
SECTION 6

What has been your community's reaction to your business – is it enhanced by your role within the community?



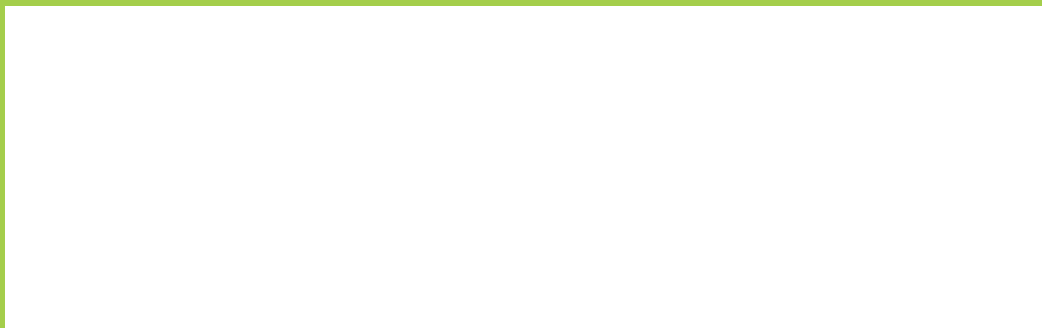
SECTION 7

What role does the business play in the local community? (e.g. support of local community groups, local hunt or shoot)



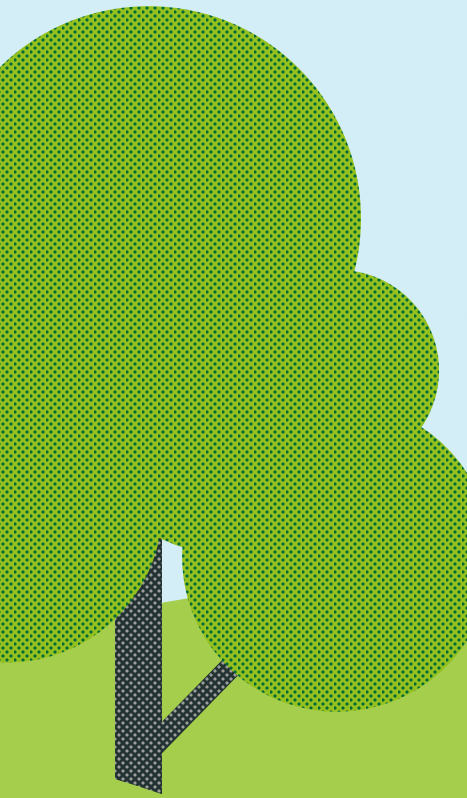
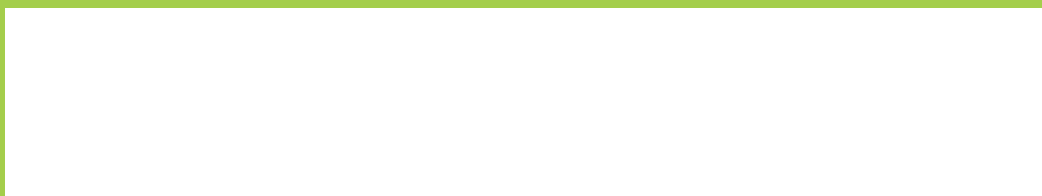
SECTION 8

How many people are involved, directly and indirectly through the community activities?

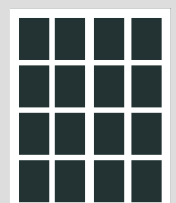
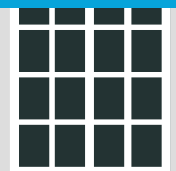


SECTION 9

Do you employ local people or use local produce/suppliers?

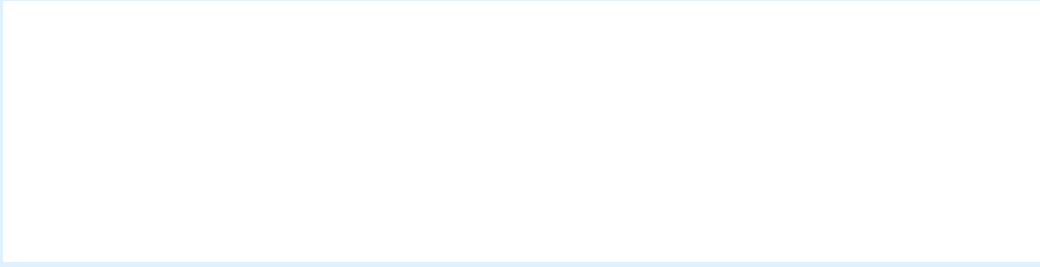


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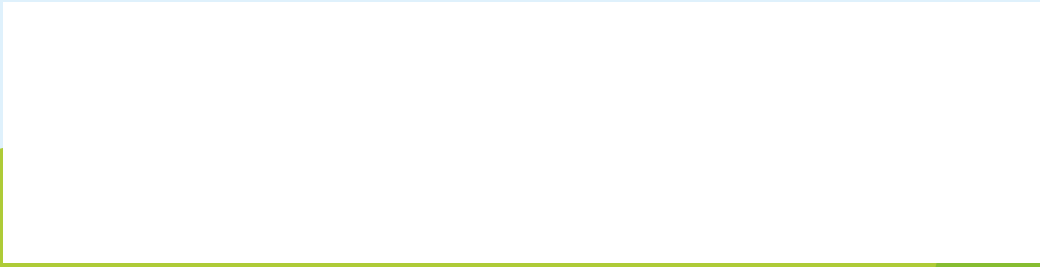
SECTION 10

Do you produce anything on-site and do you undertake any special promotion of local products e.g. food and drink?



SECTION 11

Examples of staff knowledge/commitment to local products and origin of produce?




SECTION 12

Tourism is an important part of the rural economy – what do you do to encourage, engage and promote your areas to tourists?



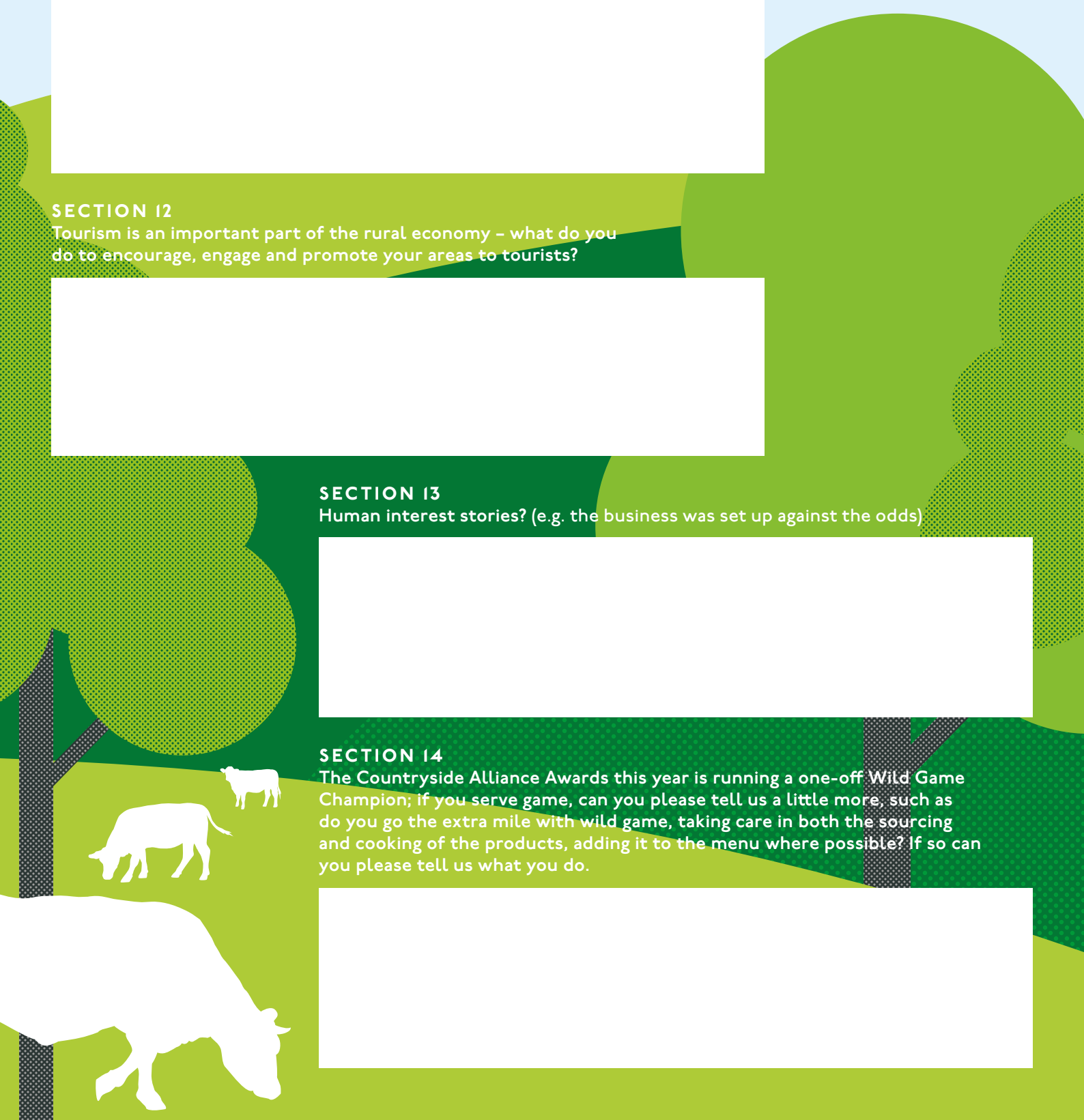
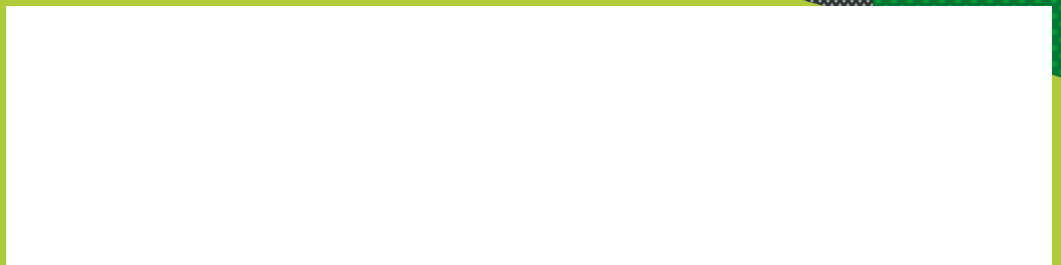
SECTION 13

Human interest stories? (e.g. the business was set up against the odds)



SECTION 14

The Countryside Alliance Awards this year is running a one-off Wild Game Champion; if you serve game, can you please tell us a little more, such as do you go the extra mile with wild game, taking care in both the sourcing and cooking of the products, adding it to the menu where possible? If so can you please tell us what you do.



You may use these pages to expand on any of your responses,
or for any further information you feel is important to your nomination.

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