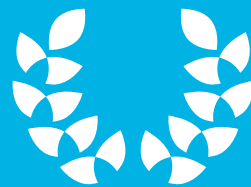


**Countryside
Alliance
Awards**



Judging Questionnaire

Clarissa Dickson Wright Award

**Congratulations on being a finalist
in the 2020 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 **Monday 24th February 2020**. 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 butcher category are below:

- ♦ Clarissa's Award centres on her belief in campaigning and educating.
- ♦ Does this business prioritise slow food, taste, and quality?
- ♦ Is there a commitment to educating the next generation?
- ♦ Is this business passionate about supporting our farmers and other producers?
- ♦ Has this business saved or promoted a traditional local food that may have otherwise been lost?
- ♦ Does this business showcase local food in an innovative and diverse manner?
- ♦ Has this business put the community on the map via the quality and diversity of local produce?
- ♦ Would winning this competition reward a really special enterprise and tell a positive story about rural life?

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, please email awards@countryside-alliance.org or call 020 7840 9340.

Good luck, we'll see you soon!
Sarah



Follow us on Twitter @CAAwards and use the hashtag #RuralOscars

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
How many employees do you have? (full time/part time/volunteers)

SECTION 3
What is the ethos of your business?

SECTION 4
How do you educate your customers about your produce the and positive benefits your business plays in the countryside?



SECTION 5

Do you produce anything on-site? Please give examples of products.

SECTION 6

Examples of staff knowledge?

SECTION 7

How do you tell the story of your product/business to your customers? Online? Face to face? Marketing?

SECTION 8

How do your customers react, are they showing more interest?

SECTION 9

Examples of other local producers supported?



BUY
LOCAL

SECTION 10

What role does your business play in the local community and is it enhanced by that?

SECTION 11

Tell us about you and your business – how did you get into it? Have you always had a passion for food, education, the countryside or any other information that you think is relevant and will support your submission.

SECTION 12

Is there anything else you want to tell us?

