



COUNTRYSIDE ALLIANCE AWARDS

Champions' Reception

Wednesday 25th April 2018
Cholmondeley Room, House of Lords

**Countryside
Alliance
Awards**



Welcome to the

CHAMPIONS' RECEPTION



**Farmers
Guardian**

The Daily Telegraph

SILLFIELD
• FARM FOODS •



#RURALOSCARS

The Rural Oscars

CELEBRATING RURAL BRITAIN

The Countryside Alliance Awards (nicknamed the Rural Oscars) is now in its 13th year and is an annual celebration of British food & farming, enterprise and heritage through our small hard working businesses. The Awards is defined by its public-led nominations, which offers customers the chance to tell us why their favourite businesses are worthy of national acclaim. The Rural Oscars represent the gold standard in rural business awards, and winning is a testament to a business's commitment to hard-work, community and the countryside.

The 2017 Awards has been a record year, with over 11,000 nominations, which demonstrates the growing popularity amongst consumers of buying/supporting 'local', and the importance of rural businesses to their communities.

"This year's regional winners are all truly exceptional, and that is not surprising considering the number of nominations received. The secret to the Rural Oscars' popularity is that they honour the people involved in these businesses and not just their produce or services. They exist to sing the praises of those who work hard to keep our rural communities and economy ticking, but don't seek the limelight. Our local produce is second to none and there are many community heroes and businesses worthy of national recognition," said Countryside Alliance Awards Director, Sarah Lee.

With such an amazing response from customers, came the incredibly difficult task of selecting regional finalists. Quality has shone through all the businesses that our judges had the privilege of meeting, and selecting the regional winners was a hard task. We looked for businesses that were not only the hub of the community but also celebrated local produce. We have now reached crunch time, where we will be crowning our national champions from the selection of regional winners in the 5 categories of: Village Shop/Post Office, Pub, Butcher, Local Food/Drink, and Rural Enterprise.

After much deliberation, our national judges have made their decisions on who they believe deserves the national title in each of the categories. We hope you enjoy the Champions' Reception and good luck!

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The Clarissa Dickson
Wright Award

The day

CHAMPIONS' RECEPTION

12.30pm

RECEPTION BEGINS

Drinks and canapés will be served.

Guests please check-in at the reception desk at the entrance to the Cholmondeley Room and receive your name badge.

1.00pm

Prize-giving will begin with a few words of welcome from event sponsor, Lord Mancroft.

1.05-1.10pm

Lord Mancroft will introduce the Environment Secretary, the Rt Hon Michael Gove MP, who will say a few words.

1.10-1.30pm

Countryside Alliance Chief Executive, Tim Bonner, will announce Champions. The Awards will be presented by Rt Hon Michael Gove MP with members of the national judging panel.

1.30pm

The Clarissa Dickson Wright Award and Game Champion Award will be presented.

2.30pm

RECEPTION ENDS

AWARDS PRESENTATIONS

The Awards will be presented by category with the highly commended followed by the winner. You will be asked to come to the podium to receive your award and photographs will be taken. After the ceremony we would ask that all winners gather on the terrace for a group picture.

Our photographer will be around throughout the reception taking photographs, so if you would like a team photograph please do ask him.

All photographs will be available online after the reception.

Meet our judges

THE PANEL



“Rural businesses are not just the beating heart of our countryside - they are also a vital part of the UK’s economy. It is a privilege to be able to honour some of these hard working businesses and ensure they receive the recognition they deserve. These Awards celebrate the crucial role that rural businesses play in connecting communities across the country and the winners truly represent the very best of rural Britain.”

TIM BONNER
Countryside Alliance Chief Executive



“It is always a great pleasure to judge the Rural Oscars. The Daily Telegraph is proud to sponsor the prize for Best Village Shop/Post Office, an institution that along with the church and the pub is often the beating heart of a rural community. Yet as with much else in the countryside they are hard to maintain as viable businesses. Yet the Awards will unearth stirring stories of enterprise, initiative and success in the face of adversity.”

PHILIP JOHNSTON
The Daily Telegraph



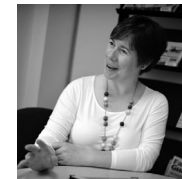
“The Countryside Alliance does a brilliant job standing up for rural businesses and residents and supporting a working countryside. I’ve thoroughly enjoyed helping to judge their awards which go to rural businesses that exemplify the best in Britain’s entrepreneurial spirit. The winners deserve all our congratulations.”

MICHAEL GOVE
Secretary of State for Environment,
Food and Rural Affairs



“I am delighted to be a judge on the 2017 Countryside Alliance Awards - these Awards reward the very best of our produce, entrepreneurial spirit and determination of those who run rural businesses. I am most looking forward to sampling some of the best produce our countryside has to offer and hearing inspirational stories of those who keep our rural communities alive.”

WILLIAM SITWELL
Waitrose Food Editor, MasterChef critic
and award-winning author



“The Rural Oscars are a fantastic way to highlight and celebrate rural businesses. I am always inspired when I hear how everyone involved - from farmers to butchers, village shops to small businesses - has made a difference to their local community. As a judge I am often in awe about the challenges some of these businesses have overcome, and about the levels of passion and persistence which comes through.”

EMMA PENNY
Farmers Guardian



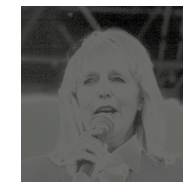
“In my opinion these awards are possibly one of the best things that the Countryside Alliance has done for the countryside! This is proved by the increasing number of ‘possibles’ and categories each year and the enthusiasm and pleasure shown by all the entrants. I am honoured to be a judge and look forward to learning about all these wonderful people, and their love for the countryside.”

SALLY MERISON
Clarissa Judge



“I am thrilled to be part of the Countryside Alliance Awards once again. I am eager to taste the delicious food that our countryside has to offer and will be looking for those that truly take pride in what they do. I will be looking for businesses where provenance and animal welfare are at the heart of what they do. These Awards mean so much not only to those who win, but to the whole community where the business is based.”

PETER GOTT
Sillfield Farm



“Rural businesses are the lifeblood of this country and its communities so it is only right we acknowledge the heroes that make our countryside great. I’ve seen first-hand how the nominees for the Countryside Alliance Awards represent the brilliance of rural Britain and what it means to them and the communities they serve to be part of these Awards. I am delighted to part of celebrating their wonderful achievements.”

BARONESS MOLLATHIEU
Clarissa Judge

Category

VILLAGE SHOP & POST OFFICE

Village Shops play an integral part in rural community life. Often described as the “community hub”, they provide essential services to local residents and visitors to the area. This award celebrates the important role these businesses play in isolated rural areas and showcases the innovative ideas hard working individuals are coming up with to diversify and ensure sustainability.

The winning business will have demonstrated their commitment to the local community and be an inspiration to other village shops across the country through:

- Being the hub of the community
- Going above and beyond the call of duty
- Being ambassadors for local produce
- Supporting customers to make informed choices about where their food comes from
- Being motivated and guided by a sense of community

Village Shop & Post Office

MEET OUR WINNERS

ITTERINGHAM VILLAGE SHOP

When the village shop found itself facing eviction in 2017 it was determined not to close without a struggle. They are an inspiration to local businesses and communities everywhere.

ourvillagestore.co.uk

Facebook @[ItteringhamCommunityShop](https://www.facebook.com/ItteringhamCommunityShop)



NEWBRIDGE ON WYE POST OFFICE & SHOP

The Jones Family have transformed this village shop into a thriving business and has kept Newbridge village alight with a glow of optimism.

Facebook @[nowpostoffice](https://www.facebook.com/nowpostoffice)



FINCHINGFIELD POST OFFICE

Alex and Jane have completely revitalised a village shop and have worked tirelessly to be an extraordinary resource not only to Finchingfield, but to the surrounding villages.

finchingfieldpo.co.uk

Facebook @[finchingfieldpostoffice](https://www.facebook.com/finchingfieldpostoffice)



CHURCH FENTON COMMUNITY SHOP

The shop is an exemplar of bringing the best out of a community, and fostering a sense of local pride.

Facebook @[churchfentonshop](https://www.facebook.com/churchfentonshop)



AMBERLEY VILLAGE STORES & POST OFFICE

Amberley Village Stores is nothing short of a miracle. They bend over backwards to provide what the community needs.

amberleystores.co.uk

Facebook @[amberleystores](https://www.facebook.com/amberleystores)



PONTRILAS POST OFFICE & STORE

A unique example of what is possible for a village store to achieve with a strong sense of community and provides an excellent model for others.

Facebook @[Pontrilas-Post-Office-1401233290148885](https://www.facebook.com/Pontrilas-Post-Office-1401233290148885)



C.A.R.E.
(Herefordshire) CIC

HAWKESBURY COMMUNITY SHOP

Spectacular team effort has kept the business open and profitable, ensuring a top quality shop can thrive in the heart of this rural community.

hawkesbury-stores.co.uk



Category

BUTCHER

Small independent butchers have a long and proud heritage of being the focal point in rural communities. Through hard work and determination local butchers are providing that key link between local people and the farms and fields that surround them. This award celebrates butchers who are going beyond the traditional model and providing customers with a unique experience and quality meat.

The winning business will have breathed life into the community and championed the profession through:

- Putting the community on the map via quality and diverse local produce
- A high regard for animal welfare
- Supporting local food/producers and making an effort to meet their farmers
- Saving or promoting traditional local food that may otherwise have been lost

Butcher

MEET OUR WINNERS

SWANS FARM SHOP

Swans Farm Shop is defined by their commitment to truly local produce and provenance of their meats. Coupled with educating the next generation, this business never stops.

swansfarmshop.co.uk
Facebook @swansfarmshop



TOBY HAYNES BUTCHERS

Coming from a farming background, Toby's commitment to buy local is reflected in his business through the meat that he sources and the service he provides to customers.

corshambutcher.co.uk
Facebook @Toby.Haynes.Family.Butchers



PERRYS OF ECCLESHALL

Steve's knowledge is immense and he can't help but enthuse the customer. With an abattoir out back, Steve ensures the animals have the highest care possible and the resulting meat is wonderful.

perrysofeccleshall.co.uk
Facebook @perrysofeccleshall



THE EGG HOUSE BUTCHERY

There is a buzz and an enthusiasm at The Egg House that is infectious. Emily has clearly made her own luck through sheer hard work.

egghousecharcuterie.co.uk



GLAVES BUTCHERS

They have a long history and it is a unique business that produces everything under one roof.

glavesbutchers.co.uk
Facebook @GlavesButchers



COXFORDS BUTCHERS

Johnny and Jason are driven by provenance and are keen to source their meat from surrounding farms.

simonpayne.wixsite.com/coxfordsbutchers
Facebook @CoxfordsButchers



Category

PUB

The pub category was a new and welcome addition to the 2017 Awards. Pubs are an invaluable asset to rural areas and create a sense of community. They bring local people together over quality local beers and locally-sourced food. This award celebrates pubs that are motivated by a sense of community and have maintained that 'classic' pub feel.

The winning business will have demonstrated their importance to the local area through:

- Being the heart of the community
- Enhancing the local economy and welcoming tourists
- Putting the local area and produce on the map by reflecting its specific county/region
- Demonstrating dynamism and flair for hospitality

Pub

MEET OUR WINNERS

THE CROWN INN

Penny and James's ethos of 'homemade and local' clearly runs through the business and adds to the experience customers receive.

crown-inn-dialpost.co.uk

Facebook @[crowninn.dialpost](https://www.facebook.com/crowninn.dialpost)



THE GREEN MAN

Through hard work and determination Leanne and Phil have transformed The Green Man into a pub that offers an excellent range of quality food and drink.

green-man-ropsley.co.uk

Facebook @[TheGreenManRopsley](https://www.facebook.com/TheGreenManRopsley)



THE SWAN

An excellent example of how a pub plays such an important role in a rural community. They go above and beyond to support local people and groups, with the village supporting them in return.

theswanenford.co.uk

Facebook @[theswanenford](https://www.facebook.com/theswanenford)



THE COTTAGE INN

This is a pub where the only rule is that there are no rules. This pub is immersed in community life which means it is not only a local pub but a home to the local community.

cottageinnbandb.co.uk

Facebook @[Thecottageinnllandeilo](https://www.facebook.com/Thecottageinnllandeilo)



THE KING'S ARMS

James's passion and commitment to local produce and community is key to the success of the The Kings Arms.

thekingsarms-wing.co.uk



THE SUTTON GAMEKEEPER

James has created an exceptional dining experience through his passion for game and dedication to a field to fork ethos.

thesuttongamekeeper.co.uk

Facebook @[thesuttongamekeeper](https://www.facebook.com/thesuttongamekeeper)



Category

RURAL ENTERPRISE

Rural enterprises are the unsung heroes of the British economy representing a diverse group that demonstrates the truly remarkable potential of rural areas. This award celebrates the imagination and ingenuity of individuals playing a crucial role in supporting the rural economy.

The winning business will have demonstrated their importance to the local area through:

- Being a diverse and energetic business
- Making a real contribution to the community through jobs and services
- Enhancing the local area
- Going beyond the core activities of the business

Rural Enterprise

MEET OUR WINNERS

CLINKS CARE FARM

A unique and exceptional rural enterprise which has developed into an essential part of the local community through supporting the most disadvantaged.

clinkscarefarm.org.uk



SCHOOL OF ARTISAN FOOD

A hub of learning the traditional skills of food production, which is inspiring the next generation of bakers, butchers and chocolate makers.

schoolofartisanfood.org

Facebook @artisanschool



FUTURE ROOTS

The incredible impact working with animals in a therapeutic environment with dedicated and caring staff has on adults and young people alike is exhilarating to see.

futureroots.net

Facebook @futurerootscarefarm



GREEN & BLUE

Creating a range of innovative products for wildlife and nature and determined to make a real contribution to halting species decline in the UK, and beyond.

greenandblue.co.uk

Facebook @GreenandBlueUK



THE HIDEAWAY AT BAXBY MANOR

Providing an excellent opportunity for visitors to understand more about the countryside and farming, driven by an "eco-ethos" to leave virtually no environmental impact.

thehideawayatbaxbymanor.co.uk

Facebook @TheHideawayBaxbyManor



APPLEGARTH FARM SHOP & RESTAURANT

A unique rural enterprise that has grown into a business that now boasts a farm shop/deli, restaurant, and artisan/workshop cabins that support start-up rural businesses to grow.

applegarthfarm.co.uk

Facebook @Applegarth-Farm-173070932014



BLAENAFON CHEDDAR COMPANY

This rural enterprise was born from a determination to succeed, coupled with a passion for producing cheese that tells a story.

chunkofcheese.co.uk

Facebook @Rednaif



Category

LOCAL FOOD & DRINK

The local food & drink industry has experienced a growing interest from consumers in recent years, who are more mindful of supporting local producers and reducing their 'food miles'. These businesses are playing an integral role in supporting the rural economy and helping to grow the link between local people and local produce. This award celebrates those who are passionate about local produce and enhancing the local community.

The winning business will have demonstrated a passionate commitment to support 'local' through:

- Being a champion of local food and producers
- Putting the community on the map through the quality and diversity of produce being sold
- Saving or promoting a traditional local food that may otherwise have been lost
- Representing a positive story about rural life

Local Food & Drink

MEET OUR WINNERS

HEATH FARM

Their passion for what they do, and how they do it, is inspirational. From promoting rare native breeds to educating the next generation as to where food comes from, it's simply amazing.

heathfarmsuffolk.co.uk



QUEX BARN

It is wonderful to see this fine example of Kent's agricultural heritage, showcasing the best food and drink that the county has to offer, from marsh-fed lamb to local beer.

quexbarn.com

Facebook @quexbarn

QUEX BARN

BLUE TIN PRODUCE

They are hardworking, enthusiastic, ethical and professional, whilst keeping a very friendly, local feel to everything that they do.

bluetinproduce.co.uk



THE LAMBING SHED

The Mitchell family are from generations of farmers, and local food and produce is what they are passionate about.

thelambingshed.com

Facebook @TheLambingShedFarmShop



WELBECK FARM SHOP

Oliver Stubbins at Welbeck Farm Shop is driven by sourcing the best local artisan produce, and sources many products directly from the Welbeck estate.

welbeck.co.uk

Facebook @WelbeckFarmShop



COURTYARD DAIRY

Their enthusiasm for supporting small farmers making cheese in traditional ways is infectious. With a focus on the North of England, they source and champion local producers.

thecourtyarddairy.co.uk

Facebook @TheCourtyardDairy



SPECIALIST CHEESE REFINER AND PURVEYOR

NEWTON FARM FOODS

They proudly boast how local the produce they sell is, from rearing their own meats, to sourcing chocolate from the village they are based in.

newtonfarmfoods.co.uk

Facebook @NewtonFarmShop



ST DOGMAELS LOCAL PRODUCERS MARKET

A group of passionate and energetic food producers who ensure that shoppers leave with a smile on their face and great local food.

Facebook @localproducersmarket



GAME CHAMPION AWARD

At a time when everyone is talking about boosting the game meat market, the Countryside Alliance has introduced the award to honour excellence in promoting and marketing game to the general public. From the 11,000 nominations, the Countryside Alliance has chosen four businesses who we think are worthy of the title Game Champion.

The shortlisted businesses are:

VICARS GAME

Berkshire

Game is at the heart of this business which has grown from humble beginnings. Now game in the surrounding countryside area has a strong market. The quality and diversity of their products has attracted the attention of local customers, as well as the London restaurant market.



KINGS ARMS

Rutland

The Kings Arms is known for its game, and is the go-to place for the surrounding area. They supply themselves with as much game as possible throughout the year and the issue of conservation is high on their agenda, supporting initiatives to tackle invasive species like grey squirrels with the Red Squirrel Survival Trust.



SUTTON GAMEKEEPER

Cheshire

Game is what defines this pub. James has created something unique that not only promotes the use of game in cooking, but all of the additional benefits it provides to local businesses, landowners and people.



The Sutton Gamekeeper

BLAGDON FARM SHOP

Northumberland

Their dedication to game is incredible. With nine local people stalking for them, providing them with venison and birds from seven shoots, they are ensuring fantastic local game for this rural community. They are also putting their money behind this commitment, creating a bird processing plant, and are the only independent game processor in Northumberland.



THE CLARISSA DICKSON WRIGHT AWARD

The Clarissa Dickson Wright Award was instituted in 2013 with Clarissa's full knowledge and support. Her Award centres on her beliefs in campaigning, educating and prioritising slow food, taste, quality and support for our farmers and producers.

Clarissa's criteria

Husbandry: Focus on strong animal husbandry and butchery, support for slow and artisan food and a platform for the efforts being made to foster our farming heritage through measures such as protecting rare breeds.

Education: Farmers and producers need to help the public connect with their food. We should honour them when they get it right.

Campaigning: For businesses or individuals keen to educate, inform and ignite a passion for food, and not to sit and take bureaucracy and misinformation. This is the powerful heart of this award.

BLUE TIN PRODUCE

Oxfordshire

This is a family concern where everyone plays an important part in bringing fresh produce to local people. They are hardworking, enthusiastic, ethical and professional, whilst keeping a very friendly, local feel to everything they do. Emma and Ged never get tired of promoting new ideas and implementing them seamlessly. This small business deserves every success and recognition of their skills.



Blue Tin Produce

The shortlisted businesses are:

SCHOOL OF ARTISAN FOOD

Nottinghamshire

The School is a hub for learning the traditional skills of food production, which is inspiring the next generation of bakers, butchers and chocolate makers. Whether you are a passionate home cook or a semi-professional, the School has something for you. The tutors bring together expertise and passion alongside excellent business skills for those looking to set up their own food enterprise.



THE SCHOOL OF ARTISAN FOOD

HEATH FARM

Suffolk

Their passion for what they do, and how they do it, from promoting rare breeds, using old traditional husbandry, to educating the next generation as to where their food comes from, is amazing. Last year dog attacks pushed their business to breaking point, but it made them more determined to succeed and now they can add campaigning to their many talents.



About the Countryside Alliance

The Countryside Alliance is known for championing the countryside and defending the rural way of life, from food and farming, local businesses and services, to the injustices of poor mobile phone signal and broadband in the countryside. We represent the interests of those who live and work in the countryside and enjoy it.

With over 100,000 members and supporters the Countryside Alliance promotes and protects rural life at Parliament, in the media and on the ground.

Our vision is a future for the countryside which both preserves its traditional values and promotes a thriving rural community and economy; a countryside sustainably managed and sustainably enjoyed; a countryside where rural communities have equal access to the facilities and services enjoyed in urban communities; a countryside where people can pursue their businesses, activities and lives in a society that appreciates and understand their way of life.

countryside-alliance.org

