

Remarkable Local Producer

Recognises excellent local food producers, providing top quality produce to the local area and beyond.

Eligibility criteria

- Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.
- This category is open to producers, processors or growers of local food and drink products, vineyards, breweries, farms and co-operatives.
- Entries must demonstrate creativity in their use or production of local produce, how the produce is made available to customers, and creative marketing used to promote their product and the region.
- Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.
- Food related events and festivals are not eligible to apply.
- Businesses of all sizes can apply as this category is judged within the context and style of the business.
- Businesses that have been trading for at least three months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.
 - For the purpose of eligibility for this competition, 'trading' means serving customers. If the business has not been trading this long, then they will need to wait to apply to the competition in 2025/26
- Applications from a chain or group operator must relate to a single site and not multiple sites.

To consider in your application:

- Commitment to producing high quality local food and drink
- Attracting new and repeat business e.g. innovative promotional campaigns, use of social media
- Distinctiveness of product(s)
- Consistent quality in delivery and presentation of local product
- Innovation of the product promotion and getting it to market - be able to show the process from producing to the product reaching the customer.
- Engagement with supply chain and employment of local people
- Improvement and developments to the quality and range of products in the last two years including any awards
- Demonstrate commitment to delivering excellent customer service
- Any efforts made towards sustainability and green credentials

Local Producer Application:

Applicant & Business Details		(Not scored)
Applicant's Name		
Applicant's Job Title		
Applicant's Phone Number		
Applicant's Email		
Business Name Give the name you use when promoting your business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.		
Business Address		
Closures during judging period (the judging period runs from 18 th August to 22 nd October 2023)		
Promotional description Provide a promotional description of your business. <ul style="list-style-type: none"> • Focus on its strengths and stand out features • Write your description with regard to this category • This wording will be used in PR and awards literature if you are short listed as a finalist • Wording provided is subject to edit • 120 word maximum 		
Promotional images		

Provide up to three landscape high resolution photos.

- Photos should relate to this category
- Photos should not be edited in any way e.g. embedded text or logos, a collage
- Only include photos that you own the copyright for
- If the photo requires a credit e.g. photographer, please provide details
- These photos will be used in PR and awards literature if you are short listed as a finalist

Online presence & reviews

(this section is 30% of the final score)

- Social Media & Website = 20%
- Online Reviews = 10%

Provide links to your online presence, which will be reviewed and scored by judges in addition to your answers to the four questions. Other sites may also be checked.

As part of this review, judges will be looking for evidence of your commitment to Accessible and Inclusive Tourism and Ethical, Responsible and Sustainable Tourism.

Enter the website URL here.

Accessibility & inclusivity information

Provide links to your accessibility and inclusivity information.

Enter the accessibility & inclusivity information URL here.

Sustainability information

Provide links to your sustainability information.

Enter the sustainability information URL here.

Provide links to all business pages/profiles on Facebook, Instagram etc. and X (formerly Twitter) handles

Enter the social media URL here.

Online review sites

Provide specific links to customer review listings for your business e.g. TripAdvisor, Facebook, Booking.com, Google, Euan's Guide, UpFront Reviews

Enter the online review URL here.

Your Top Qualities

Tell us about 5 ways in which your business is impressive compared to your competitors (500 words maximum)

- Location and style of the business
- what makes your product range unique or exceptional.
- Do you have any special sustainable practices/measures to account for environmental, social and economic factors including supply chain and employment of local people.
- Facilities and welcome for people with a range of accessibility requirements
- How you care for your team
- Promoting East Yorkshire through your product(s)

Your Recent Improvements

Tell us about 5 ways in which you have developed your business and/or improved the customer experience over the last two years (500 words maximum)

- What is special about your customer service.
- Has your customer feedback or industry trends influenced what you offer
- What induction and training do you carry out to improve skills for you and your team.
- Were improvements made as a result of customer feedback
- How has your products/range adapted over time
- Expansion, upgrade of facilities, enhancements to your services
- Approximate date of improvement

Your results

Tell us about 3 successes from the last year, providing figures where relevant (300 words maximum)

- Give examples of promotional activities undertaken and what effect this has had.
- Whether you are able to attribute success directly to any of the improvements that you've made (mentioned in Question 2)
- Percentage increase in occupancy levels/visitor numbers, sales, customer satisfaction and wastage reduction
- Percentage increase in online sales/bookings
- Business generated from marketing activity
- Growth of social media following and engagement
- Increase in repeat business

- The significance of the level of impact on your business

Your Future Plans

Tell us about three ways you will develop and promote your business over the next year and the reasons why (300 words maximum)

- Are you working on any special sustainable practices/measures to account for environmental, social and economic factors including supply chain and employment of local people.
- Continued adaption, diversification and resilience
- Expansion, upgrade of facilities, enhancements to your services
- Improving the skills of you and your team
- Marketing and PR, including partnerships with other businesses
- Operational efficiency