**2024/25**



# **Producer Awards**

*Recognises Lancashire businesses that produce Lancashire food or drink and champion Lancashire distinctiveness.*

***You must select one of the following categories to enter based on your core product.***

***Pantry, Preserved and Ready To Eat****: Confectionery, condiments, preserves, prepared sweets and desserts, prepared spice mixes and pastes, ambient or frozen & ready to eat.*

***Bakery, Pies & Pastries****: Artisanal producers and manufacturers of bread, biscuits, pastries, cakes, savoury & sweet pies.*

***Drinks producer****: Artisanal producers and manufacturers of beers, wines and spirits, cordials, soft drinks – all hot and cold beverages!*

***Fish, field & Dairy produce****: growers, producers and manufacturers of fresh, cured and smoked meat, cooked meats, ice cream, cheese, yogurts and other dairy, fresh, cured and smoked fish, vegetables, herbs, fruits.*

**This sample application form is for information only and all applications must be made via the online application system.**

|  |
| --- |
| **Eligibility Criteria** |
| Business must be based in Lancashire, use Lancashire ingredients or champion Lancashire food and drink in a prominent way.  |
| * They will demonstrate a dedicated promotion of Lancashire through their product and routes to market
* They may or may not have a visitor, experience, education or retail element to their food business as well..
* The judges will be looking for creativity in the use of quality local ingredients, materials and/or methods
* Businesses of all sizes can apply as this category is judged within the context and style of the business.
 |
| Businesses of all sizes can apply as this category is judged within the context and style of the business. |

## Applicant & business details

(not scored)

**Applicant’s name:**

Enter the applicant’s name here.

**Applicant’s job title:**

Enter the applicant’s job title here.

**Applicant’s phone number:**

Enter the applicant’s phone number here.

**Applicant’s email:**

Enter applicant’s email here.

**Business name:**

Name of business application relates to. Give the name used to promote the business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.:

Enter your business name here.

**Business address:**

Enter your business address here.

**Promotional Description**

Provide a promotional description of your business.

* 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

Enter the promotional description here.

**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 third-party 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

## Background

(not scored)

**Briefly outline the story of your business (250 words maximum).**

Judges will be looking for:

Where your food and drink passion has come from.

How you began

Length of time business has been under current ownership

Target market(s) and typical customer profile

Routes to market

Key milestones in developing the business Indication of size of business

Enter information on the background of your business here.

**No of staff**

Enter the number of staff here.

**Age of business**

When did the business relating to this application start trading?

Note: For the purposes of eligibility 'trading' means serving customers.

**Number of products in range**

**List any awards, ratings, accolades received in the last two years. Include the title, awarding body, level and date achieved.**

Enter information on any awards, ratings or accolades here.

## Online presence & reviews

(this section is 30% of the final score)

**Please provide links to your online presence, which will be reviewed and scored by judges in addition to your answers to the four questions.**

**Website**

Enter the website URL here.

**Sustainability information (**Provide links to your sustainability information.**)**

Enter the sustainability information URL here.

**Social Media Platforms**

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

Enter social media platforms here.

## Question 1 - Your Top Qualities

(this question is 20% of the final score)

**What makes your product unique and a proud Lancashire product? Tell us about up to five ways in which your business or products are impressive compared to your competitors (500 words maximum).**

**Describe the unique selling points, strengths and essence of your business. One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):**

* Sourcing of ingredients - use and promotion of local suppliers and locally grown, produced or home-made produce
* Quality of your core product and customer experience
* The use and development of regional specialities
* Production methods
* How do you champion Lancashire through marketing and packaging?
* Innovative marketing and PR, including partnerships with other businesses
* How you care for your team - staff development and training.
* Community engagement
* Routes to market.
* Added extras that delight your customers Innovative adaption, diversification and resilience building
* Managing and improving environmental, social and economic impacts - For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing

Enter answer to question 1 here.

Links to relevant supporting evidence online (optional):

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.

## Question 2 - Your Recent Improvements

(this question is 20% of the final score)

**Tell us about up to 5 ways you have improved or developed the product and the business over the last two years (500 words maximum).**

Explain your reasons for making the improvements and indicate which parts of the business are impacted. One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

(Only include examples of improvements undertaken in the last two years.)

* Developing the product offering with regard to providing regional specialities.
* Sourcing of ingredients
* Marketing and routes to market
* Development in production and packaging methods.
* Distribution Manufacturing / production capacity, expansion, upgrade of facilities, enhancements to your services
* Promotional initiatives e.g. new website Improving the skills of you and your team
* Managing and improving environmental, social and economic impacts - For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing
* Innovative adaption, diversification and / or resilience building
* Reasons for making the improvements e.g. driven by customer feedback
* Approximate date of improvement

Enter answer to question 2 here.

Links to relevant supporting evidence online (optional):

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity.

Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.

## Question 3 - Your Results

 (this question is 15% of the final score)

**Thinking of how you measure success, Tell us about up to 3 business related or product related successes from the last 12 months? (300 words maximum).**

Judges will be looking for detailed examples of successes from across the business.

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

* Whether you are able to attribute success directly to any of the improvements that you’ve made (mentioned in Question 2)
* Percentage increase in sales, customer satisfaction and wastage reduction Increase in repeat business
* Business generated from marketing activity
* Achievements in online activity e.g. unique visits to website
* Growth of social media following and engagement
* Manufacturing / production capacity
* New routes to market
* The significance of the level of impact on your business

Enter answer to question 3 here.

Links to relevant supporting evidence online (optional):

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity.

Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.

## Question 4 – Your Future Plans

(this question is 15% of the final score)

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

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

* Product development and range expansion
* Sourcing of ingredients
* Continued adaption, diversification and resilience building.
* Managing and improving environmental, social and economic impacts - For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing
* 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
* New routes to market

Enter answer to question 4 here.

Links to relevant supporting evidence online (optional):

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity.

Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.