

Remarkable Local Producer Award

Recognises remarkable local food producers working within the tourism industry to provide top quality produce to the local area and beyond.

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

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.
- Entries must demonstrate their impact on tourism which could include:
 - offering visitor experiences
 - showcasing the region
 - reaching the visitor through their products
 - showcasing the locality of ingredients
- 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.
- Businesses that offer an immersive visitor experience may also consider entering the Remarkable Experience of the Year category (please see experience category for eligibility criteria).

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
- How your product/business has an impact on tourism from visitors to the region or showcasing the region elsewhere
- Sense of place in terms of you produce/business representing the region
- How your product reaches the visitor? Do you offer a visitor experience or is your marketing aimed to create awareness of the region.
- 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 regenerative tourism

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 1st September 2025 – 31 st October 2025)		
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

Background

(Not scored)

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

For example:

- Length of time business has been trading and time under current ownership
- Target market(s) and typical customer profile
- Key milestones in developing the business
- Indication of size of business
- Number of staff employed, if any

Enter information on the background of your business here.

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

For example:

- Successes in this competition and the VisitEngland Awards for Excellence
- Specific Dog Friendly accolades
- TripAdvisor Traveller's Choice Award
- Green Tourism award
- VisitEngland quality assessment, local quality accreditation

Enter information on any awards, ratings or accolades here.

There is no requirement for your business to be quality assessed. However, if you have an independent quality assessment/mystery shopping report from the last two years, you might wish to upload it here (optional).

Enter information on any quality assessments here.

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.

Question 1 - Your Top Qualities

(This question is 20% of the final score)

Tell us about up to 5 ways in which your business is remarkable compared to your competitors. Why do visitors choose your product and how does your product reach people from outside the region?

(500 words maximum)

Describe the unique selling points, strengths and essence of your business. Judges will be looking for detailed examples of quality from across the business and evidence that your produce/product is excellent. One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area) and you may have more:

- Location and style of the business
- How does your product/business impact tourism:
 - offering visitor experiences
 - showcasing the region
 - reaching the visitor through their products
 - showcasing the locality of ingredients
- 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 and staff training you undertake to
- Promoting East Yorkshire through your product(s) and getting your product to market.

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 to this question 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 in which you have developed your business and/or improved the customer experience over the last two years

(500 words maximum)

Explain your reasons for making the improvements and indicate which parts of the business are impacted. Judges will be looking for examples of improvements 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) and you may have more:

- What is special about your customer service and how the customer experiences your product.
- How has your product developed.
- 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.
- Use of digital technologies such as automated services, robotics and artificial intelligence (AI)
- 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 to this question 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)

Tell us about 3 successes from the last year that relate to meeting the needs of the customer, excellence of product and impact on tourism. Provide figures where relevant

(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) and you may have more:

- 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 including the locations of 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

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 to this question 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 to meet the needs of the visitor over the next two years and the reasons why

(300 words maximum)

Judges will be looking for detailed examples of future plans from across the business with a clear rationale. One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area) and you may have others too and you may have more:

- Expanding the audience your product reaches
- 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

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 to this question 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.