

# Makers and Producers Award

*Recognises makers and producers whose high-quality, locally made products create a unique and memorable experience that enhances Cumbria's visitor offer.*

**\*\* Eligibility criteria and questions for information only \*\***

**ENTER ONLINE at [www.cumbriaawards.co.uk](http://www.cumbriaawards.co.uk)**

This is a sample application form only to help you understand the questions. You may complete, print and share it with colleagues before cutting and pasting your final answers into the online entry form.

Full **Terms and Conditions of Entry**, including any associated fees, can be found online at [www.cumbriaawards.co.uk](http://www.cumbriaawards.co.uk) and should be considered before completing your application.



Cumbria Tourism  
At the heart of our visitor economy

*in association with*



## Eligibility Criteria

- Making a contribution to the visitor economy with a significant proportion of business generated by visitors purchasing this/these product(s) online and in destination
- Product(s) may be a craft item, food or drink
- Product(s) must be made or produced in Cumbria
- Product(s) must be sold/appeal to both domestic and overseas visitors.
- 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

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 17<sup>th</sup> February to 30<sup>th</sup> June)

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

<ul style="list-style-type: none"> <li>• Wording provided is subject to edit</li> <li>• 120 word maximum</li> </ul>	
---	--

<p>Promotional images Provide up to three landscape high resolution photos.</p> <ul style="list-style-type: none"> <li>• Photos should relate to this category</li> <li>• Photos should not be edited in any way e.g. embedded text or logos, a collage</li> <li>• Only include photos that you own the copyright for</li> <li>• If the photo requires a credit e.g. photographer, please provide details</li> <li>• These photos will be used in PR and awards literature if you are short listed as a finalist</li> </ul>
---

<b>Background</b>	<b>(Not scored)</b>
-------------------	---------------------

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

- Judges will be looking for:*
- Length of time business has been 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

--

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

- For example:*
- Great Taste Award

--

<b>Online Presence &amp; Reviews</b>	<b>(This section is 30% of the final score)</b>
--------------------------------------	---

--

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

Website (10%)

Social Media Platforms (10%)

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

Online Review Sites (10%)

Provide specific links to any customer review listings for your business relating to your wedding offer e.g. TripAdvisor, Booking.com, Google, Euan's Guide

**Question 1 – Your Top Qualities**

This question is 20% of the final score

Tell us about up to **five** ways in which your consumer product/s is/are impressive compared to your competitors (500 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):

- What makes you unique e.g.:
- Materials/ingredients used to make the product(s)
- How you care for your team
- Use of local suppliers centred on locally sourced produce
- Innovative marketing, branding PR, including partnerships with other businesses
- Managing and improving environmental, social and economic impacts

1.

2

3.

4.

5.

Links to relevant supporting evidence online (optional):

You will not be penalised if you have not included supplementary evidence. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

## Question 2 – Your Recent Improvements

This question is 20% of the final score

Tell us about up to **five** ways in which you have developed your business and/or improved the consumer experience over the last two years (500 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):

- Promotional initiatives e.g. new website
- Improving the skills of you and your team
- Sustainability and accessibility improvements
- Expansion, upgrade of facilities, enhancements to your services
- Reasons for making the improvements e.g. based on customer feedback
- Approximate date of improvement

1.

2.

3.

4.

5.

Links to relevant supporting evidence online (optional):

You will not be penalised if you have not included supplementary evidence. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

## Question 3 – Your Results

This question is 15% of the final score

Thinking of how you measure success, tell us about **three** successes from the last year (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):

- Whether you can attribute success directly to any of the improvements that you've made
- Percentage increase in sales, customer satisfaction and wastage reduction
- Increase in repeat business, recommendations or referrals
- Business and reach generated from marketing activity

<ul style="list-style-type: none"> <li>• Growth of social media following and engagement</li> </ul>
1.
2.
3.
<p>Links to relevant supporting evidence online (optional):          You will not be penalised if you have not included supplementary evidence. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.</p>

<b>Question 4 – Your Future Plans</b>	<b>This question is 15% of the final score</b>
<p>Tell us about <b>three</b> ways you will develop and promote your business over the next year (300 words maximum).</p>	
<p>One or more of the following example areas may be relevant to address in your answer. (It is not mandatory to cover every area):</p> <ul style="list-style-type: none"> <li>• Sustainability and accessibility improvements</li> <li>• Expansion, upgrade of facilities, enhancements to your services</li> <li>• Improving the skills of you and your team</li> <li>• Marketing and PR, including partnerships with other businesses</li> <li>• Operational efficiency</li> <li>• Sustainability and accessibility improvements</li> </ul>	
1.	
2.	
3.	
<p>Links to relevant supporting evidence online (optional):          You will not be penalised if you have not included supplementary evidence. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.</p>	