



The SCOTTISH RURAL AWARDS Nomination Criteria 2016

General Criteria

The Scottish Rural Awards have been developed from the Scottish Countryside Alliance's Rural 'Oscars' and The Scottish Field's desire to expand the categories to reflect the high level of excellence found in rural organisations throughout Scotland and celebrate their effect in enhancing rural communities and inspiring others by their example.

The criteria for nominations is very broad in the first instance, an organisation or person can nominate themselves or be nominated by others, whether clients, colleagues, family or friends, however in order to proceed to the next stage where the Awards team filter through the nominations to find the 6 finalists, it is the quality of the written nominations, the identification of what that nominee does that's either unique or different in idea and or in execution that sets them apart, and what enhancement does that nominee create for the Countryside as a whole.

For example:

2013 Scottish Countryside Awards Butcher Category: all the finalist were excellent butchers, the quality of their meat and service was exemplary, the winner however turned a potential disaster into an opportunity and benefitted not only themselves, but protected the brand and its standing within the UK community as a whole.

The quality of the written nominations as well as the number will have the greatest influence on moving that business to the second stage

2nd Stage:

Upon receiving a nomination the nominated business, organisation or individual will be sent a request for information form, which will be used alongside the nominations to give the Awards team as much information as possible.

The Awards team's job is to present 6 finalists to put before the judging panel for each category with their own comments which may have been included by a visit to the organisation/individual.

3rd Stage

The Judging panel then discuss and discount up to three of the six finalists awarding Winner, Runner Up and Highly Commended to the successful remaining finalists.

The final stage is where up to 6 finalists from each category (if indeed there are) will be invited to attend a stunning Award Ceremony and Gala Dinner being held at Our Dynamic Earth on 24th March 2016. Last year's event was such a success we have had increase capacity to cope with demand. *All friends and supporters of the finalists are very welcome and even essential to give a well earned boost to those on the final stages of Scotland's most prestigious Rural Awards Ceremony.*

Our 2016 categories encompass all aspects of rural life, from aquaculture to tourism, food and drink to education.

All categories **including** the Rural Hero and Lifetime Achievement awards are open to businesses, organisations and individuals to receive nominations from customers, employees or through self-nomination.

1. Rural Enterprise

This new category for 2016 is designed to recognise enterprise and entrepreneurship wherever it may lay. Open to all individuals, businesses and/or organisations, nominees must have found success in developing an existing business or practice, successfully re-inventing, re-interpreting or adapting an existing business or practice, or finding success by applying unique methods to an existing business or practice.

2. Business Start Up

The Scottish Rural Awards are looking for innovation, application and inspiration from ANY new businesses trading under 24 months prior to 20th November 2015

3. Rural Hero – *Sponsored by **Chiene + Tait**, The Chartered Accountants*

This category can be nominated by a friend, colleague, family member or anyone else (except the Rural Hero themselves). The Scottish Rural Awards will ask the following questions in their pursuit of Scotland's Rural Hero:

- a) What makes this individual remarkable?
- b) What is the impact of this individual on others?
- c) Being specific, detail why the term 'Hero' should be applied to this individual.

4. Education – *Sponsored by **Strathallan School**, Opportunities for ALL to excel*

The Scottish Rural Awards recognises all aspects of education as being vital to a productive and progressive rural society, so bearing in mind the vocational environment involved in education - what marks this organisation or individual deserving of this award?

5. Rural Tourism and Hospitality – *Hospitality, Visitor Centre or Attraction Sponsored by **hwenergy** the Biomass Heat Specialists*

Bearing in mind Rural Tourism and Hospitality is as much about communication and attraction as well as visitor numbers, what marks this nominee different to others – i.e. success, innovation, development, interaction, education? How do nominees work within their community, how do they engage with their local resources and what value they bring to the area in terms of local suppliers, employment, integration and positive development?

6. Aquaculture

Vital to ensure its viability and sustainability, the inshore coastal waters must be managed with the same approach to biodiversity as on land. Nominees who display enterprise and ingenuity, either by managing in-shore resources or indeed developing on-land aquacultural enterprises, will be of great interest to the Scottish Rural Awards.

7. Business Diversification

Key to thriving in a rural business is the ability to focus, re-focus and even change tack in order to stay ahead of the competition or even the times. We have all seen the demise of core businesses who have failed to adapt to the many pressures in business, and often compounded in the countryside by poor communication, transport links or even skilled labour. The winning business here will be the one who has thought outside the box, not only to survive, but to succeed to the benefit of all.

8. Conservation and the Environment

The Scottish Rural Awards take a realistic view of what conservation means and what can be and is being achieved right now. This award will be given to the organisation, business or Individual who goes beyond the requirements of the law - creating, developing, innovating and succeeding in enhancing the countryside by sustainability, protection, rescue, introduction or re-organisation.

9. Agriculture

Open to all agricultural businesses, this award is about enhancing, protecting, managing and developing the countryside's rural resources. It will especially recognise those businesses whose ultimate goal is to manage effectively and considerately the man-made and wild environment

10. Artisan Food

Primarily aimed at food producers and retailers, artisan food seems to encompass the type of food production which was normal prior to mass-production. So if artisan means small production, or specialisation, then so be it - but it should also have elements which champion 'local food' and support other local producers. Asking the following questions:

- a) Has the community been put on the map by the quality and diversity of local produce being sold, and breathed life into the community/local economy?
- b) Is there a passionate commitment from the retailer?
- c) Has this retailer saved or promoted a traditional local food that may otherwise have been lost?
- d) Would winning this competition reward a really special enterprise and tell a positive story about rural life?

11. Artisan Drink

The other companion in nourishing the soul, artisan drink is again an indication of craftsmanship. This award is designed to recognise the hard work, innovation, experimentation and development of all beverages. Success in the marketplace is measured by the message and style of the product, company or individual, not necessarily on number of units sold.

12. The Scottish Rural Lifetime Achievement Award

Specifically awarded to an individual whose impact over time has enhanced the lives or environment of others, without whose efforts a significant detriment or deficit would have been effected. Lifetime Achievement does not mean the individual has finished in their endeavours, but it does recognise that the individual has committed a significant proportion of their life to those endeavours.

All enquiries to info@scottishruralawards.org - **Please type the Category in the Subject line of any emails**