

Sample questionnaire

This preview may not be exactly what you see when you start your application/assessment. The list of questions will be tailored to suit your line of business. The preview also excludes the **Carbon Audit Tool** and the important **Action Plan** element.

When completing your questionnaire, you will be shown guidance at times and can also request help from your assessor.

Section 1

1.2 a) Brief description of your business/activity, facts and figures, location, special features. Who are your customers?

1.2 b) When did you start?

1.2 c) Tell us about your awards, assurance schemes and achievements, Star ratings, farm assurance, animal welfare schemes

1.2 d) Describe in 50 words how you feel about the environment and Staffordshire.

1.2 e) Any other information relevant to the SEQM

1.3) Will you, through your business activity? a) Work collaboratively with businesses in other sectors by using and promoting their products and services b) Safeguard natural resources c) Protect and enhance the local built and natural environment d) Invest in the wellbeing of your staff, local communities and the wider global community e) Actively help safeguard and improve the special characteristics of the region?

1.4) Are you compliant with all relevant regulations and legislation including planning regulations?

1.5) Are your personnel clean, appropriately presented and friendly? Are your premises free from waste materials and discarded items?

1.8) If you are a farmer/land manager, are you cross compliant?

1.9) If you are a farmer/land manager, which baseline, entry level or higher-level scheme are you in?

1.10) If you are a farmer/land manager, what was the date of your last Rural Payments Agency visit?

Section 2

- 2.1) How do you show potential customers and visitors what you are doing and how your region is special?
- 2.2) How do you show customers what you are doing to reduce your environmental impact and how your region is special?
- 2.3) How do people reach you and how does that make your region special? How do you distribute your products in an environmentally sensitive way?
- 2.4) Consider the visitor or customer's view: Appearance and condition of buildings, Signs/lighting, Storage of materials/waste.
- 2.5) How will your customer or visitor be aware of your involvement/ support of disadvantaged people? Do you cater for people with special needs? Do you have well maintained footpath/stiles?
- 2.7) In the place where you meet people; your 'customer interface', what facilities are there to allow them to make green decisions and look after your region?
- 2.8) How do you reduce the negative impact of your cleaning processes? How does the customer know?
- 2.9) What you are doing to reduce the negative impact of this? Supplier screening? Recycled products? Transporting purchases? How does your customer know?
- 2.10) How do you celebrate the environment and your region? How can the customer make choices that contribute to its care?
- 2.14) What do you do to support your region 's valued characteristics? How are you safeguarding and sharing these? How does the customer or visitor enjoy, learn about and contribute to your region's environment?
- 2.15) What do you do to support your region 's heritage and culture? How does the customer or visitor enjoy, learn about and contribute to your region's local heritage and culture?
- 2.16) How do you and your staff keep up to date with your region's initiatives and new environmental ideas? How do you keep your work-related skills up to date? Training attended?
- 2.17) Do you employ local people? How do you look after your employees? How can they make suggestions? How do your customers or visitors know?

2.18) How do you support your local community? How do people know? How can the customer or visitor contribute too?

2.19) How does your business work with other EQM and environmentally sensitive/local businesses? How do your customers and visitors know?

2.20) How does your business support the community beyond your local community? How will your customer or visitor be aware of your involvement/ support of the global community? How can they contribute too?

2.21) How can your customers and visitors give you their feedback and share their ideas with you about environmental issues and keeping your region special?

2.22) Other EQM activities or innovations that help people to love your region.

Section 3

Section 3 is the Carbon Audit Tool, which isn't shown in this preview document.

Section 4

4.1) How can EQM support your business?

4.2) How will you contribute to the EQM scheme?

4.3) Can you give us any feedback on how you have found the process of applying for the EQM Award?