

# **Independent Retailer of the Year**

## **Award Overview**

This award recognises the key role played by independent retailers in contributing to the local economy.

Nominations will be restricted to small stores in any sector that operate in a maximum of three locations within the district and are owned by an individual, a family or a two person partnership. By small, we mean business who have less than 50 employees.

## **Main judging criteria**

Businesses will evidence the quality of their product, customer service satisfaction, including value added, promotional events and their digital / social presence.

Retailers will demonstrate their commitment to driving change by improving the sustainability of their operations, including how the business performed during the last 12 months. Businesses that understand their customers' requirements, businesses that provide diversity and variety to the high street, employment, support the local community, make use of technology to improve their business and enhance the customer experience.

A business that stands out from the competition.

Finalists will be able to demonstrate a positive impact to the environment, marketplace, workplace and community.

## **Evidence Requirements**

May include any of the following:

- Previous awards won.
- Average weekly sales.
- Profit margin.
- Opening hours.
- Year-on-year sales variation and services provided.
- Customer satisfaction reviews.
- Demonstration that the business performance is sustainable in the long term.