**Kirks Quality Foods logo and Skegness Chamber logo**

**Skegness Business Awards 2019**

**Retailer of the Year Award - sponsored by Kirks Quality Foods**

**How to Enter this category**

Retail nationally may be having a difficult time but Skegness and surrounding areas have many retail businesses that do a first class job and are highly valued by local people. If you wish to nominate a retailer for this award please provide their name and contact details and we will follow up with them. If you are a retailer you can nominate yourself. Both of these can be done on this entry form.

To enter yourself we need information so that the judges can shortlist those that best meet the judging criteria. The more information you can provide the better and to help you we have posed some questions for you to structure your entry. Alternatively if you are nominating someone else you only need to provide their contact details so that we can follow up with them directly.

The judges will be identify three finalists from the written submissions. Applicants will be advised if they have been successful as soon as possible after the closing date and a judges visit will be arranged with the three finalists. The visit will enable the judges to determine their winner. Each finalist will receive a certificate and 2 complimentary tickets to the Awards Ceremony on 29th November 2019 at the Southview Hotel where the winner will be announced.

The closing date for entries is 25th September 2019. Entries can be submitted 1) online, email [info@skegnessbusinessawards.co.uk](mailto:info@skegnessbusinessawards.co.uk) 3) post or by hand - Fix Auto Skegness, Grantham Drive PE25 3RN

**Information to Provide**

Business Name

Contact Name

Business Address

Contact tel no

Contact email

Website address

These questions are to help you structure your entry. By answering these questions you will be giving the judges information to gain the best insight into your business and its qualities so that they can identify a shortlist. Please focus on quality information over quantity.

1. When did your business start, who operates it, what are the key products /services offered.
2. Describe how your business contributes to the retail offer in Skegness.
3. What are the challenges and opportunities and how are you responding to them.

**- Judging Criteria Category – Retailer of the Year**

**Awards Overview**

This award is to recognise the importance of retail business to the Skegness economy. It is open to any retailer of any size that operates out of premises. Market stalls are excluded from this category.

**Main Judging Criteria**

Judges will be looking for a business that has an attractive business offering. The business will have a clear and confident product / services offer that stands out and stands up for quality and service.

Judges may make a Mystery shopping purchase as part of the judging process.

**Evidence Requirements you might wish to include.**

Management will be able to articulate a clear understanding of their retail proposition and the contribution the businesses makes within the whole retail offer of the town.

Demonstrate customer satisfaction.

Social Media feedback

Demonstrate a knowledge of the challenges and opportunities in their sector.

Demonstrate a long-term commitment to the town.