



# BEST SMALL SHOPS COMPETITION 2020

## Entry Guidance for Shops

Independent retailers from all retail sectors across the UK are invited to enter the Best Small Shops competition 2020. The most impressive applications will be shortlisted and in for a chance to win one of 5 awards announced in November 2020.

These guidelines are intended to help with your entry and give you insight into what the judges will be looking for. To enter the competition visit [www.bestsmallshops.uk](http://www.bestsmallshops.uk).

**We strongly recommend backing up all of your answers in a separate document before submitting them on the website.**

### What makes you the UK's Best Small Shop?

*Maximum 750 characters*

The judges will be looking for evidence of:

- Good levels of customer experience in their shop
- Initiatives that reward customers
- Width of choice of products and/or services
- Convenience for shoppers
- Charitable programmes
- Initiatives in place to protect or improve the local environment e.g. reducing pollution, recycling, reducing plastic use, protecting wildlife
- Embracing new digital technology
- Marketing and PR outreach, this could include links to social media and external websites
- Innovation within your business
- How you've adapted to meet the demands of a modern consumer

### Tell us how you engage with the local community

*Maximum 750 characters*

The judges will be looking for evidence of:

- Supporting or promoting other small local businesses in their area
- Improving the overall customer experience in their community
- Initiatives that help to drive footfall in their local area
- Adopting technology that has been developed for their local retail community
- Actively engaging with their community with events or unique experiences
- Providing a place for people to interact and connect

### Tell us about your plans for the future

*Please note we will not display this section on the Indie Retail directory, it will only be available to the judges.*

The judges will be looking for evidence of:

- Plans in place to help enhance their local area
- Plans in place to use digital technology to boost retail performance, footfall and connectivity
- Plans to evolve to meet the future needs of their local community and customers
- Plans for future growth or diversification

### Tell us how you have demonstrated innovation throughout COVID-19

*Maximum 750 characters*

The judges will be looking for evidence of:

- Specific innovation to combat the impact of COVID-19
- Safety of staff and customers was maintained
- How the business diversified to maintain trading
- If the shop was enforced to close what strategies were adopted to continue trading
- Plans put in place to retain communications with the local community
- Initiatives to reach a new customer base



You can support your entry with images and web links, these should help to reflect your shop and achievements, e.g. shop front images, customer testimonials, press releases, videos or social media posts.

For any further information you can get in touch by emailing [info@indieretail.uk](mailto:info@indieretail.uk).