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| Cirencester Chamber of Commerce Business Awards 2025 | | |
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| **Retailer of the Year** | | |

This award recognises outstanding local retailers that are the heartbeat of Cirencester and its surrounding areas. It recognises **independent retailers**—whether operating from a physical shop, online, or both—who deliver exceptional products, customer experiences, and service.

Judges will be looking for retailers who:

* Offer a diverse, high-quality product range and embracing innovative practices.
* Deliver exceptional customer service, customer experiences and inspire loyalty.
* Make a significant contribution to the vibrancy of the local economy.
* Evidence of growth, achievements, or improved performance.

Show us how your retail business helps make Cirencester thrive!

**Checklist for Entrants**

To complete a strong entry, ensure you include:

* A concise overview of your business and what makes it unique.
* Clear examples of how you deliver excellent customer service and satisfaction.
* Details of your product range or services, with examples of innovation.
* Key business achievements or measurable success over the past 2 years.
* Examples of your contribution to the local community and economy.
* High-quality customer testimonials or reviews.
* Visuals that bring your retail business to life, such as photos of your store, events, or products.

1. Provide a short overview of your retail business, including what you sell, your target customers, and whether you operate in-store, online, or both (Max 100 words)
2. Share your approach to customer service, examples of how you go above and beyond for your customers, and any initiatives you’ve implemented to ensure customer satisfaction. (Max 200 words)

1. Highlight the quality, creativity, or innovation in your offerings. Include any sourcing practices, local partnerships, or bespoke products that set you apart. (Max 200 words)
2. Share measurable achievements such as increased sales, customer growth, awards, or new initiatives. Focus on how these successes contribute to the local economy. (Max 200 words)
3. Describe your impact on the local area, such as supporting local suppliers, hosting events, collaborating with other businesses, or engaging in community or charitable initiatives. (Max 200 words)
4. Include any reviews, comments, or testimonials that support your entry. (Max 1 side of A4 or a link to a document or webpage)
5. Share visuals that showcase your retail business. Include photos of your shop, products, or events that illustrate the personality and quality of your business. (Max 2 sides of A4 or a link to a document or webpage)

[Grab your reader’s attention with a great quote from the document or use this space to emphasise a key point. To place this text box anywhere on the page, just drag it.]