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Welcome to the Retail Awards Liverpool 2017

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www.retailawardsliverpool.co.uk

It's with great privilege that Liverpool ONE and Liverpool BID Company announce the first ever Retail Awards Liverpool 2017.

The impact that retail has had on the city's economy is undeniable; something that has seen Liverpool rise to the top of the list of must see retail destinations in the UK and more and more people choosing Liverpool over any other city to shop.

With the UK's fast growing economy outside of London*, Liverpool's retail offer is constantly evolving, bringing with it new and exciting brands never seen before in the city.

The Retail Awards Liverpool will recognise outstanding retailers within the city centre; both big and small and those going the extra mile in the realms of customer service and innovation.

Benefits to potential sponsors include access to the city's most influential and successful retailer leaders. As a category judge and guest to the event you can also enjoy valuable brand exposure.

The Awards are free to enter and winners will be chosen by an independent judging panel of experts, with those shortlisted invited to attend our grand awards ceremony at the iconic Liverpool Anglican Cathedral.

We'll also put the fate of two categories in shoppers' hands, with the Retail Icon of the Year and the Customer Service Award winners chosen by public vote.

The glittering awards ceremony will take place on Thursday 23 March 2017 and include entertainment and a retail runway unlike anything you've ever seen – so dress to impress!

Nominations open on 20 July and tickets go on sale from October. With submissions, sponsorship opportunities and the evening celebration, there's plenty of ways to get involved.

So don't miss out! Mark the key dates in your diary and talk to us about your involvement in this celebration of the city's best retail experiences.



*Reference: Liverpool Vision 2014

Key Dates

20 July 2016

Nominations open

Visit the website, select your category and start showing off!

3 October 2016

Closing date for all entries

Argh don't miss the deadline – get your entries in by 5pm

13 October 2016

Shortlist announced and tickets go on sale

Whether you're a nominee or hate to miss a party, avoid disappointment and book your tickets early

**13 October until
4 November 2016**

Public voting opens for the following awards:

- Customer Service Award
- Retail Icon of the Year Award

Have your say and vote in two of our categories

12 January 2017

Final judging

Fingers crossed!

23 March 2017

Awards celebration evening

Put on your best outfit to celebrate Liverpool's first ever Retail Awards!



Award Categories

IMPORTANT

Please note, nominated stores for all categories must have at least one store based within Liverpool city centre. This can be defined as the perimeter covering the area between Leeds Street to Upper Parliament Street and The Strand to Brownlow Hill. Retailers based outside of this perimeter are not eligible.

★ 1. Best National Retailer

This will be awarded to the Best National Retailer in Liverpool. From high street to designer brands, judges are looking for the store customers can't afford to miss, that has had great performance over the last 12 months or is doing wonders for the world of retail in Liverpool.

The Judges are looking for a store that celebrates the Liverpool shopper and champions the city brand.

★ 2. Best Independent Retailer

The winner of this award will be Liverpool city centre's best independent retailer. A unique store that's loved by locals, employs the best and has grass roots within the city.

This award will recognise the store that brings people to Liverpool, whilst offering the utmost service, the very best products and something just that little bit extra-ordinary.

★ 3. Best Retail Team

Awarded to the in-store retail team that delivers time and time again; from excellent customer service to timely delivery and exceeding performance targets. The winning team goes above and beyond for the needs of the business as well as customers.

★ 4. Social Impact Award

Awarded to the retailer, big or small, who cares about the local environment, that is proactively working to better local communities or contributing to local education programmes.

Examples can include: recycling, solar panels, volunteering, recruitment programmes, fundraising, charity partners etc.



Award Categories

★ 5. Best Employer

The winner of this award is a store that's a great place to work. From excellent communication and employee engagement to staff rewards and benefits.

This award will recognise a retailer in Liverpool with excellent company values and working conditions; an organisation that goes above and beyond for its employees driving business performance in the process.

★ 6. Rising Star

Awarded to an individual who has achieved success through an apprenticeship or internal development programme; leading to a qualification and future progression opportunities. Judges will be looking for an individual keen to learn, whose success has made a difference to their store.



★ 7. Excellence in Visual Merchandising Award

This award will celebrate the best window or product display in Liverpool. Judges are looking for a creative entry that stands apart from the average visual merchandising display that has brought about clear performance benefits for the business.

Entries for this category must include a maximum of four high resolution digital images.

★ 8. Innovation Award

The winner of this award will deliver store services in an innovative way. Judges are looking for a store that is changing customer interaction through technology and ensuring the customer journey from online to store is seamless.

From technology and customer service, to in-store processes and the launch of new products, this award recognises those who have put innovative practices in place for the benefit of customers, staff and the business alike.

★ **9. Best New Store Award**
(less than 12 months old)

This award will recognise the best new retail store in Liverpool, a store under 12 months old that has had an incredible first year for performance and customer satisfaction.

★ **10. Retail Manager of the Year Award**

Awarded to a store manager, from a retail store of any size, that has demonstrated excellence and sheer dedication to their role. They are a proven leader with great management skills and the ability to deliver a brand or company's values and messages through innovation, inspiring staff and customer satisfaction.

PUBLIC VOTE

11. Customer Service Award

Awarded to an individual or team that is the epitome of excellent customer service. Who goes above and beyond their defined job role and exceeds customer expectation. They show a true commitment to delivering excellence in customer service within the retail environment.

12. Retail ICON of the Year Award

This award will honour an icon that has had an immense impact on the world of retail. The award winner will be chosen through a public vote from a preliminary list as decided by panel experts.



Sponsorship Opportunities

There are a range of sponsorship opportunities available for businesses big and small. All sponsorship packages include hospitality at the Awards Ceremony and the opportunity to network (and party) with key business leaders within the city.

Packages available:

★ **Category Sponsor**

As category sponsor you will be associated with a category of your choice (subject to availability). Your business/brand will also be profiled alongside the category pre, during and post event. Key elements include:

- Five tickets to the Awards Ceremony
- Award presentation to the winner of the category you sponsor
- Advert within the event programme
- Acknowledgement as Category Sponsor in related press releases and during the evening speeches
- Branding and links to your business on the Retail Awards Liverpool website

Investment: - £2,500 plus vat



For full details or to register an interest as a sponsor, please email:
hello@retailawardsliverpool.co.uk

★ Associate Sponsor

As an Associate Sponsor, you'll be able to positively enhance the reputation of your business through high profile association with the Liverpool Retail Awards.

You'll receive positive media and PR exposure pre/during and post event and across web and digital channels. Your business will play an integral role in the awards. Key elements include:

- Table for ten at the Awards Ceremony for your business and guests
- Opportunity to present an award on stage
- Advert within the event programme
- Verbal acknowledgement of support during the awards evening
- Branding and links to your business on the Retail Awards Liverpool website

Plus

- Your company logo on the front page of the events programme as well as a feature to go with your full page advert
- Branding during the event
- Prime display of company logo throughout the event
- Opportunity to showcase promotional footage

Investment - £6,500 plus vat

★ Headline Sponsorship

As headline sponsor your brand will be fully integrated into the event with a range of benefits from the launch of the nominations process to the event itself.

You will be recognised as headline sponsor throughout all print, digital and live communications. As headline sponsor you will also have the opportunity to input into the future development of the Retail Awards Liverpool. Key elements include:

- Table for ten at the Awards Ceremony for your business and guests
- Company logo on the front page of the events programme alongside feature and full page advert inside
- Opportunity to present an award on stage
- Deliver a five minute keynote speech
- Verbal acknowledgement of support during the awards evening
- Prominent branding during the event
- Opportunity to showcase promotional footage

Plus

- Branding and links to your business on the homepage of the Retail Awards Liverpool website
- Company logo on all promotional literature
- Opportunities to promote your brand
- Acknowledgement of Headline Sponsor in all press releases
- Representative on the judging panel

Investment - £15,000 plus vat



Partners



Liverpool ONE is one of Europe's leading retail and leisure destinations, set in the heart of Liverpool city centre. Built around the existing streets of Liverpool, it's a stylish must-see destination for those who love to shop, eat, drink and relax.

Liverpool ONE includes over 170 stores, bars and restaurants, a fantastic 14 screen cinema, an indoor adventure golf course and a five-acre park. Stores include high street favourites such as Topshop, Zara, John Lewis and Debenhams.

Peter's Lane, Liverpool ONE's designer fashion hub, is the home of big brand style. It plays host to stores including Michael Kors, Radley, Reiss, Hobbs, Ted Baker London, Karen Millen and Flannels. You'll also find the first Beauty Bazaar, Harvey Nichols in the UK, the ultimate experience and one-stop destination for all things beauty.

Liverpool ONE has been awarded Green Flag Status for its popular Chavasse Park. Surrounded by a bustling and varied leisure terrace, the park plays host to many events for all the family throughout the year.

For more information on Liverpool ONE please visit:

www.liverpool-one.com



Liverpool BID company is an independent non-profit organisation representing more than 1,500 businesses in Liverpool city centre through Central BID and Commercial District BID (Business Improvement District).

The BID area covers some of the most iconic locations in Liverpool city centre, from Bold Street and St Johns, to Metquarter and Queen Street, including the Cavern Quarter and the Commercial District.

The main focus of the organisation is to support and improve business trading environments by investing monies, raised from levy and sponsorship, into a programme of events, environmental and safety projects, as well as marketing the city centre as a world class visitor destination and business location.

For more information on Liverpool BID Company, please visit:

www.liverpoolbidcompany.com

MARKETING LIVERPOOL

Marketing Liverpool is a division of Liverpool Vision, which was established in 2013. It is responsible for communicating the city's brand positively and imaginatively to local, national and global audiences; working with partners in business, cultural organisations, educational institutions and community groups to promote the city as a place to live, work, visit, invest and study.

Marketing Liverpool has an impressive track record in attracting major events, increasing the number of visitors and improving Liverpool's reputation as a leading UK business destination.

For more information on Marketing Liverpool, please visit:

**[www.liverpoolvision.co.uk/
marketing-liverpool](http://www.liverpoolvision.co.uk/marketing-liverpool)**



www.retailawardsliverpool.co.uk