



REACH FOR THE STARS

ENTRY FORM



ABOUT THE AWARDS

The **Forecourt Trader of the Year Awards** are the showcase for the petrol retailing industry – recognising and rewarding those businesses at the leading edge of their profession, that continue to thrive in an increasingly competitive world. The awards are a measure of the high operating standards and entrepreneurial skills demonstrated by petrol retailers nationwide, who set the standards to which others aspire.

WHY YOU SHOULD ENTER

- The chance to win the most prestigious retailer award in the forecourt sector.
- The opportunity to enjoy a great night out at the awards dinner at the Hilton Park Lane Hotel, London on Thursday 17th September 2015.
- A great event at which to network with friends, colleagues, like-minded retailers and other key business contacts.
- Enjoy the prestige of being part of the industry event of the year.
- As a winner, you are able to use the Forecourt Trader of the Year Awards logo in-store and on marketing material.
- Winners in all categories also benefit from editorial coverage and publicity in **Forecourt Trader** and online at **forecourtrader.co.uk**

THE 2015 AWARDS

The Forecourt Trader of the Year Awards gives everyone the opportunity to enter and win an award. The main retailer categories are grouped by two main criteria – region and fuel volume. There will be six regions as follows:

1. **Scotland**
2. **Northern Ireland**
3. **Midlands**
4. **Northern England**
5. **West Country & Wales**
6. **London & South East**

There will be two fuel volume categories: **up to 4mlpa** and **over 4mlpa**, producing two overall winners in each region.

There will also be an award for the **Best Motorway Services Outlet**

The overall Forecourt Trader of the Year winner will be chosen from the regional winners.

SPECIALIST CATEGORIES

In addition to the main retailer awards, all retailers can submit entries for 10 specialist categories as follows:

- **Best Car Care & Lubricants Outlet**
- **Best Community Engagement**
- **Best Customer Service**
- **Best Design and Development**
- **Best Food-to-Go Outlet**
- **Best Forecourt Innovation**
- **Best Hot Beverages Outlet**
- **Best Site Manager**
- **Best Soft Drinks Outlet**
- **Best Valeting Facilities**

See page 5 for the full entry criteria for all the awards.

HOW TO ENTER

Online

Visit **www.forecourtraderawards.co.uk** for a quick and easy way to enter. Follow the instructions to submit your entry.

By post

Carefully complete all parts of the application form in capital letters, stating clearly all contact details, and which categories you wish to enter. You must tick a region and annual fuel volume category. Double-check that it's right to ensure you are judged fairly alongside other retailers in the same category. In some specialist categories a written entry is required, so please ensure you submit this with your entry as per the criteria outlined later in the form.

You must submit photographs (see further details).

PHOTOGRAPHS

Please note: the initial judging stage is based solely on the photographs you submit of your site – you can't be judged on what can't be seen.

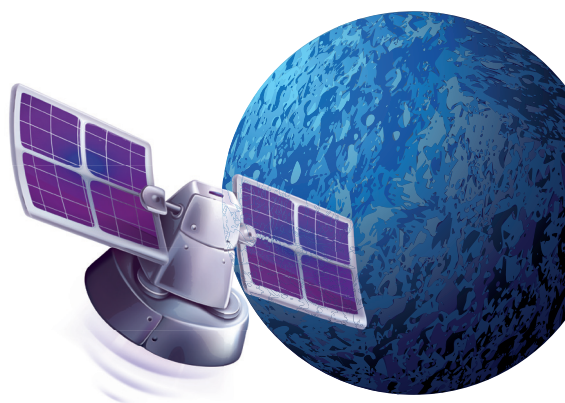
Please therefore ensure that you submit good quality digital photographs on a disk or memory stick or simply upload them onto our online entry form. For the main regional categories please submit the following photographs:

- external photos of forecourt
- fuel pumps
- external photos of shop front
- till point
- general shots of inside the store

Then for each specialist category you must include around six supporting photos following the criteria listed overleaf.

Don't forget to clearly label the pictures with your site details and categories entered.

For examples of the type of photos we are looking for in each category visit our website where they are displayed by category on the 'How to Enter' page.



ENTER ONLINE AT WWW.FORECOURTRADERAWARDS.CO.UK

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ENTRY DETAILS

I wish to enter the following categories:

REGION:

- ☐ Northern Ireland
- ☐ Scotland
- ☐ Midlands
- ☐ Northern England
- ☐ West Country & Wales
- ☐ London & South East

ANNUAL FUEL VOLUME:

- ☐ Up to 4mlpa
- ☐ 4mlpa plus

MOTORWAY SERVICES OUTLET

- ☐ Motorway Services Outlet

Please indicate which of the following specialist award categories you wish to enter – you may enter as many as you like.

SPECIALIST CATEGORIES:

- ☐ Best Car Care & Lubricants Outlet
- ☐ Best Community Engagement
- ☐ Best Customer Service
- ☐ Best Design and Development
- ☐ Best Food to Go Outlet
- ☐ Best Forecourt Innovation
- ☐ Best Hot Beverages Outlet
- ☐ Best Site Manager
- ☐ Best Soft Drinks Outlet
- ☐ Best Valeting Facilities

IMPORTANT!

Please submit on a separate sheet a maximum of 300 words 'Why your site should be a winner'. This will be used in the initial judging along with your photographs so this is your opportunity to sell your site to us.

- ☐ Please indicate this has been done.

Send your completed entry form and photos to:

Rebecca George
Forecourt Trader of the Year
Awards 2015
William Reed Business Media
Broadfield Park
Crawley
West Sussex
RH11 9RT

Mr / Mrs / Miss (delete as applicable)

Forename:

Surname:

Job title:

Site owner:

Site name:

Site address:

Postcode:

Tel no:

Email:

Signature:

Date:

ENTRY DEADLINE: FRIDAY 15TH MAY 2015

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CRITERIA: MAIN RETAILER AWARDS

Our panel of judges will be looking for entrants who show entrepreneurial skill, imagination and dedication in running a successful business. Their operation will be professionally and efficiently run, reflecting the high standard of discipline required to compete in today's retail environment.

The judges will consider such elements as customer service; staff motivation; layout, standard of décor; general presentation and atmosphere in the shop; cleanliness and tidiness of both the shop and the forecourt; facilities/services offered; ability to maximise opportunities and meet local demands; promotional activity; profile/role in the community.



PRINCIPAL SPONSOR

Certas Energy, the UK's largest supplier to the independent including a network of almost 500 Gulf branded forecourts, is proud to be the new principal sponsor of the prestigious Forecourt Trader of the Year Awards. There is a strong affinity between the Awards and Certas Energy as both acknowledge the importance of driving up service excellence within the industry and recognise those whose operating principals and entrepreneurial skills set the standards to which others aspire. Certas Energy will always champion the cause of the independent retailer and prides itself on providing the highest service values to its customers"

ENTER ONLINE AT WWW.FORECOURTTRADERAWARDS.CO.UK

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CRITERIA: SPECIALIST CATEGORIES

BEST CAR CARE & LUBRICANTS OUTLET

Sponsored by the Convenience Distribution Group

Judges will take into account:

- Displays – whether horizontal or vertical – should be group related, ie all valeting together, all additives together.
- Eye level is buy level – position brand leaders, impulse lines and promotions at eye level. Up to 40% of all purchases will come from this area.
- Right side influence – when attracted to the display of product, the eyes continue to move to the right, the eyes slow down and are likely to dwell on the right hand side of the fixture.
- Multi-facing – a greater rate of sale is achieved with an increased number of facings, which maximises impact and draws attention to the display.
- Sight and take – up to 35% of purchases come from hip level.
- Shelves – graduated or sloping shelves should be used where possible to create a difference and allow the eye to see more products on display.
- Advertising – capitalise on brand and TV advertising by using POS to guide the shopper to the featured products.



BEST COMMUNITY ENGAGEMENT

Sponsored by Mars

Written entry required

Judges will be looking for a retailer who can provide evidence of community engagement through either social media, charity events, fun days or other means.

Along with a supporting written entry please submit good quality photos to show evidence of the following:

- Bespoke initiatives such as charity projects or events, demonstrating a commitment to the local area through business, sporting or charity investments.
- A partnership approach including working with local authorities or bodies to enhance their store or surrounding area.
- Social media campaigns or initiatives to encourage community engagement
- Testimonials from customers or charities to endorse what your involvement has meant to them

MARS
chocolate
uk

BEST CUSTOMER SERVICE

Sponsored by JTI

Written entry required

Judges will be looking for:

- Clean and inviting forecourt area with fully stocked glove and towel dispensers.
- Clean and well-maintained shop area, with effective use of POS material to enhance the shopping experience.
- A product range relevant for their target audience.
- Demonstration of a warm welcome to all customers by well-presented, friendly, courteous staff who have a good knowledge of products and services.
- Clean and well maintained washroom.
- Speed of service.
- Provision of services that enhance the customer experience on shop and forecourt.

To explain why you believe you should win the award for Best Customer Service, please answer the following questions:

- Describe your different customers and advise what products you supply to satisfy their needs.
- Outline any customer service training you provide for your staff.
- Describe any specific customer service initiatives you have put into place in your forecourt.
- Provide an example of a situation where you 'went the extra mile' for the customer.

JTI

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CRITERIA: SPECIALIST CATEGORIES

BEST DESIGN AND DEVELOPMENT

Sponsored by Harvest Retail

Written entry required

Judges will be looking for a retailer who can provide evidence that demonstrates innovation and development within the design of the entire site.

This can cover all aspects from canopies to price poles, the layout of pump islands, to car parks and facilities.

Please provide a written document with supporting photographs and plans outlining how the design/innovation has improved the results of your bottom line and improved your retail offer, and show photographs of the site as it was before, if available.

Explain any new materials used or new products sourced to complement your design.

Judges will take into account design and innovation demonstrated across:

- Canopies
- Price poles
- Pump islands and layout
- Pumps
- Car park and facilities
- General layout
- Lighting
- Use of Materials
- How the site sits within the local area

Consideration will also be given to the overall look and feel of the site, combining good clear signposting of areas and facilities taking into account ergonomics and customer friendliness.



BEST FOOD-TO-GO OUTLET

Sponsored by Rollover

Written entry required

Please explain why your outlet deserves to be recognised for its food-to-go operation. Judges will consider sites with both small and large offerings based on the criteria below:

- Innovation – demonstration of how you are exploiting current food-to-go trends embracing new ideas or exciting initiatives to meet the changing demands of the consumer and new food trends.
- Visual impact – demonstration of great execution and use of POS and promotional mechanics.
- Sales success – How much have you grown and developed your food-to-go sales this year?
- Staff engagement – Details of how you engage your team to drive your sales including any specific initiatives.
- Breadth of range – Meeting the needs of your different consumers at different day parts.
- Consumer understanding – demonstration of how you have understood the food-to-go needs of your consumer, who you are focusing on and how you have tailored your offer as a result.



BEST FORECOURT INNOVATION

Sponsored by Londis

Written entry required

When it comes to being innovative there are a number of key points to consider. Judges will be looking for outlets that have driven their businesses forward by adapting their working practices to reflect the evolving needs of their shoppers.

Entrants with a great chance of winning will:

- Demonstrate cross-category knowledge and commitment to the latest innovations.
- Be consumer-driven – demonstrate a real understanding of the service and offering their shoppers expect.
- Be able to demonstrate increased footfall through commitment to innovation.

Written Entry

In order to enter your forecourt for this award, please tell us how you fulfil the above criteria, give examples where possible (max 300 words).

Photographs

Please ensure that you supply appropriate photographs to support your entry.



CRITERIA: SPECIALIST CATEGORIES

BEST HOT BEVERAGES OUTLET

Sponsored by Costa Express

Written entry required

Our judges will consider your written submission (max 1,500 words, include photographs) taking into account all of the following criteria:

- Impact internal – The visibility and location of your hot beverage unit, point of sale and merchandising of consumables.
- Impact external – The visibility of signs and banners alerting passing trade to your hot beverage offer.
- Staff training – Details of staff training programmes including equipment operation and maintenance, product knowledge and customer service.
- Cleanliness – Hygiene, cleaning and maintenance routines of all equipment and the surrounding areas.
- Proximity – How well the unit is positioned in relation to other impulse items for maximising overall sales.
- Weekly sales – Turnover on hot beverages, how many cups you sell, average profit margins and what percentage of your overall retail turnover this makes up.
- Initiatives – Details of promotional activities or other initiatives that have taken place to boost your sales within this category and the results that have been recorded.
- Experience – Details of the number of years you have been offering hot beverages and the kind of hot beverages you have offered.

COSTA
EXPRESS

BEST SITE MANAGER

Sponsored by Phillips 66

Written entry required

Whether you are a colleague or group manager, why is your store manager the Best Forecourt Store Manager of the year?

Please provide a written nomination detailing how your manager is head and shoulders above the rest on the following four points:

- Customer service – How does your site manager encourage excellence in staff interaction with your customers and community?
- Engagement – How does your manager engage you in forecourt promotions so that you have the knowledge to be able to encourage full customer participation?
- Stock – How does your manager identify, stock and sell the right product lines for your store?
- Pride and standards – How does your manager motivate and inspire pride in you and your team?

Please support your application with examples, anecdotes or testimonials from customers and colleagues.



On the journey
together

ENTRY DEADLINE: FRIDAY 15TH MAY 2015

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CRITERIA: SPECIALIST CATEGORIES

BEST SOFT DRINKS OUTLET

Sponsored by Coca-Cola Enterprises

Judges will consider the following:

Soft Drinks Retailing – Does the outlet:

- Stock the leading brands?
- Stock an adequate mix of colas, flavours, waters, juices, sports and energy drinks to meet consumer demand?
- Cater for both the instant and take-home purchase?
- Provide a range which is reflective of market dynamics and meets consumer needs – ie does 500ml feature strongly in their chiller (a pack which is driving growth in the market and provides the benefit of being resealable).

Active Promotion of Soft Drinks – Does the outlet actively promote soft drinks through:

- Having a number of points of availability – ie not only in the main chiller?
- Clear communication of prices?
- The provision of promotions on both take home and impulse products?
- Clear signposting of the category – ie through strong use of POS both at and away from the fixture?

Merchandising Standards – Does the outlet maximise sales through:

- Positioning soft drinks in high-traffic locations?
- Siting soft drinks alongside related categories – eg sandwiches, newspapers, confectionery, snacks?
- A clearly blocked fixture, with soft drinks merchandised together?
- Sufficient space given to each product based on rate of sale?
- No out-of-stocks of the key range?
- Having a clearly visible category, from the door and the till point?
- The use of equipment in addition to the main chiller, eg 2L hanging racks?
- Maintaining a clean fixture?

Coca-Cola Enterprises Ltd

BEST VALETING FACILITIES

Sponsored by Wilcomatic

Written entry preferred

The best valeting facility will be judged to be a centre of excellence for valeting.

Clean, tidy, clear signage, inviting and well maintained, the facility will be viewed by customers as a destination for car cleaning and stand out as the facility of choice against local competition.

Wash: Points will be given for quality of wash, layout and ease of use, innovation of programme choices, theatre of wash operation and the overall inviting look of the facility.

Signage: The judges will be looking for clarity of signage, promotion of the wash from the roadside, on the forecourt and within the shop, branding, appeal and condition of any signage.

Staff: The judges will want to see evidence of site staff knowledgeable in the operation and the programme choices, actively involved in selling the wash and keeping the wash clean, tidy and operating to its maximum potential.

Innovation: Additional points will be awarded for the use of innovation and new technology within the wash operation such as customer promotional loyalty programmes, payment terminals, added value features and facilities that deem the location a true 'one stop shop' for a customer's every valeting need.

Automatic car wash, jet wash and hand car wash will all be considered but all must operate in a safe and legally compliant manner.

Written entries are invited, but our judges will consider that the inclusion of as many clear and labelled photographs as possible will be essential in the support of any submissions.

wilcomatic

TERMS AND CONDITIONS OF ENTRY

1 By entering the awards the entrant will be deemed to have read and understood these rules and to be bound by them. These rules include any instructions set out with the entry form.

2 The competition is open to owners, licensees or managers of forecourt retail sites in the UK. Overseas entrants are not eligible.

3 Any employees (and their families) of the organiser, its agents and anybody professionally connected with the competition are not eligible for entry.

4 Entrants may not submit more than one entry for a site but there is no limitation on the number of categories that may be entered.

5 The organiser reserves the right at its absolute discretion to reject any entry that it deems inappropriate.

6 Entry forms and photographs must be sent by prepaid post or courier to arrive no later than Friday May 15th, 2015. Proof of posting will not be deemed to be proof of delivery. Photographs will be retained by the organiser.

7 Entries will only be accepted if they are submitted on the entry form completed in full, in ink and accompanied by appropriate good quality digital photographs.

8 Entries must be signed by the person responsible for submitting the entry and to whom all correspondence concerning the awards should be addressed.

9 Responsibility cannot be accepted for any lost, late or mislaid entry and any entry which is damaged, defaced, illegible or incomplete, or which otherwise does not comply with these terms and conditions may be deemed invalid in the sole discretion of the organiser.

10 There will be one winner in each specialist category. There will be twelve winners selected from the regional awards, six small and six large. The Forecourt Trader of the Year will be selected from the twelve regional winners.

11 All of the finalists will be selected in June against the criteria set out in the entry form by a panel of judges selected by the organiser and will be notified by post within fourteen days.

12 The winning site of the Forecourt Trader of the Year award is not eligible to win in a consecutive year.

13 The winners will be announced at and will be required to attend the awards ceremony and dinner at The Hilton, Park Lane, London W1 on Thursday, September 17, 2015. The names of the winners will be published in Forecourt Trader's October issue.

14 Finalists will be offered two complimentary

places at the awards dinner.

15 The judges may decline to make some or all of the awards in any category if in their opinion there are insufficient entries of a winning standard.

16 The organiser reserves the right to change the categories and the judging panel without prior notice to entrants.

17 The decision of the chairman of the judges on all matters affecting this competition is final and legally binding.

18 No correspondence will be entered into.

19 Winners may be required to take part in some post-event publicity and consent to their name and photograph being used for such purposes.

20 Entrants consent to the publication by the organiser in connection with the awards of any of the documents or materials constituting their entry.

21 Winners may state in advertising, promotional and other business material that they are winners but must also state the category of the award and the year in which it was won.

22 By entering the awards, all entrants will be deemed to consent to the transfer of their personal data to the data controller for the purposes of the administration of the awards and any other purposes to which the entrant has consented.

23 The Organiser and Data Controller is William Reed Business Media Ltd, Broadfield Park, Crawley RH11 9RT.

Data Protection Statement

William Reed Business Media Ltd may wish to contact you with details of our products and services. Please tick here if you would prefer not to receive such information by post phone email or SMS (text) ☐.

We may pass your details to other carefully selected businesses whose products and services may interest you. Please tick here if you would prefer not to receive such information by post phone or if you would prefer them to contact you by email or SMS (text) ☐.

CHECKLIST

Have you:

- ☐ Completed the region and annual fuel volume?
- ☐ Completed your 300-word submission of 'Why your site is a winner?'
- ☐ Identified which specialist categories you wish to enter?
- ☐ Enclosed a disk or memory stick with your photos on, clearly labelled in separate folders accordingly?
- ☐ Provided the photos required for the main category and specialist categories as detailed in the entry criteria?

DON'T FORGET!

The entry deadline is
Friday 15th May 2015



Produced by:

FORECOURTtrader

On behalf of:

William Reed 
BUSINESS MEDIA