
CATEGORY

Children's Bookseller of the Year

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#BritishBookAwards

What are the judges looking for?

The judges are looking for the children's specialist that has sustained its sales and has demonstrated real dynamism in bringing in new young readers, maintaining the interest of children as they get older or helping reluctant readers. We recognise that not every bookseller will have had the same set of experiences: so do let us know what you did during the year, including what you did in your community, how you sold and made books, and how you retained your customers' loyalty. We want to know how you sold books at scale, but also how you retailed the quieter titles that demand hand-selling. In particular, for this award we want to hear about your activities for young people, children and their parents.

Who can submit?

Specialist children's bookshops, independent bookshops with a strong children's focus, and the children's departments of book chains, high street retailers, online/direct booksellers and supermarkets.

What to submit?

Please submit via the awards website, a zipped-file, including a PDF of up to 1,500 words covering the requirements listed on the right, alongside any supporting graphics. Please include within this file:

- a hi-res logo
- at least two high-res supporting images, including one of your shop exterior.

Please include

- Evidence of innovations that have enhanced children's and parents' experience of buying from your bookshop or remotely, either through innovations in-store, social media activity or outreach activities
- Evidence of imaginative book purchasing or selection be that around national initiatives – or local/specialist interests
- Evidence of smart marketing programmes you have taken to attract more people to buy from you – such as window displays, customer loyalty schemes, partnerships, social media activity, a new website, special offers or working with national campaigns such as World Book Day
- Evidence of year-on-year performance measures such as financial performance, number of books sold, additions to a customer loyalty scheme or email newsletter list
- Evidence of outreach activities (online or in real life), for example to local schools, that you believe have helped promote the pleasure of reading among young people
- Examples of outreach to traditionally under-represented groups, including but not restricted to Black, Asian and minority ethnic, LGBTQ+, disabled, and working-class customers and/or staff
- Evidence of tangible efforts to encourage diversity and inclusion and their results
- Evidence of a Diversity & Inclusion scheme, and embedding D&I throughout the employee experience, including flexible work arrangements, staff retention and promotion
- Evidence of sustainability awareness

Other guidance

- Judging period: January to December 2024
- Our submission site works best with file sizes lower than 50MB. If you encounter any difficulties, please email awards@thebookseller.com
- The winner of this award will be included in the shortlist for Book Retailer of the Year