
CATEGORY

Book Retailer of the Year

thebookseller.com/british-book-awards
#BritishBookAwards

What are the judges looking for?

We are looking for book retailers that have shown great results for the judging year and clear evidence of how their efforts have created success beyond the obvious bestsellers, or sustained their businesses. We recognise that not every bookseller will have 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.

Who can submit?

UK or Irish national book chains; online/direct booksellers; book departments of high street retailers (including non-traditional booksellers); and supermarkets. For the purposes of this category, a chain is defined as having five or more branches. Retailers of differently branded bookshop businesses may enter these separately. Independent bookshops and children's specialists can enter by first submitting to the Independent & Children's Bookseller categories; the winners of these will also contest the overall prize.

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 a shop's exterior.

Please include

Business and sales success

- Financial results, please detail what you did to grow bookshop sales, and trade in other areas, such as online
- For physical retailers, examples of how you have adapted the in-store environment creatively and effectively
- Evidence of imaginative, and successful, book buying outside the main national initiatives and major prizes
- Examples of your own initiatives to raise the profile of particular books or genres and evidence of your success in boosting sales
- Examples of schemes, or processes, that have increased customer loyalty to your company/store and, where data is available, have increased overall book purchasing
- 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
- Indexed figures permissible where actuals are not legally permissible but in both cases UK and/or Irish breakdowns are required
- The winners of Independent Bookshop and Children's Bookseller will be added to the shortlist for this award
- Our submission site works best with file sizes lower than 50MB. If you encounter any difficulties, please email awards@thebookseller.com