



Bringing Books
to Readers

The
British
Book
Awards
2018

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Independent Bookshop

What the judges are looking for

We are looking for the British Isles' favourite independent bookshops. These bookshops are hubs of their local communities. They are the 'indies' that have thrived through great service, in-depth knowledge, local connections, commitment, energy and imagination.

Who can enter

Any independent bookshop in the UK or Ireland

What to submit

Please submit a single PDF of up to 1,500 words addressing the requirements below. Any supporting graphics should be included in the PDF which should be no more than 10 pages in total

- Evidence of innovations that have enhanced the public experience of your bookshop, such as author visits, book clubs, children's events, working with local festivals, schools or other outreach services
- Evidence of imaginative, and successful, book buying, outside the main prizes or national initiatives
- Evidence of smart marketing programmes you have taken to get more people into your shop - such as window displays, customer loyalty schemes, special offers or working with national campaigns like Books are my Bag, National Bookshop Day and Independent Booksellers Week
- Evidence of year-on-year performance measures such as financial performance, number of books sold, additions to customer loyalty scheme or email newsletter list

OTHER GUIDANCE

- Judging period: January to December 2017
- Chains (five branches or more) should enter Book Retailer of the Year
- Small chains (fewer than five branches) should enter as individual shops not as a chain
- Shops with a strong children's book dimension may enter both Independent Bookshop of the Year and Children's Bookseller of the Year
- Shops that are selected for the regional shortlist will be encouraged to get their customers to leave supporting comments on a specific survey page on thebookseller.com



Children's Bookseller

What the judges are looking for

The judges are looking for the children's specialist that has grown its sales and has demonstrated real dynamism in bringing in new young readers, sustaining the interest of children as they get older or helping reluctant readers.

Who can enter

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 a single PDF of up to 1,500 words addressing the requirements below.

Any supporting graphics should be included in the PDF which should not exceed five pages in total

- **Evidence of innovations that have enhanced children's and parents' experience of your bookshop, such as author visits, children's events, working with local festivals, schools or other outreach services**
- **Evidence of imaginative book purchasing or selection be that around national initiatives - e.g. Carnegie or YA Book Prize - or local /specialist interests**
- **Evidence of smart marketing programmes you have taken to get more people into your shop - such as window displays, customer loyalty schemes, special offers or working with national campaigns like World Book Day**
- **Evidence of year-on-year performance measures such as financial performance, number of books sold**
- **Evidence of outreach activities, for example to local schools, that you believe have helped promote the pleasure of reading in young people**

OTHER GUIDANCE

- **Judging period: January to December 2017**



Book Retailer

What the judges are looking for

We are looking for the large-scale book retailers that have shown both great results for the judging year and clear evidence of how their efforts have created success beyond the obvious bestsellers.

Who can enter

UK or Irish national book chains; online/direct booksellers; book departments of High Street retailers and supermarkets. For the purposes of this category, a chain is defined as having five or more branches.

What to submit

Please submit a single PDF containing your written submission of up to 1,500 words addressing the requirements below. Any supporting visuals such as window displays should be included in the PDF, which should not exceed 10 pages in total.

- **Financial results such as margin growth, profits, turnover and like-for-like performance**
- **Book sales results based around internal figures and/or external data (e.g. Nielsen)**
- **Evidence of imaginative, and successful, book buying outside the main national initiatives and major prizes**
- **Examples of your own-branded initiatives to raise the profile of particular books or genres and evidence of your success in boosting sales**
- **For physical retailers, examples of how you have used the in-store environment creatively and effectively**
- **Examples of schemes, or processes, that have increased customer loyalty to your company/store and, where data is available, have increased overall book purchasing**

OTHER GUIDANCE

- **Judging period: January to December 2017**
- **Indexed figures permissible where actuals are not legally permissible but in both cases UK & Irish breakdowns are required**
- **The winners of Independent Bookshop and Children's Bookseller will be added to the shortlist for this Award**