

HOW TO ENTER

As part of the submission, you will be asked to fill in an application form including:

- Before and after photographs of your window display
- Description of your planned improvements and the expected completion date
- Breakdown of how you would re-invest £3,000 prize money in your business with quotes/fees where possible



SHOP LOCAL
SHOP SAFELY

TO BE ELIGIBLE TO ENTER

- You must be an independent business or organisation located within the London Borough of Barnet
- Have ground floor premises
- Be legally constituted – for example, self-employed/sole trader, charity, community interest company, partnership or limited company
- Ensure any works undertaken to your shopfront are done in accordance with the council's Design Guidance: www.barnet.gov.uk/planning-and-building/planning-policies-and-local-plan/local-plan/design-guidance
- Have no previous prosecutions for street trading offences and/or currently be under any investigation for street trading offences

Full details of the competition rules, the judging criteria and the application form can be found on the competition webpage barnet.gov.uk/towncentrecompetitions

You can also email towncentres@barnet.gov.uk if you have any questions.

GOOD LUCK EVERYONE!

BARNET
LONDON BOROUGH

TOWN CENTRE WINDOWS COMPETITION

DISCOVER
BARNET

Enter
our fantastic
window display
competition for
the chance to win a
£3,000
investment in your
business

WELCOME BACK YOUR CUSTOMERS WITH A FRESH NEW LOOK

Judged by **Retail Revival**,
experts in business support and merchandising

BARNET
LONDON BOROUGH

KEY DEADLINES

6 August 2021:
deadline for application forms

9-30 August 2021:
Retail Revival will judge the
window displays

September 2021:
winners will be announced

March 2022:
business plans implemented
and prize money paid



HELPING YOU THRIVE

To celebrate the re-opening of our high streets, Barnet Council is organising a competition to encourage independent businesses and local organisations across the borough to refresh their window displays and come up with a business plan to show how the prize money would be invested.



TEN MAIN PRIZES OF £3,000 UP FOR GRABS

ALL ENTRANTS WILL BE OFFERED FREE ADVERTISING ACROSS BARNET COUNCIL'S BUSINESS AND COMMUNITY NEWSLETTERS AND SOCIAL MEDIA CHANNELS AS WELL AS THE CHANCE TO BE PART OF THE DISCOVER BARNET CAMPAIGN.



ASSESSMENT CRITERIA

Every entry will be judged based on two elements:

- 1 Creating a refreshed window display:
50% of the score

Curate a new window display that best highlights your products or services – the more creative the better. We are looking for the best improvements, so you'll be asked to submit before and after photographs.

Here are some ideas:

- Create a display around a new theme, colour, or product line
- Curate a window that shows how your work supports the local community
- Create a new window decal or sign writing to update your look.

Retail Revival, experts in business support and merchandising, will judge the competition. To get you started, they have created a webinar sharing best practice and tips to help create your new display. A link can be found on the competition webpage [barnet.gov.uk/towncentrecompetitions](https://www.barnet.gov.uk/towncentrecompetitions).

Once all the submissions have been received, a representative from Retail Revival will visit each business to ask about the inspiration for the display and judge it using the Visual Display Checklist that can be found on our competition webpage [barnet.gov.uk/towncentrecompetitions](https://www.barnet.gov.uk/towncentrecompetitions).

Please note: if you wish to use the pavement space in front of your premises, you need to apply for a pavement licence. For more information, please visit www.barnet.gov.uk/pavement-licenses.

- 2 A business plan showing how the prize money will be invested:
50% of the score

The winners of the Windows competition have the chance to receive up to £3,000 to re-invest in their business. In the application form, you will be asked to submit a breakdown showing how you will spend the money, including evidence of quotes and fees for the proposed work or services.

Here are some ideas:

- Invest in apprenticeships or offer work experience and/or mentoring to help young people and the wider community develop skills and gain employment
- Apply for a street trading license and create a new outdoor seating area
- Make your commercial unit more accessible to all customers
- Introduce energy saving measures.

You'll find more ideas on the competition webpage, as well as information about planning permission if this is needed.

When judging your entry, the panel will take into account the way that your investment will benefit the business, your customers and the town centre community, as well as how it fits with wider council priorities.

Please note: The prize money can't be used to cover work already completed or underway and/or to cover any costs associated with the competition window displays.