

# Forecourt Trader Awards 2019 – How to Guide - Entries

## Setting up an account – If you are a new user

*If you have previously registered for this event or any of our other events, your log in details will stay the same across all our FluidReview sites.*

**Step 1:** Go to <https://wrbookings.forecourtraderawards.co.uk/>.

**Step 2:** Click 'Register' under the 'Create an account' header.

ESSAR  
**FORECOURT**trader  
AWARDS  
2019

HELP

Welcome to the Forecourt Trader Awards

**Not used this site before?**  
Please create an account

Create new account

**Already created an account?**  
You can [log in](#) here.

**Steps for entering**  
1 - Complete the entrant details form  
2 - Select your category  
3 - Supply details and upload supporting documentation - you can amend your details until you click the submit button

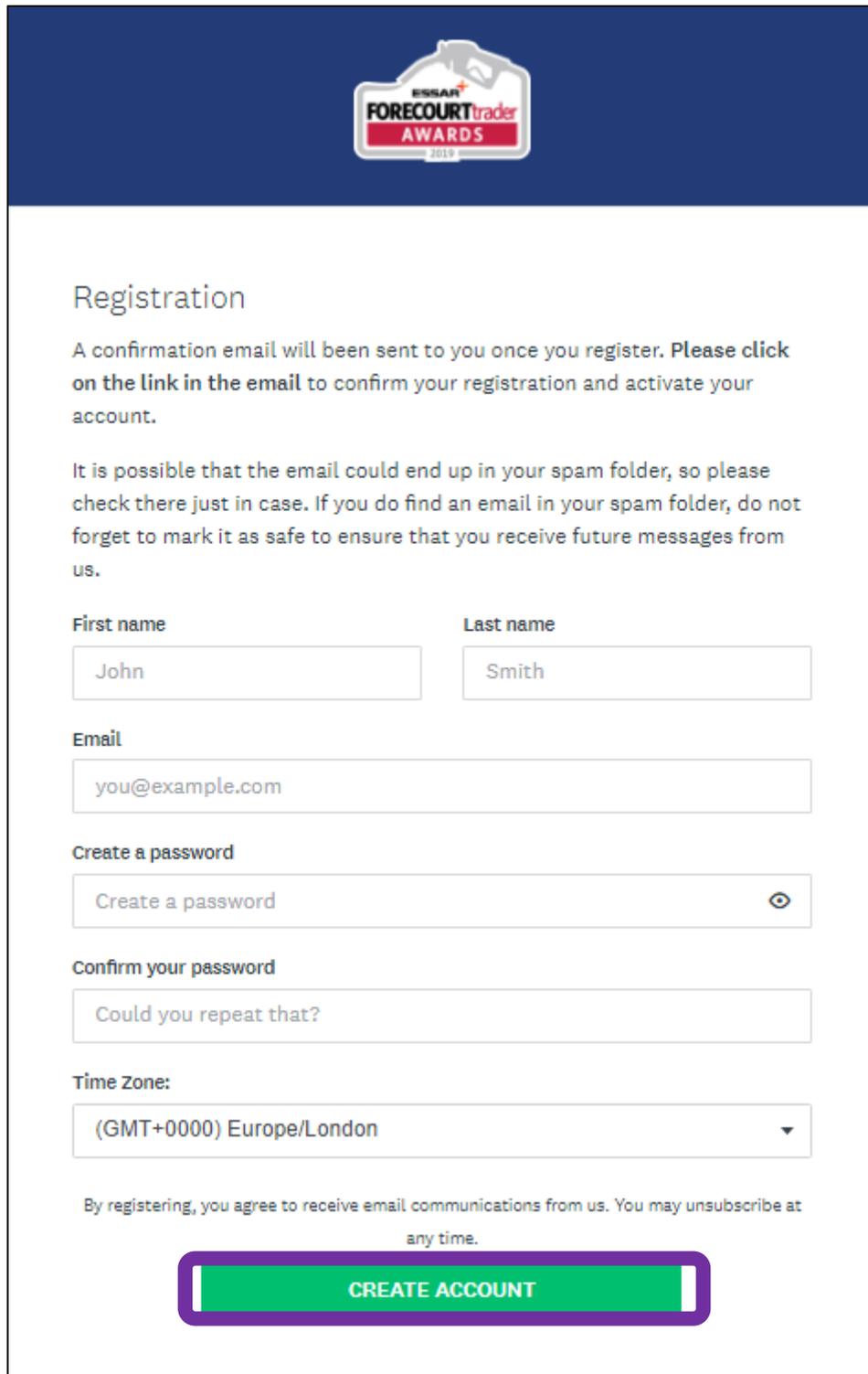
**Forgotten your password?**  
Password recovery

**Create an account**  
Create an account to enter this year's awards.  
Register »

**Sign In**  
Email:  
you@example.com  
Password:  
Enter your password here...  
Sign In »  
[Forgot your password?](#)

**Need An Account?**  
Sign Up »

**Step 3:** Fill out the below details and press 'Create Account' at the bottom of the page.



**ESSAR**  
**FORECOURT** trader  
**AWARDS**  
2019

## Registration

A confirmation email will be sent to you once you register. Please click on the link in the email to confirm your registration and activate your account.

It is possible that the email could end up in your spam folder, so please check there just in case. If you do find an email in your spam folder, do not forget to mark it as safe to ensure that you receive future messages from us.

**First name**  **Last name**

**Email**

**Create a password**  
 

**Confirm your password**

**Time Zone:**  
 ▼

By registering, you agree to receive email communications from us. You may unsubscribe at any time.

**CREATE ACCOUNT**

**Step 4:** You will then receive a confirmation email containing a link. **Make sure you click on this link to activate your account.** Once you have done this, you will be able to log in using the below process.

*Please note: Emails from FluidReview may automatically be sent to your spam or junk folder. Please make sure you check these folders. If you have not received an email within 2 hours please contact Jessica Pope on 01293 610354 or by email [Jessica.Pope@wrbm.com](mailto:Jessica.Pope@wrbm.com).*

# Signing in

If you have previously registered for another event, your log in details will stay the same across all our FluidReview sites. If you have any problems logging into your account please contact Jessica Pope on 01293 610354 or by email [Jessica.Pope@wrbm.com](mailto:Jessica.Pope@wrbm.com).

**Step 1:** Enter the email address your account is registered with and the corresponding password in the 'Sign In' box below.

ESSAR+  
**FORECOURT**trader  
**AWARDS**  
2019

HELP

Welcome to the Forecourt Trader Awards

**Not used this site before?**  
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You can [log in](#) here.

**Steps for entering**  
1 - Complete the entrant details form  
2 - Select your category  
3 - Supply details and upload supporting documentation - you can amend your details until you click the submit button

**Forgotten your password?**  
Password recovery

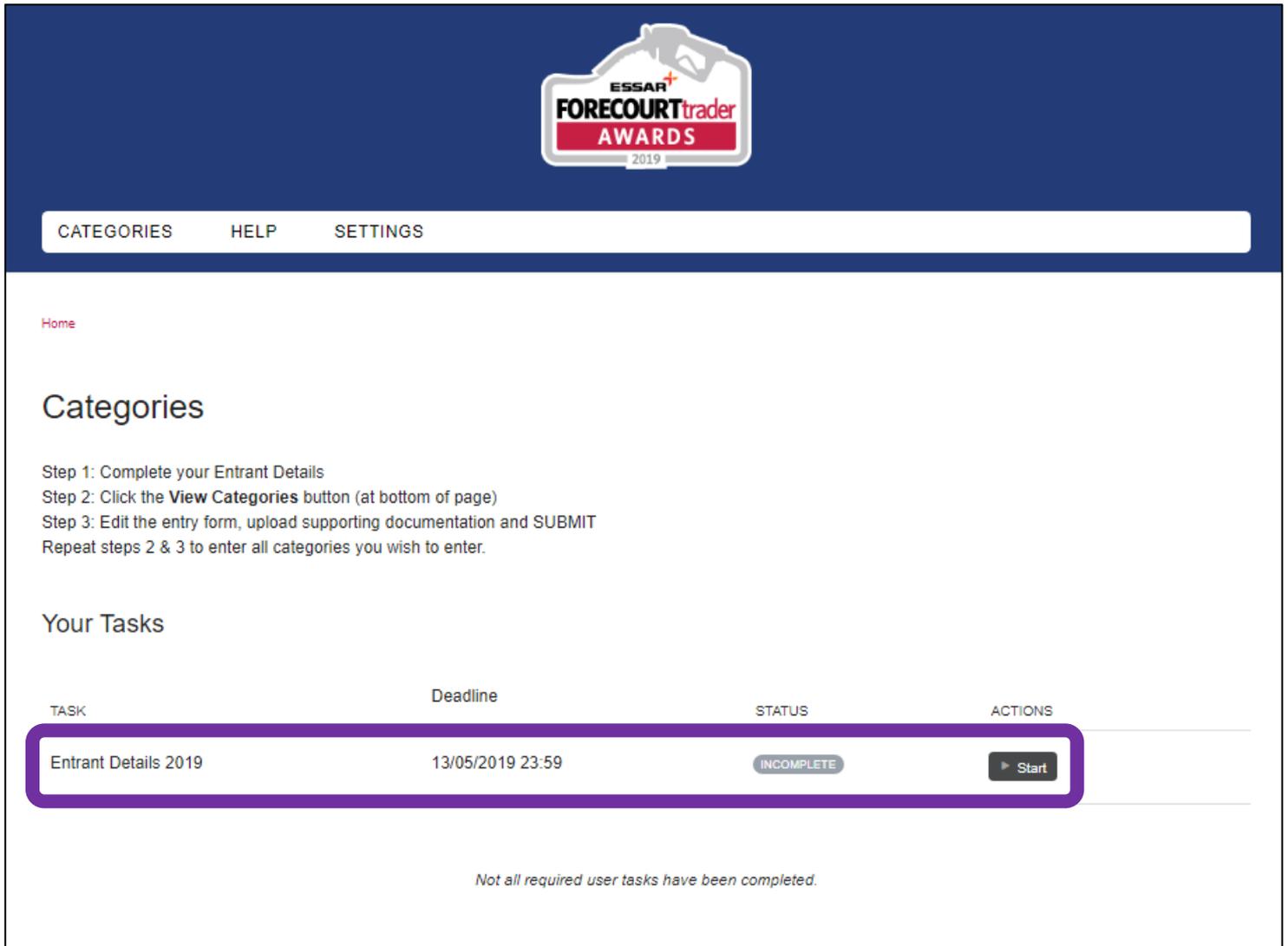
**Create an account**  
Create an account to enter this year's awards.  
Register »

**Sign In**  
Email:  
you@example.com  
Password:  
Enter your password here...  
Sign In »  
[Forgot your password?](#)

**Need An Account?**  
Sign Up »

# Completing your Entrant Details

**Step 1:** You will now be on your account home page. From here you need to begin filling out your entrant details. Click 'Start' next to 'Entrant Details 2019'.



Home

## Categories

Step 1: Complete your Entrant Details  
Step 2: Click the **View Categories** button (at bottom of page)  
Step 3: Edit the entry form, upload supporting documentation and SUBMIT  
Repeat steps 2 & 3 to enter all categories you wish to enter.

### Your Tasks

TASK	Deadline	STATUS	ACTIONS
Entrant Details 2019	13/05/2019 23:59	INCOMPLETE	<a href="#">▶ Start</a>

*Not all required user tasks have been completed.*

**Step 2:** You will now need to fill in the following information. **Please note this information should be your details and not those of the site you are entering.**

## Entrant Details 2019

\* denotes a mandatory question

### Your Contact Details

This is your details and not those of the site you are entering.

Title\*  Mr  Mrs  Ms  Miss  Dr

First name\*

Surname\*

Job Title\*

Address 1\*

Address 2

Town\*

County\*

Postcode\*

Phone\*

Mobile

Email\*

Company Name/Store Ownership\*

Please provide your company website

### How did you hear about the event?\*

Tick all that apply

Magazine advert  Marketing e-mail  Previous entrant  Social media  Telesales

Other, please specify...

**Step 3:** Please ensure you have read and accepted our terms of entry, to review these please refer to: <https://www.forecourtraderawards.co.uk/terms-of-entry/>. Once your form is complete click 'Save & Continue'.

How did you hear about the event?\*

Tick all that apply

Magazine advert    Marketing e-mail    Previous entrant    Social media    Telesales

Other, please specify...

Please provide your

Facebook account

Instagram account

Twitter account

**Terms of Entry\***

To view click here [Terms of Entry](#)

Accept

ForecourtTrader may use your contact data to keep you informed of its products and services by email or by phone. You can withdraw your marketing consent at any time by clicking the unsubscribe link in such email or by sending an email to [dataprivacy@wrbm.com](mailto:dataprivacy@wrbm.com).

More information on our processing can be found in our [Privacy Notice](#). By submitting this form, you acknowledge that you have read and understand our [Privacy Notice](#).

*If you have any problems saving your form please contact Jessica Pope on 01293 610354 or by email on [Jessica.Pope@wrbm.com](mailto:Jessica.Pope@wrbm.com).*

**Step 4:** Once your form has been completed you will then be directed back to your account homepage. Please follow the next steps to complete your regional entry.

✔ Your form has been completed successfully. ✕

Home

## Categories

Step 1: Complete your Entrant Details  
Step 2: Click the **View Categories** button (at bottom of page)  
Step 3: Edit the entry form, upload supporting documentation and SUBMIT  
Repeat steps 2 & 3 to enter all categories you wish to enter.

### Your Tasks

TASK	Deadline	STATUS	ACTIONS
Entrant Details 2019	13/05/2019 23:59	COMPLETE	<span style="border: 1px solid #ccc; padding: 2px 5px;">View</span> <span style="border: 1px solid #ccc; padding: 2px 5px;">Edit</span>

Your Categories

STATUS:  
Any Go

i No applications found

[View Categories >](#)

# Completing your Regional Entry

Please note that you must first submit 1 regional entry before you can enter any of the specialist categories.

**Step 1:** Click 'View Categories' and then 'Create Entry'.

The screenshot shows the top navigation bar with 'CATEGORIES', 'HELP', and 'SETTINGS'. A success message states 'Your form has been completed successfully.' Below this, there is a 'Home' link and a 'Categories' section. The 'Categories' section includes instructions: 'Step 1: Complete your Entrant Details', 'Step 2: Click the View Categories button (at bottom of page)', and 'Step 3: Edit the entry form, upload supporting documentation and SUBMIT'. A 'Your Tasks' table shows 'Entrant Details 2019' with a deadline of '13/05/2019 23:59' and a 'COMPLETE' status. Below the table, there is a 'Your Categories' section with a 'STATUS' dropdown set to 'Any' and a 'Go' button. A message box indicates 'No applications found'. At the bottom, a 'View Categories >' button is highlighted with a purple border.

TASK	Deadline	STATUS	ACTIONS
Entrant Details 2019	13/05/2019 23:59	COMPLETE	<a href="#">View</a> <a href="#">Edit</a>

The screenshot shows the 'Categories' page with a table. The table has two columns: 'CATEGORY' and 'DESCRIPTION'. The first row contains '\* Regional Category'. To the right of this row, there is a 'Create Entry' button highlighted with a purple border.

CATEGORY	DESCRIPTION
* Regional Category	<a href="#">Create Entry</a>

**Step 2:** You now need to fill out your forms and upload your supporting photos. For details on the categories and what the judges will be looking for please refer to page 22. Click 'Start' next to 'Regional Site Details'.

Entry created

Home » \* Regional Category » FCTA-1303

## FCTA-1303

\* Regional Category

Complete your entry form, upload supporting documentation and SUBMIT to send your entry to the judges

[Click here to return to your list of all entries](#)

### Application Round

TASK	DEADLINE	STATUS	ACTIONS
Regional Site Details	13/05/2019 23:59:00 BST	INCOMPLETE	<a href="#">Start</a>
Regional - Entry	13/05/2019 23:59:00 BST	INCOMPLETE	<a href="#">Start</a>
<a href="#">Submit Entry</a>	13/05/2019 23:59:00 BST	PREREQUISITES NOT MET	

**Step 3:** You need to fill out all of the below details.

## Regional Site Details

[Back](#)

\* denotes a mandatory question

### Site Details

Site Name*	<input type="text"/>
Address 1*	<input type="text"/>
Address 2	<input type="text"/>
Town*	<input type="text"/>
County*	<input type="text"/>
Postcode*	<input type="text"/>
Phone*	<input type="text"/>
Email*	<input type="text"/>
Company Name / Site Ownership*	<input type="text"/>
Site Manager's Name*	<input type="text"/>
Does this site have a twitter handle?	<input type="text"/>

Should you be a winner, who will collect the award for this site?

First Name

Surname

Job Title

Company

**Step 4:** You then need to select your region and fuel volume - **this does not apply to those sites that are motorway outlets**. The system will automatically show you the category that your site falls under at the bottom of the page. Then click 'Save & Continue'.

## About Your Site

This information is used to determine your regional category for the Site Awards

### Motorway outlet\*

Yes  No

### Region\*

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

### Fuel volume\*

Up to 4mlpa  4mlpa and above

Your Regional Category: London & the South East up to 4mlpa

Save

Save & Continue

**Step 5:** You now need to complete the second part of your entry. Click 'Start' next to 'Regional – Entry'.

✓ Your form has been completed successfully. ✕

[Home](#) » [\\* Regional Category](#) » [FCTA-1303](#)

## FCTA-1303

[Download entry](#)

\* Regional Category

Complete your entry form, upload supporting documentation and **SUBMIT** to send your entry to the judges

[Click here to return to your list of all entries](#)

### Application Round

TASK	DEADLINE	STATUS	ACTIONS
Regional Site Details	13/05/2019 23:59:00 BST	COMPLETE	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Delete</a>
<b>Regional - Entry</b>	13/05/2019 23:59:00 BST	INCOMPLETE	<a href="#">Start</a>
<a href="#">Submit Entry</a>	13/05/2019 23:59:00 BST	PREREQUISITES NOT MET	

**Step 6:** This is your chance to tell us why your site should be a winner. Please note you have a word limit of 500.

## Regional - Entry

[Back](#)

\* denotes a mandatory question

Entry: FCTA-1303  
Regional Category: London & the South East up to 4mlpa

Tell us why your site should be a winner\*

Max 500 words

Words entered: 0. Max: 500

**Step 7:** You now need to upload your supporting photos as listed. The photos marked with an asterisk (\*) are compulsory. Click 'Choose file' next to one of the uploads. Select the photo you would like to add from your device to upload it.

<p><b>Upload image of shopfront showing fascia and any signage*</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), JPEG image (.jpg), Portable Network Graphic (.png)</p> <p><input type="button" value="Choose file"/> No file chosen</p>	<p><b>Upload image of forecourt from distance to include price pole sign*</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p><input type="button" value="Choose file"/> No file chosen</p>
<p><b>Upload image of fuel pumps*</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p><input type="button" value="Choose file"/> No file chosen</p>	<p><b>Upload image of till point/counter and customer communication*</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p><input type="button" value="Choose file"/> No file chosen</p>
<p><b>Upload image of in-store shots to include aisles and stock*</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p><input type="button" value="Choose file"/> No file chosen</p>	<p><b>Upload image of additional external forecourt facilities i.e carwash (optional)</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p><input type="button" value="Choose file"/> No file chosen</p>
<p><b>Upload image of yourself and manager/business partner if applicable (optional)</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p><input type="button" value="Choose file"/> No file chosen</p>	<p><b>In-store shots of food to go or coffee point (optional)</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p><input type="button" value="Choose file"/> No file chosen</p>
<p><b>Upload images of other significant points of difference at your store (optional)</b></p> <p>JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p><input type="button" value="Choose file"/> No file chosen</p>	

**Step 8:** Once all of your compulsory photos have been uploaded you will see the name of the file appear as per the below. Click 'Save & Continue' at the bottom of the page.

<p><b>Upload image of shopfront showing fascia and any signage*</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), JPEG image (.jpg), Portable Network Graphic (.png)</p> <p>Choose file <input type="text" value="0756.jpg"/></p>	<p><b>Upload image of forecourt from distance to include price pole sign*</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p>Choose file <input type="text" value="Back Rest.jpg"/></p>
<p><b>Upload image of fuel pumps*</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p>Choose file <input type="text" value="BLANK.pdf"/></p>	<p><b>Upload image of till point/counter and customer communication*</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p>Choose file <input type="text" value="Premium Pre...e Badge.jpg"/></p>
<p><b>Upload image of in-store shots to include aisles and stock*</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p>Choose file <input type="text" value="0756.jpg"/></p>	<p><b>Upload image of additional external forecourt facilities i.e carwash (optional)</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p>Choose file <input type="text" value="Premium Pre...e Badge.jpg"/></p>
<p><b>Upload image of yourself and manager/business partner if applicable (optional)</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p>Choose file <input type="text" value="No file chosen"/></p>	<p><b>In-store shots of food to go or coffee point (optional)</b></p> <p>Please upload one image only, JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p>Choose file <input type="text" value="No file chosen"/></p>
<p><b>Upload images of other significant points of difference at your store (optional)</b></p> <p>JPEG Image (jpeg) or (.jpg), Portable Network Graphic (.png)</p> <p>Choose file <input type="text" value="No file chosen"/></p>	
<p>Save <input type="button" value="Save &amp; Continue"/></p>	

**Step 9:** Once you have completed both of your forms, you need to submit your entry. **If you do not press submit your entry is not complete.** Click 'Submit Entry' and then 'Continue'.

✓ Your form has been completed successfully. ×

Home » \* Regional Category » FCTA-1303

## FCTA-1303

\* Regional Category

Complete your entry form, upload supporting documentation and SUBMIT to send your entry to the judges

[Click here to return to your list of all entries](#)

### Application Round

TASK	DEADLINE	STATUS	ACTIONS
Regional Site Details	13/05/2019 23:59:00 BST	COMPLETE	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Delete</a>
Regional - Entry	13/05/2019 23:59:00 BST	COMPLETE	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Delete</a>
<a href="#">Submit Entry</a>	13/05/2019 23:59:00 BST	INCOMPLETE	

Home » \* Regional Category » FCTA-1303 » Submit Entry

## Submit your entry

Click continue to submit your entry in this category.  
Once submitted you will not be able to make any changes.

[Cancel](#) [Continue](#)

*Please note, once you have submitted your entry you will no longer be able to make any changes to it.*

*If you have any problems uploading your photos or submitting your entry please contact Jessica Pope on 01293 610354 or by email on [Jessica.Pope@wrbm.com](mailto:Jessica.Pope@wrbm.com).*

**Step 10:** You will now be able to enter the specialist categories or another regional, to do so click 'Select another category'. If you are entering more regional entries, please follow the same steps above. If you are entering a specialist category, please follow the next steps below.

✔ Your entry has been submitted. ✕

[Home](#) » [Regional Category](#) » [FCTA-1303](#) » [Submit Entry](#)

## Submit your entry

Thank you, your entry has been submitted.

Please click the button below to enter a different category or enter a different site into the awards.

Select another category

Back to account

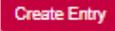
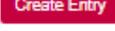
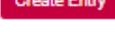
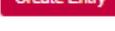
# Completing your Specialist Entry

*Please be aware you can only enter a Specialist category if you have first submitted at least 1 forecourt into a Regional Category.*

**Step 1:** To start your specialist entry click 'Create Entry' next to the desired category. For details on the categories and what the judges will be looking for please refer to page 22.

*Please note that the questions and number of photos are the same across all of the specialist categories.*

## Categories

CATEGORY	DESCRIPTION
* Regional Category	
Best Car Care & Lubricants Outlet	
Best Coffee & Hot Beverages Outlet	
Best Community Engagement	
Best Customer Service	
Best Design and Development	
Best Food-to-Go Outlet	
Best Forecourt Innovation	
Best Forecourt Loo of the Year	
Best Forecourt Team of the Year	
Best Site Manager	
Best Soft Drinks Outlet	
Best Valeting Facilities	

Showing 1 - 13 of 13

**Step 2:** You now need to complete each of the forms. Click 'Start' next to your 'Site Details Form'.

Entry created

Home » Best Car Care & Lubricants ... » FCTA-1304

## FCTA-1304

### Best Car Care & Lubricants Outlet

Complete your entry form, upload supporting documentation and SUBMIT to send your entry to the judges

[Click here to return to your list of all entries](#)

#### Application Round

TASK	DEADLINE	STATUS	ACTIONS
Site Details Form	13/05/2019 23:59:00 BST	INCOMPLETE	<a href="#">▶ Start</a>
Best Car Care & Lubricants Outlet Form	13/05/2019 23:59:00 BST	INCOMPLETE	<a href="#">▶ Start</a>
<a href="#">Submit Entry</a>	13/05/2019 23:59:00 BST	PREREQUISITES NOT MET	

**Step 3:** Fill out the below details and click 'Save & Continue'.

## Site Details Form

\* denotes a mandatory question

### Site Details

Site Name*	<input type="text"/>
Address 1*	<input type="text"/>
Address 2	<input type="text"/>
Town*	<input type="text"/>
County*	<input type="text"/>
Postcode*	<input type="text"/>
Phone*	<input type="text"/>
Email*	<input type="text"/>
Company Name / Site Ownership*	<input type="text"/>
Does this site have a twitter handle?	<input type="text"/>

Should you be a winner, who will collect the award for this site?

First Name\*

Surname\*

Job title\*

Company\*

**Step 4:** Once your first form is completed you will be back at your entry home page. Click 'Start' next to your category form.

 Your form has been completed successfully. x

[Home](#) » [Best Car Care & Lubricants ...](#) » [FCTA-1304](#)

## FCTA-1304

 [Download entry](#)

### Best Car Care & Lubricants Outlet

Complete your entry form, upload supporting documentation and SUBMIT to send your entry to the judges

[Click here to return to your list of all entries](#)

#### Application Round

TASK	DEADLINE	STATUS	ACTIONS
Site Details Form	13/05/2019 23:59:00 BST	COMPLETE	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Delete</a>
<b>Best Car Care &amp; Lubricants Outlet Form</b>	13/05/2019 23:59:00 BST	INCOMPLETE	<a href="#">▶ Start</a>
<a href="#">Submit Entry</a>	13/05/2019 23:59:00 BST	PREREQUISITES NOT MET	

**Step 5:** You will now need to describe why you think your site should win this award. For details on what the judges will be looking for, for each category, please refer to page 22.

*Please note there is a 500 word limit for this part of the entry process.*

## Best Car Care & Lubricants Outlet Form Back

\* denotes a mandatory question

This award recognises the Forecourt Retailer who best demonstrates the most innovative displays of car care products and lubricants. Judges will take into account the type of display, product positioning and use of POS to encourage targeted product purchasing.

For more details on our criteria, please visit our [information page](#).

Describe why your site should win this award\*

In less than 500 words

Words entered: 0. Max: 500

**Step 6:** You can now upload 6 supporting photos to support your entry. Click 'Choose file' to select your photo from your device and upload it. Once completed click 'Save & Continue'.

*Please note you must submit at least 2 photos.*

### Upload 6 Images to support your entry

Please upload one image per option.  
PEG Image (jpeg)or (.jpg), JPEG image (.jpg), Portable Network Graphic (.png)

**Upload 1\***

No file chosen

**Upload 2\***

No file chosen

**Upload 3**

No file chosen

**Upload 4**

No file chosen

**Upload 5**

No file chosen

**Upload 6**

No file chosen

**Step 7:** You now need to submit your entry. **If your entry is not submitted it is not complete and will not be sent to the judges.** Click 'Submit Entry' and then 'Continue'.

✓ Your form has been completed successfully. ✕

[Home](#) » [Best Car Care & Lubricants ...](#) » [FCTA-1304](#)

## FCTA-1304

[Download entry](#)

### Best Car Care & Lubricants Outlet

Complete your entry form, upload supporting documentation and SUBMIT to send your entry to the judges

[Click here to return to your list of all entries](#)

#### Application Round

TASK	DEADLINE	STATUS	ACTIONS
Site Details Form	13/05/2019 23:59:00 BST	COMPLETE	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Delete</a>
Best Car Care & Lubricants Outlet Form	13/05/2019 23:59:00 BST	COMPLETE	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Delete</a>
<a href="#">Submit Entry</a>	13/05/2019 23:59:00 BST	INCOMPLETE	

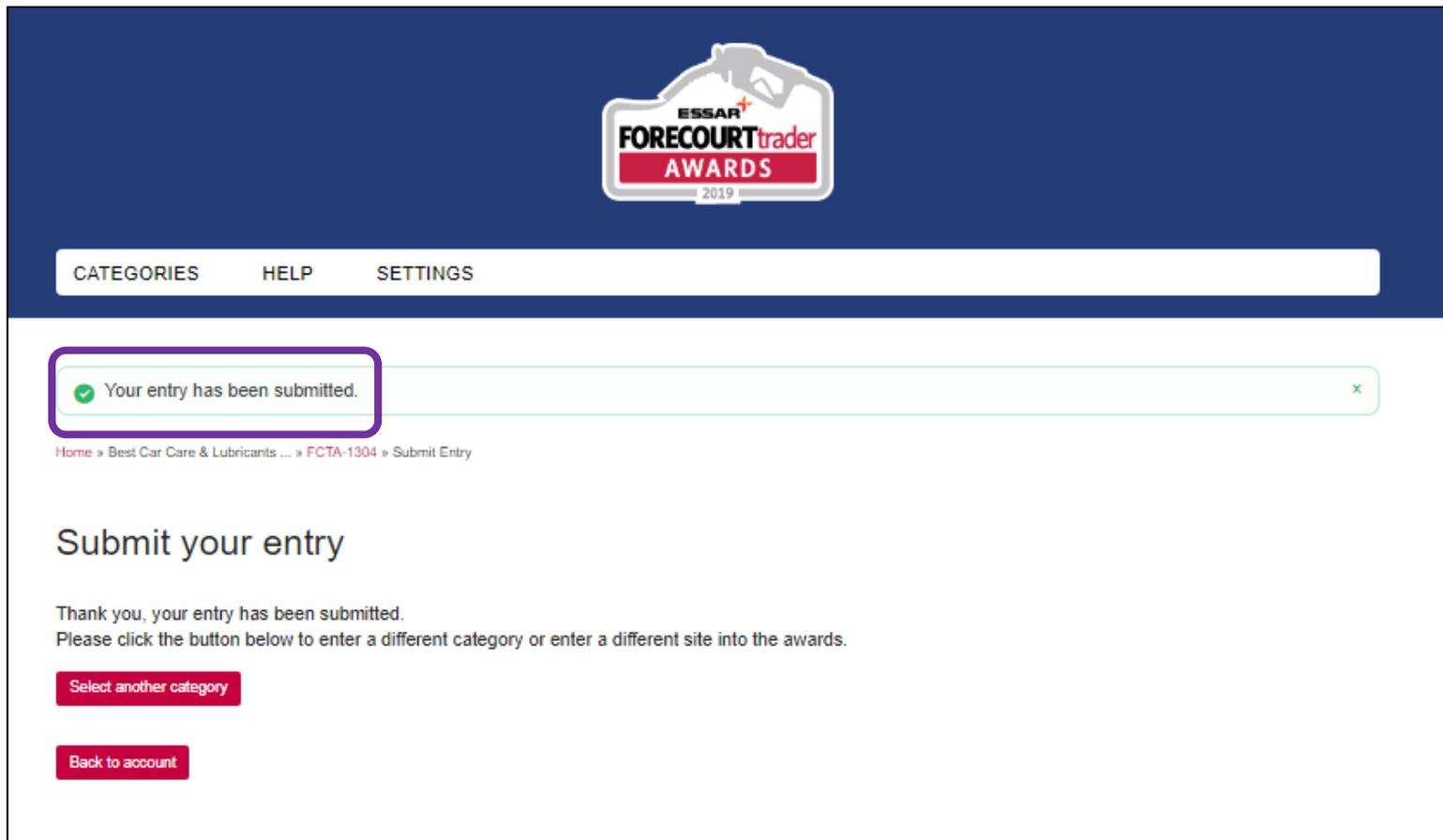
### Submit your entry

Click continue to submit your entry in this category.  
Once submitted you will not be able to make any changes.

[Cancel](#) [Continue](#)

*Please note that once your entry is submitted you can no longer make changes to it.*

**Step 8:** Your entry has now been submitted. You can now continue to enter any other specialist categories or another regional if required, just click 'Select another category'.



The screenshot shows a web interface for the ESSAR Forecourt trader Awards 2019. At the top, there is a dark blue header with the event logo. Below the header is a white navigation bar with the links 'CATEGORIES', 'HELP', and 'SETTINGS'. A green notification box with a checkmark icon and the text 'Your entry has been submitted.' is highlighted with a purple border. Below the notification is a breadcrumb trail: 'Home » Best Car Care & Lubricants ... » FCTA-1304 » Submit Entry'. The main heading is 'Submit your entry'. Below this, a message reads: 'Thank you, your entry has been submitted. Please click the button below to enter a different category or enter a different site into the awards.' There are two red buttons: 'Select another category' and 'Back to account'.

*If you do need to make any changes to your entry, please let us know by emailing [FCTevents@wrbm.com](mailto:FCTevents@wrbm.com).*

# Categories

## Regional Categories

Best Motorway Services Outlet  
London & the South East over 4mlpa  
London & the South East up to 4mlpa  
Midlands over 4mlpa  
Midlands up to 4mlpa  
Northern England over 4mlpa  
Northern England up to 4mlpa  
Northern Ireland over 4mlpa  
Northern Ireland up to 4mlpa  
Scotland over 4mlpa  
Scotland up to 4mlpa  
West Country & Wales over 4mlpa  
West Country & Wales up to 4mlpa

## Specialist Categories

Best Car Care & Lubricants  
Best Coffee & Hot Beverages Outlet  
Best Community Engagement  
Best Customer Service  
Best Design and Development  
Best Food-to-Go Outlet  
Best Forecourt Innovation  
Best Forecourt Loo of the Year  
Best Forecourt Team of the Year  
Best Site Manager  
Best Soft Drinks Outlet  
Best Valeting Facilities

# Criteria

## Regional Entries

Regardless of ownership or operational status, the main retailer categories will be grouped by two main criteria – region and fuel volume.

Retailers can compete for the high-status title of being the Best Forecourt Retailer in one of six regions:

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

There are two volume categories – up to 4mpla and over 4mpla. There will be two winners in each region representing the two-volume categories. There is also a separate category for Best Motorway Services. The overall Forecourt Trader of the Year winner will be chosen from the winners of the aforementioned categories.

Our panel of judges will be looking for entrants who show entrepreneurial skill, initiative 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:

- welcoming and well-maintained facilities; cleanliness and tidiness of both the forecourt and the shop; general standard of décor
- store layout and atmosphere; range, stock levels and merchandising; consistent standards
- friendly and helpful staff
- facilities/services offered
- promotional activity
- ability to maximise opportunities and meet changing customer demands
- profile/role in the community

# Specialist Categories

## Best Car Care & Lubricant Outlet – Sponsored by Convenience Distribution Group

This award recognises the Forecourt Retailer who best demonstrates the most innovative displays of car care products and lubricants. Judges will take into account the type of display, product positioning and use of POS to encourage targeted product purchasing.

### **Judges will take into account:**

- Displays – whether horizontal or vertical – should be group related, i.e. 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 Coffee & Hot Beverages Outlet – Sponsored by Nescafe

The site to receive this award will be able to make evidence 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

### **Best Community Engagement – Sponsored by Europump Maintenance**

Judges will be looking for a retailer who can provide evidence of community engagement through either social media, charity events, fun days or any other means. Judges will take into account bespoke initiatives, innovative use of technology and special partnerships.

**Along with a supporting 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.
- Innovative use of technology-based solutions such as loyalty platforms.

### **Best Customer Service – Sponsored by JTI**

This award will be handed to the forecourt retailer who can show that their customer service is second-to-none. Judges will take into account the presentation and maintenance of the forecourt, shop and facilities, relevant product ranges and of course knowledgeable and friendly staff.

**Judges will look 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.

## **Best Design & Development – Sponsored by Harvest Energy**

This award is all about innovation and development within the design of the entire site. They have to provide documentation outlining how the design/innovation has improved the results of their bottom line and improved their retail offer and show photographs of the site as it was before, where available. Entries are required to show any new materials used or new products sourced to complement their 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 is also 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**

Judges will consider sites both large and small for this award. Rollover will be looking for a clear rationale around why the range you offer is right for your consumer, innovation and quality execution.

#### **Judges will consider:**

- Consumer focus – how does your range and presentation delight and meet the needs of your different consumer.
- Innovation – demonstration of how you are embracing new ideas and standing out from the crowd.
- Visual impact – demonstration of brilliant execution and the use of POS and promotional mechanics to entice and excite your consumers.
- Sales success – how much have you grown and developed your food-to-go sales this year?
- Promotional initiatives – what promotional initiatives do you use to drive food-to-go sales and you can demonstrate the uplift/participation.

### **Best Forecourt Innovation – Sponsored by Gulf**

Innovation for this category will be measured by outlets that have driven their businesses forward by adapting their working practices to reflect the evolving needs of their customers.

#### **Entrants with the best chance of winning have to:**

- Be able to demonstrate increased footfall through a commitment to innovation.
- Consumer-driven – be able to demonstrate a real understanding of the evolving Forecourt shoppers needs/missions and how you are meeting and exceeding their expectations.

## **Best Forecourt Loo – Sponsored by Fast Track**

Entrants for the Best Forecourt Loo had to demonstrate that their facilities are:

- Clean, clean, clean! – including the loo, the floor, the walls, the door, the sink.
- Subject to a maintenance schedule to show the site recognises the importance of keeping the toilet facilities clean and in full working order at all times.
- In fresh, bright surroundings.
- Have a plentiful supply of loo paper.
- Have a sink with hot and cold running water.
- Have a plentiful supply of soap.
- Have a plentiful supply of paper towels or hand dryer in good working order.
- Able to accommodate all types of customer requirements such as disabled/baby changing.
- Clearly signposted.

## **Best Forecourt Team of the Year – Sponsored by Booker**

Whether you are a site manager or one of the team, you will need to demonstrate how you and your colleagues deliver outstanding customer service to every customer, every time they shop with you. Please provide a written nomination on how your team goes the extra mile to deliver best in class service through customer engagement, store standards and working together as one team to support each other and grow your business.

- Customer service – how does your team demonstrate excellence in interacting with your customers and community?
- Engagement – how does your team apply their knowledge of forecourt retail to provide the best possible service?
- Stock – how does your team best sell the right product lines for your store and maintain availability?
- Pride and standards – how does your team demonstrate their pride in supporting each other, their job and representation to the customer, while delivering the highest standards?

## **Best Site Manager – sponsored by JET**

Whether applicants are a colleague or a group manager, they have to explain why their store manager ranks is the best.

**A nomination detailing how their manager is the best of the best was presented 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?
- Complaints – how does your site manager record and handle customer complaints?

Please support your application with examples, anecdotes or testimonials from customers and colleagues. Demonstrate cross-category knowledge and commitment to the latest innovations.

## **Best Soft Drinks Outlet – Sponsored by Coca-Cola**

**Judges will consider the entry based on soft drinks retailing, active promotion of soft drinks and merchandising standards:**

**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?
- Offer a choice? i.e. a range of original variants as well as low and zero sugar soft drinks?
- Range of well supported NPD to excite shoppers?
- Cater for both the immediate and take home purchase?
- Provide a range which is reflective of market dynamics and meets consumer needs – ie does 500ml bottle 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 – i.e. 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 i.e. 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, snacks, meal for tonight?
- A clearly blocked fixture, with soft drinks merchandised together?
- Sufficient space given to each product based on rate of sale? i.e. double / triple facing for best sellers
- 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?

### **Best Valeting Facilities – Sponsored by Wilcomatic**

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

- **Wash:** Points will be given for quality of wash, layout and ease of use, innovation of programme choices, and 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 the inclusion of as many clear and labelled photographs as possible will be essential in the support of any submissions.