

# Shopfront of the Season Judging Form –

Total Score

/ 50
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Name of Judge .....

Name of Business .....

Criteria	Comments	Score out of 10
<p><b>Sympathetic to the heritage setting/conservation area</b></p> <ul style="list-style-type: none"> <li>• Features such as fascias, cornices, pilasters, stall risers, window proportions, and decorative details are consistent with the building’s period. Attempt to conserve or reinstate original elements visible</li> <li>• Use of materials appropriate to the heritage context (timber, stone, cast iron, glazed tiles).</li> <li>• Signage, colouring, and illumination is restrained, avoiding harsh contrasts, overly reflective modern materials, or corporate branding that overwhelms the historic character.</li> </ul>		
<p><b>Accessible and inclusive</b></p> <ul style="list-style-type: none"> <li>• Wheelchair accessible. Ramps, bell for assistance, wide entrances</li> <li>• Signage clear – fonts and contrast suitable for visual impairment</li> <li>• Displaying LGBTQIA+ “Safe space” posters or other visible way of showing the business welcomes everyone.</li> <li>• Additional training undertaken such as Dementia Friends</li> <li>• Quiet hours or other visible measures to make business more accessible to those with sensory needs.</li> </ul>		
<p><b>Inviting and welcoming</b></p> <ul style="list-style-type: none"> <li>• Clear and welcoming signage</li> <li>• Friendly branding</li> <li>• Plants and/ hanging baskets</li> <li>• View of business through the windows -so customers can see what is in store</li> <li>• Warm welcoming lighting</li> <li>• Water refills welcome signs</li> <li>• Dog friendly signage</li> </ul>		
<p><b>Well maintained</b></p> <ul style="list-style-type: none"> <li>• No peeling paintwork</li> <li>• Clean windows</li> <li>• Clean and clear signage</li> <li>• Lighting all working</li> <li>• Up to date information like opening times</li> <li>• Swept pavement</li> <li>• Dusted windowsills</li> </ul>		
<p><b>Attractive and distinctive window display</b></p> <ul style="list-style-type: none"> <li>• Seasonally themed</li> <li>• Gives a good taste of what is inside</li> <li>• Eye catching</li> </ul>		