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Small Retailer of the Year 2006

Annual Award by the Christian Booksellers' Convention

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Tolworth bookshop wins National Award

Tolworth-based, **re:refresh books & christian resources** won a National Award at the annual Christian Booksellers' Convention in Telford this week.

The bookshop, which only opened 16 months ago, won the "Small Retailer of the Year 2006" Category in the Annual Awards. There are around 600 Christian Bookshops in the United Kingdom, the majority of which fall into the "small" category, with a turnover of up to £200,000 a year.

Criteria used by the judges in making an award include organization and control of business activity, originality and creativity in presentation and marketing activity, turnover growth, customer care, community involvement, stock turn and staff development. Bookshops are normally nominated for an award by the publishers' sales representatives but judging of the final shortlist includes a visit by an independent assessor.

Re:refresh books & christian resources is an independent Christian bookshop, set up in October 2004. In its first year of trading it managed to achieve its budget despite the downturn in retail sales generally, which have hit the Christian book trade along with most sectors of the retail trade. Figures to date indicate that **re:refresh books** will achieve a planned 25% increase in sales in its second year.

Re:refresh books has a spacious, well-lit interior with seating. Customers often comment on the breadth of stock. Special features include a well-stocked children's corner, a music centre with CD browser and listening post. In addition to the wide stock of Bibles and Christian books, it also stocks quality greetings cards, gift items and fair trade goods.

Re:refresh books is located at 23 The Broadway, Tolworth (close to Boots and Marks & Spencer) a few hundred yards from the Tolworth Junction on the A3. This makes it easily accessible from many parts of SW London and North Surrey, and there is free parking in the public/Marks & Spencer Car Park nearby or meter parking in The Broadway.

Issued on behalf of:-

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Picture shows: Marguerite Williams, Manager of **re:refresh books & christian resources** receiving her Small Retailer of the Year 2006 award from Andrew Wormleighton of sponsors Lion Hudson.

re:refresh books & christian resources

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