



### **Five towns shortlisted for Retail Excellence Friendliest Place Awards**

**Ennis, Swords, Limerick City, Trim and Waterford City all made the final five**

Five towns throughout Ireland are vying with one another to win recognition as the Retail Excellence Friendliest Place in Ireland. Ennis, Swords, Limerick City, Trim and Waterford City have been shortlisted for the Award which will be announced on the 9<sup>th</sup> of November in Killarney.

Retail Excellence, the largest retail representative body in Ireland, run these prestigious awards on an annual basis. The Awards are designed to drive standards in retail operations and town centres throughout the country.

Last year Navan won the prestigious title at the Retail Excellence Ireland Awards. The sell-out event was attended by more than 700 Irish retail industry executives. The awards are the biggest and best supported event in the Irish retail industry calendar.

David Fitzsimons CEO of Retail Excellence said "Ireland is renowned the world over for its warm welcome and hospitality to all. This is always particularly evident in retail operations throughout every village, town and city in the country and this is why it is important to mark the significant contribution being made by retailers and city and county councils in driving standards.

We are delighted with the quality of entries we received this year for Ireland's Friendliest Place Award and the standard set was second to none. It is always difficult to choose the finalists but the five towns selected are standard bearers in driving customer excellence, hospitality and pride in their town. Ennis, Swords, Limerick City, Trim and Waterford City can be proud of this achievement and we all look forward to the announcement of the overall winner in November" David Fitzsimons concluded.

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**Editors notes**

Judging covers a broad range of areas including customer service, shop fronts, the urban streetscape in addition to other criteria. Five to ten stores are put forward which are then audited by mystery shoppers and the towns with the three highest aggregate scores are then nominated as finalists.

All of the stores are then blended into National Store of the Year entry and from there top 100 stores are selected. The Top100 proceed to submission stage with international retail consultants, Echochamber and are then whittled down to the Top30 in September.