

Festive Window Trail Scoring Matrix

Quality (100%)		
Quality Area	Evaluation Criteria (minimum expectations)	(%) Weighting
Location of Shopfront in the Town Centre & Accessibility	Ensure the shop front is in a central Town Centre location and within the boundary of the area map defined in the Festive Window Trail Guidelines and Standards. Ensure the shop front is accessible to participants of all abilities. Considering factors such as step free access into the store for best engagement with the trail and collection of trail stamps inside participating businesses.	25%
Regular Opening Hours	Ensure the business has regular and consistent opening hours for trail participants to access the trail and collect their stamps. Ensure all participating businesses open during weekends.	20%
Creative Approach to Promotion of the Trail and Complimentary Seasonal Activity	Information must be provided on the type of promotion the business will undertake to support the trail. Ensure as many promotional channels as possible and different types of promotion are proposed. Consider the types of content and creative approach to promotion in-store and online proposed by the business. Ensure any complimentary seasonal activity runs within the trail period. Ensure any complimentary seasonal activity is described in good detail	15%

	explaining how it will enhance engagement, drive footfall to businesses and increase participation in the trail. The complimentary activity must be suitable for attendees of all ages and take into consideration participants with additional needs.	
Required Information and Provision of Written Consent	All information must be correct and accurate at the time of submission and match the registration and information available on Companies House. The individual who submits the expression of interest form must confirm that the business premises and building is for commercial use only and not any form of residential activity. Written consent from the building landlord or freeholder must be provided via email to the Council's events team upon submission of the expression of interest form.	40%

Scoring Descriptors

Scoring Grade	Descriptor	Numeric Score
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Fair	The information submitted is limited, has some inconsistencies with the rest of the submission.	1
Satisfactory	Satisfactory response to the requirements but contains inconsistencies.	2
Good	Good response to the requirements which is clear but has minor inconsistencies.	3