



HERTFORD TOWN COUNCIL

NEWS RELEASE

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Cheerful Trader Competition 2017 Winner Selected

Hertford Town Council has been on the hunt to find the town's friendliest retailer. The annual competition ran during June and July, and a total of 469 nominations were received for 23 Hertford traders.

The winner was selected by a panel of three judges, including The Mayor of Hertford, Cllr Mrs Susan Dunkley. The winner was chosen based on the number and quality of the nominations received for each business.

This year's winner is the team at Saks Hair & Beauty on Fore Street. Many of the nominations featured the welcoming, cheerful and reliable service that the whole team at Saks provide to their customers. A recurring theme is that the team goes above and beyond to make the customers' experience special and nothing is ever too much trouble.

This year's runner-up is Natural Health in Old Cross. Nominees mentioned that the staff are very knowledgeable, offers advice and are very friendly.

This year a Special Recognition Award has also been presented to the staff at Waitrose, past and present, for the cheerful and helpful service they have given to customers in Hertford throughout the store's time in the town.

The Mayor of Hertford, Cllr Mrs Susan Dunkley said: "It was wonderful to receive so many nominations from Hertford shoppers, demonstrating what great service is given by town centre businesses. It was really hard to select a winner and runner up, and I want to congratulate Saks, Natural Health and everyone who received a nomination.

"I'm pleased to also have been able to recognise the dedicated, friendly service that staff at Waitrose have given over the years with a special award."

For further information on the competition please contact Melissa Reynolds on 01992 552885.