

Buckingham Society – Buckingham Trader of the Year

This year the Buckingham Society launched a new “Buckingham Trader of the Year” award. The idea being to give recognition to the fact that there are many excellent and passionate local traders in the town who manage to succeed in the face of the might of the out-of-town shopping malls and monoliths and help to make Buckingham a great place to live.

There was an overall award for the most popular trader as well as awards for the runner-up, the “Café of the Year” and the “Marker Trader of the Year”.



Supported by the local town, district and county councils as well as the Buckingham Traders Association, the Society asked the people of Buckingham to nominate and vote for their favourite local trader. Nominations were sought based on criteria such as friendliness, quality of service, excellence of window display and the variety and quality

of goods sold. The overall aim being to choose the trader whom the people of Buckingham considered represents all that’s good about the town and its shops.

The Society decided that the competition would not be, like so many these days, run online. The idea was to get people who actually used the town’s shops, cafés etc to nominate their favourite trader. So, people had to complete paper nomination forms using pens or pencils – an almost revolutionary concept. This meant of course that it was a truly locally based competition.

Members of the Society set up a stall in the Saturday market and encouraged people to vote. In addition, shops were given supplies of nomination forms to hand out to their customers. Well over 500 people made nominations, an excellent turnout for a small town like Buckingham, with more than 50 individual traders receiving at least one nomination. The outcome was remarkably close with the winner receiving just one more vote than the runner-up. The overall winner received a shield that they will be able to display for a year and there were certificates for the runner-up and the other award winners.

The Buckingham Society believes firmly that there are many excellent and passionate local traders in our town and throughout the country and their quality deserves to be recognised. They are incredibly important to the life of our local town centres and high streets and they all deserve our support. Buckingham Society members can feel that this first year of the award has been a great success and it is intended that the process will be repeated for years to come.

The picture shows the Mayor of Buckingham, Councillor Andy Mahi, presenting the winner’s shield to Jenny Dobbs of “At home”, the winning shop based in Well Street. Also in the picture are Roger Edwards, Chair of the Buckingham Society, and Tony Mayston who first suggested the idea of a Trader of the Year award.