

Leith Shop Idol competition offers prizes to shopkeepers

Leith businesses will be competing to be 'top of the shops' this February with the best window display in the area, as a brand new initiative is launched.

'Leith Shop Idol' is inviting over 600 independent retailers, restaurants and businesses to apply to compete for the title of 'Most Improved' window display and win themselves £3,000 towards their business.

Three prizes are up for grabs and winners will be decided by the public on Facebook and a select panel of judges in a Strictly Come Dancing-style vote.

A free window dressing master-class will be held on 18 January, 5.30-9pm, at the McDonald Road Library for any businesses wanting to pick up tips and tricks from the experts.

Councillor Tom Buchanan, Economic Development Convenor, said: "This competition is an excellent way for Leith businesses to showcase what they have to offer. By simply taking care of the appearance of their shop fronts, businesses will help to increase the vibrancy and attractiveness of the entire local area and consequently drive more customers through the door.

"I am looking forward to seeing how businesses in the area will exercise their creative flair over the next month."

The initiative is part of the Council's commitment to **Building Stronger Town Centres** across Edinburgh and three town centre coordinators are involved in a variety of projects to promote their area.

Application forms will be sent to businesses over the next

week with the deadline for entries closing by 31 January. Forms can also be downloaded at www.leithshopidol.co.uk or for more information call Sarah Woodford on 0131 529 3527

Follow all the action, including who has entered, on the [iloveleith](#) facebook page.