

Leith Shop Idol winner announced



Following a week of dressing and perfecting their shop fronts, Leith businesses have pulled out all the stops in their efforts to impress both the judges and the public in the competition to be the first [Leith Shop Idol](#).

Now, it has been announced that the winner of the £3000 prize is M1 Sandwich Shop on Easter Road who were successful in creating a display that judges described as having “a professional clean crisp look”.

Coming in a close second was Flux on Bernard Street who created a beautiful rose-themed display of gifts and furniture. In third place was The Doo’cot St Columba’s Hospice on Leith Walk, which was one of the public’s favourite in the vote on Facebook.

This week over 1,000 votes were received on Facebook that made up 40% of the overall votes. Judges Isobelle Hodgson from Visobelle Displays, Ruth McKay, the Federation of Small Businesses (FSB) Chair (Edinburgh) and Kirstine Hale, Director of Edinburgh Skills Shop, then chose their favourites – making up the final 60% of the vote.

Councillor Tom Buchanan, Economic Development Convenor, said: “I am delighted to give out these well-deserved prizes and have been very impressed by the quality of window displays across Leith. This is the start of a process which will continue to raise the profile of all of Edinburgh’s town centres so that they become known as must-visit destinations in their own right.”

35 businesses entered this year’s competition to have the

'Most Improved' shop front.

First prize was £3000 towards developing the business, second prize was £1000 towards the business and third prize was a year's free membership to the Federation of Small Businesses.

Marcelina Fraczak, owner of M1 Sandwich Shop, said: "We're so happy to have won Leith Shop Idol. It is fantastic! The £3000 will be spent on improving the front of the shop and creating new displays for our products."

Judging the event, Isobelle Hodgson said: "It can be difficult to create a window display where perishable products are for sale. The creativity used in this display is tremendous and gives a professional clean crisp look, which is imperative when selling this kind of product. The handmade ginger biscuits look fabulous made into hanging mobiles. Good visual merchandising. Barrels with fresh basil and apples...mmmm."

This initiative is part of the Council's Economic Development team'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.

Winners will be presented with their awards tonight by Councillor Tom Buchanan at special event in MacDonald Road Library.