



Thursday, September 11, 2025

LONDON HILTON ON PARK LANE

## ENTRY GUIDE

Entry Deadline: Friday, June 6, 2025

# JOIN US IN CELEBRATING EXCELLENCE WITHIN THE COMMUNITY PHARMACY SECTOR

**The C+D Awards are back! Once again the pharmacy industry will gather in London, at the Hilton on Park Lane on 11th September, to celebrate excellence in community pharmacy.**

There are many reasons to look forward to a special evening. Much loved categories like Community Pharmacist of the Year, Independent Pharmacist of the Year, and Trainee Pharmacist of the Year will reward some truly outstanding individuals, while team awards, like Pharmacy Team of Year will evidence the teamwork that goes into making a community pharmacy special.

As always, we also want to do something new, so to reflect the growing importance of pharmacy technicians in community pharmacy in 2025 and beyond, we have introduced a new category – Pharmacy Technician of the Year.

Our Unsung Hero award also makes a return, rewarding those colleagues or peers who have gone above and beyond. We know there will be more than a few examples out there – why not use the C+D Awards to shine a spotlight on them?

Last year, community pharmacy was buffeted by multiple challenges from multiple angles – the C+D Awards represents a chance to celebrate the excellence in the industry that prevails despite the pressures. We look forward to you joining us for another unforgettable event.

**James Halliwell**  
Editor in Chief, C+D



# WHO CAN ENTER

The C+D Awards 2025 is your chance to shine! If you're a pharmacy professional working in a community setting, this is your moment—whether you're a locum, part of a primary care network, working with a locum agency, or part of a head office/support team. If your work impacts community pharmacy, we want to hear from you! Pharmacy professionals outside the UK and those in academic settings are not eligible to enter.

# HOW TO ENTER

- 1 Choose your categories wisely—pick the ones that best suit your achievements.
- 2 Complete your entry online via our C+D Awards website and submit it before the deadline: **Friday, June 6, 2025** – Don't miss it!
- 3 After submitting, you'll receive an automated confirmation email. If not, reach out to Global Director of Events, Natalia Kay at [natalia.kay@citeline.com](mailto:natalia.kay@citeline.com).

*"Get the recognition you, your team or project deserve by entering an award today."*

# WHY ENTER?

Winning a C+D Award isn't just about a trophy – it's about recognition, prestige, and celebrating the impact you make in pharmacy!

Past winners have said it gives them an incredible sense of professional pride. Whether you're entering for yourself, your team, or your project, this is your opportunity to showcase excellence and be celebrated.

*Let your success take centre stage!*



# 2025 CATEGORIES

We are pleased to present the following categories for the 2025 C+D Awards.

★ UNSUNG HERO AWARD

Sponsored by 

★ DIVERSITY AND INCLUSION AWARD

★ INNOVATION OF THE YEAR

Sponsored by 

★ INDEPENDENT PHARMACY OF THE YEAR

★ COMMUNITY PHARMACIST OF THE YEAR

Sponsored by 

★ GP OR PCN PHARMACIST OF THE YEAR

★ HEALTH INITIATIVE OF THE YEAR

Sponsored by




★ MANAGER OF THE YEAR

Sponsored by 

★ PHARMACY STAFF MEMBER OF THE YEAR

★ PHARMACY TEAM OF THE YEAR

Sponsored by 

★ TRAINEE PHARMACIST OF THE YEAR

★ TRAINING AND DEVELOPMENT AWARD

★ PHARMACY TECHNICIAN OF THE YEAR

NEW

*"For the 2025 Awards we have one new category,  
'Pharmacy Technician of the Year.'"*

# UNSUNG HERO AWARD

*Sponsored by*

**Pharmacy2U**

C+D wants to hear from you about the unsung heroes in your profession.

This is a wonderful opportunity to recognise and celebrate a pharmacist or pharmacy staff member who has gone the extra mile for their patients and the sector as a whole.

Share with us a time when you or your team exceeded expectations to assist patients, perhaps through life-saving interventions, charitable endeavours, or other remarkable efforts. The stories in each category will be subject to voting by C+D readers.

Unlike other C+D Awards, this is not an evaluation of an individual's entire career or a comprehensive project. Instead, it focuses on a specific event that allowed you or a colleague to stand out. The awards welcome submissions from any team, pharmacist, or pharmacy staff member with a noteworthy story from 2024. Although this category revolves around a singular experience, feel free to provide some background context and explain the repercussions of your story.

For instance, if your entry involves a patient intervention that went beyond standard of care, you may want to offer background information about your relationship with the patient and provide an update on their current well-being. However, if your narrative tends to focus more broadly on your or your pharmacy's achievements, it's advised to consider entering one of the other 13 C+D Awards categories. If the story you wish to submit involves a colleague rather than yourself, you are permitted to enter on their behalf. Ensure you have verified all the details with them and be aware that they will receive a complimentary ticket to the awards ceremony if they make the shortlist.

## WHO CAN ENTER?

Any pharmacist, pharmacy staff member or pharmacy team.



# INNOVATION OF THE YEAR AWARD

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**SANDOZ**

Great pharmacy businesses never stand still either on the ground or online. They continue to innovate, evolve and raise the bar for competitors. And it's not just about throwing cash at problems – it's about the creative ideas that genuinely move your business forward. So what have you done to innovate? Have you gone greener? Have you led the way on the ground? Or have you taken to Facebook to organise a health campaign, used Twitter to promote your brand or launched a new website? Whatever you have done the judges will want to see how your business and, most importantly, your customers have benefited.

In no more than 300 words per question, please answer the following:

1. How did you identify the need for your innovation and how did it meet this need?
2. What impact has your innovation had on your pharmacy business and/or your pharmacy team(s)?
3. What impact has your innovation had on your customers?
4. How has your initiative improved your pharmacy's/ies' links with other healthcare professionals?

## WHO CAN ENTER?

Any UK-based pharmacy business which has a green, on the ground or online innovation to showcase or believes they have risen the competitive bar.

*"So what have you done to innovate? Have you gone greener? Have you led the way on the ground?"*



# COMMUNITY PHARMACIST OF THE YEAR

Sponsored by



Whether you are a branch manager, running your own pharmacy, or acting as superintendent, you strive to be the best. Tell us how you have utilised delivery of your contract, developed clinical services and built links with patients and peers.

In no more than 300 words per question, please answer the following::

1. What have you done to deserve this award and why?
2. What impact have you had on your patients?
3. What impact have you had on your pharmacy/ies and/or your pharmacy team(s)?
4. How have you developed, utilised and motivated your pharmacy team(s)?
5. How have you improved you and your pharmacy's/ies' links with other healthcare professionals?

## WHO CAN ENTER?

Any UK-based branch manager, owner or superintendent pharmacist.

*"Are you a branch manager, running your own pharmacy, or acting as superintendent, and strive to be the best?"*



# DIVERSITY AND INCLUSION AWARD

This award aims to shine a light on vital work that is being done by pharmacy teams, organisations and individuals to challenge inequality in the sector. Tell us about an innovative training course your pharmacy has run to educate staff about diversity, or an initiative you've implemented to promote more diversity in your team. However you've promoted equality and diversity, tell us your story..

In no more than 300 words per question, please answer the following:

1. What have you/your team/your workplace done to deserve this award and why?
2. What impact has this had on your team and/or the wider company (if applicable)?
3. What tangible benefits have come out of your initiative?

## WHO CAN ENTER?

Any UK-based individual or team working for or on behalf of a community pharmacy business.

*"Tell us about an innovative training course your pharmacy has run to educate staff about diversity, or an initiative you've implemented to promote more diversity in your team."*



# HEALTH INITIATIVE OF THE YEAR

Sponsored by



Whether you offer public health services like a travel clinic providing comprehensive travel health advice and vaccinations, or clinical services such as smoking cessation or diabetes screening.

It goes without saying that your service has to be well executed:

1. How did you identify the need for your public health or clinical service and how did it meet this need?
2. What impact has your health initiative had on your patients?
3. What impact has your health initiative had on your pharmacy(ies) and/or your pharmacy teams
4. How did your health initiative improve your pharmacy's (ies') links with other healthcare professionals?

## WHO CAN ENTER?

Any UK-based provider of public health or clinical services.

*Do you provide public health services such as a travel clinic offering comprehensive travel health advice and vaccinations? Or perhaps clinical services like flu vaccinations? This is the category for you to showcase your work.*



# INDEPENDENT PHARMACY OF THE YEAR

Sponsored by



Every independent pharmacy has to balance the demands of delivering a modern, patient-centred health service with offering a customer experience that rivals the big high-street retailers – an even harder challenge in today's harsh funding environment.

In no more than 300 words per question, please answer the following:

1. What has your independent pharmacy business done to deserve this award and why?
2. What impact has your independent pharmacy business had on its patients?
3. What impact has your independent pharmacy business had on its team(s)?
4. How has your independent pharmacy business improved its links with other healthcare professionals?

## WHO CAN ENTER?

Any UK-based independent pharmacy.

*"Your pharmacy has to balance the demands of delivering a modern, patient-centred health service with offering a customer experience that rivals the big high-street retailers."*



# MANAGER OF THE YEAR

Sponsored by

**JENSTEN**  
INSURANCE BROKERS

Whether working at the coalface as a pharmacist or technician, in head office as a superintendent, in a professional development role, or as an area or regional manager, an award-worthy manager has the ability to make things happen.

In no more than 300 words per question, please answer the following:

1. What have you done to deserve this award and why?
2. What impact has your management had on your patients?
3. What impact has your management had on your pharmacy/ies and/or its team(s)?
4. How have you improved your and your pharmacy's/ies' links with other healthcare professionals?

## WHO CAN ENTER?

Any UK-based:

- Pharmacist or technician
- Individual working as a superintendent pharmacist in head office
- Individual working in a professional development role or
- Area or regional manager

*"Working as a pharmacist or technician, in head office as a superintendent, in a professional development role, or as an area or regional manager, an award-worthy manager has the ability to make things happen."*



# GP OR PCN PHARMACIST OF THE YEAR

Whether you are a GP or PCN pharmacist, you strive to be the best. Tell us how you have maximised delivery of your contract, developed clinical services and built links with patients and peers.

In no more than 300 words per question, please answer the following:

1. What have you done to deserve this award and why?
2. What impact have you had on your patients?
3. What impact have you had on your pharmacy/ies and/or your pharmacy team(s)?
4. How have you developed, utilised and motivated your pharmacy team(s)?
5. How have you improved your pharmacy's/ies' links with other healthcare professionals?

## WHO CAN ENTER?

Any UK-based GP or PCN pharmacist.

*"Are you a GP or PCN pharmacist, and strive to be the best?"*



# PHARMACY STAFF MEMBER OF THE YEAR

Perhaps you have helped recruit patients to your pharmacy's services and delivered health promotion activities. Or maybe you improved safety or efficiency in the dispensing process, while mentoring colleagues. Either way, this is your time to shine.

In no more than 300 words per question, please answer the following:

1. What have you done to deserve this award and why?
2. What impact have you had on your patients?
3. What impact have you had on your pharmacy/ies?
4. How have you improved your and your pharmacy's/ies' links with other healthcare professionals?

## WHO CAN ENTER?

Any UK-based member of a pharmacy team.

*"Have you helped recruit patients to your pharmacy's services and delivered health promotion activities? Or maybe you improved safety or efficiency in the dispensing process, while mentoring colleagues."*



# PHARMACY TEAM OF THE YEAR

Sponsored by



Tell us how your team puts your pharmacy or pharmacies at the heart of the community it serves, how it has overcome obstacles by working together and how it has used individual skills and strengths to create an even more powerful whole – all to the benefit of patients.

In no more than 300 words per question, please answer the following:

1. What have you done to deserve this award and why?
2. What impact have you had on your patients?
3. What impact have you had on your pharmacy/ies?
4. How have you improved your and your pharmacy's/ies' links with other healthcare professionals?

## WHO CAN ENTER?

Any UK-based pharmacy team.

*"Tell us how your team puts your pharmacy or pharmacies at the heart of the community it serves, how it has overcome obstacles by working together and how it has used individual skills and strengths to create an even more powerful whole."*



# TRAINEE PHARMACIST OF THE YEAR

The winner of this award won't be your average trainee pharmacist; they will have set themselves apart from their peer group with their drive, ingenuity, ideas and commitment to make a difference to their community.

In no more than 300 words per question, please answer the following:

1. What have you done to deserve this award and why?
2. What impact have you had on your patients?
3. What impact have you had on your pharmacy and its team?
4. How have you improved your and your pharmacy's links with other healthcare professionals?
5. What are the key lessons you have learned during your pharmacy training and how will they make you a better healthcare practitioner?

## WHO CAN ENTER?

Any UK-based trainee pharmacist.

*"They will have set themselves apart from their peer group with their drive, ingenuity, ideas and commitment to make a difference to their community."*



# TRAINING AND DEVELOPMENT AWARD

Have you developed an innovative training programme? Or are you a trainee tutor who has found new ways to motivate trainees to reach their full potential? The judges will want to see how you have put your team and their skills at the heart of what you do.

In no more than 300 words per question, please answer the following:

1. How did you identify the need for your training and development initiative(s) and how did it/they meet this need?
2. How has your training and development initiative(s) developed, utilised and/or motivated your pharmacy team(s)?
3. What impact has your training and development initiative(s) had on your patients?
4. What impact has your training and development initiative(s) had on your pharmacy/ies?
5. How has your training and development initiative(s) improved your pharmacy's/ies' links with other healthcare professionals?

## WHO CAN ENTER?

Any UK-based pharmacy organisation or trainee pharmacist tutor.

*"Have you developed an innovative training programme? Or are you a trainee tutor who has found new ways to motivate their trainees to reach their full potential?"*



# PHARMACY TECHNICIAN OF THE YEAR

NEW

New for 2025 is the Pharmacy Technician of the Year award. Introduced in response to the changing landscape of community pharmacy, and the role pharmacy technicians are playing in it, we are looking forward to seeing who is nominated.

In no more than 300 words per question, please answer the following:

1. What have you achieved to deserve this award?
2. What impact have you had on patients?
3. What impact have you had on the community pharmacy you work in?
4. How have you developed your skills and capabilities over the last year?

## WHO CAN ENTER?

Any UK-based pharmacy technician.

*"Have you developed an innovative training programme?  
Or are you a trainee tutor who has found new ways to  
motivate their trainees to reach their full potential?"*



# THE RULES

1. All entries must be written in English.
2. All entries must be submitted via our online entry system.
3. All entries must be based on activities undertaken between June 2024 – June 2025.
4. Companies may enter more than one category, provided that each entry has been specifically written to address the relevant criteria.
5. All entries must include a picture of the nominee or team which can be used at the awards ceremony. This must be submitted at the point of entry.

# CONFIDENTIALITY

We recognise and respect the sensitive nature of the information submitted in the entries. We ensure that this recognition is shared by our judging panel as well.

Entries are not disclosed or discussed outside the judging process. Once an entry is shortlisted, extracts from the entry will be sourced for inclusion in the awards ceremony and any subsequent editorial coverage.



# FAQS

## **Q. How do I enter?**

It's very simple. Ensure you have read the entry guidelines and category criteria. Decide which category/categories you wish to enter. Create an account on our entry system, which allows you to save and amend your entry until you are ready to submit it. Answer the questions/criteria relevant to your chosen category. When your entry is complete, don't forget to click submit. You can look at and review your submitted entries up until the entry deadline.

## **Q. How much does it cost to enter?**

It is free to enter the Awards.

## **Q. When is the entry deadline?**

Entries are being accepted until Friday, June 6, 2025.

## **Q. I am not sure which category our entry would fit into?**

If you are not sure which category your entry fits into, please contact our Global Director of Events, Natalia Kay at [natalia.kay@citeline.com](mailto:natalia.kay@citeline.com) for further assistance.

## **Q. Can I submit more than one entry?**

Yes. The only exception is Community Pharmacist of the Year and Pharmacy Manager of the Year, where the same individual cannot enter both. While in every other category, your business is able to enter as many as are relevant, please note you can't submit the same or similar entries for more than one category.

## **Q. I am a sponsor of the Awards. Am I still able to enter?**

Yes, you can enter the Awards and we would encourage this. However, you are unable to enter the category you are sponsoring. But don't worry – there are plenty of other categories to choose from.

## **Q. How will I know whether my submission has been received?**

All submissions will be acknowledged by an automated email once you have submitted your entry. Our Awards team will also get in touch with you again shortly after the entry deadline. If you have any concerns please contact our Global Director of Events, Natalia Kay at [natalia.kay@citeline.com](mailto:natalia.kay@citeline.com).

## **Q. How will I know if my submission has been successful?**

Following the judging all companies and individuals will be notified by email. Finalists will be announced on our website.

## **Q. What PR and marketing opportunities will there be if I am shortlisted?**

All shortlisted entrants will be sent a marketing pack containing a digital email signature and banners to display on your website, social media and emails.

## **Q. What do I get if I win?**

The C+D Awards are highly regarded within the industry and winning an award marks you out as a leader in your field. All shortlisted entrants will be able to purchase a seat at the Awards for the highly discounted price of £50 each. This covers your attendance at the welcome reception, three course dinner and the after party. You will have the opportunity to network with senior industry leaders and decision makers while celebrating being part of the C+D Awards shortlist. This offer is limited to one per person/company and additional places or a table can be purchased at the regular rate. Winners are only announced at the Awards ceremony and will receive a trophy and certificate of recognition.

# CONTACT

## AWARDS

For further information about entering or attending the C+D Awards, please contact:

### NATALIA KAY

Global Director of Events


 natalia.kay@citeline.com

## SPONSORSHIP OPPORTUNITIES

For further information about how the C+D Awards can enhance your marketing through sponsorship opportunities for your business, please contact:

### OMAR AFRAOUI

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