



Hornby Hobbies Launches 'Model Shop of the Year' Awards to Celebrate Independent Retailers

Hornby Hobbies, the name behind iconic brands such as Hornby, Scalextric, Airfix, and Corgi, is excited to announce the launch of its new **'Model Shop of the Year' awards**—a nationwide initiative designed to recognise and celebrate the independent model shops that are at the heart of the hobbyist community.

With independent model shops playing a vital role in keeping hobbies alive and thriving, the awards aim to shine a spotlight on the retailers who go above and beyond to inspire and support hobbyists of all ages. From offering expert advice and fostering a welcoming environment, to keeping the passion for model-making alive, these shops are a crucial part of the hobby sector's future.

"At Hornby Hobbies, we recognise how important these retailers are, not only to our industry but to communities around the UK," said Shaun Dubberley, Group Sales Director at Hornby Hobbies. "Our *Model Shop of the Year* awards are about celebrating their contributions and helping them grow even stronger."

The five finalists will be selected based on customer nominations and evaluated by a panel from Hornby Hobbies. Each finalist will receive a comprehensive marketing package designed to help promote their shop, including PR-supported regional and trade press releases to drive awareness, a one-day professional photo and video shoot to create marketing content, and social media promotion across all Hornby Hobbies channels to boost visibility.

The overall winner will receive an exclusive prize package, including a one-on-one meeting with Hornby Hobbies CEO Olly Raeburn, Shaun Dubberley, and a Head of Brand of their choice, at a restaurant in London, £2,500 in Hornby Hobbies products to enhance their shop's offerings, a trophy to mark their achievement, and a professional photoshoot and press release to further promote their win.

Runners-up will receive a £500 credit to spend on Hornby Hobbies products along with a photoshoot and press release to help boost their business.

Hornby Hobbies' *Model Shop of the Year* awards also coincide with the company's recent research into the role of hobbies in promoting happiness, creativity, and mental well-being. As the research reveals, hobbies are more important than ever, with many people turning to them for relaxation and personal fulfilment. Independent model shops are key in nurturing this, offering both products and expert guidance to hobbyists old and new.

Nominations are now open, and the five finalists will be announced in December, with the overall winner revealed in February 2025. Retailers interested in participating will soon receive a nomination pack, providing everything they need to encourage their customers to nominate them.

For more information visit [Model Shop of the Year 2025 - Hornby Hobbies Community](#).

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About Hornby Hobbies

Hornby Hobbies Limited is a toy and hobby products manufacturer that was founded in the early 1900s. Hornby Hobbies Limited portfolio of brands include: Hornby – model trains, Scalextric – slot car racing in series of 1:32, 1:43 and 1:64, Airfix – model kits, Humbrol – paints and craft product, and Corgi – die-cast models. In addition to these iconic British brands Hornby Hobbies Limited also owns several international brands including Lima, Rivarossi, Joueff, Electroten, Arnold and Pocher.