BCSC Opal Awards 2015
Promoting the unique commercial and brand opportunities within the retail environment

AWARD ENTRY GUIDE

Supported by:
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Welcome to the BCSC Opal Awards 2015

The aim of the BCSC Opal Awards is to promote the unique commercial brand opportunities available in shopping malls by recognising and showcasing the best examples in the marketplace.

The BCSC Opal Awards, now in its third year, is the only UK award programme to recognise and reward commercialisation within shopping centres.

The Opal Awards celebrate commercial success and promote excellence within the commercialisation industry whilst providing a unique opportunity to network at the Awards Presentation Breakfast.

BCSC Opals Awards aim to:

- Reward best in class.
- Recognise great activation, innovative thinking and excellence in how brands and individuals maximise the unique commercial opportunities presented by the audience in shopping centres.
- Facilitate an outstanding networking opportunity through the BCSC Opal Awards Presentation Breakfast.
- Demonstrate the further credibility of commercialisation through BCSC and the BCSC Commercialisation Committee.

2014/2015 Key Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 October 2014</td>
<td>Entries open</td>
</tr>
<tr>
<td>14 January 2015</td>
<td>Deadline for all entries</td>
</tr>
<tr>
<td>10 and 11 February 2015</td>
<td>Judging</td>
</tr>
<tr>
<td>22 April 2015</td>
<td>Awards Presentation Breakfast</td>
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</table>

Entry Requirements and Process

Activities for submission must have been completed and delivered between 2 September 2013 and 14 January 2015.

All information provided by the entrants will be considered confidential and will not be circulated externally. Only the Opal Awards Task Force and jury members will review applications.

All entrants should make best efforts to provide as much information as possible in response to the judging criteria within the supporting information, to compliment your entry. The jury will look favourably upon a transparent approach.
2015 Entry Fees

Please note that all entries will be accompanied by an entry fee.

2015 entry fees are:

**BCSC Member** First Entry: £180 + VAT
Additional Entry: £120 + VAT

**Non Member** First Entry: £215 + VAT
Additional Entry: £145 + VAT

**The Stephen Rister Award***
Individual Entry: £75 + VAT

*The Stephen Rister Award, entrants must be BCSC Members.*

Judging Process

The 2015 judging panel is made up of at least ten leading industry experts from professional fields that complement the award categories, including Commercialisation Directors, Retailers, Media Consultants and Shopping Centre Managers. The panel is refreshed every two years.

2015 Opal Award Judges:

- **Shirley Wilcock**
  Judge Chair
  General Manager
  Intu Experiences, intu

- **Neil Chapman**
  Head of Operations
  Nexus Engage

- **Alistair Cox**
  Head of Business Development - Consumer Audiences
  Clear Channel

- **Matt Gordon**
  Chief Operating Officer
  Limited Space Group

- **Vicky Hickson**
  Centre Manager
  The Friary

- **Martin Kemp**
  Managing Director
  Retail Profile

- **Paul Lancaster**
  Regional Centre Director
  intu

- **Aaseem Mulji**
  Head of Retail Assets
  BSKYB

- **Bill Nettelfield**
  Property Director
  Calendar Club

- **Ellie Nicolaides**
  Senior Account Manager
  Jack Morton

- **Juan Perez**
  Director of Retail
  JCDecaux UK Ltd
Judges review submissions according to the official scoring criteria. Judges do not review entries from their own companies or where there is a possible conflict of interest.

Shirley Wilcock, as Judge Chair, provides impartial support and advice as required to the panel of judges and collates feedback for each entry; Shirley does not judge the entries.

BCSC reserves the right at judging to re-categorise entries and may remove entries that do not meet the entry requirements.

### Scoring

To ensure consistency of scoring, every submission, across all categories, except the Stephen Rister Award, will be judged against the three specific scoring criteria;

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
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<tr>
<td>Background, Implementation and Delivery</td>
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<tr>
<td>Innovation and Creativity</td>
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<td>Results</td>
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The maximum number of points per application awarded is 100

1. **Background, Implementation and Delivery (30 max points)**

   Judges will want to understand the background rationale behind the activation/activity with a clearly stated series of KPI’s planned into the activity, these should include commercial activity.

   **What are the judges looking for?**
   - Outline your KPI’s and SMART objectives
   - Define robust measurement techniques
   - Explain the context of the shopping centre and partnership(s)
   - Provide situational analysis

2. **Innovation and Creativity (30 max points)**

   Judges will reward creativity and innovation in the broadest definition.

   **What are the judges looking for?**
   - Originality
   - Creative approach to planning/strategy
   - Creative use of budget/ resource/space
   - Innovative partnership(s) between shopping centre, media, brand, retailer etc.

3. **Results (40 max points)**

   Judges will look to how you have demonstrated a solution to reflect the brand objectives. There should be a clear evidence line to the submission and a commercial element to the results.

   **What are the judges looking for?**
   - To what extent did the application meet the commercial objectives
   - Outline how the results matched the stated SMART objectives
   - Ensure you provide genuine and relevant evidence

### Centre Sizes

**New for 2015!** The entries will be categorised into size bands purely to help the judges understand quickly and easily the scale of the centre, available resources and budget etc.

- Under 500,000 sq. ft.
- 500,000 – 1 million sq. ft.
- Over 1 million sq. ft
- Portfolio entries (in more than one centre)
Entries are welcomed from applicants within and outside of BCSC membership. BCSC embraces the retail property industry in all shopping formats (high street, shopping centre, retail parks) and all locations (in town, edge of town, out of town). Relevant to the public sector and private sector (retail and property) members, it combines a valuable internal forum with an authoritative and collective voice on behalf of its members.

BCSC welcomes applications from all sectors of the Commercialisation sector, ranging from media owners, mall owners, brands and agencies. Joint and collaborative applications are greatly encouraged.

**Brand Immersion *New for 2015***

*You will need to demonstrate how the campaign has been activated across multiple channels, (minimum of two channels).*

Increasingly brands are utilising multiple channels to dominate spaces within the mall environment and engage with customers across a combination of touch points and platforms. This often involves multiple agencies, brands and mall owners working together to deliver these activations. Judges will be looking for how the campaign has been activated across multiple channels (minimum of two channels) making best use of each of the touch points to integrate it into the mall space.

**What the judges are looking for**

- Evidence of how the activity delivered against its objectives
- Evidence of how the activity was effective across multiple channels
- Evidence of how the various parties collaborated to deliver maximum effectiveness
- Evidence of how the activity maximised engagement with the customer
- Evidence of how the mall environment was key to the deliverables

**Commercial Events/Markets/Exhibitions**

As malls seek to drive and enhance customer experience, events, markets and exhibitions are increasingly important features within the mall calendar. This category is to reward and recognise this type of event activity and will recognise and reward innovation and excellence of delivery. The activity must demonstrate how it drives commercial income and funding should not come from marketing budgets (such events to be entered into BCSC’s Purple Apple Awards Programme). Whilst commercially driven events should demonstrate strong engagement and entertainment for customers, they may also deliver marketing focussed KPIs.

**What are the judges looking for?**

- Evidence of how the activity delivered against its objectives
- Enhancement of the existing proposition for the centre (alternative or unusual activity fulfilling an identified requirement)
- Evidence of the income generation from the activity
- Evidence of a creative activity which demonstrates an innovative use of space
- Evidence of high levels of customer engagement (dwell time or footfall increases for example)
Experiential

High impact bursts of activity, which seek to influence and change customer perceptions of a brand. In many instances these are non-transactional activations and focus upon engaging consumers with brands, influencing buying behaviours and enhancing brand advocacy. Activations should interact with the consumer to promote brand awareness by showcasing and demonstrating the product / brand. Judges will be looking for creative solutions which deliver against brand KPI's.

What the judges are looking for

- Evidence of how the activity delivered against its objectives
- Evidence to show how the activation has successfully engaged with customers
- Innovation and creativity of the activation
- Excellence in execution
- How the expectations of the brand were met or exceeded by the results of the activation

Mall Retail

Great mall retail is particularly suited to its environment, be it delivered from an RMU, kiosk or bespoke unit. Mall retailers benefit from the high visibility and relatively low barriers to entry offered by this channel whilst the best operators add colour and vibrancy to the malls, providing variety and value for shoppers.

In acknowledgement of the importance of Mall Retail, new for 2015, there are two separate categories; the challenges faced by new retailers in their first year of trading differ in many respects from those faced by more established retailers in their second or subsequent years.

The judges in both categories are looking for retailers who have delivered the most compelling mix of innovation, product differentiation, merchandising, design, customer engagement and where relevant, a creative use of technology and/or applications. It goes without saying that they will also be trading successfully and looking at the next level in terms of the evolution of their businesses.

New to market less than one year of trading *New for 2015*

What the judges are looking for

- Evidence of how the activity delivered against its objectives
- Evidence of the route to market from initial concept to live launch
- Evidence of a clear rationale behind the challenges faced and how these were overcome
- Evidence of how opportunities were exploited
- Demonstration of a business plan, including financial projections based on income and expenditure (% growth or £s on the bottom line)
- Innovative product selection, creative merchandising, exemplary service levels and impressive unit/kiosk design
- High levels of customer engagement
- Evidence of how the proposition enhanced the overall shopping proposition at the shopping centre

**2 years or more *New for 2015***

**What the judges are looking for**

- Evidence of how the activity delivered against its objectives
- Evidence of how the business has evolved from the initial launch proposition and how future growth is planned for
- Demonstration of a business plan, including financial projections based on income and expenditure (% growth or £s on the bottom line)
- Innovative product selection, creative merchandising, exemplary service levels and impressive unit/kiosk design
- High levels of customer engagement
- Evidence of how the proposition enhanced the overall shopping proposition at the shopping centre

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**Media**

Malls provide a unique opportunity to communicate and actively influence consumer purchasing decisions. The scope offered by media in shopping centres is broad and well recognised; hence advertisers are continually looking for ways to harness this environment. Judges will be looking for how the opportunity has been embraced within the campaign and reward the best campaigns across any shopping centre media. Only media within the retail environment should be entered.

**What the judges are looking for**

- Evidence of how the activity delivered against its objectives
- Evidence of how the media was used in an innovative and/or creative way
- Evidence of how the media achieved high levels of engagement with the customer
- Evidence of how the location of media within the malls were key to the deliverables
Pop Up Shops/Temporary Lets

In recent years, and partly as a result of the recession, there has been a growth in the activation of empty shop units for temporary lettings and pop up shops. However, now fuelled by an evolving mind-set about how best to effectively interact and engage with customers, and following some really successful initiatives, this area has become an increasingly important area of commercialisation. We have seen dynamic innovation in the use of these spaces with a variety of uses, from product and service testing and launches through to alternative ways of working existing businesses. Originality and innovation, sometimes critical timeframes and excellent delivery has borne fruit as a result of real partnership working.

This category will recognise and reward the innovative use of these spaces, timeframes, excellence in delivery and creativity.

What are the judges looking for?

- Evidence of how the activity delivered against its objectives
- Originality and innovation of concept and/or use of space
- Evidence of success (long term business development)
- Demonstration of exceptional delivery, outstanding merchandising and display, working within boundaries of financial viability of the project
- Evidence of how the activation enhanced the overall shopping proposition for the centre

The Stephen Rister Award

Stephen Rister was a founder member of the Opal Awards Task Force and part of the BCSC Commercialisation Committee. He was passionate about moving our industry forwards and gaining increasing recognition for commercialisation amongst Landlords and brands alike in terms of the value these activities bring to our malls.

Sadly Stephen passed away a few weeks after the first awards ceremony in 2013. We felt that as we continue to recognise individuals through these awards, naming this one after him would be a fitting tribute and memory of his contribution and enthusiasm.

In 2015 this award will recognise a High Achiever in the industry. We are looking to celebrate and award an individual who has achieved above and beyond the usual day job, from any sphere of commercialisation. This individual can be any age but has to have a proven track record within the industry of commercialisation.

What are the judges looking for?

A High Achiever who clearly understands commercialisation and the industry as a whole and who can demonstrate their achievements through key projects and commercial results.

The projects/examples will need to have taken place between the 2 September 2013 and the 14 January 2015.
- Evidence of projects / a specific project that highlight how you have made a difference and added value.
- Demonstration of commercial results are key.
- Demonstration of your innovative thinking and creativity.
- Evidence of sales tenacity.
- Evidence of how you have worked collaboratively across a business to achieve results.

Please note that if you are shortlisted you will be invited to an interview in which you will be required to present your achievements.

**How to Enter (Except Stephen Rister Award)**

Head to the application form on the website – click on the award category you would like to enter

1. Prepare your text in a word document
2. Copy your text into the application form and save your application as a draft
3. Re-visit your application, review, submit and pay
4. Upload your supporting media, via an email link (not for the Stephen Rister Award)
   - Photos (up to four high quality JPEG images)
   - Creative file (one PDF document) - optional
   - Promotional video (two minutes maximum to be streamlined from your own or third party web servers - optional
   - Testimonial clippings (up to two PDF documents) - optional
   - Logos (up to five logos for all centres, companies and agencies involved)

*NB you can only upload your supporting materials once you have submitted your application.*

Please note that the deadline for all entries is 14 January 2015.

**Entering all categories (except The Stephen Rister Award)**

**Step 1: Choosing your Category**

Select the category that you would like to enter

**Application Form**

Please select the Opal Award Category in which you wish to make an entry:

> Brand Immerson
> Commercial Events/Markets/Exhibitions
> Experiential
> Mall Retail (new to market less than one year)
> Mall Retail (two years or more)
> Media
> Pop Up Shops/Temporary Lets
Step 2: Completing your Personal Details

Complete your personal details:

**NOMINATOR DETAILS**

- Applicant name: *
- Position: *
- Organisation: *
- Email: *
- Phone: *

Check that you are entering into the correct award category (this field should be automatically filled).

Ensure that you include a snappy name of the application and select the centre size of the shopping centre.

If you have entered a Portfolio entry please select how many centres this was activated in. You can also include the location/s of the activation (N.B this could be UK wide).

You can also list any other supporting companies/agencies who you would like recognised should you win an award.

**APPLICATION DETAILS**

- Award category: *
- Name of application: *
- Centre Size: *
  - Please select
  - Please select
- If you have selected to enter a Portfolio entry please indicate the number of centres activated in: *
- Please list other supporting companies / agencies: *
- Locations: *

If you are lucky enough to win an award, please also include the name, job title and organisation of the person who will collect the award at the Awards Presentation Breakfast.

**AWARD COLLECTION**

If you are lucky enough to win an award, please complete the details below for the person who will collect the award at the presentation dinner.

- Name: *
- Job Title: *
- Organisation: *

Step 3: Complete your written application

**The Description of Entry (200 words)** should provide the judges with a short sharp summary of your submission. This is not marked and it is used for marketing purposes.

**The Supporting Statement (1000 words)** should outline the following scoring criteria; including creativity/innovation, implementation/delivery and results:
Refer to the award category pages, which outline what the judges are looking for, and pay close attention to the weighting of the scoring criteria.

**Step 4: Save your entry as a draft**

If you are not quite ready to submit your application, you can save it as a draft. You will receive an email with a link and log in details so that you can go back in and edit your application.

Please do ensure that you click submit when you are ready to submit your entry. The deadline date for submitting all entries is **Wednesday 14 January 2015**.

Once you have completed the application form, please click on the button below to proceed with electronic submission.

[Save As Draft] [Submit >>]

**Step 5: Payment**

When you are ready to submit your entry, log in to your application and input your payment details.

Please note that fees are non-refunded once your entry has been submitted. You can pay through the following methods:

- Pay online with credit/debit card, via Worldpay
- BACS
- Cheque
- Pay direct to BCSC with credit/debit card (BCSC accounts department will contact you to arrange payment by card)
- Request invoice

**Step 6: Upload your media**
Make your application come alive – show us your creative and innovative edge.

Once you have submitted your form, you will be sent a link that will allow you to upload supporting media to your entry

- Photos (up to four high quality JPEG images)
- Creative file (one PDF document) – optional
- Promotional video (two minutes maximum to be streamlined from your own or third party web servers – optional
- Testimonial clippings (up to two PDF documents) – optional
- Logos (up to five logos for all centres, companies and agencies involved)

Entering the Stephen Rister Award

Choose whether you are submitting an application form for yourself, or whether you are nominating a colleague.

How to submit an application form for yourself

Step 1: Fill in your details below

* = required information

Your Application Details

Name *
Position *
Organisation *
Email *
Phone *
Age *

Please Select...  

>> Submit Details

Step 2: Ascertaining whether you have been nominated before

If our records confirm that you have been nominated more than once – you will not be able to continue with the application. However, your contact details will be stored and provided to the judges.

If our records show that you haven’t been nominated before, you will need to complete the following:

- Supporting Statement (500 – 1000 words) to describe and explain why you believe you merit this award.
- Supporting materials via an email link
  - Photos (up to four high quality JPEG images)
  - Creative file (one PDF document) - optional
- **Promotional video** (two minutes maximum to be streamlined from your own or third party web servers - optional)
- **Testimonial clippings** (up to two PDF documents) - optional
- **Logos** (up to five logos for all centres, companies and agencies involved)

*N.B you can only upload your supporting materials once you have submitted your application.*

Candidates are to refer to the judging criteria above.

**Step 3: Completing the application and payment**

The supporting statement can be added to and amended, following a link that will be sent in your confirmation email, up until the deadline of **14 January 2015**.

Payment will be arranged as per the other categories.

**YOUR DETAILS**

Below is a summary of the details you have entered so far.

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position</td>
<td>Phone</td>
</tr>
<tr>
<td>Organisation</td>
<td>Age</td>
</tr>
</tbody>
</table>

**Supporting Statement**

Please describe yourself and explain why you believe you merit this award, in 500 words. Candidates are advised to refer to the **Award Entry Guide** for judging criteria that will be employed.

You may enter this text now and you will also be able to add to or edit this text by following the link that will be sent in your confirmation email.

**How to nominate an individual**

**Step 1: Fill in both you and your nominee’s details**

Complete the nominee’s information as much as you can and it is important that you submit their work email. You may wish to seek their permission before submitting however this can be done at a later stage. **The nominee’s permission needs to be obtained in order for the application to be submitted.**
Step 2: Ascertaining whether the individual has been nominated before

If our records confirm that the individual has been nominated more than once – you will not be able to continue with the application. However, your contact details will be stored and provided to the judges. Otherwise, you can continue to nominate your colleague. At this stage, the nominee will receive an email to notify them that they have been nominated for this award by yourself and will be required to complete the supporting statement and add the supporting materials.

Step 3: Completing the application and payment

The supporting statement and supporting materials can be added to and amended, following a link that will be sent in your confirmation email, up until the deadline of 14 January 2015.

Payment will be arranged as per the other categories.

Entry Support

1. 2014/2015 Key Dates and Top Tips
   Review the Key Dates and Top Tips here

2. 2014 Winners Booklet and Winners Website
   Head to the Opals Awards website to download the winner’s booklet outlining all the winners from last year. You can also view the winning entry forms from 2014.

3. Updates from BCSC
   Make sure you are subscribed or your details are up to date on the Opal Awards mailing list by emailing sophie.allen@bcsc.org.uk

4. Social media
   Follow us to @BCSCEvents and use the #OpalAwards2015 for up-to-date information.

5. Technical support
   For technical support while submitting your application, in the first instance please email queries to sophie.allen@bcsc.org.uk
If you have any queries regarding the Opal Awards, please contact the following people.

For application queries:
Sophie Allen
020 7227 3456
sophie.allen@bcsc.org.uk

For Awards Presentation queries:
Emma Ling
020 7227 3594
emma.ling@bcsc.org.uk

For sponsorship queries:
Susan Abdul
020 7227 3469
susan.abdul@bcsc.org.uk
1. Applications will be accepted for schemes developed in the UK, Republic of Ireland and the Channel Islands.

2. The activities for submission will need to have been completed and delivered between 2 September 2013 and 14 January 2015.

3. Where activity may have been phased, it can only be submitted once.

4. All activity should have taken place within a shopping centre.

5. The submission can be submitted by anyone involved and representing experiential, mall retail, media and innovative commercialisation, within shopping centres including shopping centres, retailers, brands, agents and agencies. Joint and collaborative applications are greatly encouraged; however we will need confirmation from all parties before submitting.

6. The Awards will be submitted to the shopping centre in the first instance.

7. There is no limit to the number of activities that may be submitted, but each entry must be accompanied by the appropriate entry fee

8. For BCSC members each entry submitted must be accompanied by the appropriate entry fee of £180 + VAT for the first application, and then £120 + VAT for each additional entry.

9. For Non-Members each entry submitted must be accompanied by the appropriate entry fee of £215 + VAT for the first application, and then £145 + VAT for each additional entry.

10. The judges reserve the right not to grant an award.

11. BCSC reserves the right to adapt any entries in published form for distribution.

12. BCSC or the judges will not be responsible for lost or damaged submissions.

13. If there are any queries regarding eligibility of an activity for entry, it is advised that the matter be checked at an early stage.

14. Award entries will need to book for their place at the Awards Presentation Breakfast.

15. Applications should note that photos will be used for BCSC PR purposes.

16. All entries are to be submitted by 5.00 pm on Wednesday 14 January 2015. After the closing date of Wednesday 14 January 2015, no entry cancellations can be accepted

17. Payments by cheques should be sent to BCSC, Suite 4, Third Floor, Merlin House, Mossland Road, Hillington Park, Glasgow, G 52 4XZ.

18. A VAT invoice/receipt will be issued in respect of all submissions. VAT is charged at the rate of 20%.

19. Cheques and bank drafts, drawn in pounds sterling on a UK bank, should be made payable to BCSC.

20. Bank transfers should be made as follows: BCSC; Account No. 67410006; NatWest Bank; Sort Code 60-17-21. Please quote your purchase order number if required by your organisation and organisation name.

21. No refunds will be given for applications withdrawn after the deadline date of Wednesday 14 January 2015.

22. Additional entries can only be submitted, at the reduced rate, from the same applicant.

23. Entry fees apply to both BCSC members and non-members.

24. The Opal Awards Task Force will be sense checking and filtering the application. Applications that are put through will be at the discretion of BCSC.

The Stephen Rister Award

1. Applications will be accepted for candidates based in the UK, Republic of Ireland and the Channel Islands.

2. The activities chosen to accompany the submission will need to have taken place between 2 September 2013 and 14 January 2015.

3. Candidates can only be entered once - either by nominating themselves or being nominated by someone else.

4. Candidates must be BCSC Members.

5. Each entry must contain a supporting statement from the candidate and supporting materials.

6. Each entry must be accompanied by the appropriate entry fee of £75 + VAT.

7. The judges reserve the right not to grant an award.

8. BCSC reserves the right to adapt any entries in published form for distribution.
10. If there are any queries regarding eligibility of an activity for entry, it is advised that the matter be checked at an early stage.
11. Award candidates will need to book for their place at the Awards Presentation Breakfast.
12. Applications should note that photos will be used for BCSC PR purposes.
13. All entries are to be submitted by 5.00 pm on Wednesday 14 January 2015.
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18. No refunds will be given for applications withdrawn after the deadline date of Wednesday 14 January 2015.
19. The acceptance of any nominations is at the discretion of the candidate.
20. The Opal Awards Task Force will be sense checking and filtering the application.