

BCSC GOLD AWARD 2016 AWARD ENTRY GUIDE



01	Welcome to the BCSC Gold Awards 2016
01	2016 Key Dates
01	Entry Fees
01	Awards Presentation
02	Awards Process
02	Application Guidelines
02	Application Process
02	Awards Visit and Logistics
03	Awards Jury
04	Award Categories
04	New Centre
04	Public Sector Award (New for 2016)
05	Refurbishment and/or Extension (over £5 million build contract)
05	Refurbishment and/or Extension (under £5 million build contract)
06	Catering and Leisure Destination
06	Occupier of the Year
07	How to Enter
08	Sponsors
08	Contact Us
09	Terms and Conditions

WELCOME TO THE BCSC GOLD AWARDS 2016

New Centre

Public Sector Award (New for 2016)

Refurbishment and/or Extension
(over £5 million build contract)

Refurbishment and/or Extension
(under £5 million build contract)

Catering and Leisure Destination

On the night we shall also be recognising Occupier
of the Year.

2016 KEY DATES

16 June

Entries Open

29 July

Entries Close

August

Shortlisting

August-November

Jury visits to shortlisted centres

November

Judging

7 December

Gold Awards Presentation at the BCSC Annual
Dinner



AWARDS PRESENTATION

BCSC Annual Dinner and Presentation of the Gold Awards 2016

Wednesday 7 December 2016

Grosvenor House Hotel, London

The winners of the BCSC Gold Awards 2016 will be announced and presentations made at the BCSC Annual Dinner at the Grosvenor House Hotel, London.

Please note that all award entrants will need to book and pay for their own table at the Annual Dinner.

2016 ENTRY FEES

Please note all Public Sector Award entries will be accompanied by an entry fee of £195 + VAT. Entries to all other categories will require an entry fee of £495 + VAT. Please note that this is per entry.

APPLICATION PROCESS

APPLICATION GUIDELINES

- All information provided by the entrants will be considered confidential and will not be circulated externally. Only jury members will review applications.
- All entries should be supported by at least two statements from occupiers, customers, key stakeholders or supply chain.
- All entrants should make their best effort to provide as much information as possible in response to the judging criteria within the supporting information, to support your entry. The jury will look favourably upon a transparent approach.
- As a guide your description of entry should be no longer than 200 words and supporting information no longer than 1500 words.

APPLICATION PROCESS

- Once you have submitted your entry online the jury will review your application.
- BCSC will then contact you to let you know whether your application has been shortlisted and the details regarding your visit. If you have been successful, the jury will visit on a specified date. You must then let us know at this stage if you cannot make this dates.
- Your shortlisted application and visit will be equally assessed against the appropriate criteria relevant to each category.

AWARDS VISIT AND LOGISTICS

Gold Award visits usually last between 2 and 3 hours, consisting of a presentation from the centre team and allowing time for questions and answers by the jury. The presentation should provide a discussion surrounding the various points of criteria and your application. This will be followed by a tour of the development.

We endeavour to ensure at least six jury members attend each visit. Each visit will be led by the Jury Chair, Peter Courtney, Director, from Lunson Mitchenall.

Only shortlisted applicants will be visited. If you have been shortlisted, BCSC will contact you in August to confirm the date and travel arrangements.



AWARDS JURY

Peter Courtney	Awards Jury Chair Director Lunson Mitchenall
Claire Barber	Head of Shopping Centre Asset Management British Land Plc
James Cons	Managing Director Leslie Jones Architecture
Phil Derbyshire	Property Director Casual Dining Group
Rob Hadfield	Property Director Debenhams
David Lewis	Chief Executive Rivington Land
Rebecca Ryman	Regional Director Intu Properties plc
Linda Tait	Managing Director Tait
Polly Troughton	Head of Retail Parks and Leisure Land Securities
Jane Wakiwaka	Sustainability Manager The Crown Estate



AWARD CATEGORIES

NEW CENTRE

This category covers new retail schemes of any size or format whether they are in town centres, edge of town or out of town. This award is designed to recognise developments that have taken the industry forward in these challenging economic times, setting new benchmarks and levels of innovation.

JUDGING CRITERIA

1. How does the scheme contribute to the regeneration of the location?
 - The retail offer
 - The complementary uses
 - The sense of place
 - Ease of access
 - The wider regeneration benefits
2. What notable technical innovations are incorporated within the new development?
3. What innovative centre management processes are in place?
 - Customer facilities
 - Support for retailers
 - Safety and security
 - Service charge
 - Cleanliness
 - Marketing and promotions
 - Footfall

4. What were the partnerships involved throughout the process?
 - Working practice innovations (eg funding methods)
 - Local authority acknowledgment
5. What are the commercial successes so far?
 - Retailers satisfaction
 - Customer satisfaction
 - Local authority/headlease (if applicable)/funding innovations
 - Return on investment

NB. Please provide financial and empirical evidence to support this section. The jury will look favourably upon a transparent approach.

6. Explain the role design and architecture plays in the success of the scheme:
 - Integration within the setting
 - Pedestrian flow
 - Design relevance
 - Longevity
 - Individuality
 - Public realm
7. How is this scheme sustainable?
 - Evidence of environmental impact minimisation

PUBLIC SECTOR AWARD (NEW FOR 2016)

This category is aimed at Local Authorities and Public Sector Bodies to recognise original investment and ingenuity by the Public Sector to help and enhance the retail environment through completed projects.

JUDGING CRITERIA

1. Investment:

What was the capital investment made by the public sector to improve the sustainability and vitality of a retail environment?

NB. Please provide financial and empirical evidence to support this section. The jury will look favourably upon a transparent approach.
2. Partnerships:

What were the partnerships involved throughout the process? Investment can be independent or in partnership with the private sector.
3. Measures of success:

What are the successes so far?

AWARD CATEGORIES

4. Evidence of success:

How has the investment benefitted the community? Provide evidence of its success in achieving original objectives and outline any additional benefits created. Please include any evidence/references of:

- Public support
- New occupiers
- Increased footfall
- Increased car parking/public transport usage
- Catalyst for other investment
- Financial return
- Reduced vacancy
- Embodied sustainability

REFURBISHMENT AND/OR EXTENSION (OVER £5 MILLION BUILD CONTRACT

This category is aimed at developers and asset managers looking to showcase examples of active investment into an existing retail destination. It seeks to highlight extension, refurbishment and general repositioning of a scheme in the widest sense.

JUDGING CRITERIA

1. How has the investment delivered commercial success for the asset?

NB. Please provide financial and empirical evidence to support this section. The jury will look favourably upon a transparent approach.

2. How has the investment improved the customer experience?

- Improvements in design including finishes, lighting, character and quality of space
 - Improvements to customer facilities, centre information, WCs, click and collect etc
 - Improvements to retail mix including leisure and F&B
 - Improvements in transport and access arrangements including disabled facilities
3. How has the investment improved the retailer performance?
 - Improvements to retail mix including leisure and F&B
 - Multi-channel enabling and technical innovations
 - Improved foot fall as a result of the work
 - Improved dwell time as a result of the work
 - Expanded catchment as a result of the work
 - Evidence of improvement of occupier sales (if available)
 4. How has the investment improved the management of the asset?
 - Technology innovations
 - Increased opening hours
 - Additional commercial income opportunities
 - Reduction in management costs
 - Improvements in recycling and waste management
 - Improvements in sustainable credentials, including energy and water consumption
 - Improvements in security and customer safety
 5. How has the investment benefitted the wider community?

- Integration with and improvements to the wider town or locality
- A catalyst for change
- Community engagement and partnerships

REFURBISHMENT AND/OR EXTENSION (UNDER £5 MILLION BUILD CONTRACT

This category is aimed at developers and asset managers looking to showcase examples of active asset management in an established retail destination. It seeks to include examples of smaller scale reconfiguration, extension, refurbishment and general repositioning of the scheme. The example need not encompass the entire venue, and could form part of a wider asset management/repositioning strategy.

JUDGING CRITERIA

1. How has the investment delivered commercial success for the asset?

NB. Please provide financial and empirical evidence to support this section. The jury will look favourably upon a transparent approach.

2. How has the investment improved the customer experience?
 - Improvements in design including finishes, lighting, character and quality of space
 - Improvements to customer facilities, centre information, WCs, click and collect etc
 - Improvements to retail mix including leisure and F&B
 - Improvements in transport and access arrangements including disabled facilities

AWARD CATEGORIES

3. How has the investment improved the retailer performance?

- Improvements to retail mix including leisure and F&B
- Multi-channel enabling and technical innovations
- Improved foot fall as a result of the work
- Improved dwell time as a result of the work
- Expanded catchment as a result of the work
- Evidence of improvement of occupier sales (if available)

4. How has the investment improved the management of the asset?

- Technology innovations
- Increased opening hours
- Additional commercial income opportunities
- Reduction in management costs
- Improvements in recycling and waste management
- Improvements in sustainable credentials, including energy and water consumption
- Improvements in security and customer safety

5. How has the investment benefitted the wider community?

- Integration with and improvements to the wider town or locality
- A catalyst for change
- Community engagement and partnerships

CATERING AND LEISURE DESTINATION

This category is aimed at developers and asset managers looking to showcase examples of innovative, catering and leisure projects that reflect exemplars of how the hospitality industry is reshaping the overall customer experience, both in individual leisure projects and integrated with mixed use, retail led environments. The award can cover new projects or the repositioning of catering and leisure within existing schemes and is not subject to a minimum expenditure.

JUDGING CRITERIA

1. How has the investment delivered commercial success for the asset?

NB. Please provide financial and empirical evidence to support this section. The jury will look favourably upon a transparent approach.

2. How has the investment improved the customer experience?

- Greater choice of catering (% of overall floor space)
- Broader leisure offer
- Improvements in the wider retail offer
- Improvements in finishes, design/character of location
- Improvement in complementary public facilities

3. How has the investment improved the occupier performance?

- Evidence of increased sales/profitability

- Multi-channel enabling
- Improved footfall
- Improved dwell time
- Expanded catchment
- Evidence of sales (if available)

4. What management innovations have been incorporated alongside the Catering and Leisure Investment?

- Technology innovations
- Increased opening hours
- Additional commercial income opportunities
- Reduction in management costs
- Improvements in recycling and waste management
- Improvements in sustainable credentials, including energy and water consumption
- Improvements in security and customer safety

5. How has the investment benefitted the wider community?

- Integration with and improvements to the wider town or locality
- A catalyst for change
- Community engagement and partnerships

OCCUPIER OF THE YEAR

Jury members will consider retailers for this category that have demonstrated continuous innovation and that have delivered an outstanding and differentiated customer proposition.

The Jury will award both Retailer of the Year and Food/Beverage/Leisure Operator of the Year.

Potential winners for this year's awards will be shortlisted and chosen by the Jury.

HOW TO ENTER

Please note that the deadline for all entries is 5.00pm on Friday 29 July 2016.

To submit your entry please click [here](#).

You will firstly need to login or register through MyBCSC. If you are a member please enter your details, if you are a non-member please choose the 'Register' option and then 'Nonmember (free website user)'. You can then continue with your application - please ensure you adhere to the word count and file size limit.

For any queries please email:
sach.sandhu@bcsc.org.uk

NOMINATOR DETAILS

Complete your personal details

NOMINATED SCHEME

Choose your award category and complete the details of your scheme (name and address)

DEVELOPER/OWNER/ARCHITECT DETAILS

We need to know company names and addresses

PREVIOUS AWARD APPLICATIONS

Let us know if you have entered any other BCSC awards before

SUPPORTING INFORMATION

The Description of Entry should be no longer than 200 words; this is a brief executive summary outlining the context of the scheme. This will be used to compose commentary. Text should be precise, specific and simple, similar to a 30 second pitch.

Supporting Information Statement should be no longer than 1500 words; this is where you should outline how your application meets the category's judging criteria.

All supporting media should also be submitted using the online application, please include:

- Photos – high quality images in JPEG format (maximum of 4)
- Videos (2 minutes max) – optional (maximum of 1)
- Statements from occupiers, customers, key stakeholders or supply chain – compiled in a pdf document (maximum of 2)
- Structural diagrams, charts, graphs, site maps, floor plans – compiled in a pdf document, optional (maximum of 1, 10MB max)
- Organisation Logo – high res JPEG and EPS format



SPONSORS

A range of high profile sponsorship opportunities are available for both the Gold Awards and Annual Dinner.

For further information please contact:

Brian Green

+44 (0)20 7227 3462

brian.green@bcsc.org.uk

Category Sponsor:

DACbeachcroft



CONTACT US

Gold Awards

For all enquiries relating to entries, please contact:

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+44 (0)20 7227 3594

sach.sandhu@bcsc.org.uk

For all enquiries relating to the Awards Dinner, please contact:

Stacey Marney

+44 (0)20 7227 3463

stacey.marney@bcsc.org.uk

TERMS AND CONDITIONS

CONDITIONS OF ENTRY

1. Applications will be accepted for schemes developed in the UK, Channel Islands and the Republic of Ireland.
2. For the New Centre Award, all schemes for consideration must have opened to the general public since September 2015.
3. Where developments are phased the project may be submitted at the completion of any stage, but it may be submitted only once.
4. The entrants should be submitted by the developer/owner in the first instance (with support from local authority/shopping centre/retailer where appropriate), but the jury may, at its absolute discretion, accept submissions from the architect or other members of the professional team, being a member of BCSC. Entrants for the Public Sector Award will only be accepted from the local authority / public sector body and not the private partner/s.
5. Members of the jury undertake to inspect each shortlisted scheme entered. Entrants are asked to provide a presentation followed by a tour of the development. The jury spend approximately 2-3 hours on site. Visits will be made between August and October 2016 on a date decided by BCSC.
6. The awards will be presented to the owner. The winner of the Public Sector Award will be awarded to the local authority.
7. The recipient of the award must be a member of BCSC.
8. There is no limit to the number of schemes that may be submitted, but each entry must be accompanied by the appropriate entry fee of £495 + VAT and £195 + VAT for the Public Sector Award.
9. Only shortlisted applicants will be charged.
10. Entries can cover the whole spectrum of retail

property/shopping places including central area schemes, out of town developments, retail/warehouse parks and food/leisure anchored centres. In considering each entry, the jury will assess the degree to which others in the industry could benefit by adopting any lessons from the project, and the extent to which the development may be indicative of future trends.

11. The jury reserves the right not to grant an Award.
12. BCSC reserves the right to adapt any entries in published form for distribution to the retail property industry. This includes the showcasing of supplied imagery and photography across BCSC's wider activity platforms and collateral, unless explicitly advised against at the time of entry.
13. If there are any queries regarding eligibility of a scheme for entry, it is advised that the matter be checked at an early stage.
14. The winners will be presented at the BCSC Annual Dinner on Wednesday 7 December 2016. Entrants will need to book and pay for their own table/tickets at the Annual Dinner.
15. Applicants should note that photos will be used for BCSC PR purposes.
16. All entries are to be submitted by 17.00 on 29 July 2016.

PAYMENT OF FEES

1. Only shortlisted entries will be charged the relevant entry fee according to the award category.
2. Once shortlisting has been announced all shortlisted entrants will be contacted regarding payment.
3. Please note that payment must reach BCSC ahead of the Jury visit. Where payment has not been

received by this date, you could be asked to settle the account before your application is progressed any further.

4. A VAT invoice/receipt will be issued in respect of all bookings excluding free of charge events. VAT is charged at the current rate.
5. Cheques and bank drafts, drawn in pounds sterling on a UK bank, should be made payable to BCSC.
6. Bank transfers should be made as follows: BCSC; Account no. 67419996; Natwest Bank; Sort Code 60-17-21. Please quote your organisation name.
7. Remittance notifications should be sent to:
E: accounts@bcsc.org.uk
Fax: 0141 568 4001 or posted to:
BCSC, Suite 4, Third Floor, Merlin House, Mossland Road
Hillington Park, Glasgow, G52 4XZ

Please ensure that the applicant name, organisation and invoice number (if known) are clearly stated.

CANCELLATION OF APPLICATIONS

1. Upon submission of your entry and if successful in the shortlisting process, no entry fees will be reimbursed.
2. Please note that the BCSC cannot be held responsible for circumstances beyond its control.