

THE GLOBAL

**RLI**  
*Awards* 2020

7 May 2020 | Natural History Museum, London

# How To Enter



[www.rli.uk.com/awards](http://www.rli.uk.com/awards)

# Step-by-Step Guide

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Since 2006, the Global RLI Awards have paid tribute to the very best in the world of retail and leisure. The Awards continue to strive for excellence in an industry where the boundaries are always being pushed.

At RLI, we are constantly looking at ways to enhance the structure and criteria for the Awards taking into account feedback from entries of previous events.

RLI are keen to invite entrants globally who wish to highlight their project or company and seek recognition on an international scale. We look forward to seeing your projects recognised at the Global RLI Awards 2020.

The finalists will be announced online on the RLI website from the middle of March. In the April issue, all shortlisted companies will be offered the opportunity to advertise in the Global RLI Awards Preview Feature.

I look forward to seeing you at the event.

Yours sincerely,  
Jayne Rafter

# Eligibility & Entry Requirements

Every year since 2006, RLI has recognised excellence in retail and leisure throughout the world, and presents the prestigious and highly-sought after Global RLI Awards. A winning entry in each category must be the best in a number of ways and it must show that it has achieved success in the most important aspects.

## WHO CAN APPLY

Provided the criteria for each individual category are met, anyone is eligible to apply. Applications can be made on behalf of clients provided they have given you permission, please note a contact person from the client must be provided in this instance. A company may enter as many nominations as it chooses. The said nomination may be entered into any number of relevant categories provided the criteria are met. If entering more than one category, please submit a full entry form for each category entered.

## ACCEPTABLE LANGUAGE

All entry contents must be written in English.

## ELIGIBILITY

Application forms will be accepted for projects and companies from all around the world. All new schemes must have opened to the public or, if refurbished/extended, been completed in the period between September 2018 and December 2019. The only exception to this is the RLI Most Anticipated Opening 2020 Award, as this project must open its doors to the public in 2020. Past entrants that have won a Global RLI Award can be entered again if it meets all nomination criteria for 2020.

## RULINGS

The RLI Awards team will make all eligibility rulings. RLI reserves the right to re-classify, re-categorise or disqualify entries, as well as to remove any ineligible materials. All decisions are final.

## PUBLICATION

Your entry grants RLI the right to publish any information contained in the entry in any form in news releases and the RLI Magazine. Copyrighted photographs, slides, videos, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit or acknowledgements.

## THE GLOBAL RLI AWARDS GALA DINNER

7 MAY 2020 at the Natural History Museum, London

## PHOTO GALLERY

A minimum of eight good quality images (resolution 300dpi) are required per entry. These can be in TIFF, EPS, PDF, PNG or JPEG format and must be in full colour.

## IMAGES

A choice of the images sent to us will be used in preparing the finalists presentation and the awards brochure to be used on the night.

## SUPPORT

If you need additional help or have more questions, you may contact us at [awards@rli.uk.com](mailto:awards@rli.uk.com)

## JUDGING PROCEDURE

The Global RLI Awards judging team, a group of leading industry experts, will review eligible submissions and score them confidentially and inform the RLI Awards team. The panel will not review entries from their own companies or any entry that might constitute a conflict of interest.

# How to Enter

## NOMINATION FORM

Entrants must aim to ensure that their submission is supplied in PDF format, along with a completed nomination form. Word or PowerPoint presentations are also accepted. Ensure that entries are clearly labelled, stating the entrant's name and the category for which it is intended, together with any supplementary details.

The person listed under Your Details on the Nomination Form must be the person representing the project and will be the person contacted should the entry be chosen as a finalist.

For all project related categories, please provide detailed supplementary information in relation to the professional team involved, such as Architect/Designer, Project Manager, Consulting/Structural/Civil Engineer, ME & Engineer/Contractor, Main Contractor and Agents.

Please make sure that we are able to read written forms, typed forms are preferred.

## PAY NOW

Each entry costs £250 + vat where applicable. Each entry must be accompanied by a payment. Payments can be made online [here](#) or by bank transfer by emailing [awards@rli.uk.com](mailto:awards@rli.uk.com)

## AUTHORISE

All entries must have the authorisation of the Owner to authorise the submission of the entry and must have agreed to abide by all rules of the Global RLI Awards. Each entry must also have ticked and agreed to the Terms and Conditions of this document on the Nomination Form.

All shortlisted companies will be expected to attend the Awards and book a table (£2,450).

All Winners and Highly Commended's will be expected to take a discounted A4 advertisement in the Winners Brochure alongside your category £1,500 (normally £2,250), which will be published with the first issue released following the events and sent to our global circulation.

# Awards Categories

## 1. RLI FUTURE PROJECT

This category rewards those future projects that are not yet under construction. The project must have received full planning permission and whilst groundworks may have commenced, structural works must not have started prior to the Awards night itself. Our Panel will judge architectural excellence, innovation in materials, equipment, new techniques etc, and the positive impact that each development will have upon the local community. Please supply an outline of the original brief and the architect's proposal to address this brief. Please also supply a synopsis of the development's expected beneficial impact on both community and locale.

## 2. RLI MOST ANTICIPATED OPENING 2020

Introduced in 2017 as an invitation only vote to RLI's global audience, the Most Anticipated Opening category is now well established in the Global RLI Awards line-up. This category is looking for architectural excellence and a unique and innovative concept which will bring creativity and modernism to the local community that are eagerly awaiting the opening of the cutting edge development. **Entries must be a new development that opens for the first time in 2020 (for refurbishments or renovations please see the Shopping Centre Renovation category).**

## 3. RLI MOST INNOVATIVE RETAIL & ENTERTAINMENT PROJECT

Celebrating the most outstanding contribution to the retail and entertainment sector over the past year, this category rewards those projects that have created an extraordinary experience for customers and tenants alike. Please ensure that you supply the following information:

- Size of development
- Date of completion
- Number of operators

## 4. RLI BEST PLACEMAKING SCHEME

Shopping Centres have become destinations and placemaking is about transforming these destinations into environments that people want to visit and return to. This award will be given to a scheme that

can best demonstrate how it has used high quality design to improve a place. The Judges will be looking at how the scheme has helped to generate sustained economic growth in a place or community improving its physical and environmental quality and social wellbeing through the integration of retail, leisure, arts, culture, sport, and heritage.

## 5. RLI INTERNATIONAL SHOPPING CENTRE

Recognising the contribution made by shopping centres in providing customer care, good presentation, maintenance and cleanliness, this award also pays particular attention to high levels of service, diversity of offer and design excellence.

## 6. RLI INTERNATIONAL OUTLET CENTRE

This award celebrates the increased popularity of the outlet model with shoppers and developers alike in recent years. The aim of this category is to reward innovation and design-led excellence that offers both retailers and customers the very best in terms of brand and community cohesion.

## 7. RLI SHOPPING CENTRE RENOVATION

This award will be presented to a centre that demonstrates innovation in its renovation through architecture and design, how it has contributed to the overall regeneration of the town, city or area, its contribution to the local community and the steps it has taken to improve sustainability.

## 8. RLI MOST INNOVATIVE MARKETING CAMPAIGN

This award recognises the best individual campaign that delivered a stunning impact on the target audience and excelled at developing brand awareness, affinity to the brand and loyalty amongst customers. The Judges will be looking for innovation, best use of social media, digital marketing & PR. Demonstrate how you used creative and innovative strategies to tangibly interact with customers, showing what your campaign aimed to achieve, challenges you faced and ultimately the results you achieved.

# Awards Categories

## 9. RLI CLICKS-TO-BRICKS

In a new digitally-driven era, Clicks-to-Bricks' enhances how retailers are weaving digital technology into the fabric of physical stores creating an offline presence to support their online customers or new ones. The judges will be looking for those online companies that have launched creative and dynamic physical spaces to build a stronger connection with shoppers, both digitally and emotionally.

## 10. RLI GLOBAL RETAILER

This award honours the global retailer that our Judges believe to be a truly world-class operator across all facets of the business, delivering exceptional growth, adaptation and transformation of the brand to reflect evolving industry trends. With retailing becoming ever more complex and demanding, the judges will be looking for an innovative brand that meets this criteria with stores in a minimum of three continents, six international countries and a clear development strategy for further international expansion.

## 11. RLI EMERGING MARKET RETAILER

This award will be presented to an emerging market retailer that best represents the essential retail qualities of entrepreneurship, originality and flexibility. Our judges will look to reward a business that can demonstrate that they have a robust and growing retail format whilst examining the part it is playing in the development of the emerging economies.

## 12. RLI LEISURE & HOSPITALITY GROUP

This award is a tribute to the international leisure operator or hotel group that has shown the strongest performance, whilst offering the customer an innovative and exciting brand. Our judging panel will be particularly interested in how this operator maintains global recognition. The nominee must be a leisure operator or hotel group with locations in a minimum of two continents and six international territories.

## 13. RLI MOST INNOVATIVE F&B CONCEPT

Food & Beverage services are becoming the must have element in any retail and leisure destination, and they are transforming shopping centres and outlets into convivial

lifestyle ventures. Introduced for the first time, this award highlights the very best and innovative F&B concepts across the globe. Judges will be looking at the authenticity, quality and experience that each concept offers.

## 14. RLI DEVELOPER

This award is designed to highlight the Developer which showcases the best new retail and leisure schemes over the last 12 months, and those in the pipeline, with an emphasis on diversity, innovation and, of course, the 'wow' factor. Please ensure that submissions include a portfolio of recently completed developments and a selection of ongoing projects in the retail and/or leisure sectors.

## 15. RLI DESIGNER

This award is a tribute to the designer that consistently and accurately delivers the value of a brand to both business and customers. Our judges will examine both the design process, its objective and, most importantly, the results. Please ensure that submissions include a portfolio of recently completed developments and a selection of ongoing projects in the retail and/or leisure sectors. For designers nominating their work, it is essential to obtain the approval of the client prior to submitting examples of their work.

## 16. RLI INTERIOR EXCELLENCE

This award acknowledges the importance of the shopfitter's role in the successful completion of any retail or leisure development. It also recognises the companies understanding of a client's needs, their contribution to the design process and their innovative use of the space and materials.

## 17. RLI RISING STAR

This award recognises the entrepreneurial spirit, achievements and long-term ambitions of up-and-coming retail businesses embarking on an international expansion program. Please supply a synopsis of the nominated company outlining the qualities that you believe it possesses whilst pointing to its successes over the previous year. Please supply supporting material such as financial results, acquisitions, new market entries and press releases.

# Supplementary Information for Categories

1. RLI FUTURE PROJECT\*
3. RLI MOST INNOVATIVE RETAIL & ENTERTAINMENT PROJECT
4. RLI BEST PLACEMAKING SCHEME
5. RLI INTERNATIONAL SHOPPING CENTRE
6. RLI INTERNATIONAL OUTLET CENTRE
7. RLI SHOPPING CENTRE RENOVATION\*\*

\* *Development plans/renderings and visuals of the interior and exterior of the project*

\*\* *For renovation projects, visual of the interior and the exterior of the project before and after, at least two images of each from the same perspective*

The Panel reviews each entry according to a specific criteria below:

- **Key Criteria** – Location/visibility, innovation, circulation, compliance to basic shopping centre development rules, ease of access/transportation, achievement of aims/sense of excellence, identity/image/branding and impact on competition.
- **Design/Concept/Layout** – External and internal design/architecture, parking, entrances – design/utility, landscaping indoors and outdoors, public/shopper facilities, technical installations, shop fronts, external and internal signage and lighting.
- **Performance** – Investments/returns – yields/others, merchandising/tenant mix, anchors, rental levels, retail sales efficiency, tenant occupancy, marketing concept/activities, footfall, management, future viability, apparent client satisfaction/atmosphere.
- **Sustainability** – Environmental, economic, societal and cultural, resources.
- **Overall Submission** – Presentation & quality of documents.

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## PHOTO GALLERY

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A minimum of eight good quality images (resolution 300dpi) are required per entry. These can be in TIFF, EPS, PDF, PNG or JPEG format and must be in full colour. Images for these particular categories should include:

- An aerial shot showing where the centre or refurbishment is situated
- Shots of key stores and brands
- Main architectural features
- Shots of food court areas

These files can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. Images in the PDF should be web quality not print to ensure easy viewing during the judging. Copyrighted photographs, videos, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgements.

**Now that you are aware of the Judging Criteria and the rules and regulations of your chosen category, please fill in your Nomination Form.**

**GOOD LUCK!**