

European Shopping Centre Awards

Deadline: 8 January 2019

www.icsc.org/euroawards



ICSC European Shopping Centre Awards 2019 Guidelines

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ELIGIBILITY & ENTRY REQUIREMENTS

Every year since 1977, ICSC has recognised excellence in new and refurbished shopping centres throughout Europe with the presentation of the prestigious and highly sought-after European Shopping Centre Awards. In 2013, we added a new category – Established Centres.

An ICSC European Shopping Centre Award represents the shopping centre industry's judgment as to what constitutes the best European shopping centre of the year in each category.

A winning entry must be the best in a number of ways. It must show that it has achieved success in the most important aspects of the project such as: its choice of site, planning, architecture, merchandising, sales results, customer approval and financial returns.

Who Can Apply

The Awards are made to the developer; therefore the application must be made by the developer or by an agent (e.g., an architect) on his behalf. The ICSC European Shopping Centre Awards are open to both members and non-members of the International Council of Shopping Centers. A company may enter as many projects as it chooses.

Acceptable Language and Currency

All entry contents must be written in English. All references to costs must be made in Euros.

Previous Submissions

Projects may only be submitted once as a new development. They can be submitted later on as a refurbishment/extension or an established centre.

Deadline

Entries must be submitted for judging by close of business on **8 January 2019**.

Single Entry:

Member Fee: **€950** Non-Member Fee: **€1,950**

All entries must be received by **Tuesday, 8 January 2019**. Your entry will not be accepted for judging if payment is not received by **Tuesday, 8 January 2019**. All payments are by credit card only. If there is an issue paying with a credit card, please contact us at awards@icsc.org.

Eligibility

Application forms will be accepted only for projects developed in Europe. All new schemes must have opened to the shopping public or, if refurbished/extended, been completed in the period 1 July 2016 and 30 September 2018. Where developments are phased, the project may be submitted at the completion of any stage, but it may only be submitted once as a new project and once as a refurbishment.

For Established Centres, the project must have been opened, refurbished or expanded before June 2013. Past entrants, including winners of the ICSC European Shopping Centre Awards Programme, are also eligible to enter.

Rulings

The ICSC European Shopping Centre Awards Committee and ICSC officials will make all eligibility rulings. Both reserve the right to reclassify, recategorise or disqualify entries, as well as to remove any ineligible materials. All decisions are final.

Publication

Your entry grants ICSC the right to publish any information contained in the entry (excluding the financial information) in any form to include in news releases, advertising, books, periodicals and other publications. Copyrighted photographs, slides, videos, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgements.

European Shopping Centre Awards Presentation

European Conference

11 April 2019

Barcelona, Spain

Support

Do you need additional help or have more questions? You may contact us at awards@icsc.org

Judging Procedure

The European Shopping Centre Awards Jury, a group of leading industry experts, will review eligible submissions and score them confidentially. The jury will not review entries from their own companies or any entry that might constitute a conflict of interest. After assessing all the entries submitted through the ICSC website, the jury members will meet and select the finalists and winners.

How to Enter

Your entry must be submitted online according to a specific format, as outlined herein. Please view the "How to Enter" instructional video on the competition home page before you begin your entry preparation so you can resolve any questions in advance.

Note: We have a new online platform making the entry process simpler than ever. Our "How to Enter" Video will guide you through the process, offering information to use as a reference to your entry.

Go to www.icsc.org/euroawards to view the video.

Register for a User Name and Password

You only need to register once and use your User Name and Password to log on in the future.

Entrant Form

This Entrant Form needs only to be completed once. The person listed under Contact Information must be the person representing the project and will be the person contacted should the entry be chosen as a finalist.

Add to Cart

Once you complete your entry, add it to the cart. This will bring you to the Review and Checklist section where you can pay, edit, change, or print your entry.

Payment

Each entry must be accompanied by a payment. All payments by credit card only. If there is an issue paying with a credit card, please contact us at awards@icsc.org. Your entry will not be accepted for judging if payment is not received by Tuesday, 8 January 2019.

Note: Payment must be received by 8 January 2019. Entries will not be accepted for judging if payment has not been received. You do not have to pay before you start your entry.

Review Entries and Submit for Judging

Deadline

Tuesday, 8 January 2019

Authorise

All entries must have the electronic authorisation of the Owner Representative/Managing Agent to authorise the submission of the entry and must have agreed to abide by all rules of the ICSC European Shopping Centre Awards. Additionally, as duly authorised, the authorising individual certifies that there are no persons or organizations responsible for creating or collaborating on the submitted project other than those listed in the professional recognition section of this form and grants ICSC rights to publish any information contained in the entry in any form including but now limited to news releases, advertising, books, periodicals and other publications. An e-mail confirmation will be sent to the Entrant and Owner Representative/Managing Agent to confirm this authorisation.

Award Categories

- New Developments
- Refurbishments and/or Expansions
- Established Centres

Distinctions

The Regeneration Award, to be determined by the ICSC European Shopping Centre Awards Jury, will honour the finalist that has best demonstrated how close cooperation with the local government and community can result in a regenerated and revitalised city centre. The Award will be given to both the local authority and the development company behind the project.

The ReSource Award is given when Jury agrees that a project, developer, architect, manager or retailer has proved a commitment to long-term sustainable development.

Entry Classifications

Entries are classified as New Developments or Refurbishments/Expansions and are divided into categories related to their size, usually Small, Medium, and Large or by their tenant mix, e.g., Specialised Centres (Outlet, Leisure, Retail Park).

JUDGING CRITERIA

New Developments • Refurbishments and/or Expansions Centres

The jury reviews each entry according to a specific criteria and awards points accordingly:

- Key Criteria 30% (location/visibility, innovation, circulation, ease of access/transportation, achievement of aims/sense of excellence, identity/image/branding and impact on competition)
- Design/Concept/Layout 27% (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 27% (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 13% (environmental, economic, societal and cultural, resources)
- Presentation 3% (quality of documents, attitude of participants)

Total Score of 100 points

Established Centres

The jury reviews each entry according to a specific criteria and awards points accordingly:

- Key Criteria 25% (location/visibility, innovation, circulation, ease of access/transportation, achievement of aims/sense of excellence, identity/image/branding and impact on competition)
- Design/Concept/Layout 20% (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 48% (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 5% (environmental, economic, societal and cultural, resources)
- Presentation 2% (quality of documents, attitude of participants)

Total Score of 100 points

NEW DEVELOPMENTS

Development

Development Process	Dates (month/year)
Acquisition of Site
Obtain Permits
Ground Breaking Ceremony
Start Construction
End Construction
Opening Date
Development Costs	€ mln

Financial Information

This information is confidential, but obligatory for the judging procedure. Jury members are required to sign a confidentiality agreement before viewing the financial information. All financial information must be expressed in Euros, using exchange rates current at the time of submission.

Project Costs/Fees	Total €M
Land	€M
Construction Costs incl. Professional Fees	€M
Tenant Fitout Contributions	€M
Contribution/Extra Infrastructure	€M
Total Project Costs	€M
Cost/ m2 of GLA	

Revenues/Yields	Year 1 (12 month estimated figures if appropriate)
Gross Annual Rent	€M
Other Income (Car park, Ad Revenue, e.g.)	€M
Net Operating Income	€M
Market Value	€M
Yield – Initial	%
Yield – Exit	%

Rents	
Average Fixed/Base Rent for Anchor Tenants (€/m ² – month)	€
Average Fixed/Base Rent for Unit Shops (€/m ² – month)	€
Total Base Rent	€
Any Turnover Rent (above fixed base rent)	€

Key Figures

Shopping Centre GBA	m ²
Shopping Centre GLA	m ²
Number of Units	
Car Spaces	
Current Vacant	Number of Units
Current Vacant Units	% of GLA
Vacant Units at the date of Opening	Number of Units
Vacant Units at the date of Opening	% of GLA

	GLA m ²	# of Units
Food Anchor		
Retail & Services		
Food & Beverage		
Entertainment & Leisure		
Other		
Residences		
Hotel		
Offices		

Major Tenants

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Retail Offer

Retail Category	Number of Units	GLA (m ²)	% of Total GLA of Retail, Services, Gastronomy, Entertainment/Leisure	% of Total Sales (full year)	Effort Rate (%)* (full year)
Mix Fashion					
Accessories					
Heath & Beauty					
Home/DIY					
Hobby/Gifts					
Food					
Services					
Cultural/Entertainment					
Others					
Total					

* Effort rate = (base rent + turnover rent + service charges) / sales turnover

Tenant Roster

The chart must contain all units in the centre even those which are empty. Indicate on list:

- Tenant – Brand Name
- Category: Mix Fashion, Accessories, Heath & Beauty, Home/DIY, Hobby/Gifts, Food, Services, Cultural/Entertainment, Other
- Floor level where unit is located

Catchment, Visitors and Sales

Catchment

	Drive time (mins)	Average distance (km)	Population (.000) Number of inhabitants
Primary			
Secondary			
Tertiary			

Visitors

First 12 months after opening Number of People

Last 12 months (if opened for more than 12 months) Number of People

Last 12 months visitors per month (if opened for more than 12 months) Number of People

Current Frequency in %

Once a week Current %

1 to 3 times a month Current %

Less than once a month Current %

Current Average Stay/Visit (survey result, if any)

Sales

Total sales turnover first 12 months from opening €

Average spend/visit first 12 months from opening €

Total sales turnover per year Current (if opened for more than 12 months) €

Average spend/Visit per year Current (if opened for more than 12 months) €

Competition

Centre Name	Size GLA m ²	Distance (km)	Type of Centre
1.			
2.			
3.			
4.			
5.			

Development Strategy

Positioning statements/main changes/improvements since opening (max. 100 words)

Operational successes since opening (max. 100 words)

Operational difficulties since opening (max. 100 words)

Are there any further changes or modifications proposed in the near future? (max. 100 words)

Describe the leasing strategy (max. 100 words)

Describe how the centre is managed (max. 100 words)

Describe the marketing strategy (max. 100 words)

How have you adopted sustainable methods in the operation of your centre over the period since it opened?
Does the centre have any independent sustainability accreditation, for example, Breeam, DGNB, etc.?
Please outline the key points (max. 100 words)

How was the development engaged with the local community, local government and regional government?
(max. 100 words)

In what ways do you feel other developers can benefit from your experience? (max. 100 words)

If you had the project to do over again, what would you do differently? Why? (max. 100 words)

If you have any other information that would help the jury better understand the project (e.g. what aspect of the centre do you consider the most innovative), please specify (max. 100 words)

REFURBISHMENTS AND/OR EXPANSIONS

Development

Development Process	First Phase Initial Development (month/year)	Refurbishment/Extension (month/year)
Acquisition of Site		
Obtain Permits		
Ground Breaking Ceremony		
Start Construction		
End Construction		
Opening Date		

Development Costs

First Phase/Initial Development Costs € mln

Refurbishment/Extension Costs € mln

Financial Information

This information is confidential, but obligatory for the judging procedure. Jury members are required to sign a confidentiality agreement before viewing the financial information. All financial information must be expressed in Euros, using exchange rates current at the time of submission.

Project Costs/Fees

Refurbishment and/or Expansion Costs Total €M

Land € M

Construction Costs incl. Professional Fees € M

Contribution/Extra Infrastructure € M

Tenant Fitout Contributions € M

Total Project Costs € M

Cost/ m2 of GLA € M

Revenues/Yields

	Last Full Year before Refurbishment/Extension	Full Year after Refurbishment/Extension (estimated figures if appropriate)
Gross Annual Rent	€M	€M
Other Income (Car park, Ad Revenue, e.g.)	€M	€M
Net Operating Income	€M	€M
Market Value	€M	€M
Yield – Initial	%	%
Yield – Exit	%	%

Rents

	Last Full Year before Refurbishment/Extension	Full Year after Refurbishment/Extension
Average Fixed/Base Rent for Anchor Tenants (€/m ² – month)	€	€
Average Fixed/Base Rent for Unit Shops (€/m ² – month)	€	€
Any Turnover Rent (above fixed base rent)	€	€
Total Base Rent	€	€

Service Charges/Common Area Maintenance Expenses

	Last Full Year before Refurbishment/Extension	Full Year after Refurbishment/Extension
Operations (€/m ² – month)	(total year/12/GLA)	(total year/12/GLA)
Marketing (€/m ² – month)	(total year/12/GLA)	(total year/12/GLA)
Shortfall in Annual Service Charge (not covered by tenants' contributions)	%	%

Key Figures

Shopping Centre GBA	m ²
Shopping Centre GLA	m ²
Number of Units	
Car Spaces	
Current Vacant	Number of Units
Current Vacant Units	% of GLA
Vacant Units before refurbishment/extension	Number of Units
Vacant Units before refurbishment/extension	% of GLA

	GLA m ²	# of Units
Food Anchor		
Retail & Services		
Food & Beverage		
Entertainment & Leisure		
Other		
Residences		
Hotel		
Offices		

Major Tenants

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Major Tenants added in refurbishment/extension phase

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Retail Offer

Retail Category	Number of Units		GLA (m ²)		% of Total GLA of Retail, Services, Gastronomy, Entertainment/Leisure		% of Total Sales (full year)		Effort Rate (%) [*] (full year)	
	Before	After	Before	After	Before	After	Before	After	Before	After
Mix Fashion										
Accessories										
Heath & Beauty										
Home/DIY										
Hobby/Gifts										
Food										
Services										
Cultural/Entertainment										
Others										
Total										

* Effort rate = (base rent + turnover rent + service charges) / sales turnover

Tenant Roster

The chart must contain all units in the centre even those which are empty. Indicate on list:

- Tenant – Brand Name
- Category: Mix Fashion, Accessories, Heath & Beauty, Home/DIY, Hobby/Gifts, Food, Services, Cultural/Entertainment, Other
- Floor level where unit is located
- Refurbishments/Expansions – was the unit in the centre before refurbishment/extension?

Catchment, Visitors and Sales

Catchment

	Drive time (mins)	Average distance (km)	Population (.000) Number of inhabitants
Primary			
Secondary			
Tertiary			

Visitors last full year before refurbishment/extension

First 12 months after opening Number of People

Average Visitors per month first 12 months from opening Number of People

Frequency last full year before refurbishment/extension in %

More than a week %

Once a week %

1 to 3 times a month %

Less than once a month %

Current Average Stay/Visit (survey result, if any)

Current Visitors

Current Annual Number of People

Current Visitors per Month Number of People

Current Frequency in %

Once a week Current
..... %

1 to 3 times a month Current %

Less than once a month Current %

Current Average Stay/Visit (survey result, if any)

Sales

Total sales turnover first 12 months from opening €

Average spend/Visit first 12 months from opening €

Total sales turnover per year Current (if opened for more than 12 months) €

Average spend/Visit per year Current (if opened for more than 12 months) €

Competition

Centre Name	Size GLA m ²	Distance (km)	Type of Centre
1.			
2.			
3.			
4.			
5.			

Development Strategy

Positioning statements/main changes/improvements since opening (max. 100 words)

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Operational success post refurbishment/extension (max. 100 words)

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Operational difficulties during refurbishment/extension (max. 100 words)

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Is there a future expansion planned? (max. 100 words)

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Describe the leasing strategy upon opening and how these strategies have changed after refurbishment/extension (max. 100 words)

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Describe how the centre is managed (max. 100 words)

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Describe the marketing strategy (max. 100 words)

How have you adopted sustainable methods in the operation of your centre over the period since it opened?
Does the centre have any independent sustainability accreditation, for example, Breeam, DGNB, etc.?
Please outline the key points (max. 100 words)

How was the development engaged with the local community, local government and regional government?
(max. 100 words)

If you had the project to do over again, what would you do differently? Why? (max. 100 words)

In what ways do you feel other developers can benefit from your experience? (max. 100 words)

If you have any other information that would help the jury better understand the project (e.g. what aspect of the centre do you consider the most innovative), please specify (max. 100 words)

ESTABLISHED CENTRES

Development

Development Process	First Phase Initial Development (month/year)	Refurbishment/Extension (month/year)
Acquisition of Site		
Obtain Permits		
Ground Breaking Ceremony		
Start Construction		
End Construction		
Opening Date		

Development Costs

First Phase/Initial Development Costs € mln

Refurbishment/Extension Costs, if applicable € mln

Financial Information

This information is confidential, but obligatory for the judging procedure. Jury members are required to sign a confidentiality agreement before viewing the financial information. All financial information must be expressed in Euros, using exchange rates current at the time of submission.

Revenues/Yields

	Opening	Current
Gross Annual Rent	€M	€M
Other Income (Carpark, Ad Revenue, e.g.)	€M	€M
Net Operating Income	€M	€M
Market Value	€M	€M
Yield – Initial	%	%
Yield – Exit	%	%

Rents

	Opening	Current
Average Minimum/ Base Rent for Anchor Tenants (€/m ² – month)	€	€
Average Minimum/ Base Rent for Unit Shops (€/m ² – month)	€	€
Total Base Rent	€	€
Any Turnover Rent (above fixed base rent)	€	€

Service Charges/Common Area Maintenance Expenses

	Opening	Current
Operations (€/m ² – month)	€	€
Marketing (€/m ² – month)	€	€
Shortfall in Annual Service Charge (not covered by tenants' contributions)	%	%

Key Figures

Shopping Centre GBA	m ²
Shopping Centre GLA	m ²
Number of Units	
Car Spaces	
Current Vacant	Number of Units
Current Vacant Units	% of GLA
Vacant Units at date of opening	Number of Units
Vacant Units at date of opening	% of GLA

	GLA m ²	# of Units
Food Anchor		
Retail & Services		
Food & Beverage		
Entertainment & Leisure		
Other		
Residences		
Hotel		
Offices		

Major Tenants

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Retail Offer

Retail Category	Number of Units		GLA (m ²)		% of Total GLA of Retail, Services, Gastronomy, Entertainment/Leisure		% of Total Sales (full year)		Effort Rate (%) [*] (full year)	
	Opening	Current	Opening	Current	Opening	Current	Opening	Current	Opening	Current
Mix Fashion										
Accessories										
Heath & Beauty										
Home/DIY										
Hobby/Gifts										
Food										
Services										
Cultural/Entertainment										
Others										
Total										

* Effort rate = (base rent + turnover rent + service charges) / sales turnover

Tenant Roster

The chart must contain all units in the centre even those which are empty. Indicate on list:

- Tenant – Brand Name
- Category: Mix Fashion, Accessories, Heath & Beauty, Home/DIY, Hobby/Gifts, Food, Services, Cultural/Entertainment, Other
- Floor level where unit is located
- Established Centres – was the unit in the centre upon opening? If not, was it in year 3 or year 6?

Catchment, Visitors and Sales

Catchment

	Drive time (mins)	Average distance (km)	Population (.000) Number of inhabitants
Primary			
Secondary			
Tertiary			

Visitors first 12 months

First 12 months from opening Number of People
 Average Visitors per month first 12 months from opening Number of People

Frequency first 12 months from opening in %

More than a week %
 Once a week %
 1 to 3 times a month %
 Less than once a month %
 Current Average Stay/Visit (survey result, if any)

Current Visitors

Current Annual Number of People
 Current Visitors per Month Number of People

Current Frequency in %

Once a week Current %
 1 to 3 times a month Current %
 Less than once a month Current %
 Current Average Stay/Visit (survey result, if any)

Sales

Total sales turnover first 12 months from opening €
 Average spend/Visit first 12 months from opening €
 Total sales turnover per year Current €
 Average spend/Visit per year Current €

Competition

Centre Name	Size GLA m ²	Distance (km)	Type of Centre
1.			
2.			
3.			
4.			
5.			

Development Strategy

Positioning statements/main changes/improvements since opening (max. 100 words)

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Operational success since opening (max. 100 words)

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Operational difficulties since opening (max. 100 words)

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Are there any further changes or modifications proposed in the near future? (max. 100 words)

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Describe the leasing strategy upon opening and how these strategies have changed over time (max. 100 words)

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Describe how the centre is managed (max. 100 words)

Describe the marketing strategy (max. 100 words)

How have you adopted sustainable methods in the operation of your centre over the period since it opened?
Does the centre have any independent sustainability accreditation, for example, Breeam, DGNB, etc.?
Please outline the key points (max. 100 words)

How was the development engaged with the local community, local government and regional government?
(max. 100 words)

If you had the project to do over again, what would you do differently? Why? (max. 100 words)

In what ways do you feel other developers can benefit from your experience? (max. 100 words)

If you have any other information that would help the jury better understand the project (e.g. what aspect of the centre do you consider the most innovative), please specify (max. 100 words)

GRAPHIC INFORMATION

Maps/Plans

Include one digital file containing:

- An area and location map showing the site location and its accessibility from roads, public transportation, etc. The main population areas and important geographic details should be featured.
- Site plan showing parking and street access. If a renovated project, the expansion of the project should be clearly identified.
- A vertical cross-section indicating the building's structure in a manner that shows the largest possible number of the building's characteristic parts.
- Floor plans of the building and its annexes (all levels including on-site parking).
- Floor plan showing the proportion of visitors using each entrance of the shopping centre.
- If a renovated project, show "before and after" floor plans.
- If available, please include a current and future competition map and a trade area/catchment area map.

File Format: Word document or PDF

Mall Guide

Include one digital file containing the most recent guide listing all the tenants.

File Format: Word document or PDF

Photo Gallery

Include one digital file containing at least 20 images related to your project. Images to include:

- An aerial shot showing where the centre is situated
- Shots of key stores and brands
- Main architectural features
- Shots of food court area
- Shots of parking area
- Development plans/renderings
- Visual 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 four images of each from the same perspective
- For established projects, visual of the interior and the exterior of the project upon opening, at year 3 and current year, at least four images of each from the same perspective

File Format: Word document or PDF

You will be required to upload several of these images in the Image Section for use by ICSC. Copyrighted photographs, videos, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgements. Please include in the Release section.

Images

Upload 20 of the images that you included in the Photo Gallery section. These images will be used in preparing the finalist brochure. They will also be used to display your entry on the ICSC website and in *Shopping Centers Today*.

Copyrighted photographs, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgements. Please include in the Release section.

File format: High Resolution: jpg, jpeg, png, gif.

Video

You may upload or link one video. The file is limited to a maximum of five minutes of content. Judges will view only the first five minutes of the file. Your video can contain before and after footage of the project. Additional coverage may include space utilization, design themes, innovative construction techniques, leasing and/or re-leasing approaches, and community integration.

Accepted video formats: 3GP, AAC, AVI, FLV, MP4 and MPEG-2

Documentation

This section allows you to include one digital file (20 pages maximum) of other relevant information on your project not included in the other sections, such as your company's brochure on the project, marketing material, press releases, etc.

File Format: Word document or PDF

More Information

For more information on the European Shopping Centre Awards or for information on past recipients, please visit www.icsc.org/euroawards.



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