



Support your high street through
thegreatbritishhighstreet.co.uk



Competition Guidance, Terms and Conditions



Eligibility to apply

1. Applications are open for places and people in England, Wales and Scotland.
2. Applications will only be accepted if submitted on the correct form, through the Online Application process at <http://thegreatbritishhighstreet.co.uk/>.
3. The closing date for applications for the 2016 Awards is midnight on Friday, 9th September 2016.
4. Only one nomination per award category from each applicant is permitted and should be made via the official online form.
 - a. **For the “Places” categories:** Only one nomination per award category for each place from each applicant is permitted. That means that an individual cannot submit more than one application for the same place in the same category.
 - b. **For the “Individuals” categories:** A person can submit only one application for each “individual” in the “People categories”. However a person is not limited to only one application if they are going to different nominees. That means that a person can submit different applications for different individuals e.g. a number of store manager of different national retailers, or both a trader and the market manager in a market in the Retail markets category, if they are nominating different people.
5. An applicant can submit a maximum of one application for each of the High Street Heroes categories
6. DCLG staff will shortlist a maximum of 3 finalists for each award category to be presented to the judging panel. The shortlisting criteria will include:
 - **Innovation**
How is your approach innovative? What aspects of your approach could be applied to other places?
Examples may include leading an innovative scheme to attract investment and new uses on the high street, i.e. residential, developing surprising design solutions to transform a local marketplace; addressing a lack of public space, a creative use of digital technology or social media to draw in more people and promote what is wonderful about the high street, or prototyping new funding models, policies or construction methods that have a big impact.



- **Collaboration**

How have you collaborated with local people? How have you collaborated with other organisations, businesses or local authorities?

Examples may include developing a mentorship programme connecting young entrepreneurs with successful business people; offering a diverse, vibrant cultural and leisure offer, including meeting the needs of the community in the evening and night time economies; and positive action on issues such as parking, accessibility and appearance of the town centre. How does your work fit in with other organisations that are operating in the town centre, such as Chambers of Commerce, town teams.

- **Transition and Outcomes**

How has your high street benefited from your work? How are you achieving your objectives? How have you measured these changes? What do people say about what you have done?

Judging

1. A Judging panel will select the award winners from the shortlist based on the aforementioned criteria. It is intended that the panel will consist of sponsors of the Awards; Future High Street Forum members and DCLG officials with the exception of the categories for Individuals which will solely be judged by DCLG officials to avoid any possible bias.
2. The Minister for High streets, town centres and markets (England) will not take part in the assessment and judging process.



What next?

Once you have entered the Competition we are keen to see you promote your entry. So tweet using the hashtag #GBHighSt, let your local newspaper or radio station know and build some energy around your campaign.

Once the closing date for applications has been reached, applications from each of the categories will be narrowed down to 3 finalists in each category.

When the finalists are announced, the public voting element of the Awards process will commence. Members of the public will be able to vote up to ONCE A DAY for one finalist in each category. This is to ensure that high streets and towns of different sizes have the chance to build local campaigns and compete fairly against each other. The voting will be open for one month, during which we will release league tables to show how each town is doing.

During this period, towns will also be visited by an expert Judge from one of our sponsors. Towns will receive written notice of this visit at least one week before the visit. The Judge will score you on the same criteria as in the initial assessment phase as set out above section. The Judge's mark will make up 50% of the final result, with the other 50% made up from the outcome of the public vote.

The ultimate 'Winner of winners' and ultimate Great British High Street of the Year 2016 will be decided by the Judges, from one of the individual category winners.

The finalists from all the categories will be invited to an Awards ceremony, at which the category winners, and winner of winners, will be announced.



Social Media

We would like to see your local communities supporting you through social media channels, for instance, Facebook or Twitter. You should encourage your community to use the hashtag #GBHighSt

We are keen to encourage this because more and more towns are using social media to engage with their communities and people online are talking about our towns and high streets. Therefore we want you to be involved in that conversation by promoting your entry on social media channels, using the hashtag.

Don't worry if you don't have a Facebook or Twitter account. Your local communities can still support you using #GBHighSt on their social media channels. We recognise that people are at different stages of the journey in their use of new technologies so are just as keen to see people taking their first steps towards using social media. When you have entered, we will offer you tips and support on how to promote social media in your area, and posters and signs to share with your local communities to show them how to support you.



Terms & Conditions

1. The Judges' decision as to the winners are final. No correspondence relating to the awards will be entered into.
2. Winners must agree to take part in any post-award publicity if required.
3. The DCLG reserves the right to:
 - i) vary the opening and closing times for making nominations and to vary the date of the announcement of the awards
 - ii) disqualify any nominee who breaches the rules or has acted fraudulently in any way
 - iii) cancel or vary the awards or any of the selection processes or criteria, at any stage, if in its opinion it is deemed necessary or if circumstances arise outside its control.
4. The DCLG will not provide the personal details of anyone entering the awards to external organisations without their express permission
5. Nominators and nominees will be deemed to have accepted these rules and bound by them.

If you have any problems entering the competition, please contact us on: hello@thegreatbritishhighstreet.co.uk



Awards Timeline

