



ICSC European Shopping Centre Awards

**ICSC
Global
Awards**
European
Shopping Centre

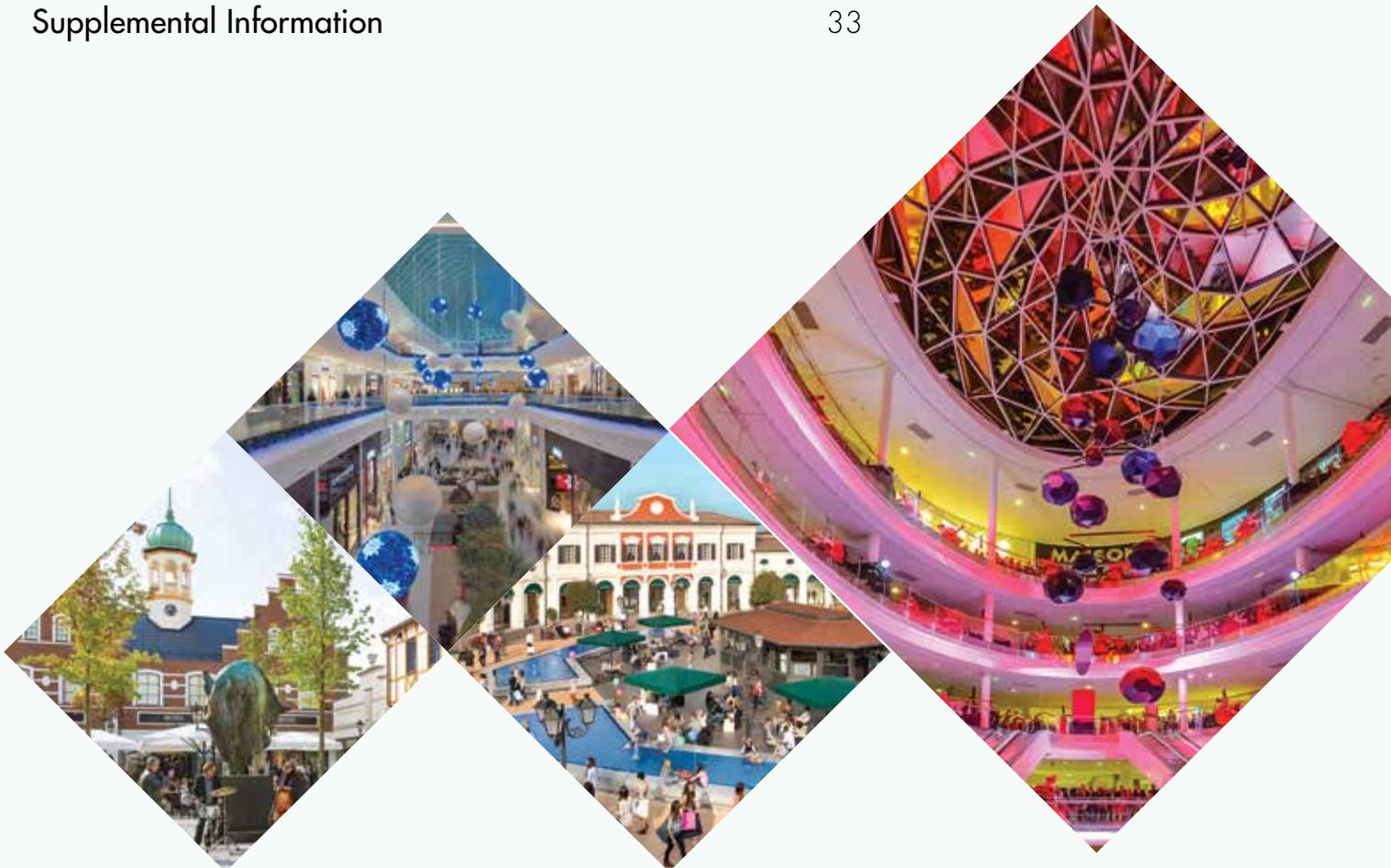
2016

2016 Call for Entries

ICSC European Shopping Centre Awards 2016 Call for Entries

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MESSAGE FROM THE EUROPEAN AWARDS CHAIRMAN

Since 1977, the ICSC European Shopping Centre Awards have honoured the most outstanding new or refurbished/extended shopping centres in Europe. It has come to be one of the industry's most coveted and prestigious Awards Programmes.

At ICSC, we seek to constantly improve the format and criteria for the Awards and to learn from the feedback of entrants from previous years. This year we are pleased to introduce a new Entry Fee structure, launch an expanded eligibility period for the Established Centre category and lastly, we have streamlined the submission process, making entry even easier. The key changes are:

- The new Entry Fee structure this year includes a 50% discount for multiple entries plus a complimentary registration to the 2016 ICSC European Conference for all entries accepted for judging.
- The popular Established Centre Category is now open to all Centres opened before 2010. We believe there is much to learn and celebrate in many of the Centres that have traded successfully for several years throughout Europe.
- The Entry Forms have been streamlined to make the process simpler whilst retaining key information. The Award is valued because it is based on professional analysis and data and we have improved the format as much as possible.



About the Award Categories

There are three categories :

- The New Centres Award is for Centres which have been completed in the period between 1 July 2013 and 30 June 2015.
- The Extended and/or Refurbished Centre Awards are for Centres which have been completed in the period between 1 July 2013 and 30 June 2015.
- The Established Centre Awards will honour centres that are achieving great results for investors, retailers and customers alike, and demonstrate good ongoing management and value creation. The Award is now open to all Centres which opened before 2010. Past entrants, including winners of the ICSC European Shopping Centre Awards Programme, are encouraged to enter.

Additionally, ICSC has the Regeneration Award which honours 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 can be given to both the local authority and the development company behind the project.

Who can apply

ICSC is keen to invite, from every part of Europe, the Developers and Teams who have delivered New, Refurbished/Extended and Established Centres to put your projects forward and seek the recognition you deserve. We very much look forward to seeing your centre recognised as one of the leading European projects, and for colleagues throughout the industry to learn from what you have achieved.

The finalists will be announced in Cannes at Mapic and the winners at the ICSC European Conference in Milan in April 2016.

All Award winners will be automatically entered into the VIVA Best-of-the-Best Awards 2017, where over the past few years many of the European centres have been distinguished and received worldwide exposure.

I very much look forward to seeing your centre recognized as one of the leading European projects.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'João Correia de Sampaio'.

João Correia de Sampaio

Executive Director, Property Management & Leasing, Sonae Sierra
Chairman, 2016 European Shopping Centre Awards Jury

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 15 September 2015.

Entry Fee

Each entry accepted for judging will be entitled to one complimentary registration to the ICSC European Conference in Milan scheduled for 18–19 April.

Single Entry:

Member Fee: €4,950

Non-Member Fee: €5,950

Additional Entries:

Member Fee: €2,475 (50% discount) Non-Member Fee: €2,975 (50% discount)

Payment for all entries must be received by Tuesday, 15 September 2015. Your entry will not be accepted for judging if payment is not received by 15 September 2015. 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 2013 and 30 June 2015. 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 2010. 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 re-classify, re-categorise 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.

ELIGIBILITY & ENTRY REQUIREMENTS

Video and Photo CD

Only finalists will be required to provide a video and a photo CD of images. These videos and images will be used for the presentation at the European Conference and should be of the highest quality. Once the Jury has selected the finalists they will be contacted with the accepted file formats.

European Shopping Centre Awards Presentation

18–19 April 2016

ICSC European Conference

Milan, Italy

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. All finalists will be visited by the jury. After the visits, the jury will deliberate and decide on the winners.

How To Enter

Your entry must be submitted online according to a specific format, as outlined herein. Please read this information carefully before you begin your entry preparation so you can resolve any questions in advance.

File Uploads

You will need to upload various files throughout your entry. You are responsible for making sure that the file(s) you are uploading are viewable, playable in the format defined by ICSC or downloadable after the upload is complete. Submitting an entry is simple and convenient, as the ICSC website allows the option to set up an account and manage all the entries you will be submitting.

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.

The Main Menu. After registering or logging in, the Main Menu will appear with the following navigational selections:

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 Entry

This form allows you to add a new entry. Once an entry is added, you will be able to view and edit it at any time when logging on. Select the appropriate Category and Classification and enter the name of the project. Click Add Entry and the page will reload, listing the new entry. You may then choose to enter additional entries or pay for your entry and proceed with completing the entry form.

View Entries

When you click on this Step, a list of all your entries will appear. Click on the one you wish to view or edit.

Pay Now

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, 15 September 2015.

Note: Payment must be received by 15 September 2015. 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, 15 September 2015

Authorise

All entries must have the electronic authorisation of the Owner Representative/Managing Agent to authorize 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.

Print Entry

You can print any page of your entry prior to submitting for judging and will be able to print your entire submission at the time you submit your entry for judging. You can also save copies of the material you uploaded. Keeping a copy of your entry is only for your purposes, such as for later reference or for sharing with colleagues.

Award Categories

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

Special Distinction

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.

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, 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 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 30% (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 25% (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 38% (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

GENERAL INFORMATION

New Developments

Physical Dimensions & Facts/Figures

Areas/Floors & Units

Site Area m²

Total GBA (Gross Build Area) of Development m²

Total GLA (Gross Leasable Area) of Development m²

Number of Shops

Total GLA of Retail m²

Number of Trading Floors

Number of Units

Gastronomy, Entertainment & Leisure

Area m²

Number of Floors

Number of Units

Parking

Total Area m²

Number of Parking Levels

Total Number of Car Spaces

Other Related Uses, if applicable: Residences

Area m²

Number of Floors

Number of Units

Other Related Uses, if applicable: Hotel

Area m²

Number of Floors

Number of Rooms

Other, if applicable, please specify

Area m²

Floors

Units

GENERAL INFORMATION

Floor Breakdown

Retail & Services

Basement 2+ m²

Basement 1 m²

Ground m²

Floor 1 m²

Floor 2 m²

Floor 3+ m²

Total m²

Gastronomy, Entertainment & Leisure

Basement 2+ m²

Basement 1 m²

Ground m²

Floor 1 m²

Floor 2 m²

Floor 3+ m²

Total m²

Car Park – Number of Spaces

Basement 2

Basement 1

Ground

Floor 1

Floor 2

Floor 3+

Total

GENERAL INFORMATION

Development Process/Conceptual Aspects

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

Major characteristics/originality in concept and best practices (max. 50 words – bullet points only)

1.
2.
3.

Major development difficulties (max. 50 words – bullet points only)

1.
2.
3.

Success points (max. 50 words – bullet points only)

1.
2.
3.

Are there any further changes or modifications proposed in the near future? (If yes, please describe briefly, max. 50 words)

Yes No

.....

Is there a future extension planned? (If yes, please describe briefly, max. 50 words)

Yes No

.....

GENERAL INFORMATION

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	€M
Fees/Services	€M
Tenant Fitout Contributions	€M
Project Finance Costs	€M
Contribution/Extra Infrastructure	€M
Other (please specify)	€M
Total Project Costs	€M
Equity%	%
Finance%	%
Average Cost/ m ² of leasable area	€M

Revenues/Yields

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

Rents

Average Fixed/Based Rent for Anchor Tenants (€/m ² – month)	€
Average Fixed/Base Rent for Unit Shops (€/m ² – month)	€
Yearly Turnover Rent (above fixed base rent) as a % of Total Base Rent	%

Service Charges/Common Area Maintenance Expenses

Operations (€/m ² – month)	(total year/12/gla)
Marketing (€/m ² – month)	(total year/12/gla)
Tenant Total Area with Caps	m ²
Shortfall in Annual Service Charge (not covered by tenants' contributions)	%

GENERAL INFORMATION

Performance & Management

Retail Performance

Average Spend/Visit €

Total Sales Turnover per Year €M

Catchment Area Population

	Drive Time (mins)	Average Distance (km)	Population (,000) (no. of inhabitants)
Primary
Secondary
Tertiary

Number of Customer Visits

Annual

Maximum per Month

Minimum per Month

Monthly Average

Means of Access & Transportation in %

Private Car

Public Transportation

Pedestrian

Other (please specify)

Frequency of Customer Visits in %

Once a Week

More than Once a Week

1 to 3 Times a Month

Less than Once a Month

Average Stay/Visit (survey results, if any) Hours/Minutes

Competition

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

GENERAL INFORMATION

Trading Days/Hours

Shopping Centre

Days of the Week

Opening Time

Closing Time

Catering/Restaurant Days of the Week

Days of the Week

Opening Time

Closing Time

Hypermarket Days of the Week

Days of the Week

Opening Time

Closing Time

Cinemas Days of the Week

Days of the Week

Opening Time

Closing Time

Carpark Days of the Week

Days of the Week

Opening Time

Closing Time

Other (please specify)

Days of the Week

Opening Hour

Closing Hour

GENERAL INFORMATION

Management Organization

Responsibility of Management (check only one)

- In-house Management
- Service Company

Number of Dedicated Staff Involved

	Number of Staff
Administrative
Technical
Commercial/Leasing
Marketing
Management
Total

Marketing

Describe the customer profile of the centre (max. 50 words – bullet points only)

.....

.....

Describe the marketing strategy for the centre (max. 50 words – bullet points only)

.....

.....

How many major campaigns does the centre organise? (max. 50 words – bullet points only)

.....

.....

What media was used to communicate campaigns and messages (check all that apply):

- Print
 - Radio
 - Flat Media
 - In-store/Centre Advertising
 - Homepage/Website
 - Social Media (Facebook, Twitter, etc.)
 - Other (please specify)
-

Are there any special events in the centre?

- Yes No

If yes, please name the top two most successful events.

.....

.....

GENERAL INFORMATION

Is the influence of the marketing strategies on the centre's performance being analysed?

Yes No

If yes, specify what factors are being considered. (max. 50 words – bullet points only)

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.....

Sustainability

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, DGfNB, etc. Please outline the key points: (max. 50 words – bullet points only)

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.....

Regeneration

How has the development engaged with the local community, local government and regional government? Please briefly describe: (max. 50 words – bullet points only)

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.....

Final Evaluation Points

The following questions highlight those additional points that explain why your project deserves an award.

If you had the project to do over again, what would you do differently? Why? (max. 50 words – bullet points only)

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.....

.....

.....

In what ways do you feel other developers can benefit from your experience? (max. 50 words – bullet points only)

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.....

If you have any other information that would help the jury better understand the project, for example what aspect of the centre do you consider the most innovative: (max. 50 words – bullet points only)

.....

.....

.....

.....

REFURBISHMENTS AND/OR EXPANSIONS

Physical Dimensions & Facts/Figures

Areas/Floors & Units

As Originally Built

Site Area m²
Total GBA (Gross Build Area) m²
Total GLA (Gross Leasable Area) m²

After Refurbishment/Extension

Site Area m²
Total GBA (Gross Build Area) m²
Total GLA (Gross Leasable Area) m²

Number of Shops

As Originally Built

Area m²
Number of Trading Floors
Number of Units

After Refurbishment/Extension

Area m²
Number of Trading Floors
Number of Units

Gastronomy, Entertainment & Leisure

As Originally Built

Area m²
Number of Floors
Number of Units

After Refurbishment/Extension

Area m²
Number of Floors
Number of Units

Parking

As Originally Built

Area m²
Floors
Number of Car Spaces.....

After Refurbishment/Extension

Area m²
Floors
Number of Car Spaces.....

Other Related Uses, if applicable: Residences

As Originally Built

Area m²
Number of Floors
Number of Units

After Refurbishment/Extension

Area m²
Number of Floors
Number of Units

Other Related Uses, if applicable: Hotel

As Originally Built

Area m²
Number of Floors
Number of Rooms

After Refurbishment/Extension

Area m²
Number of Floors
Number of Rooms

Other (please specify)

As Originally Built

Area m²
Floors
Units

After Refurbishment/Extension

Area m²
Floors
Units

REFURBISHMENTS AND/OR EXPANSIONS

Floor Breakdown

Retail & Services

	Original	After Refurbishment/Extension
Basement 2+ m ²
Basement 1 m ²
Ground m ²
Floor 1 m ²
Floor 2 m ²
Floor 3+ m ²
Total m ²

Gastronomy, Entertainment & Leisure

	Original	After Refurbishment/Extension
Basement 2+ m ²
Basement 1 m ²
Ground m ²
Floor 1 m ²
Floor 2 m ²
Floor 3+ m ²
Total m ²

Car Park – Number of Spaces

	Original	After Refurbishment/Extension
Basement 2+
Basement 1
Ground
Floor 1
Floor 2
Floor 3+
Total

Development Process/Conceptual Aspects

Development Steps	Initial Dates (month/year)	Dates for Refurbishment/Extension of Centre (month/year)
Acquisition of Site
Obtain Permits
Ground Breaking Ceremony
Start Construction
End Construction
Opening Date

REFURBISHMENTS/EXPANSIONS

Major characteristics/originality in concept and best practices (max. 50 words – bullet points only)

1.
2.
3.

Major development difficulties (max. 50 words – bullet points only)

1.
2.
3.

Success points (max. 50 words – bullet points only)

1.
2.
3.

Are there any further changes or modifications proposed in the near future? (If yes, please describe briefly – max. 100 words)

Yes No

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.....

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.....

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.....

Is there a future extension planned? (If yes, please describe briefly – max. 100 words)

Yes No

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REFURBISHMENTS/EXPANSIONS

Financials

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

	Initial Centre Total €M	Refurbishment/Extension Total €M
Land	€M
Construction Costs	€M
Fees/Services	€M
Tenant Fitout Contributions	€M
Project Finance Costs	€M
Contribution/Extra Infrastructure	€M
Other (please specify)	€M
Total Project Costs	€M
Equity Percentage	%
Finance Percentage	%
Average Cost/m ² of Leasable Area	€M

Revenues/Yields

	Last 12 mos. before Refurbishment/Extension	12 mos. after Refurbishment/Extension (estimated figures if appropriate)
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

	Last 12 mos. before Refurbishment/Extension	After Refurbishment/Extension
Average Fixed/Based Rent for Anchor Tenants (€/m ² – month)
Average Fixed/Base Rent for Unit Shops (€/m ² - month)	€
Yearly Turnover Rent (above fixed base rent) as a % of	%
Total Base Rent		

REFURBISHMENTS/EXPANSIONS

Service Charges/Common Area Maintenance Expenses

	Last 12 mos. before Refurbishment/Extension (total year/12/gla)	After Refurbishment/Extension (total year/12/gla)
Operations (€/m ² – month)
Marketing (€/m ² – month)
Tenant Total Area with Caps	m ²	m ²
Shortfall in Annual Service Charge (not covered by tenants' contributions)	%	%

Performance & Management

Retail Performance

	Last 12 mos. before Refurbishment/Extension	After Refurbishment/Extension
Average Spend/Visit	€
Total Sales Turnover per Year	€M

Catchment Area Population

	Drive Time (mins)	Average distance (km)	Population (,000) (no. of inhabitants)
Primary
Secondary
Tertiary/Marginal+

Number of Visits

	Original	After Refurbishment/Extension
Annual
Maximum per Month
Minimum per Month
Monthly Average

Means of Access & Transportation in %

	Original	After Refurbishment/Extension
Private Car
Public Transportation
Pedestrian
Other (please specify)

Frequency of Visit in %

	Original	After Refurbishment/Extension
Once a Week
1 to 3 Times a Month
Less than Once a Month
Average Stay/Visit (survey results, if any)	Hours/Minutes	Hours/Minutes

REFURBISHMENTS/EXPANSIONS

Competition

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

Current Trading Days/Hours

Shopping Centre

Days of the Week

Opening time

Closing time

Catering/Restaurant Days and Times

Days of the Week

Opening Time

Closing Time

Hypermarket Days and Times

Days of the Week

Opening Time

Closing Time

Entertainment & Leisure Days and Times

Days of the Week

Opening Time

Closing Time

Car Park Days and Times

Days of the Week

Opening Time

Closing Time

Other (please specify)

Days of the Week

Opening Time

Closing Time

Management Organization

Responsibility of Management (tick only one)

- In-house Management
- Service Company

REFURBISHMENTS/EXPANSIONS

Number of Dedicated Staff Involved

	Original	After Refurbishment/Extension
Administrative
Technical
Commercial/Leasing
Marketing
Management
Others (please specify)
Total

Marketing

Describe the customer profile of the centre (max. 50 words – bullet points only)

.....
.....

Describe the marketing strategy for the centre (max. 50 words – bullet points only)

.....
.....

How have these strategies changed following the refurbishment/extension (max. 50 words – bullet points only)

.....
.....

How many major campaigns does the centre organise? (max. 50 words – bullet points only)

.....
.....

What media are used to communicate campaigns and messages (check all that apply):

- Print
- Radio
- Flat Media
- In-store/Centre Advertising
- Homepage/Website
- Social Media (Facebook, Twitter, etc.)
- Other (please specify)

How has this (media) strategy changed following the refurbishment/extension? (max. 50 words)

.....
.....

REFURBISHMENTS/EXPANSIONS

Are there any special events in the centre?

Yes No

If yes, please name the top two most successful events.

Is the influence of the marketing strategies on the centre's performance being analysed?

Yes No

If yes, specify what factors are being considered. (max. 50 words – bullet points only)

Sustainability

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. 50 words – bullet points only)

Regeneration

How has the development engaged with the local community, local government and regional government? Please briefly describe: (max. 50 words – bullet points only)

Final Evaluation Points

The following questions highlight those additional points that explain why your project deserves an award.

If you had the project to do over again, what would you do differently? Why? (max. 50 words – bullet points only)

In what ways do you feel other developers can benefit from your experience? (max. 50 words – bullet points only)

If you have any other information that would help the jury better understand the project, for example, what aspect of the centre do you consider the most innovative, please specify: (max. 50 words – bullet points only)

ESTABLISHED CENTRES

Physical Dimensions & Facts/Figures

Areas/Floors & Units

Original Scheme	Extension after Opening, if applicable
Site Area m ²	Site Area m ²
Total GBA (Gross Build Area) m ²	Total GBA (Gross Build Area) m ²
Total GLA (Gross Leasable Area) m ²	Total GLA (Gross Leasable Area) m ²

Number of Shops

Original Scheme	Extension after Opening, if applicable
Total Retail GLA Area m ²	Total Retail GLA Area m ²
Number of Floors	Number of Floors
Number of Units	Number of Units

Gastronomy, Entertainment & Leisure

Original Scheme	Extension after Opening, if applicable
Area m ²	Area m ²
Floors	Floors
Number of Units	Number of Units

Car Parking

Original Scheme	Extension after Opening, if applicable
Area m ²	Area m ²
Floors	Floors
Number of Car Spaces.....	Number of Car Spaces.....

Other Related Uses, if applicable: Residences

Original Scheme	Extension after Opening, if applicable
Area m ²	Area m ²
Floors	Floors
Units	Units

Other Related Uses, if applicable: Hotel

Original Scheme	Extension after Opening, if applicable
Area m ²	Area m ²
Floors	Floors
Rooms.....	Rooms.....

Other (please specify)

Original Scheme	Extension after Opening, if applicable
Area m ²	Area m ²
Floors	Floors
Units	Units

ESTABLISHED CENTRES

Floor Breakdown

Retail & Services

	Original	After Extension since Opening, if applicable
Basement 2+ m ²
Basement 1 m ²
Ground m ²
Floor 1 m ²
Floor 2 m ²
Floor 3+ m ²
Total m ²

Gastronomy, Entertainment & Leisure

	Original	After Extension since Opening, if applicable
Basement 2+ m ²
Basement 1 m ²
Ground m ²
Floor 1 m ²
Floor 2 m ²
Floor 3+ m ²
Total m ²

Car Park – Number of Spaces

	Original	After Extension since Opening, if applicable
Basement 2+
Basement 1
Ground
Floor 1
Floor 2
Floor 3+
Total

Development Process/Conceptual Aspects

Development Steps	Original Centre (month/year)	Refurbishment /Extension Dates, if applicable (month/year)
Acquisition of Site
Obtain Permits
Ground Breaking Ceremony
Start Construction
End Construction
Other Related Dates (please specify)
Opening Date

ESTABLISHED CENTRES

Main changes/improvements since opening of the centre (max. 50 words – bullet points only)

1.
2.
3.

Operational successes since opening of the centre (max. 50 words – bullet points only)

1.
2.
3.

Operational difficulties since opening of the centre (max. 50 words – bullet points only)

1.
2.
3.

Are there any further changes or modifications proposed in the near future? If yes, please describe: (max. 50 words – bullet points only)

Yes No

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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

	Original Centre	After Extension since Opening, if applicable
Total Project Costs €M
Average Cost/m ² of leasable area €M

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	%	%

ESTABLISHED CENTRES

Rents

	Opening	Current
Average Minimum/Based Rent for Anchor Tenants (€/m ² – month)	€	€
Average Minimum/Base Rent for Unit Shops (€/m ² - month)	€	€
Any Turnover Rent (above fixed base rent) upon First Year per Assortment	€	€
Any Turnover Rent (above fixed base rent) upon First Year per Assortment as a % of Total Base Rent	%	%

Service Charges/Common Area Maintenance Expenses

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

Performance & Management

Retail Performance

	Last 12 mos. before Refurbishment/Extension	After Refurbishment/Extension
Average Spend/Visit	€	€
Total Sales Turnover per Year	€M	€M

Number of Visits

	Opening	Current
Annual
Maximum per Month
Minimum per Month
Monthly Average
Average Stay/Visit (survey results, if any)	Hours/Minutes	Hours/Minutes

Catchment Area Population

Drive Time (mins)	Opening	Current
Primary
Secondary
Tertiary/Marginal+

ESTABLISHED CENTRES

Average distance (km)

	Opening	Current
Primary
Secondary
Tertiary

Population (,000) (no. of inhabitants)

	Opening	Current
Primary
Secondary
Tertiary

Means of Access & Transportation in %

	Opening	Current
Private Car
Public Transportation
Pedestrian
Other (please specify)

Frequency of Visit in %

	Opening	Current
Once a Week
1 to 3 Times a Month
Less than Once a Month

Competition

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

Current Trading Days/Hours

Shopping Centre

Days of the Week
Opening Time
Closing Time

Catering/Restaurant Days of the Week

Days of the Week
Opening Time
Closing Time

ESTABLISHED CENTRES

Hypermarket Days of the Week

Days of the Week
Opening Time
Closing Time

Entertainment & Leisure Days of the Week

Days of the Week
Opening Time
Closing Time

Car Park Days of the Week

Days of the Week
Opening Time
Closing Time

Other (please specify)

Days of the Week
Opening Time
Closing Time

Management Organization

Responsibility of Management (tick only one)

Opening

- In-house Management
- Service Company

Current

- In-house Management
- Service Company

Number of Dedicated Staff Involved

	Opening	Current
Administrative
Technical
Commercial/Leasing
Marketing
Management
Others (please specify)
Total

Marketing

Describe the customer profile of the centre (survey results, if any):

Opening (max. 50 words)
.....
.....
.....

ESTABLISHED CENTRES

Current (max. 50 words)

.....

.....

Describe the marketing strategies for the centre:

Opening (max. 50 words)

.....

.....

Current (max. 50 words)

.....

.....

How have these strategies changed? (max. 50 words)

.....

.....

What media are used to communicate campaigns and messages (tick all that apply):

- Print
 - Radio
 - Flat Media
 - In Store/Centre Advertising
 - Homepage/Website
 - Social Media (Facebook, Twitter, etc.)
 - Other (please specify)
-

How has this changed since opening? (max. 100 words)

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Are there any special events in the centre?

- Yes No

If yes, please specify two of the most successful events. (max. 50 words)

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ESTABLISHED CENTRES

Is the influence of the marketing strategies on the centre's performance being analysed?

Yes No

If yes, specify what factors are being considered. (max. 50 words – bullet points only)

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Community Relationship Management

How have you managed relationships with stakeholders such as surrounding residents, Local & Regional Government, etc? Please outline key points in bullet format - 100 words maximum

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Sustainability

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. 50 words – bullet points only).....

.....
.....
.....

Regeneration

How has the development engaged with the local community, local government and regional government? Please briefly describe: (max. 50 words – bullet points only)

.....
.....

Final Evaluation Points

The following questions highlight those additional points that explain why your project deserves an award. If you had the project to do over again, what would you do differently? Why? (max. 50 words – bullet points only)

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.....

In what ways do you feel other developers can benefit from your experience? (max. 50 words – bullet points only)

.....
.....

If you have any other information that would help the jury better understand the project, for example, what aspect of the centre do you consider the most innovative, please specify: (max. 50 words – bullet points only)

.....
.....

SUPPLEMENTAL INFORMATION

Retail Offer

Retail Offer/Sales Turnover/Effort Rates

New Developments Describe leasing strategy (max.250 words)

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.....

.....

Number of Units GLA (m²)

How many units were not let when the shopping centre opened? units What percentage of the total GLA did this comprise? %

How many units are still vacant? units What percentage of GLA does this comprise? %

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

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

Refurbishments/Expansions and Established Centres

Describe leasing strategy upon opening and how these strategies have changed in year 3 and 6 (max. 300 words)

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.....

Number of Units GLA (m²)

Upon Opening Upon Opening

Year 3 Year 3

Year 6 Year 6

How many units were not let when the shopping centre opened? units What percentage of the total GLA did this comprise? %

How many units were not let in year 3? units What percentage of the total GLA did this comprise? %

How many units were not let in year 6? units What percentage of the total GLA did this comprise? %

How many units are still vacant? units What percentage of GLA does this comprise? %

SUPPLEMENTAL INFORMATION

Retail Category	Number of Units		GLA (m ²)		% of Total GLA		% of Total Sales (full year)		Effort Rate (%)* (full year)	
	Before	After	Before	After	Before	After	Before	After	Before	After
Mix Fashion										
Accessories										
Health & 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, Health & 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?
- Refurbishments/Expansions – was the unit in the centre before refurbishment/extension?

NOTE: Please test your file by previewing after upload. This will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on screen. This file can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. Either should be of low resolution, preferably limiting the file size under 20 MB. Images in the PDF should be web quality not print to ensure easy viewing during the judging.

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.

NOTE: Please test your file by previewing after upload. This will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on screen. This file can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. Either should be of low resolution, preferably limiting the file size under 20 MB. Images in the PDF should be web quality not print to ensure easy viewing during the judging.

SUPPLEMENTAL INFORMATION

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

NOTE: This file can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. Either should be of low resolution, preferably limiting the file size under 20 MB. Images in the PDF should be web quality not print to ensure easy viewing during the judging. 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.

NOTE: Please test your file by previewing after upload. This will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on screen.

Images

Upload 10 of the images that you included in the Photo Gallery section. These images will be used in preparing the finalist presentation and brochure for MAPIC. All finalists will be required to submit a separate photo cd of all the images in their Photo Gallery for use in preparing the European Awards presentation. They will also be used to display your entry on the ICSC website and in *Shopping Centers Today*.

- Accepted image file formats: Photoshop, TIFF, PNG, EPS, JPEG (light or no compression)
- Size minimum 640x780 at 72 DPI or larger. Preferred high resolution, approximately 300 DPI, minimum 5x7 image

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.

NOTE: Please test your images by previewing them after they are uploaded.

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.

NOTE: Please test your file by previewing after upload. This will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on screen. This file can be in one of two acceptable formats. One is a Microsoft Word document. The other is an Adobe PDF file. Either should be of low resolution, preferably limiting the file size to under 20 MB.

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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