**Business Support**

**Arts & Culture**

**Events**

**Safety**

**Accessibility**

**Town and City Management Industry Awards 2022 (Pandemic Special)**

**Submission Document for Specific Schemes**

**Place Brand**

**Digital High Street**

**Environment**

**Community**

**Why These Awards Are Different**

The pandemic has created a new reality for the town and city management industry. ‘Business as normal’ ceased the moment we joined the effort of asking people to stay home to save lives against our natural instincts. Therefore, the 2022 TCMI Awards cannot be business as normal.

However, what they can be is a platform to promote and celebrate the extraordinary work this industry has done in an extraordinarily tough environment. The Awards, as a one-off for 2022, can demonstrate how our industry became the last line of defence for businesses in the biggest economic crisis in generations. This will provide ATCM with a bank of best practice which we can use to strengthen our advocacy work with the UK, Welsh, Scottish and Irish governments and the Northern Ireland Executive.

Furthermore, in recognition that the dark cloud cast by COVID-19 remains to this day with infections continuing to impact the economy, this best practice can be applied elsewhere across our industry.

**How These Awards Are Different**

To realise this through our Awards Programme, there will be changes for this year only. The first change is, rather than the Awards apply to new schemes delivered over the past 12 months, they will cover all schemes delivered since the onset of the pandemic in March 2020, spanning over two years. This can include work to support businesses in the middle of lockdown, to post-pandemic recovery. The second is that the schemes we are looking for must have some relevance to the pandemic to demonstrate how this industry has navigated this crisis.

However, other things will remain similar. The broad categories will remain the same as previous years. Also, we will be on the look out for work that has been particularly innovative and ground breaking.

**What We Are looking For**

**Best Business Support**

We are looking for the scheme which has best supported a business or businesses through the pandemic either in lockdown or recovery. This could be helping businesses adapt to trading through lockdown, supporting them to access financial support, or even providing a platform for new start-ups to emerge.

**Best Event**

Events that, against all odds, managed to retain life in urban centres whilst observing COVID-secure principles will be looked upon favourably. The more innovation displayed here the better.

**Best Safety, Security and Resilience Scheme**

The best schemes for keeping any and all users of town centres safe either from travelling to and from the town centre, in the public realm or in buildings. This category will also include innovative initiatives on track & trace, keeping property safe during lockdown and any other initiatives that will fit the broad definition of safety and security.

**Best Social and Community Contribution**

We are looking for the best scheme which does not carry a direct profit motive for the local business community but instead is about supporting the vulnerable in a time of need, possibly working with the third sector, charities and a range of other partners.

**Best Environmental Contribution**

Anything related to creating a cleaner urban environment would be considered under this category. This could include working with a growing logistics industry to tackle air pollution or excellent street cleaning in response to a new era of outdoor hospitality.

**Best Digital High Street Scheme**

In a world where ‘social distancing’ became a household phrase, we expect a wide range of submissions under this category. This could be supporting businesses to trade during lockdown using new technology, moving events and festivals to a digital forum, or finding new ways to communicate with an audience.

**Best Marketing and Branding Scheme**

Extraordinary efforts were required to communicate with all town centre users and stakeholders throughout the pandemic. We are looking for the very best campaigns that delivered on clear objectives whether messaging on social distancing or welcoming visitors back to town.

**Best Culture and Arts Scheme**

This award is about the best culture and arts scheme undertaken by a town during the pandemicwhether it is street art, illuminations or something else that adds value.

**Best Accessibility Scheme**

The pandemic has transformed accessibility and mobility. In some places, this transformation is permanent. We will consider great transport schemes, public realm improvements to improve walkability, new cycle routes, successful car parking initiatives and many others to cope with the demands of social distancing. We will also consider initiatives to increase accessibility for specific groups such as those who struggle with mobility.

**Instructions**

To apply for a specific scheme, please complete this form. Please note that each organisation is limited to competing in just one category. Think carefully about the category you will apply for. *(This restriction does not apply for the Individual, Partnership and Business Awards.)*

Submissions must be for projects that deal either directly with the pandemic or indirectly through other challenges that may have emerged.

All submissions must be from a fully paid-up practitioner member of ATCM for it to be eligible. Finally, your submission must be something out of the ordinary. Innovation is key!

*All submissions must be received by* ***12pm on the 16th May 2022****. Email submissions to* *Laura.Blake@atcm.org**. Please include any accompanying materials (such as photos) to support your submission in this email.*

**Specific Schemes**

**Which Award category are you entering? (Remember, you can only select one.)**

* Business Support Scheme;
* Best Event;
* Best Safety, Security and Resilience Scheme;
* Best Social and Community Contribution;
* Best Environmental Contribution;
* Best Digital High Street Scheme;
* Best Marketing and Branding Scheme;
* Best Culture and Arts Scheme; or
* Best Accessibility Scheme

**Award:**

**Main Contact**

**Name:**

**Organisation:**

**Email Address:**

**Phone Number:**

**Twitter Handle(s):**

**Overview of the Scheme (in no more than 500 words)?**

*Tell us about your scheme and why you think it’s worthy of industry recognition. Be clear to outline any specific problem your scheme was aimed at resolving. This is important for setting the context by which we will judge your scheme.*

**Why Do You Think This Scheme is Innovative (in no more than 500 words)?**

*We are keen to push the boundaries of industry knowledge, expertise and best practice. Innovation is essential for adequately showcasing the fabulous work of our members. Demonstrating that your initiative or project was something out of the ordinary is always a good start to getting that recognition.*

**If applicable, tell us about the impact of your initiative on your business community (in no more than 500 words)? Any relevant KPIs should be included.**

**If applicable, tell us about the impact of your initiative on your public sector agencies (in no more than 500 words)?**

**If applicable, tell us about the impact of your initiative on third sector and charitable organisations (in no more than 500 words)?**

**If applicable, tell us about the impact of your initiative on key individuals and groups such as residents, employees, shoppers, families etc (in no more than 500 words)?**

**What external work has been undertaken to raise the profile of this scheme (in no more than 500 words)?**

*Have you deployed a relevant communications strategy? Have you had success with local or national media? Have you made the most of modern social media techniques?*

**Has this initiative been delivered through partnership? If so, how (in no more than 500 words)?**

*Partnership is everything in our industry. We want to know about the stakeholders involved in turning your initiative from concept to reality and how this was achieved. Testimonials from stakeholders are welcome but should be added under appendices.*

**Appendices**

Please include any supplementary information here, such as testimonials, links to further information etc….

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