

Town Centre Environment Awards

Recognising outstanding achievement in town and city centre environments

2007



Town Centre Environment Awards 2007

Since 1991, BCSC's Town Centre Environment Awards have recognised outstanding achievement in maintaining the popularity and competitiveness of our traditional town and city shopping environments by creating vibrant, attractive and accessible places that people want to return to again and again.

In an age of increasing competition, choice and mobility, the awards celebrate and reward the dedication, innovation and inspiration that deliver fresh examples of the benefits of modern infrastructures, high aesthetic standards and clean, safe streets. In short, they promote the best that Britain and Northern Ireland has to offer in planning and investing to maintain the historic, social and economic significance of our town and city centres.

Who Can Enter?

The awards will be given to public bodies who- through local authorities, town centre management initiatives and other initiatives - encourage future investment and development within the town or city centre anywhere in the UK, from the largest city to the smallest towns. To be eligible, projects must have been completed not more than 18 months before 1 July 2007.

What is Involved?

The judging panel will consider examples of town centre enhancements of all kinds. Examples of relevant criteria are listed within this document. There are two stages to the judging process:

- assessment of entry forms and supporting evidence, leading to the production of a short-list of finalists;
- personal visits by members of the judging panel to short-listed locations during September.

A checklist is provided on the entry form to help entrants compile their presentations and supporting evidence. Please read this carefully, then send your completed application together with all relevant documents to the address given on the form. Please also send electronic copies of supporting images by email to mel.morris@bcsc.org.uk.

The deadline for the receipt of entries is Friday 3 August.

The 2007 awards will be presented at the BCSC Conference & Showcase taking place 5-7 November at the SAGE Gateshead. Please note that nominations successful in being short-listed will each receive two full conference passes entitling complimentary access for the duration of the event.

Last Year's Winners

The 2006 winners demonstrate the kinds of innovative developments that are eligible for entry.

Two Gold Standard Awards were presented as follows:

Mansfield Market Place

There has been a market charter in Mansfield since 1227 and the Market Place forms the very centre of the town. Yet over time, the space had become tired and the market had declined.

In 2004 Mansfield successfully bid to become a pilot authority for the Government's Liveability Fund. A total of £3.04 Million Liveability funding was secured to support town centre 'Cleaner, Safer, Greener' projects. The Town Centre Partnership's Access & Environment Working Group, involving a wide spectrum of town centre stakeholders, including retailers, formed the steering group.

The aim of the project was to adapt the existing Market Place through physical enhancements to maximise its potential as a multi-use public space. The transformation incorporated new paving, lighting, street furniture, fountains, and a new events performance area.





The result was the transformation of the town into a safe, attractive and accessible centre environment. Significantly, a 'Town Centre Operations Team' has seen new Town Centre Rangers operating seven days a week to staff and supervise public areas. Also, an active service reform scheme has been put in place to encourage increased awareness of litter and to help maintain a clean environment.

This transformation brought with it many positive effects. A number of existing retailers have had major refurbishments and some smaller independent businesses have also undergone facelift improvements. New retailers, including River Island and Primark, have also recently opened and retail rental values and overall footfall in the town centre have also increased.

Overall, the scheme delivered a dramatic improvement to the environment and acted as a catalyst for the regeneration of the town, providing an enhanced space for local businesses, community and visitors to enjoy. These initiatives have offered a solution to the long term maintenance of the new Market Place.

Sheffield Barker's Pool Transformation

This regeneration project transformed Sheffield Barker's Pool into a much-improved pedestrian environment, no

longer dominated by cars and other vehicles. It now offers a safe and welcoming ambience designed to accommodate large crowds and parades.

Some of the unique design features included replacement of the trees, full restoration of the cenotaph with two spectacular water features, high quality paving, street furniture and lighting. Furthermore, public art features have been integrated into the design, particularly into the seating and water features.

The overall effect is a highly attractive setting for major developments, both proposed and approaching completion. The area now offers a mix of residential, new office space, retail and leisure. The award recognised the visible aesthetic improvements that the project brought but critically the creation of new jobs and better facilities so bringing real and tangible benefits to Sheffield City Centre.

THE JUDGING PANEL

John Laker (Chair), Managing Director,
Centros Miller Limited

Clive Bentley, Property Director, *Costa Ltd*

Andrew Dickens, Director of Urbanism and Landscape,
Wyre Forest District Council

Tony Hatch, Head of Property,
BHS Limited

Andrew Martin, Consultant to the
Grosvenor Shopping Centre Fund and CBRE Investors

Brian Raggett, Partner, Strategic Development
and Planning, *Strutt & Parker*

Christopher Robson, *Corporate Property Advisers*

Andrew Tindsley, Director of Urbanism and Landscape,
London, *Building Design Partnership*

Town Centre Environment Awards 2007 ENTRY FORM

Please complete and return this form, along with your supporting materials by **Friday 3 August 2007** to: TCE Awards, BCSC, 1 Queen Anne' Gate, Westminster, London SW1H 9BT

If you have any questions with regard to your entry or require further information, please contact Mel Morris on 0207 227 3592, or e-mail mel.morris@bcsc.org.uk

NAME OF TOWN/PROJECT:

DATE OF COMPLETION:

CONTACT NAME:

ADDRESS:

POSTCODE:

TELEPHONE:

FAX:

EMAIL:

AWARD CRITERIA

Awards will be given to projects that have enhanced the town or city centre environment, whether aesthetically or functionally, by:

- the effective use of design and community involvement to improve the area's attractiveness or accessibility,
- promoting the concept of vibrant, competitive centres fostering businesses and encouraging people to live, work, visit, and invest - enjoying commercial, shopping, leisure and cultural pursuits of all kinds.

Awards will be made both for achievements that reflect a holistic approach to the environment and the needs of its visitors, employees and residents, as well as those that reflect outstanding or innovative design standards, or address particular needs in areas such as transportation.

Although projects may focus on the whole centre, initiatives that address the needs of a particular district within it, or across a group of towns pursuing a co-ordinated strategy, are also eligible.

Examples of relevant criteria include:

- Projects that demonstrate the achievement of clear objectives contributing to a clear retail strategy for the town centre
- Evidence of a genuine partnership between the local authority, residents and the private sector at

every stage of the project, with a particular focus on innovative techniques or approaches that have generated lasting benefits for all concerned

- A focus on the overall ambience of the centre, addressing such issues as cleanliness, street furniture and streetscape, blending historic themes with current uses and the upkeep of the architectural heritage, buildings and shop fronts
- Projects that improve accessibility and circulation, while at the same time enhancing the town centre environment as a whole, including co-ordinated signage and maps, linking and integrating different transport modes, park and ride, shopmobility, walking and cycling provision
- Development of the evening or weekend economy and other means of maintaining the life of the centre outside normal trading hours, as well as strategies to promote a mix of commercial, leisure and residential provision
- Attention to safety and security, including the innovative use of technology and design
- Consultation across the spectrum of town centre users to deliver improvements valued by the whole community
- Evidence that good design has been recognised as a fundamental requirement of successful, people-friendly centres, providing the key elements of aesthetic attraction and variety that make streets and urban spaces unique.

BCSC, 1 Queen Anne's Gate, Westminster, London SW1H 9BT
T: 020 7222 1122 F: 020 7222 4440 E: info@bcsc.org.uk W: www.bcsc.org.uk



Checklist:

If your entry is successful, the details you send will be used by BCSC for publicity purposes. Please ensure that the information is clear, accurate, and complete. It should include reference to all principal designers, consultants and developers where applicable. Entries must contain the following material:

I enclose (please tick):

- 3 colour copies of visual information in hard copy if available (any prints must be minimum size 5" x 7" and of good resolution). Please also email copies of any supporting images to mel.morris@bcsc.org.uk
- A short description of the nominated project with an indication of costings (for all partners)
- A principle project plan (A3 size preferred)
- A list of professional advisors
- Overall objectives of nominated project/scheme and evidence that project/scheme results have brought measurable benefit to the local area

I have obtained the permission of the owner and the occupier, where appropriate, for this scheme to be entered. I accept full responsibility for the completeness and accuracy of the details set out above.

I confirm that I have obtained permission from the photographer for BCSC to use the photographs submitted (and those subsequently requested) for all purposes of publication, exhibition, press and television coverage of the awards and in particular for BCSC to make copies or reproductions of the same without payment. As far as I am aware, such action by or on behalf of BCSC will not breach any copyright of said material.

SIGNED:

DATE:

ON BEHALF OF:

IMPORTANT:

Entries must be received by **Friday 3 August 2007**. Please send to TCE Awards, BCSC, 1 Queen Anne's Gate, Westminster, London SW1H 9BT

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