

“Connecting communities throughout the UK”



For ALL people passionate about ‘place’

An Invitation to Challenge

1st October 2013

Dear Entrant,

Revive & Thrive Challenge Award Invitation to Challenge

This brief invitation letter is designed to help you understand the key dates, entry criteria, challenge brief and selection process for this event.

Challenge Brief

We are asking you, the Great British Public, Local Authorities, Town Teams, Businesses and Local Community Groups to put forward an idea for your Town or City that we can help you champion. You may not have the ideas yet but do you have the passion to change your town centre to become more connected and engaged?

- 1: What is your vision for how local people could be connected through the Town/City Centre?
- 2: What realistic improvements could be made to the retail and leisure offer in your Town/City Centre?
- 3: How can your local community connect and engage through your Town/City Centre experience?

The winning idea will result in the Revive & Thrive Partnership assisting in the financing and implementation of your idea. For the value of the prize please refer to our website at www.reviveandthrive.co.uk

Key dates

- | | |
|---|--------------------------------------|
| 1. Event Opens for submissions: | 01/10/13 |
| 2. Closing date for submission of Pre-Application Form
<i>(optional but recommended element)</i> | 01/11/13 |
| 3. Closing date for submissions: | 31/01/14 |
| 4. Short listing Date: | 12/02/14 |
| 5. Announcement of selected finalists: | 28/02/14 |
| 6. Event date: | 11/03/14 |
| 7. Venue | Retail Expo,
Earl's Court, London |

Entry criteria:

To be entered into the *Revive & Thrive* Challenge Award each entrant must submit:

1. Pre-application form (recommended but optional)
2. Your proposal responding to the Challenge Questionnaire.
3. Additional Presentation Material. This can be in whatever format you feel is suitable to allow the judging panel to fully understand the submissions in relation to the chosen challenge.
4. A signed copy of the Terms & Conditions
5. A signed Non-Disclosure Agreement

(Documents can be downloaded from our website <http://reviveandthrive.co.uk/>)

Submit to:

Please email all entries to enquiries@reviveandthrive.co.uk. We will also be pleased to receive any questions or concerns to the same email address

Selection Criteria:

In order to come up with a shortlist, we will be scoring each solution against the following criteria:

- **Simplicity**
 - How complicated and time consuming will the proposal be?
- **Stakeholder's Experience**
 - How is you and your community's experience going to be improved?
- **Customer / End-User Experience**
 - How is the Customer's or End-User's experience going to be improved?
- **Innovation**
 - In what ways does the proposed solution utilise innovative ideas?
- **Differentiation**
 - How does the proposed solution differ from what's already out there?

.....and we'll also take into account:

- **Commercial Model**
 - How feasible is the commercial information behind the proposed solution?

The Revive & Thrive Challenge

- **Corporate Fit**
 - How does the proposed solution fit within your town's culture?

- **Infrastructure fit**
 - How does the solution fit with your town or community's infrastructure?
 - How does the solution fit with your town or community's retail?
 - How does retail and the high street environment play a role in delivering this or how does it benefit

- **Need**
 - Does the community need to be further engaged?
 - How will it benefit?

We wish you the best of luck and look forward to reviewing your idea.

Yours sincerely,



Mark Barnes
 Managing Director
Revive & Thrive Challenge



mark@reviveand thrive.co.uk

