



RULES OF ENTRY AND JUDGING CRITERIA

ABOUT THE AWARDS

The CUBO Awards celebrate best practice and innovation in commercial and campus services in higher and further education in the UK and Ireland. There are nine award categories:

- **Campus Experience of the Year**
- **Best Residence Life Experience**
- **Excellence in Sports Experience**
- **Innovation in Student Housing**
- **Creativity in Catering and Retail**
- **Innovation in Student Experience**
- **Creativity in Conferencing, Events and Hospitality**
- **Business Partnership of the Year**
- **Best Marketing Campaign**

RULES OF ENTRY

- Entries may only be submitted **by HE and FE educational institutions**. This includes entries for Business Partnership of the Year and other entries involving cooperation with partners.
- All entries must relate to CUBO areas of activity, i.e. campus and commercial services including accommodation, residence life, catering, retail, hospitality, conferencing & events, sport and soft FM.
- Institutions may enter for more than one award category, but may only enter once per award category.
- Entries must be made online on the CUBO website <https://www.cubo.ac.uk/page/2023CUBOawards>
- You will receive a login allowing you to work on your entry before you finally submit it.

- Entries should be up to 600 words, in the form of a 100-word summary followed by 500 words of detail. Exceptionally, Campus Experience of the Year can be up to 1,000 words.
- Entries should include up to 3 images to illustrate the achievement (5 for Campus Experience of the Year and Best marketing Campaign). These should be between 700KBs and 5MBs and in jpeg format.
- Entries must be submitted by midnight on **Friday 24 March 2022**

For any queries, please contact Sarah on: sarah.clayton@cubo.ac.uk

JUDGING CRITERIA

Entries will be scored using a points system based on the criteria below.

For **Campus Experience of the Year** and **Creativity in Catering and Retail** only, the top three entries will then undergo a site visit to determine the winner.

1. General Criteria for all Awards

Entries to all awards should demonstrate:

- Best in sector
- Results in finance, strategy or student experience
- Innovation or adoption of new ideas or technology
- Wider benefits of sustainability, environmental impact, student wellbeing, broader integration, community
- Team work, people and skills development contributing to success
- Increase in engagement, partnership working, communication and connection to target audience

2. Individual Award Criteria

Additional specific criteria for the individual award categories:

Campus Experience of the Year

Entries will demonstrate an outstanding overall campus experience across a varied portfolio of commercial and/or campus services, and showcase the success of the whole commercial/campus services function. The services must deliver excellent service throughout the year. There will be clear evidence of cross-team working and collaboration and of making a real difference to students, staff and visitors. Entries must demonstrate a holistic approach to student experience and provide a holistic campus and commercial approach, with demonstrable commitment from cross-institution teams and end users.

A citation from a senior institution member must be provided.

Creativity in Catering and Retail

This award is for a successful initiative that demonstrates creativity in a new food/dining concept. The judges will be looking for creativity in service delivery and/or food, innovation in purchase method and creative facilities that offer something entirely new for customers.

Three comments/feedback from the target audience must be provided.

Best Residence Life Experience:

This award recognises the growing importance of residence life and activities that support students living in purpose-built student accommodation. Entries must show that they facilitate opportunities, events or activities in an environment that promotes health and wellbeing, providing a great overall residential experience for students.

Three comments/feedback from the target audience must be provided.

Excellence in Sport Experience

Entries in this category should make a real difference to the sport experience at the institution. They should demonstrate increased participation and promote health and wellbeing, and show improved performance levels.

Three comments/feedback from the target audience must be provided.

Innovation in Student Housing

Entries are invited from student housing complexes and/or operations that demonstrate innovation and high standards, and enable students to achieve their best in a home from home environment. Entries to this award must be led by a CUBO member institution, but may be produced in conjunction with development partners.

Three comments/feedback from the target audience must be provided.

Innovation in Student Experience

Entries in this category can come from any campus or commercial service for students at UK universities. The judges will be looking for an innovative product, service or campaign that has significantly enhanced the student experience or the development of commercial business in the institution environment.

Three comments/feedback from the target audience must be provided.

Business Partnership of the Year

Entries for business partnership of the year must come from universities, working with a commercial partner. The partnership must be fully integrated into the institution. It must demonstrate achievement of the shared goals/outputs and delivery of high-quality services that enhance the student experience.

Three comments/feedback from the target audience must be provided.

Creativity in Conferencing, Events and Hospitality

The judges will be looking for a conference, events or hospitality initiative that stands out from the rest. Entries should demonstrate creativity and innovation to meet the new demands of the conference business - a new concept or approach to conferencing, hospitality or events, and / or creative facilities that offer something new or refocused for customers.

Three comments/feedback from the target audience must be provided.

Best Marketing Campaign

Entries should tell the complete story of a recent, successful marketing campaign in commercial/campus services that meets a specified strategic challenge and demonstrates delivery against campaign objectives through tangible and demonstrable metrics. Entries should cover all stages of the campaign: situation, research, objectives, target market, segmentation, channels, proposition, budget, tactics, results and ongoing measurement.

Three comments/feedback from the target audience must be provided.

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