



## **CUBO Awards Categories & Judging Criteria 2025**

The 2025 CUBO Awards showcase and celebrate best practice in commercial and campus services. Entries must come from higher and further education institutions that are **members of CUBO**. All entries, including entries for Business Partnership of the Year and entries involving cooperation with partners, must still be submitted by a CUBO member institution. Entries will be scored on points against the criteria below.

### **1. 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**

### **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.

Entries up to 600 words, accompanied by 3 images and 3 comments/feedback from the target audience.

### **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.

Entries up to 600 words, accompanied by 3 images and 3 comments/feedback from the target audience.

### **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.

Entries up to 600 words, accompanied by 3 images and 3 comments/feedback from the target audience.

### **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.

Entries up to 600 words, accompanied by 3 images and 3 comments/feedback from the target audience. Three shortlisted entries will undergo a site visit to determine the winner.

### **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.

Entries up to 600 words, accompanied by 3 images and 3 comments/feedback from the target audience.

### **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.

Entries up to 600 words, accompanied by 3 images and 3 comments/feedback from the target audience.

### **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.

Entries up to 500 words, accompanied by 3 images and 3 comments/feedback from the target audience.

### **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.

Entries up to 600 words, accompanied by 3 images and 3 comments/feedback from the target audience.

### **Equality, Diversity and Inclusion Spotlight – New award for 2024!**

The Equality, Diversity and Inclusion (EDI) Award seeks to recognise an institution that has demonstrated exceptional commitment to the promotion of EDI.

The submission must demonstrate how the institution recognises the importance of diversity in the workplace and creates an inclusive environment in which all students and staff feel valued and can thrive.

Applicants will have achieved a demonstrable impact to improve diversity and inclusion within campus/commercial services.

Entries up to 600 words, accompanied by 3 images and 3 comments/feedback from the target audience.

### **Judging Criteria**

Judges will be looking for submissions that showcase best in sector and innovative working. Entries will be scored on points against the category description and the areas of impact below. Entries to Campus Experience University of the Year and Creativity in Catering and Retail awards will also receive a site visit, from which a report will be written and considered in the final round of judging.

Results, finance, strategy	Submission should demonstrate that targets were set and achieved or surpassed. This may be in the area of finance, student experience, or university strategy.
Impact	Submission should demonstrate a measurable impact on the target audience. This may be staff, students and/or the wider community.
Innovation	Submission should demonstrate innovation, or adoption of new ideas, which may include the use of new technologies.
Sustainability, environmental and wellbeing	Submission should demonstrate a wider benefit in terms of either sustainability, environmental impact, student wellbeing, broader integration or community.
Teamwork, people and skills development	Submission should demonstrate how team or individual skills; commitment and development have contributed to success.
Communication and connecting	Submission should demonstrate an increase in engagement, partnership working, communication and connecting to target audience.
Feedback	Submission should evidence feedback from core stakeholders. This may include staff, students, and the wider community.