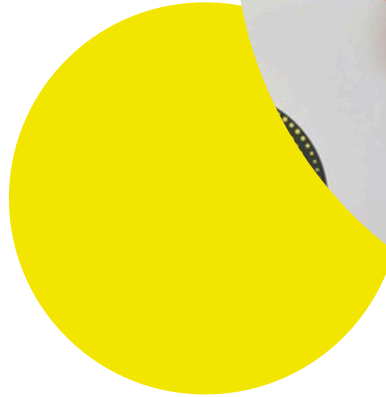




The
Revo's

**Entry Guide
2026**



Welcome to The Revo's 2026

For over 40 years, Revo has been dedicated to recognising and celebrating talent within the retail, leisure and placemaking property sector, with the Revo Gold, ACE, and Purple Apple Awards being the hallmarks of excellence.

Crafted by a team of industry experts, The Revo's recognise and reward the best of the best in the built environment, combining elements from our previous award campaigns to create a holistic series encompassing development, investment, asset management, operations, customer experience, and destination marketing in the sector.

As the built environment continues to evolve, we are proud to keep up with the changes in our industry. The Revo's provide us with an opportunity to recognise and celebrate those who are adapting and leading the way forward.

We encourage applications from our members and the wider sector, regardless of whether it's an individual, business or team, whether for a space, place or initiative. Please note that your activity needs to have taken place between July 2025 - July 2026.

At its core, The Revo's is all about celebrating excellence. We are excited to honour the best in our sector and celebrate those driving innovation focused on the future of our industry.

We can't wait to see your entries!

Dates for your diary



Entries Open: 1st June

Submission Deadline: 7th September

Judging: 14th - 25th September

Shortlist Announced: October

Presentations: 12th - 16th October

The Ceremony: 3rd December

Updates from Revo

To get the most up to date information from Revo make sure you are a member or a subscriber. For assistance in getting signed up, please contact membership@revocommunity.org. Be sure to also follow us on Instagram and LinkedIn, @RevoLatest.

Entry Support

If you have any questions or queries regarding your entry, please contact events@revocommunity.org.

What awards are up for grabs?



Entries are welcomed from across the retail, leisure, property and placemaking industry and there is no limit to the number of entries that can be submitted per company.

Entry Fees: £150 plus vat for every category except Rising Star and Occupier of the Year which are free to enter and the Gold's which cost £300 plus vat to enter.

If you're shortlisted, prepare to be noticed!

Winning isn't the only way to make waves - we shine the spotlight on all shortlisted entrants.

Here's how we'll be profiling our 2026 shortlisted entrants:

- Listed on The Revo's 2026 shortlist page
- Featured prominently in all shortlisted award communications
- Referenced in promotional campaigns, including digital marketing and social media activity to the Revo database (circa 8k+)
- Supplied with a "The Revo's Shortlist" logo for use across your own marketing and communications
- Recognition at the ceremony and throughout the year
- 'Meet your shortlist' mini-interviews to be shared via RevoLens
- Published as shortlisted in the Revo 2027 Brochure, distributed to our membership
- A short promotional video, supplied by each entrant, will be showcased during the ceremony for all Gold Award and Purple Apple shortlisted entries (*excluding the Best Community Initiative category*) Video to be sent by Friday 6th November.

Plus, here's the extra profiling for our 2026 winners:

- The winner will be announced at the awards ceremony and will receive a trophy for their achievement
- Mini interview at the awards ceremony to be included in the ceremony highlights video
- Listed on The Revo's 2026 winner's webpage with concise entry details
- Published as winners in the Revo 2027 Brochure, distributed to our membership
- Have the opportunity to host a webinar or a study tour for the Revo Community



Introducing the 2026 Award Categories...

The Revo's

- Best Asset Management Initiative - Small (Budget less than £1m)
- Best Asset Management Initiative- Large (Budget more than £1m)
- Prop Tech - Commercial
- Prop Tech - Place Management
- Professional Service Provider of the Year (Legal, architecture, m&e etc)
- Centre Management Team of the Year (Commercial success)
- Rising Star
- Occupier of the Year
- Independent Operator of the Year

Purple Apple's

- Best Community Initiative - Including Social Value
- Best Marketing Campaign of the Year - Large
- Best Marketing Campaign of the Year - Medium
- Best Marketing Campaign of the Year - Shoestring

Gold's

- Best Repurposing Project - Small (Total scheme size <250,000 sq ft)
- Best Repurposing Project - Large (Total scheme size >250,000 sq ft)
- Investment - Deal of the Year

The following comprehensive judging criteria serves as our blueprint for evaluating entries. While the ultimate winner may not meet every criterion, our judges will prioritise entries that exhibit exceptional quality, industry leadership and/or innovation.

The Revo's

Best Asset Management Initiative Small (budget less than £1m)

In recognition of comprehensive and strategic asset management initiatives, this award celebrates excellence in optimising retail and leisure destinations. Successful entrants must provide a detailed overview of their asset management activities, showcasing a holistic approach that integrates retail or leisure leasing and innovation, as well as outstanding pop-up initiatives within the managed assets.

Entrants are required to highlight the involvement of key stakeholders, including funders, local authorities, leasing agents, marketing agents, commercialisation agents, and the management team associated with the award activity. The winning initiative should demonstrate a transformative impact on the overall customer experience, creating vibrant, accessible, and engaging environments that resonate with the target audience.

What are the judges looking for?

- **Strategic Planning:** How well does the initiative showcase a strategic and comprehensive approach to asset management? Are there clear plans and strategies in place to optimize retail and leisure destinations?
- **Effective Partnership:** To what extent has the entrant collaborated with the wider team? How has this collaboration enhanced the overall effectiveness of the asset management initiatives?
- **Detailed Overview:** Does the submission provide a detailed overview of the asset management activities undertaken? Are key components, such as retail or leisure leasing and pop-up initiatives, thoroughly explained?
- **Seamless Integration:** How well is retail or leisure leasing integrated into the asset management strategy? To what extent does the initiative optimize leasing opportunities for the managed assets?
- **Innovative Pop-Up Concepts:** Does the initiative include outstanding pop-up initiatives? How innovative and engaging are these initiatives, and what impact do they have on the overall asset management strategy?
- **Customer-Centric Approach:** How does the initiative prioritize and enhance the overall customer experience? Does it create vibrant, accessible, and engaging environments that resonate with the target audience?
- **Aesthetic and Functional Enhancement:** To what extent does the initiative contribute to the creation of vibrant and accessible environments? How has it enhanced the aesthetic appeal and functionality of the managed assets?
- **Audience Resonance:** How effectively does the initiative engage with the target audience? Is there evidence of resonating with the preferences and needs of the intended demographic?
- **Measurable Impact:** Can the initiative demonstrate a transformative impact on the managed assets? Are there measurable results or key performance indicators that showcase the success of the asset management activities?

The Revo's

Best Asset Management Initiative Large (budget more than £1m)

In recognition of comprehensive and strategic asset management initiatives, this award celebrates excellence in optimising retail and leisure destinations. Successful entrants must provide a detailed overview of their asset management activities, showcasing a holistic approach that integrates retail or leisure leasing and innovation, as well as outstanding pop-up initiatives within the managed assets.

Entrants are required to highlight the involvement of key stakeholders, including funders, local authorities, leasing agents, marketing agents, commercialisation agents, and the management team associated with the award activity. The winning initiative should demonstrate a transformative impact on the overall customer experience, creating vibrant, accessible, and engaging environments that resonate with the target audience.

What are the judges looking for?

- **Strategic Planning:** How well does the initiative showcase a strategic and comprehensive approach to asset management? Are there clear plans and strategies in place to optimize retail and leisure destinations?
- **Effective Partnership:** To what extent has the entrant collaborated with the wider team? How has this collaboration enhanced the overall effectiveness of the asset management initiatives?
- **Detailed Overview:** Does the submission provide a detailed overview of the asset management activities undertaken? Are key components, such as retail or leisure leasing and pop-up initiatives, thoroughly explained?
- **Seamless Integration:** How well is retail or leisure leasing integrated into the asset management strategy? To what extent does the initiative optimize leasing opportunities for the managed assets?
- **Innovative Pop-Up Concepts:** Does the initiative include outstanding pop-up initiatives? How innovative and engaging are these initiatives, and what impact do they have on the overall asset management strategy?
- **Customer-Centric Approach:** How does the initiative prioritize and enhance the overall customer experience? Does it create vibrant, accessible, and engaging environments that resonate with the target audience?
- **Aesthetic and Functional Enhancement:** To what extent does the initiative contribute to the creation of vibrant and accessible environments? How has it enhanced the aesthetic appeal and functionality of the managed assets?
- **Audience Resonance:** How effectively does the initiative engage with the target audience? Is there evidence of resonating with the preferences and needs of the intended demographic?
- **Measurable Impact:** Can the initiative demonstrate a transformative impact on the managed assets? Are there measurable results or key performance indicators that showcase the success of the asset management activities?

The Revo's

Prop Tech Awards

The core distinction: the Commercial award is orientated toward owners, investors and asset managers, the technology's value is measured in financial and operational terms. The Place Management award is orientated toward place teams and the people who use destinations, the technology's value is measured in experiential, operational and community terms. Shared criteria like innovation, scalability and validation are retained in both but reframed to reflect each category's distinct audience and purpose.

Prop Tech - Commercial

This award recognises PropTech companies whose technology is transforming the commercial performance of retail and leisure destinations. Winning entries will demonstrate how technology is helping owners, asset managers and operators drive revenue, improve efficiency, optimise occupancy and make smarter investment decisions. Entries should reference specific solutions delivered or advanced in the previous 12 months, supported by real-world results and stakeholder evidence.

What are the judges looking for?

- Innovation and Differentiation - How original is the technology, and how clearly does it improve asset performance over existing solutions?
- Commercial Impact - How has the technology improved commercial performance, with clear evidence such as revenue, occupancy, yield, cost savings or ROI?
- Data and Commercial Intelligence - Does the technology provide useful insight that helps owners and asset managers make better commercial decisions?
- Occupier and Investor Value - How does the technology create value for occupiers, investors and the wider commercial ecosystem?
- Scalability and Replicability - How easily can the solution be applied across assets, locations or ownership models?
- Client and Stakeholder Validation - What client or stakeholder evidence supports the technology's claimed commercial impact?

The Revo's

Prop Tech - Place Management

This award recognises PropTech companies whose technology is transforming how places are managed, activated and experienced by the people who use them. Winning entries will demonstrate how technology is making destinations more responsive, more engaging and more valuable to visitors, communities and place teams on the ground. Entries should reference specific solutions delivered or advanced in the previous 12 months, supported by real-world results and stakeholder evidence.

What are the judges looking for?

- Innovation and Differentiation - How original is the technology in place management or visitor experience, and what sets it apart from existing options?
- Impact on Place Experience - How has the technology improved the visitor experience, with evidence such as dwell time, satisfaction, repeat visits or engagement?
- Operational Place Management - How has the technology improved day-to-day operations such as security, cleaning, maintenance, events or wayfinding?
- Community and Social Impact - How has the technology improved community outcomes through accessibility, programming, partnerships or better-informed decisions?
- Sustainability Enablement - How does the technology reduce environmental impact or improve efficiency, with evidence such as energy, waste or carbon savings?
- Scalability and Replicability - How transferable is the solution across destinations, management models or geographies, and is there evidence it can scale?
- Client and Stakeholder Validation - What feedback or evidence from place teams, visitors or communities supports the claimed impact?

The Revo's

Professional Service Provider of the Year (Legal, architecture, M&E etc.)

This award recognises an outstanding professional service provider operating within the retail destination industry. This category celebrates businesses that have demonstrated excellence through innovation, collaboration, client service and measurable impact.

What are the judges looking for?

- Quality of Delivery - Entries should highlight specific projects or commissions and demonstrate the value, rigour and professionalism of the work produced.
- Client Relationships, Collaboration and Innovation - How strong are client relationships, and has the business demonstrated creative or innovative thinking in solving problems or seizing opportunities? Evidence of long-term partnerships or novel approaches is encouraged.
- Industry Contribution - How has the business contributed to the wider sector through thought leadership, industry engagement, or efforts to raise standards of practice?
- Sustainability and Social Value - How are sustainability, ESG and social value embedded into the business's work in practice, not just in principle?
- Measurable Impact - What tangible outcomes has the work produced? Entries should be supported by client feedback, data or third-party validation.

The Revo's

Centre Management Team of the Year (Commercial Success)

This award honours outstanding teams in various sectors, including security, asset management, centre management, leasing, and more, who have demonstrated exceptional teamwork, dedication, and excellence in their respective fields. Whether comprising an entire department or a specialised sub-team, this accolade recognises the collaborative efforts that contribute to the success and positive impact of the team on their operational environment.

Entrants for this category are invited to showcase instances where they have consistently delivered best-in-class performance, exceeded expectations, and gone above and beyond in their roles. This could include successful initiatives, innovative approaches, or instances where the team demonstrated exceptional problem-solving skills.

What are the judges looking for?

- **Innovation and Collaboration:** Does the team exhibit innovative collaboration within their sector? Are they able to think creatively and come up with unique solutions to challenges through collaborative efforts?
- **Communication Excellence:** How effectively does the team communicate both internally and externally? Do they employ innovative communication strategies to foster a positive and inclusive team culture?
- **Milestones and Achievements:** Have there been notable achievements or milestones reached by the team that showcase their excellence in performance?
- **Innovative & Unique Approaches:** Does the team showcase instances of introducing innovative solutions or unique initiatives and approaches in their operational environment? Are they proactive in identifying and pursuing opportunities for improvement? Are they set apart from other teams in the industry?
- **Efficient Problem Solving:** How effectively does the team address challenges and solve problems? Can specific examples be cited where the team demonstrated exceptional problem-solving skills? What impact did the team's problem-solving initiatives have on overall outcomes?
- **Surpassing Benchmarks:** Are there instances where the team surpassed predefined expectations? How consistently does the team strive to exceed benchmarks and set higher standards for themselves?
- **Adaptability:** How well does the team adapt to changing circumstances or unexpected challenges? What strategies do they employ to remain flexible and responsive to evolving situations?
- **Team Dedication:** To what extent is the team dedicated to their roles and responsibilities? How do team members support each other, fostering a sense of camaraderie and contributing to a positive working atmosphere?

The Revo's

Rising Star

This award is for anyone under the age of 35 and recognises the positive impact that the individual is making on the property industry right now. They could be an up-and-coming entrepreneur, a successful dealmaker or agent, a digital disrupter, have made a positive sustainable impact in the industry or had a large influence on successful placemaking and regeneration – the award is open to anyone who has achieved something special that stands out and has and is making a positive impact on the industry.

What are the judges looking for?

- **Innovation and creativity:** Are you the mastermind behind fresh, out-of-the-box ideas? We want to see your knack for innovation and your ability to craft unique solutions to industry challenges. Show us your creativity at its finest!
- **Impact on the industry:** Have you left a mark on the property industry landscape? We're seeking individuals who have made waves with their work, contributing significantly to industry growth and success. Your impact matters, and we want to recognize it!
- **Collaboration:** Team players, this one's for you! Have you worked hand in hand with others to achieve shared goals? We're interested in seeing your collaborative spirit and your talent for building strong partnerships within the industry.
- **Performance:** Are you a high achiever, consistently exceeding expectations? We're on the lookout for individuals who have achieved outstanding success in their field. If you've got the results to back it up, we want to hear from you!

So, if you're ready to showcase your talent, make your mark, and join the ranks of industry leaders, this is your chance to shine.

The Revo's

Occupier of the Year

This award recognises and celebrates retailers and leisure operators who can demonstrate a combined vision of driving footfall, usage and/or members and/or sales in an innovative way, enhanced and excelled at customer experience, embraced social value (they may have worked in partnership with local suppliers, engaged in employment programmes etc), resilience and adaptation to current challenges, and any other initiatives that may set them apart from their competitors. They should be able to demonstrate increase in sales, improved customer satisfaction, and/or social value commitments.

What are the judges looking for?

- Innovative strategies to drive footfall, usage, and/or membership growth.
- Excellent customer experience, including feedback mechanisms and response times.
- Demonstrated commitment to social value, including partnerships with local suppliers and engagement in employment programs
- Resilience and adaptability in the face of current challenges in the retail and leisure market
- Measurable success in increasing sales and improving customer satisfaction
- Evidence of sustainability and environmental initiatives, such as the reduction of energy consumption in stores.
- Unique initiatives that set the operator apart from competitors.
- Demonstrated commitment to employee satisfaction and well-being.
- A fit out that challenges the industry and inspire other operators.

The Revo's

Independent Operator of the Year

This award recognises outstanding achievements by an independent business operator in any the retail, leisure and placemaking industry. This award is open to individuals who own and operate a business independently without being part of a larger corporate chain.

Criteria for Entry:

- The nominee must be an independent operator, meaning they own and operate a business without the support of a larger corporate entity.
- The business must have been in operation for at least two years.
- The nominee must have less than 10 stores/locations.

What are the judges looking for?

- Innovation: Does the business demonstrate a unique approach or new ideas in their industry?
- Customer experience: How does the business prioritise customer satisfaction and create a positive experience for their patrons?
- Social value: Does the business give back to their community or promote social initiatives?
- Resilience: Has the business overcome challenges and adapted to changes in their industry?
- Measurable success: What tangible results has the business achieved, such as increased revenue, customer base, or recognition in their field?

Purple Apple's

Best Community Initiative Including Social Value

The Community Initiative Award recognises real estate projects or initiatives in the retail, leisure and placemaking sector that demonstrate an outstanding, measurable commitment to improving the lives of people and communities. Winning entries should show how social value has been deliberately designed, delivered and evidenced, not as a byproduct of a broader ESG strategy, but as a core purpose.

What are the judges looking for?

- Community Impact and Inclusion - How has the project improved local outcomes, addressed key social needs, and reached underserved groups?
- Placemaking - How well has the project created spaces shaped by community need rather than purely commercial priorities?
- Economic Opportunity - What jobs, skills, apprenticeships or local supply chain opportunities has the project created, and for whom?
- Health, Wellbeing and Safety - How does the project support the physical, mental and social wellbeing of users and residents?
- Stakeholder Co-Design and Engagement - How far were communities and local stakeholders involved in shaping decisions?
- Social Value Measurement - How is social value defined, measured and reported, with evidence of outcomes rather than outputs?
- Longevity and Legacy - Is the social value likely to last beyond the project, with support from structures, partnerships or funding?
- Creativity and Innovation - Does the submission show a novel or replicable approach to social value?

Purple Apple's



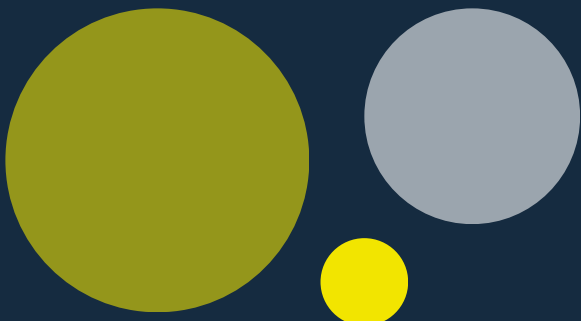
Best Marketing Campaign of the Year - Large VIRTUAL PRESENTATION CATEGORY

These marketing awards recognise the most effective marketing campaigns in the retail destination industry. The entries need to clearly demonstrate the strategy and objectives of the campaign, along with the results achieved. The winning entry will be an innovative idea that shows a unique approach and impactful delivery.

We understand that all destinations have different budget constraints that affect what is possible to deliver, therefore are splitting the entries into three categories so that we are able to compare the entries fairly.

Campaign budget over £25k

Implementation Dates: July 2025 – July 2026



Purple Apple's



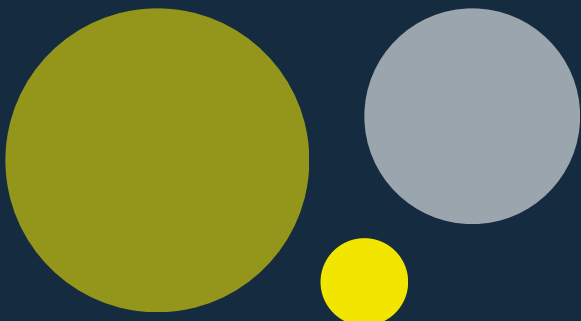
Best Marketing Campaign of the Year - Medium VIRTUAL PRESENTATION CATEGORY

These marketing awards recognise the most effective marketing campaigns in the retail destination industry. The entries need to clearly demonstrate the strategy and objectives of the campaign, along with the results achieved. The winning entry will be an innovative idea that shows a unique approach and impactful delivery.

We understand that all destinations have different budget constraints that affect what is possible to deliver, therefore are splitting the entries into three categories so that we are able to compare the entries fairly.

Campaign budget between £5k - £25k

Implementation Dates: July 2025 - July 2026



Purple Apple's



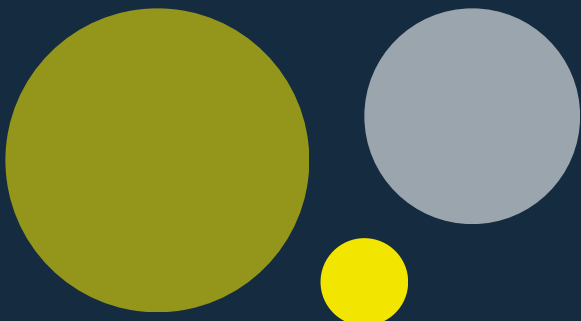
Best Marketing Campaign of the Year - Shoestring VIRTUAL PRESENTATION CATEGORY

These marketing awards recognise the most effective marketing campaigns in the retail destination industry. The entries need to clearly demonstrate the strategy and objectives of the campaign, along with the results achieved. The winning entry will be an innovative idea that shows a unique approach and impactful delivery.

We understand that all destinations have different budget constraints that affect what is possible to deliver, therefore are splitting the entries into three categories so that we are able to compare the entries fairly.

Campaign budget under £5k

Implementation Dates: July 2025 - July 2026



The Gold's

Best Repurposing Project - Small (Total Scheme Size <250, 000 SQ FT)

VIRTUAL PRESENTATION CATEGORY

This award recognises outstanding transformation of retail and leisure assets through repurposing, refurbishment or adaptive reuse. Winning entries will demonstrate a clear and considered process for reimagining an existing space, and crucially, will show the tangible impact that transformation has had on the quality of placemaking at the destination.

Entries should cover projects delivered between April 2025 - March 2026. Evidence should combine hard metrics: footfall, financial performance, value growth, with qualitative insight from communities, occupiers, consumers and partners.

What are the judges looking for?

- Thought Process and Strategic Rationale - What led to the project, what options were considered, and why was this approach chosen?
- Repurposing Innovation - How inventive and effective was the approach to reimagining the asset through new uses, audiences, formats or adaptive design?
- Design and Contextual Sensitivity - Does the design enhance the asset, respect its context, and show thoughtful retention or repurposing?
- Impact on Placemaking - How has the transformation improved the destination for visitors, occupiers and the wider community?
- Delivery and Execution - How was the project delivered, what challenges arose, and were there innovative approaches to construction, phasing or logistics?
- Partnership and Collaboration - Who was involved, how were partnerships structured, and why were they important to the outcome?
- Measurable Impact - What did success look like, and is there evidence across footfall, spend, occupancy, value growth or other metrics?
- Community and Social Value - How has the project benefited the local community, and what evidence shows its social value?
- Sustainability - How was sustainability built into the project through material reuse, carbon reduction, efficiency or biodiversity?
- Cost Discipline - How was cost managed without weakening quality or the ambition of the occupier mix?

The Gold's

Best Repurposing Project - Large (Total Scheme Size >250, 000 SQ FT)

VIRTUAL PRESENTATION CATEGORY

This award recognises outstanding transformation of retail and leisure assets through repurposing, refurbishment or adaptive reuse. Winning entries will demonstrate a clear and considered process for reimagining an existing space, and crucially, will show the tangible impact that transformation has had on the quality of placemaking at the destination.

Entries should cover projects delivered between April 2025 - March 2026. Evidence should combine hard metrics: footfall, financial performance, value growth, with qualitative insight from communities, occupiers, consumers and partners.

What are the judges looking for?

- Thought Process and Strategic Rationale - What led to the project, what options were considered, and why was this approach chosen?
- Repurposing Innovation - How inventive and effective was the approach to reimagining the asset through new uses, audiences, formats or adaptive design?
- Design and Contextual Sensitivity - Does the design enhance the asset, respect its context, and show thoughtful retention or repurposing?
- Impact on Placemaking - How has the transformation improved the destination for visitors, occupiers and the wider community?
- Delivery and Execution - How was the project delivered, what challenges arose, and were there innovative approaches to construction, phasing or logistics?
- Partnership and Collaboration - Who was involved, how were partnerships structured, and why were they important to the outcome?
- Measurable Impact - What did success look like, and is there evidence across footfall, spend, occupancy, value growth or other metrics?
- Community and Social Value - How has the project benefited the local community, and what evidence shows its social value?
- Sustainability - How was sustainability built into the project through material reuse, carbon reduction, efficiency or biodiversity?
- Cost Discipline - How was cost managed without weakening quality or the ambition of the occupier mix?

The Gold's

Investment - Deal of the Year

VIRTUAL PRESENTATION CATEGORY

This award recognises an outstanding investment transaction, acquisition, funding arrangement or strategic partnership completed within the retail and leisure built environment over the previous 12 months. Judges will be as interested in the thinking and complexity behind the deal as in its scale. Entrants should note that a degree of financial disclosure will be required to allow judges to properly assess commercial impact and value creation. All financial information submitted will be treated in strict confidence by the judging panel.

What are the judges looking for?

- Strategic Vision - Why was the opportunity identified and how compelling was the rationale? Entries should articulate a clear vision for the asset or place and explain how the deal was structured to deliver it.
- Complexity and Execution - How challenging was the deal to structure and complete, and how effectively was it executed? Innovation in deal structure, funding model or approach to overcoming obstacles should be highlighted.
- Commercial Success and Value Creation - What has the deal delivered? Entries should evidence value creation through financial performance, asset repositioning or occupier outcomes, whether completed or credibly projected. Judges will expect relevant financial metrics to be shared in support of this criterion.
- Impact on Place & Community - How has the deal benefited the destination, its occupiers and the surrounding community? Strong entries will show commercial success and positive place outcomes working together.
- Collaboration and Long-Term Resilience - How well did parties work together, and how does the deal position the asset for long-term relevance in an evolving landscape?

Entering couldn't be easier

We have changed the way you enter....

For 2026, we've introduced a new online entry portal to make the submission process as seamless as possible.

Through the portal, you can register, complete your entries, make payment and edit submissions at any time before the deadline. To get started, simply click the link below and create your account.



**Enter
Here**

Help to get you started

To help you through the entry process, [here](#) is a short introductory video designed to guide you through the awards portal and how to submit your entries.

Once registered, you'll gain full access to the portal's help guide, including step by step guidance, entry tips and everything you need to complete your submission.

The Revo team is also on hand throughout the process should you need any additional support or have any questions along the way.

What you need for each category

The Revo's & A Purple Apple - 500 – 1000 Words & Supporting Materials

- Best Asset Management Initiative - Small (Budget less than £1m)
- Best Asset Management Initiative- Large (Budget more than £1m)
- Prop Tech - Commercial
- Prop Tech - Place Management
- Professional Service Provider of the Year
- Centre Management Team of the Year (Commercial success)
- Rising Star
- Occupier of the Year
- Independent Operator of the Year
- Best Community Initiative - Including Social Value

The Purple Apple's - 500 – 1000 Words, Supporting Materials + ROI Spreadsheet

- Best Marketing Campaign of the Year - Large
- Best Marketing Campaign of the Year - Medium
- Best Marketing Campaign of the Year - Shoestring

Upon review of your entry and if shortlisted, Revo will be in touch to invite you back for a 15-minute presentation to complete your entry. Presentations will take place between 12th - 16th October.



The Gold's - 500 – 1000 Words & Supporting Materials

- Best Repurposing Project - Small (Total scheme size <250,000 sq ft)
- Best Repurposing Project - Large (Total scheme size >250,000 sq ft)
- Investment - Deal of the Year

Upon review of your entry and if shortlisted, Revo will be in touch to invite you back for a 15-minute presentation to complete your entry. Presentations will take place between 12th - 16th October.

The Revo's & A Purple Apple

500 - 1000 Words & Supporting Materials

The entry should be no longer than 1,000 words, outlining what was delivered and the impact.

You may want to include information such as:

- Why you did what you did?
- What were your goals and objectives and what were your results against these?
- What was the investment, either financially or in time?
- What was the return on investment?

Information such as that outlined below may be useful to include in your entry...

number of participants, number of parties/people supported or involved, PR value, digital impact, volume of donations, staff engagement levels, volume of positive testimonials, footfall and dwell time, sales increases, improved awareness or perception, volume of investment

Bring your entry to life.

For the best chance at catching our eye, bring your entry to life through the optional additional of imagery, a video or testimonial!

- We will utilise elements of your entry for publicity and at the awards ceremony. If you would prefer for certain elements of your application not to be used in promotion please mark these clearly in your application. We are happy to keep commercially sensitive information private and only shared with our judges.
- Once you've submitted your entry, Revo will be in touch over the coming months to let you know whether your submission has been shortlisted.
- It's important that your images and videos are high quality and representative of your scheme.

Visual aid requirements:

- You will need to submit **2-4 supporting images** – high quality in jpeg format (maximum of 4)
- Add a video link up to **3 minutes max** – we recommend including any video footage you have including marketing materials or CGI video etc. Please provide a **URL link** (e.g. YouTube, Vimeo etc)
- Consider including supporting statements or testimonials from occupiers, customers, or key stakeholders - up to 1,000 words compiled in a PDF document
- Structural diagrams, charts, graphs, site maps, floor plans – compiled in a PDF document





The Purple Apple's

500 - 1000 Words & Supporting Materials + Results ROI Spreadsheet

Your entry should be no longer than 1,000 words, outlining what was delivered and the impact.

Please offer your response against the following headings:

- Background and rationale
 - This section needs to outline what you did and why; what was your strategy? You will also need to define the objectives and what led you to implement the programme or project.
 - Include basic information and facts about the retail destination that are relevant to your entry (size, location, anchors, marketing budget, competition, research findings etc.).
 - Explain unique problems or opportunities that influenced your goals, strategies and tactics. Include clear and specific desired results of your programme.
 - Include information on the delivery team. What team were responsible for delivery? How big is the team?
 - Situational analysis. Please assume that the judges know nothing about your retail destination.
- Objectives and strategy
 - Include references to the appropriate use of research, your target market and your overall marketing rationale.
 - Your objectives and strategy need to be relevant and specific. The judges emphasise the need for SMART objectives.
- Implementation.
 - How did you achieve your objectives and strategy? This should be a concise description of the tactics used to achieve your objectives.
- Creativity.
 - A description of the idea and why it was innovative. What made the idea stand out from the rest; why was it different?
 - Where relevant, describe the thinking behind the idea, imagery or tactics used to communicate with your target audience.
- Results and expenditure.
 - Results/ROI spreadsheet: You are expected to refer to the Results/ROI template you uploaded with your entry.

Information such as that outlined below may be useful to include in your entry...

number of participants, number of parties/people supported or involved, PR value, digital impact, volume of donations, staff engagement levels, volume of positive testimonials, footfall and dwell time, sales increases, improved awareness or perception, volume of investment

Showcase your achievements!

For the best chance at catching our eye, bring your entry to life through the optional additional of imagery, a video or testimonial!

- We will utilise elements of your entry for publicity and at the awards ceremony. If you would prefer for certain elements of your application not to be used in promotion please mark these clearly in your application. We are happy to keep commercially sensitive information private and only shared with our judges.
- It's important that your images and videos are high quality and representative of your scheme.
- Upon review of your entry and if shortlisted, Revo will be in touch to invite you back for a 15-minute presentation to complete your entry.

Visual aid requirements:

- You will need to submit **2-4 supporting images** – high quality in jpeg format (maximum of 4)
- Add a video link up to **3 minutes max** – we recommend including any video footage you have including marketing materials or CGI video etc. Please provide a **URL link** (e.g. YouTube, Vimeo etc)
- **Results/ROI Template** – You are expected to download the template and upload this as part of your entry for judges to review.
- Remember to adapt the template to your campaign. For example, if it was not implemented to increase sales, this section does not need to be completed.
- Show that the allocated budget has been effectively invested and value for money achieved.
- Include all production costs, media costs, agency/consultancy fees (including agency retainer fees), services and incidentals.
- Exceptional cost savings or efficiencies (town/ city promotion collaboration) should be explained.
- Do not submit entries with expenses shown as a total cost. Failure to comply with this requirement will unfortunately result in lost points.





The Golds's

500 - 1000 Words & Supporting Materials

Your entry should be no longer than 1,000 words, outlining what was delivered and the impact.

You may want to include information such as:

- Why you did what you did?
- What were your goals and objectives and what were your results against these?
- What was the investment, either financially or in time?
- What was the return on investment?

Information such as that outlined below may be useful to include in your entry...

Any plans, images, marketing material, CGIs, or Videos that help contextualise the project and any PR associated with the project.

Bring your entry to life.

For the best chance at catching our eye, bring your entry to life through the optional additional of imagery, a video or testimonial!

- We will utilise elements of your entry for publicity and at the awards ceremony. If you would prefer for certain elements of your application not to be used in promotion please mark these clearly in your application. We are happy to keep commercially sensitive information private and only shared with our judges.
- It's important that your images and videos are high quality and representative of your scheme.
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Visual aid requirements:

- You will need to submit **2-4 supporting images** – high quality in jpeg format (maximum of 4)
- Add a video link up to **3 minutes max** – we recommend including any video footage you have including marketing materials or CGI video etc. Please provide a **URL link** (e.g. YouTube, Vimeo etc)
- Consider including supporting statements or testimonials from occupiers, customers, or key stakeholders- up to 1,000 words compiled in a PDF document
- Structural diagrams, charts, graphs, site maps, floor plans – compiled in a PDF document

Next Steps...

Remember to submit your completed entry form before **17:00 on Monday 7th September.**

If you have entered any of the **Best Marketing Campaign of the Year** or **The Gold's** categories, it's time to get ready for your virtual 15-minute presentation. If shortlisted, you will be invited to present to the judges between the **12th - 16th October.**

If you have entered any of the other categories, it's now time to get your ceremony ticket and keep an eye out for the shortlist announcements in October.



15-Minute Presentations

If you've entered the **Best Marketing Campaign of the Year** or any of **The Gold's** categories, it's time to prepare for your presentation. If shortlisted, you'll be invited to present online to the judges between 12th - 16th October as the final step in your 2026 entry. Please find the presentation guides below.

Best Marketing Campaign of the Year

Large, Medium & Shoestring

Using your entry provided, this will be your opportunity to bring your campaign to life and convince the judges why you deserve to be the Purple Apple winner! During the virtual presentation, you will have 15 minutes to recap your campaign and to talk our judges through your results, followed by a 5-minute Q&A session. This format ensures an engaging and insightful overview of your achievements.

Presentation visuals could include...

- **Branding.**
 - Brand identity/positioning.
 - Advertising campaign.
 - Retail destination/site branding.
- **Communication materials/advertising.**
 - Images of printed samples of advertising elements.
 - Adverts should be shown in situ wherever possible.
 - List all the publications where your material appeared.
 - Include images of catalogues, booklets, and elements such as leasing brochures/packages, balloons, shopping bags or pencils.
- **Visual and Audio.**
 - Advertising/publicity of your campaign.
 - Edited and narrated footage of actual events
- **Images.**
 - Be sure to include clear, relevant images that tell a story.
 - Add captions, but make sure they are clear and concise.
- **Web references.**
 - If you refer to a website in your entry, include a screen grab of the site.
 - Be sure to include the date that the screen grab was taken.
- **PR.**
 - Name of the publication/broadcast station/ website.
 - Date of publication/airing.
 - Amount of space/time coverage received (page views for website, minutes and seconds for broadcast).
 - Intended audience and the number of persons/ pages reached within the target audience.
 - If numerous similar articles have been published, submit a representative sample.
 - Use screen grabs for web pages of publicity coverage.
 - Radio and television coverage may include public service announcements and news stories, which can be uploaded to the Audio and Video section only.
 - Publicity outcome should relate directly to the initial needs and objectives of the programme.

Best Repurposing Project & Investment - Deal of the Year

Using your entry provided, this will be your opportunity to bring your entry to life and convince the judges why you deserve to be the winner! During the virtual presentation, you will have 15 minutes to recap your entry, talk through any diagrams and visuals, key milestones and achievements and more! This will be followed by a 5-minute Q&A session. This format ensures an engaging and insightful overview of your achievements.

Presentation visuals could include...

- Any plans, marketing material, images, CGI's, or Videos that help contextualise the project
- Any PR associated with the project



Now there's only one more thing to do...



Terms & Conditions

- Applications will be accepted for places developed in the UK, Republic of Ireland and the Channel Islands.
- Entries can cover the whole spectrum of retail property and places including central area schemes, out of town developments, retail/warehouse parks, food/leisure anchored centres, transport hubs and markets as well as individual brands or occupiers. In considering each entry, the jury will assess the degree to which others in the industry could benefit by adopting any lessons from the submission, and the extent to which the development may be indicative of future trends.
- Entries must relate to a recognised retail and leisure place or brand.
- The judges reserve the right not to promote or showcase all entries.
- Revo or the judges will not be responsible for lost or damaged submissions.
- If there are any queries regarding eligibility of an entry, it is advised that the matter be checked at an early stage. The judges reserve the right to change your chosen category as deemed appropriate.
- Revo reserves the right to adapt any entries in published form for distribution to the retail property industry. This includes the showcasing of supplied imagery and photography across Revo's wider activity platforms and collateral, unless explicitly advised against at the time of entry.
- All entries need to be paid for before 17:00 on the 7th September and need to be submitted before 11.59pm the 7th September.
- There is no limit to the number of schemes that may be submitted per company.
- Entry cost is £150 plus vat per entry for every category except Rising Star and Occupier of the Year which are free to enter and the Gold's which cost £300 plus vat to enter.
- Please note that entry activity needs to have taken place between July 2025 – July 2026.

Check out last year's ceremony!



Interested in Sponsoring The Revo's 2026?

Shine the spotlight on your brand with our bespoke sponsorship packages.

Opportunities include:

- **Category Sponsorship**
 - *(16 categories up for grabs!)*
- **Drinks Reception Sponsorship**
- **Wine or After Dinner Cocktail Sponsorship**

For further information, please contact:
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Contact Us

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