



# JUDGING THE AWARD

The British Parking Awards' judges take time out of their busy work schedules to meet and discuss all the award entries, visit shortlisted sites and check out references. Many of the judges have been in the parking industry for many years. All are considered experts in their fields and bring an independence of perspective to the competition. Below are some notes on what the judges look for.

## **Factors which tend towards rejection:**

1. Repetition from a previous year
2. Submissions that are made for several categories which are either identical or more or less identical in each case
3. Submissions that do not meet the criteria laid down as suggestions or a strong guide for content and layout
4. Submissions that appear to be merely direct publicity material

## **Factors leading to lower marks than might be justified**

1. Submissions that do not have an overview and a clear layout
2. Cases where there are no or few statistical outcomes where relevant
3. Entries which tell a good story but are supported with little in the way of deliverables or performance-related justification
4. Entries where there is little to support claims of claimed team or partnership working
5. Examples where the work involved is no more than one might expect from a good or even reasonable departmental contribution

## **Factors that make for short listing**

1. An unusual element – reversing poor previous performance, overcoming exceptionally difficult circumstances, implementing new technology etc.
2. Good analytical details
3. Reports that meet the criteria, are concise, well laid out and illustrated
4. Good writing style, with some humour or personal touches

**Thanks to Mike Macey of MFM Associates, a judge for two years**

**Thanks for your entry and good luck!**