

– *Connected Retail London –*

Competition Guidelines

1/ Introduction

Integrated with one of the greatest transport systems in the world, TfL is one of London's largest landowners and offers a wide range of retail opportunities for businesses across the city. Exciting spaces are available for organisations of any size, from pop-ups and small businesses to global brands.

Most of our sites are near transport hubs - with over 31 million passenger journeys a day, we put you close to your customers, in locations convenient to them.

Our unique position means we can use our assets to keep London moving, working and growing. We generate long-term, sustainable income from 1,000 retail units and 800 railway arches to reinvest in our transport network. Our work also helps to support the Mayor's priorities around sustainable transport, health, homes and jobs as laid out in the Mayor's Transport Strategy.

Pop up retail has been successfully rolled out to host a range of independent businesses and established brands allowing flexibility of occupation. The rise of new technology is reshaping the use of physical store promoting experiential concept and transforming our customers' needs. With over 31 million passenger journeys a day, we are in a unique position to test innovative approaches that will benefit to our overall retail network and its end users.

What is Connected Retail London?

Connected retail London is a competition supported by TfL which challenges businesses to come up with an innovative and technological concept that will reimagine the use of physical space in retail and deliver a unique experience for customers who travel using the transport network every day.

The competition is open to any market innovators that are tech savvy, passionate by their innovation and ready to trade in an established retail network

2/ Challenge

The needs of retail customers have changed, resulting in a profound transformation of the industry. The purpose of the physical store needs to be rethought to create a new immersive and convenient shopping destination.

With over 31 million passenger journeys a day, our network is a unique opportunity for many retailers. But customers are time-pressed, and space is limited; getting the right offer in place can be a real challenge.

For this competition, we are looking for applicants to consider how they can utilise technology and create a novel concept in the retail space, to meet the needs of our customers and push the boundaries of retail.

3/ Prize

TfL is offering to provide space(s) to one winner (with a total annual rental value up to £100,000.00 to the winner*).

*** Please note that:**

- the space(s) will be provided subject to availability in the retail network taking into account the winner's business customer target;
- the provision of such space(s) will be subject to the winner's entry into an execution of a lease with TfL (or such of its trading subsidiaries as TfL determines) in such form as TfL (in its absolute discretion) determines;
- this will not include and the winner will remain responsible for: utilities supplies, business rates, equipment, furniture, and props to be used in the space(s) and all costs relating to the same;
- if the value of one or more space(s) is below £100,000.00, the winner may have the opportunity (again subject to availability in the retail network) to use multiple space(s) (max. 4 locations with a total annual rental value not exceeding £100,000.00);
- a base-line turnover rent will be payable by the winner at 10 % of business revenue net of capital costs attributable to the winner's use of the space(s) (excluding VAT only);
- The winner as tenant will be required:
 - if services or/and goods are traded in or from the premises, to install an EPOS system (and to provide quarterly statements to TfL confirming the gross sales in that quarter, within 14 days of the quarter end and a yearly accountants certificate confirming the annual gross sales within 30 days of year end; and
 - if sales are redirect online or other location(s), to provide the annual gross sales attributed to the space(s), by quarterly statements confirming the gross sales in that quarter, within 14 days of the quarter end and a yearly

accountants certificate confirming the annual gross sales within 30 days of year end.

- This prize is for up to 1 year to commence before the end of Q4 (March 2020). At the end of the prize period, the concept will have to be removed at the winner's cost or the winner may (at TfL's sole discretion) join TfL's retail network on such terms as TfL determines at the time."

4/ Competition terms and conditions

By entering this competition you agree to the following conditions:

- 4.1 Entry is open to legal persons aged 18 or over excluding employees of the Greater London Authority (GLA), Transport for London, London Legacy Development Corporation, the Mayor's Office for Policing and Crime, the London Fire and Emergency Planning Authority, the Old Oak and Park Royal Development Corporation or any of their subsidiaries, advisers, agents and/or anyone connected with the organisation of this promotion.
- 4.2 Entrants must have the right to work in the United Kingdom (the 'UK') and the right to remain in the country for at least two years after the deadline set out condition 4.5 below.
- 4.3 Entries must be completed and submitted by filling in the entry form online via the <https://madeby.tfl.gov.uk/2019/05/13/connected-retail-london/> website.
- 4.4 Only one entry may be made per person. All additional entries will not be considered and will be rejected.
- 4.5 All entries must be received by 12:00 (midday) UK time on 21st June 2019 (the Closing Date). All Competition entries received after this deadline will be automatically disqualified.
- 4.6 The entry form must be completed fully, correctly and accurately. Entry forms that are incomplete (where, for example, questions are left unanswered) or that are found to be incorrect or inaccurate may be rejected (at the absolute discretion of TfL).
- 4.7 By entering the competition, you represent and warrant that all information submitted in and with your entry is true, correct, current and complete, all work relating to your business is your own work and all intellectual property rights in such work are owned by you or your business.
- 4.8 Entrants must provide evidence with their entry that: they own/operate a retail business; they have a strong vision and plan for and evidence that they can achieve that vision; and the idea is commercially and financially viable, has a view to longevity, and displays creativity, innovation, a genuine approach and passion.
- 4.9 In order to be offered any prize by TfL entrants must (prior to the proposed commencement of operation from the space(s)) possess and provide evidence (to the satisfaction of TfL) of all relevant safety authorisations, food hygiene certificates, insurance and relevant licences (including those required for the sale



of alcohol if applicable) required for the operation of a pop-up stall or unit to sell the products of their businesses and shall provide copies of those documents to TfL.

- 4.10 Entrants warrant that they have obtained all necessary corporate (and other as necessary) approvals required to enter this competition and, if successful, accept any prize on the terms set out by TfL. For example (but without limitation) if an entrant's business is co-owned, the entrant must have obtained the prior written consent of the co-owner(s) before entering the competition. Where applicable, by agreeing to these conditions, you warrant and represent that you have received the written consent of the co-owners(s) of your business.
- 4.11 All entrants must be available, to the extent as may be required by TfL (in its absolute discretion): (a) for preliminary interview either by phone or in person in July 2019; (b) also, in August 2019 to pitch before the evaluation panel at a central London location; and (c) be ready to trade from a physical retail space at the latest from March 2020 (trading until March 2021).
- 4.12 The winner may be required to take part in promotional activities and provide blogs and video content concerning the prize.
- 4.13 The winner will be required (as a condition of the award of any prize) to enter into and execute a lease with TfL (or such of its trading subsidiaries as TfL determines) in such form as TfL (in its absolute discretion) determines and such other documentation as TfL shall reasonably require).

5/ Evaluation of entries

Entries will be evaluated in two stages.

Stage 1 Evaluation

Each entry will be evaluated by an evaluation panel by reference to the criteria, weightings and scoring model described below. Up to 10 of the highest scoring entries will be shortlisted and invited to a pitch presentation.

Stage 2 Pitch Presentation

Each shortlisted business will be required to:

- provide such complementary information as TfL requests including for example, but without limitation, financial and sales projection mock-up of the potential layout for its assessment; and
- present (for 30 minutes) their concept to the evaluation panel. The aim of this Stage 2 is to enable the evaluation panel to validate the marks allocated to entries during the stage 1 evaluation.

TfL will make (downward) adjustments to scores (by reference to the scoring model) if it considers that any score(s) awarded during Stage 1 are not validated to its satisfaction.

The winner of the competition will be the entrant that achieves the highest score at following the conclusion of the Stage 2.

TfL reserves the right to award one, more than one or no prize(s).

Evaluation Criteria

Each entry will be evaluated by reference to the criteria and utilising the scoring model set out below.

	Criteria	Weighting
Innovation and approach	<ul style="list-style-type: none"> ● An innovative concept - rather than marginal improvements, does it allow us to do things we previously could not? ● Concept addresses the challenge in a clear and measurable way ● Shows a good understanding of the customer need and what makes this concept different ● Idea has been tested with users and has evidence that it meets needs 	<ul style="list-style-type: none"> ● 30%
Deliverability and project management	<ul style="list-style-type: none"> ● Shows good understanding of the time and cost required to launch and trade in a busy environment. ● Concept is realistic and can feasibly be deployed in our network ● Serious consideration by the applicant as to how having a retail space will benefit the business in question and how this will be run over the period agreed during the prize. 	<ul style="list-style-type: none"> ● 30%
Team	<ul style="list-style-type: none"> ● An established team (at least 2 people with 6 months+ history working together) ● Relevant expertise and technical capabilities needed to deliver the concept ● A clear staffing strategy to deliver the concept to a high standard quality 	<ul style="list-style-type: none"> ● 20%



Financials and scalability of the concept	<ul style="list-style-type: none">Startup has reasonable runway and resources to deliver conceptA realistic approach to how the concept will make money with clear financial projectionSolution has potential to scale to positively impact our network and users	• 20%
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Scoring Model

Points	Interpretation
10	Excellent – Overall the entry demonstrates that the business meets all areas of the requirement and provides all of the areas evidence requested in the level of detail requested. This, therefore, is a detailed excellent entry that meets all aspects of the requirement leaving no ambiguity as to whether the business can meet the requirement.
7	Good - Overall the entry demonstrates that the business meets all areas of the requirement and provides all of the areas of evidence requested but contains some trivial omissions in relation to the level of detail requested in terms of either the entry or the evidence. This, therefore, is a good entry that meets all aspects of the requirement with only a trivial level ambiguity due the business's failure to provide all information at the level of detail requested.
5	Adequate - Overall the entry demonstrates that the business meets all areas of the requirement, but not all of the areas of evidence requested have been provided. This, therefore, is an adequate entry, but with some limited ambiguity as to whether the business can meet the requirement due to the business's failure to provide all of the evidence requested.
3	Poor – The entry does not demonstrate that the business meets the requirement in one or more areas. This, therefore, is a poor entry with significant ambiguity as to whether the business can meet the requirement due to the failure by the business to show that it meets one or more areas of the requirement.
0	Unacceptable - The entry does not meet the requirements and/or no entry has been provided.

6 / Contact, data and post competition

On the application form, entrants must indicate whether, even if they were to not win a prize, that they agree to TfL contacting them in respect of other opportunities or initiatives may arise after the competition.

7 / Invalid entries and Disqualification

1. Failure to submit an entry in fully accordance with these conditions will mean entrants will not be eligible to enter the competition or win the prizes set out in these conditions and will be disqualified from the competition.
2. TfL accepts no responsibility for any entries that are delayed, lost, corrupted, damaged, incomplete or otherwise invalid. TfL will not be responsible for any fault or failure (including technical or digital) which prevents a person from entering the competition, howsoever caused but will retain discretion in deciding whether that entrant is eligible to enter.
3. Entries may be rejected or disqualified from the competition at the sole discretion of TfL for reasons including, but not limited to, failure to adhere strictly to all of the conditions set out in these guidelines, obscenity, and abuse of any kind, defamation, an invasion of privacy or any other objectionable content. Any entrant found to have submitted unsolicited bulk messages (i.e. spam) or posting the same entry form to more than one email address will be disqualified from the competition.

TfL reserves the right to change all these Terms and Conditions at any point on notice to entrants.