

THE GERALD DAVID OBE AWARD FOR INNOVATION IN BUSINESS RADIO

Your Invitation to Participate in the 2019 Award Contest

Professional Radio Communications (Business Radio)

Contact for Responses:

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The Gerald David Award is supported
by Land Mobile Magazine

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The new Gerald David OBE Award for Innovation in Business Radio

In 2018, the Gerald David OBE Award was completely upgraded and extended so that innovation in every facet of business activity is included in the Award contest.

The FCS believes that **EVERY** BR member **will almost certainly have some innovative ideas** that advance the customer experience and deliver greater benefits.

Background to this change

The importance of the services that Business Radio provides to the UK continues undiminished. In fact, it is growing every year. Nevertheless, the Business Radio industry finds itself increasingly challenged. But the challenge today is very different to what it was when Gerald first proposed the Award in 2004.

Gerald sponsored the introduction of the Award because he foresaw that very high levels of innovation would be essential to keep the industry moving forward. In 2004, the key issue was having much better and more capable radio products. The business environment has changed dramatically since then. Now the focus of the customers and other users is towards the overall delivered value.

Our industry now benefits from a wide range of excellent products that do far more and provide higher value. Even better, we foresee potentially huge further sales in data products and services. Today's data solution considers the potential of LTE and some other OTA¹ schemes for "Best Efforts" data services. But, a truly "Mission-critical" and/or "Safety-Related" data scheme is likely to be needed². If that could be provided, our industry may achieve an unassailable advantage over commercial schemes.

We need to focus on the delivery of the desired overall customer experience from their initial identification of a possible need for a BR solution, to total satisfaction after 5 years (say) of successful use. Clearly, this new challenge goes far beyond the radio products. They remain centrally important but, are they more important than delivery on-time of the entire system the customer envisaged, at the right cost and quality and working in the way needed? Of course not.

As the industry needs to constantly keep the business proposition in line with the market need, so must the FCS keep aligned to the new business realities, as Gerald David would want us to. The FCS is therefore keen to maintain his legacy and keep this very important award growing from strength to strength.

2019 sees the Gerald David OBE Award for Innovation in Business Radio in its completely renewed form. The scope of the Award was vastly extended for the 2018 competition to include **every facet of business activity** that leads to a better response to customer needs. We remain convinced that this is the correct approach and that it is right that all types of innovation in the business radio industry are considered for this award on an equal basis. Therefore, the FCS again encourages entries that show real innovation in any facet of activity

The categories are:

Value: How much impact does the innovation have on the desired action or deliverable and ultimately on the user's business?

¹ Over The Air

² We note that even the ESN LTE system does not use Standard LTE. However, the long-term policy to migrate towards the standard remains in place.

Example: An innovation to develop a simulator/analyser that helps the user to check through their requirements specification to find unintended consequences or logical discontinuities etc. and also to prove the proposed solution against the confirmed requirements.

Or

An innovation that quickly checks the compliance of a piece of equipment to market access regulation.

Innovative: That a clear innovative step in relation to the Business Radio sector can be demonstrated.

Process: A logical process was used to:

- a. Identify a need that the solution addresses,
- b. Implement the innovative solution to the need,
- c. Prove that the solution really does address the need.

All entries will be judged in direct relation to the categories:

1. That the entry describes the value of the innovation
2. That the entry really is innovative, remembering that innovation includes evolution of that already existing
3. That some process has been undertaken to ensure the robustness of the innovation.

The FCS concludes that, like other industries, innovation is a Key Success Factor in our industry and will remain so forever.

FCS members are strongly encouraged to look at what recent innovations they have made in the industry and complete their entry for this prestigious Award. After all, now that we've broadened the categories, the competition will identify the Most Innovative BR Company overall for 2019.

Think what winning could do for your company!

The Gerald David OBE Award for Innovation in Business Radio is the only award of its kind in the UK.

The Award will be Presented at the [FCS Business Radio Gala Dinner](#)

on 14th November 2019

at [Chateau Impney, Droitwich Spa](#)

Innovation – a definition

The following definition of innovation will be used in judging the award. Applicants should bear this in mind when preparing their applications.

An innovation is a new or evolved method, process, idea, product, service, algorithm or concept which is realised through a discernible process by an organisation to have a value and impact. To be an innovation, the new or evolved method, process, idea, product, service, algorithm or concept must be of benefit and must address a need. There must be an evident step between the new state and a previous old state. Innovation involves deliberate application of information, imagination and initiative in deriving greater or different values from resources and includes all processes by which new ideas are generated and converted into useful solutions.

Objectives

The Objectives of this FCS award are to foster innovation in members and to recognise and reward innovation and achievement. The Objectives are also to encourage the communications and diffusion of innovations within the communications industry. Through this award, we:

- a. Encourage a greater focus on innovation.
- b. Celebrate and reward work on innovative solutions.
- c. Strengthen the environment for the industry to grow and thrive into the future.
- d. Enable further 'spin-off' innovations from a concept.

Eligibility

The Gerald David OBE Innovation in Business Radio Award is open to all **FCS members** delivering Business Radio goods and/or services either directly or through others.

Confidentiality

The Judges recognise that many innovations may be the subject of commercial confidentiality and so potential applicants may be reluctant to submit those projects for the award.

The following points are made:

1. Because of the essentiality of maintaining the confidence of the applicants, the Judges will not enter into any discussion with third parties in relation to an application. Specifically, there will be no discussion of the results with applicants to explain why their application succeeded or failed in the award process in relation to other entries.
2. Individual Non-Disclosure Agreements will not be entered into because of the practicalities of negotiating such arrangements with each judge individually and for different NDA contents for each applicant.

The Benefits of the 2019 Award

The Award means much more than just kudos. It includes a package of tangible benefits to all participants as well as the eventual winner.

The Participant Benefits Package

- Company Name on the FCS website as an entry in the current year award page.
- A one-line title of the innovation.
- A 50-word description of the products and services you provide. You supply the copy.
- Contact details of who to contact for more information about business opportunities and a hyperlink to the desired location.
- Recognition that the company prioritises innovation.

The Winner Benefits Package

- Photographs and press interview at Gala Dinner.
- An announcement of their success in the Trade Press, LinkedIn etc and short article/advertorial.
- Dedicated “Press and Promotion” Opportunity with *Land Mobile* magazine (see next page).
- Website presence with details as above for business leads on the FCS website in a prominent position for one year following the award.
- References from satisfied customers you wish to provide.
- Winner’s Gerald David Award Logo for use on letter head and your website (dated to the year you won).
- Brand enhancement through Winner certificate and Award Winner acknowledgement.
- Recognition of being the winner as part of the Contact Service for incoming leads.
- Follow-up press article “what happened” six months after the Award.
- Short speech opportunity at the next Gala Dinner.
- Offer of a position on the FCS Business Radio Council.
- Gift of a FCS branded Award Winner Banner / Sail for use at exhibitions etc., dated to this year.
- Winner’s Trophy.

Previous Winners

There have been 11 different winners since the founding of the Award in 2004. The FCS celebrates the achievement of those companies in winning the award as it was then.

2018	GlobalView Systems Ltd.
2016	Panorama Antennas
2015	SMC & Maxxwave (joint winners)
2014	Panorama Antennas
2013	Motorola Solutions
2012	Sepura Plc
2011	AW Communication Systems Ltd
2010	Kenwood Electronics UK Ltd
2009	MiMoMax
2008	AW Communication Systems Ltd
2007	Team Simoco
2006	AW Communication Systems
2005	Team Simoco
2004	Key Radio

Press and Promotion

Having recently celebrated its 25th year of reporting on the vital work of the UK's two-way radio and wireless communication industry, *Land Mobile* warmly welcomes the FCS's decision to upgrade and expand the Gerald David OBE Award for Innovation in Business Radio and is pleased to play a role in the award's promotion.

The winner of the award will be interviewed by Sam Fenwick, the editor of *Land Mobile*, with a view to including the material in the December issue of the magazine and online – thereby bringing news of the award winner's success and details of the winning audience to a wider audience.

The interview will touch on many of the same areas as the application for the award, with a focus on the innovative nature of the solution and its value – to the winner's customers, the wider industry and society. Given that the interview is for an editorial piece, please avoid marketing terms, unsubstantiated claims and superlatives (e.g. leading, outstanding, best-in-class), as they will not be included in any published material. When discussing the solution's benefits, please try to include quantitative details (e.g. efficiency savings, reduction in total cost of ownership, improvements in/high availability, etc.) where possible.

The interview will be recorded using a Dictaphone. Quote checks will be available upon request, but copy approval will not be available. It will be up to the editor's discretion as to how the material is used.

While Sam is likely to use the image of the winner being presented the award (which will be taken by a professional photographer hired by the FCS) additional images showing the winning solution (particularly in use) would be useful and need to be provided in as large a resolution as possible (ideally not less than 2.5 megabytes in file size, as .jpgs). The December issue of *Land Mobile* will be published on the 16th of December.

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About *Land Mobile*

Land Mobile (www.landmobile.co.uk) is the only monthly publication exclusively dedicated to wireless communications for businesses. Launched in 1993, this leading industry title provides practical advice, expert opinion and commentary and insightful, informative, truly authoritative editorial. *Land Mobile* is published by MA Business Ltd, which is part of the Mark Allen Group (MAG). Through its event arm (MA Exhibitions), MAG organises the Critical Communications Series of events for TCCA and the BAPCO Annual Conference & Exhibition on behalf of BAPCO.

The Process and Timescales

Process Summary & Timescales

Date	Item	Details
Jun 2019	Issue of Invitation	Announcement by email to the entire FCS membership. This document attached. Placement of this document on the FCS Website
25th Oct	Deadline for Receipt of Entries	Judges consider entries as from this date.
1st Nov	Judging of Entries Completed	Preparations for the Award Ceremony commence
14th Nov	Presentation to the winner at the Business Radio Gala Dinner	<ol style="list-style-type: none">1. Short speeches by Previous Winners2. Speech by Head of Judges Panel discussing aspects of this year's contest3. Announcement and brief description of the Winning entry by CEO of the FCS4. Presentation of award by CEO, Head of Judges and Last Year's Winners and photographs

Important Further Details

This document provides a complete package of information on the Award, the benefits, deadlines, required information to support an application, the criteria by which it will be judged and when and where you will collect your award if you win. This document is thus a one-stop shop for everything.

This document is also your invitation to participate and your application entry form. All you have to do is fill in the boxes in the document where responses are invited and send it back to tcull@fcs.org.uk with the necessary accompanying information.

Because the award assumes an electronic submission, this invitation is provided by email only.

Entries

Please remember that this award is open to FCS members only.

Applicants are invited to complete the boxes in this document and send the whole document back to businessradio@fcs.org.uk by the 25th October.

Applicants are strongly advised to save their application for future use. This is important because in the event a problem is located at an early stage in the process, a re-submission based on a correction to the original form would be far less work for you to do.

On receipt, your application will be checked for completeness. This is an essential part because incomplete or wrongly filled-in applications place the applicant at a major disadvantage in the judging and may even (in extreme cases), invalidate the application in its entirety. Thus, applicants are strongly advised to respond as fully as they can.

If a deficiency of this nature is identified on receipt, the applicant will be immediately invited to re-submit the application with the necessary changes included to be received back **BEFORE** the expiry of the deadline. Unfortunately, no extra time is available after the deadline because the schedule to meet the deadline of the Gala Dinner is already tight.

Typical Problems in Applications from Previous Years (see the Judging Criteria at the end of this document for further guidance):

The application is incomplete	The judges are required to assign a score of zero to a blank response to a question. Thus, the applicant loses a lot of marks in the scoring if they miss out questions or case studies etc. A blank response is a "PASSED QUESTION".
The innovative step is not clear	The application does not appear to be innovative and so will attract fewer marks.
No obvious benefit	The innovation appears to lack an identifiable use.
The response misses the deadline.	The application is automatically discounted. This is extremely unfortunate.
The application doesn't make sense	The response has been written by a group of people without a final editing. Thus, the responses may not make sense and be extremely difficult or even impossible to understand.
The entry doesn't promote the innovation	The response does not adequately describe the innovation. The judges have no choice but to judge the innovation strictly on the submission and so this a potentially wonderful innovation could fail to achieve its' potential.

The FCS is keen to avoid disappointment arising from these problems in future.

Questions about the application should be sent to: **T. Cull**, tcull@fcs.org.uk, Mob: +447711490702

How to Write a Winning Entry

The first point is that any company has an equal chance of winning if their entry is strong enough. Do not think that just because you are a small company you stand very little chance of winning. Small companies have big ideas too!

Useful tips that result in strong entries.

1. Be careful to write the entry clearly so it is easy to pick out the strengths of the proposal.
2. Remember that you are making an argument in favour of your innovation. An argument is one or more claims supported by evidence.
3. Pick a subject on which you can provide strong points. Having something good to say in every category maximises the impact on the judges.
4. Back up your claims any way you can.
5. Focus on innovation in BR.
6. Make credible estimations of impact.
7. Illustrate Quality Commitment and Efficiency Improvements in key business areas.
8. Take particular note of the definition of innovation noted above.
9. In the event of a tie in the final basic scores, a further round of Judging will commence. The judges will re-examine the leading submissions.

Your Application

The application is structured into three main sections.

1. Questions about your company, the contact details of the person to whom questions about this application should be directed, along with the team who were responsible for the innovation. This information will support the benefits package for the participant.
2. The questions about the innovation itself. Note that in addition to an examination of the submission to arrive at the basic score, the judges will look at specific weighted criteria in the event of a tie. Further details are listed later in this document. You may wish to include consideration of these when writing your application.
3. Press articles and LinkedIn entries and other information that will be needed to support the rapid instigation of actions arising from the benefits packages.

**Remember:
The Gerald David OBE
Award will declare the
most Innovative BR
company (for 2019).**

Make it your company!

About You and Your Company

Applicants are asked to provide details of the relevant contact within the company and other details. This will be used to support the participant's benefit package throughout the coming year.

Please fill in the following contact detail and some useful information about the products and services you supply.

Company Name	Company Address
Contact Name	
Contact Direct Telephone Number	Company Website Address
Contact Email Address	Company Email Address
FCS Membership Number	Company Switchboard Number

BR Goods and Services Offered

Customer Business References

About the Team Involved with this Innovation and Application

About the Innovation You are Submitting for the Award

1. Title and Introduction (<100 words)

2. The Innovation: Describe what the innovation is and what problem is it designed to address.

3. The Value of the Innovation: The applicant must show what the innovation does. This should include details of its application, its operational and cost benefits, and how it satisfies a company, market or industry need.

4. The Size of the Innovative Step: What previous similar work has been undertaken, or where the innovation came from.

5. The Process Adopted to Bring Forward the Innovation: This section allows you to demonstrate the steps you undertook to give you confidence that the innovation will really be a complete solution to the problem.

6. Any Other Points You Wish to Make:

Information for Benefits Packages

Please supply the information with exactly the text as you want it to appear.

Information to Support Participants' Benefits Package

The following questions are to allow the FCS to publicise your information as a participant of the Gerald David OBE Award process. It is expected that the information provided on page 10 may potentially be different to the information needed for the participation announcement.

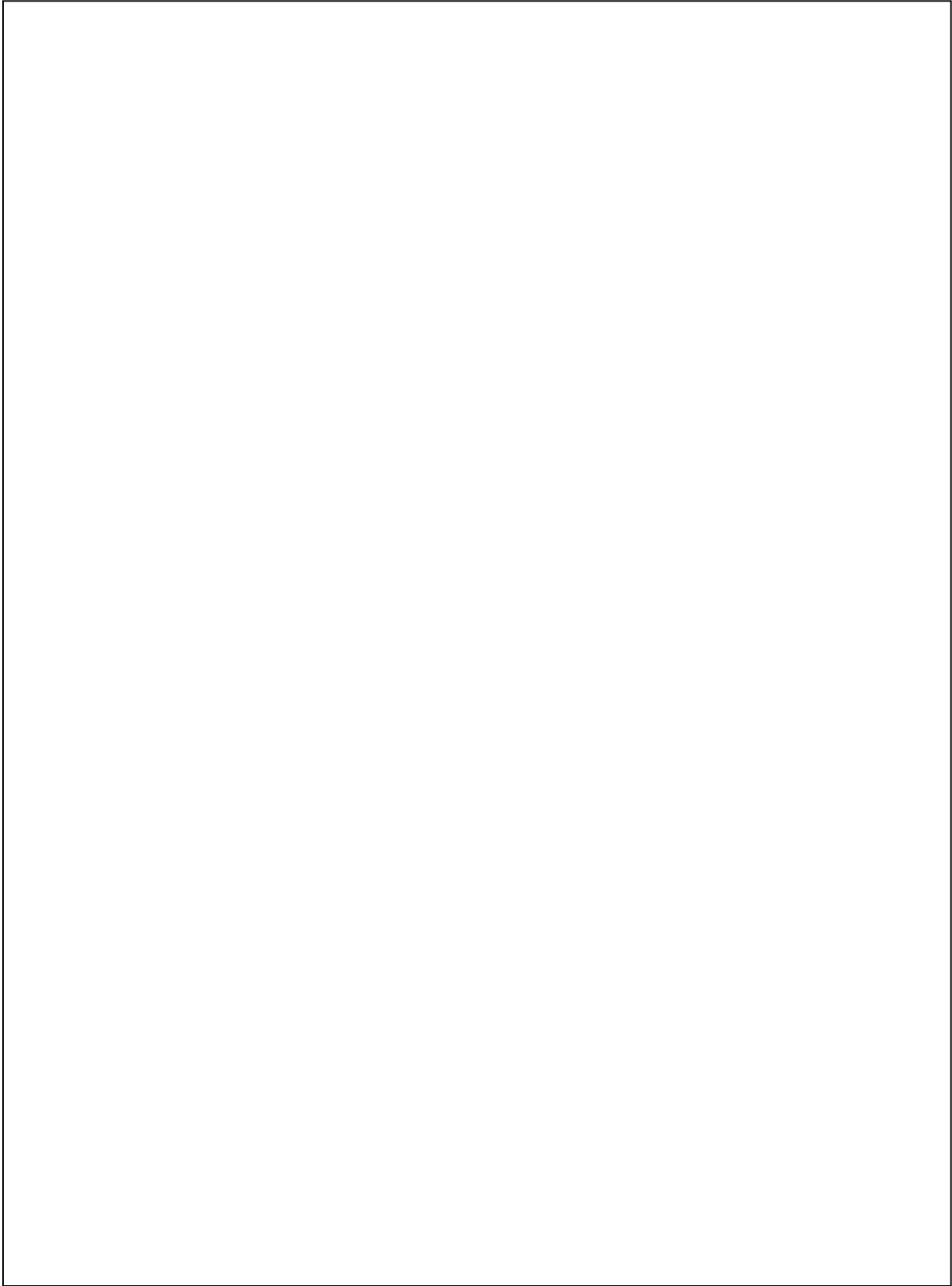
Company Name:	Title of the Innovation:
Description of the Services provided by your company:	
Contact Details:	Relevant Website Page URL:

Information to Support Winner's the Benefits Package

The following questions are to allow the FCS to publicise your information as the **WINNER of the Gerald David OBE Award 2019**. It is expected that the information provided on page 10 may be different to the information needed for the Winner announcement. Indeed, the information may potentially be different from that provided as a participant (above).

Company Name:	Title of the Innovation:
Text for LinkedIn (Inserted photograph as taken at Gala Dinner)	
Text for up to 5 Tweets:	
Contact Details for Incoming Enquiries:	Relevant Website URLs:

Text for Press Announcement that you have Won: (Inserted picture will be as taken at the Gala Dinner).



Judging Criteria and Notes

In assessing the scores of the entries, the judges will be greatly assisted by entries having regard to the following

Clarity of Entry

It is vital that innovation is described well. A judging process undertaken on the basis of an incorrect understanding of an innovation is most undesirable.

Extent to which the Entry Meets the Award Objectives

Evaluate how closely the innovation meets the objectives of the award.

Entrants are advised that while the Process by which the innovation was realised is considered important, it is not given as much weight as either its Value or the Innovative Step.

SCORING

Scores will be awarded **for each of the questions** as follows:

Value	- Scores range from 0 to 9
Innovative Step	- Scores range from 0 to 9
Process	- Scores range from 0 to 6

The total score achieved by each submission will be compared to determine a winner.

In the event of a tie in the basic scores, the judges will re-examine the tied submissions and identify the winner.

The participants will not be made aware that a second round of judging was required.

Logistics

The Business Radio Gala Dinner is the highlight of the industry's year. Demand is sure to be high so do contact the FCS team as soon as possible to book your place - seats are limited.

If you require accommodation, there is a hotel on site. Please make your bookings direct with the hotel. Upon receipt of your application you will be given code to quote when contacting Chateau Impney.

Contact details for Chateau Impney:



Chateau Impney

Droitwich Spa
Worcestershire
WR9 0BN
Tel: 01905 774411

<http://www.chateau-impney.com>

The Chateau is five-minutes drive from Junction 5 of the M5.

Nearest train station: Droitwich Spa. Nearest airport: Birmingham International. There is ample free car parking on site.

Other Hotels Nearby

Travelodge, Droitwich A38, Rashwood Hill, Droitwich, Worcs, WR9 0BJ (SATNAV use WR9 0BS)

Tel: 08719 846074

Holiday Inn Express, Droitwich M5, Jct 5, Worcester Road, Wychbold, Worcs, Droitwich, WR9 7PA

Tel: 0800 0285880

St Andrews Town Hotel St Andrews Drive, Droitwich, Worcs WR9 8BS

Tel: 01905 779677

Castle Hotel 73 Worcester Road, Droitwich, Worcs, WR9 8AQ

Tel: 01905 770128

Premier Inn, Bromsgrove South Upton Warren, Bromsgrove, B61 7ET

Tel: 0871 5278170

If you have any queries, please contact the team on: 0207 186 5432 or fcs@fcs.org.uk

Gerald David OBE

Gerald David OBE had a long and very successful career in the Business Radio Industry as an entrepreneur in the arena of the supply of aerials and site services through his company Aerial Facilities Ltd.

For many years, Gerald David played a vital role as a key influencer of UK policy and was instrumental in ensuring that UK would be able to take full benefit from the wide range of important services that Business Radio provides us, even today.

Gerald was a very keen driver of new thinking and innovation and it was inevitable he would sponsor the business radio award for innovation, the most prestigious award for the industry there is today.

More Information

Visit our website for more information on [The Gerald David OBE Award](#) and [The FCS Gala Dinner](#).

The FCS Gala Dinner is held at the end of the Business Radio Conference. This is held during the day at the Chateau, before the Gala Dinner. You may wish to also attend the conference. For more information on the conference, visit the FCS website on [FCS Business Radio 19](#).