

# THE GERALD DAVID OBE AWARD FOR INNOVATION IN BUSINESS RADIO

**Your Invitation to Participate in the 2015 Award**

**Professional Radio Communications (Business Radio)**

1<sup>st</sup> September 2015

Contact for Responses:

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## Foreword – The Importance of the Gerald David OBE Award

The United Kingdom relies heavily on Business Radio services to deliver essential services of general interest to everyone, including the correct functioning of Critical National Infrastructure. It is safe to say that without Business Radio, the UK would have difficulty putting food in the shops, keeping warm or staying safe. In short, BR has a significant input into many vital services and plays a major role in keeping our society going.

Business Radio is often wrongly characterised as old-fashioned and unchanging. Nothing could be further from the truth. BR is actually ahead of the curve in many ways. **The Internet of Things** which, in business radio terms is widely deployed as telemetry has been in place and operating successfully for decades. **White Space Shared Spectrum**, is only a form of what is for us every-day shared spectrum management and **very high grade radio communications** that other services are still struggling (and mostly failing) to achieve, is simply “what we do”. But the industry is not complacent. New and exciting innovations are constantly being introduced. The integration of the IP world into Business Radio offers the potential for all manner of new and exciting solutions for our customers.

The industry is moving along a path that will revolutionise the whole sector. Even for those who have no plans to change from their existing operations, the impact overall in terms of additional facilities will be beneficial. The level of innovation within the industry is extremely high. This is fortunate as without that innovation to solve difficult technical problems, the industry could become a victim of its own success. As the business grows and develops, so the problems we encounter and will encounter in the future will grow too.

It was for that reason that Gerald David OBE instigated the Award. He correctly foresaw that very high levels of innovation would be essential to keep the industry surging forward. The FCS is proud to maintain his legacy and keep this very important award growing from strength to strength.

The purpose of this FCS award therefore, is to foster excellence, to recognise and reward innovation and achievement as well as to encourage the communications and adoption of best practice within the communications industry. Through this award we:

- a. Encourage a greater focus on innovation
- b. Reward work on innovative solutions
- c. Strengthen the environment for the industry to grow and thrive into the future

The Gerald David OBE Innovation in Business Radio Award is open to all **FCS members** delivering Business Radio products, software applications and services either directly or by association within the communication services industry: be they manufacturers, suppliers or retailers.

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

**The Award will be Presented at the FCS Business Radio Gala Dinner**

**on 19th November 2015**

**at Chateau Impney, Droitwich**

## **The Benefits of the 2015 Award**

The Award means much more than just kudos. It includes a package of tangible benefits to all the participants but even more to the winner. As follows:

### **The Participant Benefits Package**

- a. The Company Name on the FCS website in a prominent position.
- b. A one-line title of the invention, which will be the main listed item on the front page.
- c. A 50-word description of the products and services provided by the company
- d. References from satisfied customers you wish to provide
- e. Contact details of whom to contact for more information about business opportunities and a hyperlink to the desired location.
- f. Recognition that the company innovates.
- g. Recognition for individuals for that innovation if desired.

### **The Winner Benefits Package**


This is a much-extended package of benefits compared to previous years.

The winner benefit package comprises:

- a. An announcement of their success in the Trade Press and short article/advertorial
- b. Website presence with details as above for business leads
- c. Brand enhancement through Winner certificate and Award Winner acknowledgement
- d. Contact service for incoming leads.
- e. Follow-up press article “what happened” 6 months after the Award
- f. Short speech opportunity at the next Gala Dinner.
- g. A position on the FCS Business Radio Council

## The Process and Timescales

### Process Summary & Timescales

Date	Item
2 <sup>nd</sup> Sept	Award formally opens Issue of Invitation
30 <sup>th</sup> Oct	Deadline for Receipt of Entries
6 <sup>th</sup> Nov	Judging of Entries Completed
19 <sup>th</sup> Nov	Presentation to the winner at the Business Radio Gala Dinner  Chateau Impney, 19th Nov 2015

### Details on Process

#### This invitation

This invitation contains all you need in order to submit your entry. It provides a complete package of information on the Award, the benefits, deadlines, the 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. The document is thus a one-stop shop for everything. **Please be aware that this award is open to FCS members only.**

**This document is also your application entry form.** All you have to do is fill in the places in the document where responses are invited and send it back to [tcull@fcs.org.uk](mailto:tcull@fcs.org.uk) with the necessary accompanying information.

Because the award assumed an electronic submission, the invitation is provided by email.

## Entries

Applicants are invited to complete the boxes in this document and send the whole document back to [tcull@fcs.org.uk](mailto:tcull@fcs.org.uk)

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 the original form would be far easier 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 scoring and may even (in extreme cases), invalidate the application in its entirety. Thus applicants are strongly advised to respond to every section.

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 **BEFORE** the expiry of the deadline.

### Typical Problems in Applications from Previous Years:

The applicant has not answered the question	Even though a lot of work has been devoted to the response, the response does not address what the judges are looking for.
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.
The innovative step is not clear	The application does not appear to be innovative and so loses marks.
No obvious benefit	The innovation appears to lack a real 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 FCS is keen to avoid these problems in future.

Questions about the application should be sent to: **T. Cull**  
[tcull@fcs.org.uk](mailto:tcull@fcs.org.uk)  
M: +447711490702

## **Your Application**

All questions are mandatory. If you don't answer all the questions, it may invalidate your entry and will certainly place you at a disadvantage in the marking.

The application is structured in two main sections.

First, there are questions about your company, the contact details of the person to who questions about this application should be referred and the team who were responsible for the innovation. This information will support the benefits package for the participant.

Second, the actual questions about the innovation itself. Note that in addition to an examination of the innovation, the judges will be looking at additional criteria. These are listed later in this document.

# GOOD LUCK!

### 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 Products and Services Offered
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Customer Business References

About the Team Involved with this Innovation and Application



## About The Innovation You are Submitting for the Award

**1. Product Title and Introduction** (<100 words)

**2. Innovation:** <200 words. The design of the applicant's product must demonstrate the innovative step(s). This may include a design that builds on a significant improvement to an existing market product.

**3. Commercial Application(s):** The applicant must show the commercial application(s) of product. This should include details of the range of typical users, its efficiency and cost benefits, and its unique selling point(s).

**4. Quality Commitment:** The primary system of the design and manufacturing controls must be explained. In the case of a non-tangible product such as a software application, the design and update controls need specifying.

**5. Market Penetration:** The level of acceptability of the innovation to the available market must be described. This should include steps taken to further enhance the market acceptance of the product.

**6. Spectrum Efficiency: (where applicable).** Where a product generates an RF power level, the applicant must indicate the parameters that make it more efficient or less invasive in the use of the radio spectrum than existing products.

**7. Case Studies:** The application should include 2 documented case studies which include the results of customer interest. (Case studies may involve separate sheets. Please supply these as accompanying documents referenced to this application).

**8. Testimonials:** In cases where the innovation has already commenced delivery to customers, the application must be supported with 2 testimonials reporting customer evaluation of the product. Beta testing etc. is acceptable.

## **Judging Criteria**

Applications will be assessed according to the following criteria. In the interests of fairness, these criteria will be rigidly applied.

These criteria are also applied to the supporting material provided in association with the questions.

### **Clarity of Entry**

Evaluate how well the innovation and the resulting product, service or business model is described.

### **Extent to which the Entry Meets the Award Objectives**

Evaluate how closely the product or service meets the objectives of the award in question.

This may include, as applicable:

- How innovative the product or service is (i.e. is based on new technology, re-uses existing technology to provide new capabilities for customers, combines technologies or services in a new way etc.)
- How the product or service incorporates industry best practice to deliver quality to the customer
- How the product or service reduces environmental impact

### **Commitment to Quality**

Evaluate to what extent the product or service demonstrates a commitment to quality.

This may include:

- Design of the product or service (including environmental design)
- Monitoring of the provision of the service
- Arrangements for ongoing improvement of the product or service
- Provision of guarantees
- Customer satisfaction measurement

### **Impact in the Market**

Evaluate the impact that the product or service has had in its sector:

- Provides an improved ability to meet customer needs
- Opens up new customer areas
- Level of adoption (or sales projections)

### **Relevance and Quality of Case Study**

Evaluate the extent to which the case study submitted demonstrates that the product or service meets the award criteria.

### **Relevance and Quality of Testimonials**

Evaluate the extent to which the customer testimonials provide evidence that the product or service meets the award criteria.



## **SCORING GUIDELINES**

Scores should be awarded for each of the questions as follows:

- 5 Outstanding - meets or exceeds all the criteria for this question
- 4 Very Good - meets the majority of the criteria
- 3 Good - meets the most important criteria
- 2 Average - meets or approaches a small number of the criteria
- 1 Poor - fails to meet the key criteria
  
- 0 Blank entry.

## 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. Upon receipt of your application you will be given a preferential discount code to quote when contacting Chateau Impney directly to make your booking.

Contact details for Chateau Impney:



### **Chateau Impney**

Droitwich Spa  
Worcestershire  
WR9 0BN  
Tel: 01905 774411

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

Chateau Impney is a unique, Grade 1 listed building located in Droitwich Spa, Worcestershire – just half an hour from Birmingham, and five minutes from Junction 5 of the M5.

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

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

Visit our website for more information on [Business Radio 15](#) and the [Gala Dinner](#).

