FIRST TIME buyer
READERS' AWARDS 2023

ENTRY PACK

Friday 1 September

FTBAWARDS.COM

WELCOME

THE ANNUAL FIRST TIME BUYER READERS' AWARDS CELEBRATING ACHIEVEMENT AND EXCELLENCE

First Time Buyer are excited to announce the launch of our FTB Readers' Awards 2023, which are truly the highlight of the year in the property world.

It is the perfect opportunity to showcase your excellence in building homes and producing top quality housing, which is helping first time buyers get a foot on the property ladder.

Anyone with a background in first time buyer housing is invited to enter any number of categories.

Early bird discount – we know how busy you all are, but we have an incentive if you enter early. Each entry made before 22 February 2023 will be reduced to £295 + VAT instead of £395 + VAT.

A panel of expert judges will shortlist the nominations ready for the readers' to vote. The shortlist will be published in First Time Buyer and online where people can vote.

The results will be announced at the Awards lunch held on 1 September 2023 at the Marriott London Grosvenor Square

Good luck and a big thank you for all your support.

Lynda Clark
Editor, First Time Buyer magazine

JUDGING PROCESS

FIRST TIME BUYER MAGAZINE'S PANEL OF EXPERT JUDGES:

Stephen Harker | *Managing Partner, Dawson Cornwell*
Mark Bastin | *Director, Mark Bastin Associates*
Marcus Wilshere | *Director, The Collaborative City*
Ann Finan | *Head of Digital and Display, MailMetroMedia*
Lisa Westerman | *Director, Lisa Westerman Consultancy (LWC)*
Chris Jones | *Managing Director, Space and Time*
Tony Harker | *Housing Consultant*
Emma Maddick | *Property Marketing Consultant, EM360*

ENTRY COST:
£395 + VAT (PER ENTRY)
EARLY BIRD DISCOUNT
£295 + VAT (PER ENTRY)
SUBMIT BY
22 FEBRUARY 2023

The judges will shortlist the entries for each category then the shortlisted nominees will be showcased in *First Time Buyer* magazine in the June/July and August/ September editions and on the **ftbawards.com** website.

All voting will take place online. An overview of all shortlisted nominations will be available to view online from Monday 15 May 2023 and readers can vote using the online system. These votes will then be used to find the top submissions in each category giving us our winners.

No employees or agencies of participating organisations are allowed to vote. Random checks of IP addresses will be carried out to ensure that the voting system is not abused.

June/July 2023 on sale Friday 26 May.
Aug/Sept 2023 on sale Friday 21 July.

KEY DATES AND TIMELINE

CLOSING DATE FOR ENTRIES:
Early bird discount: Wednesday 22 February 2023 (5pm)
Final Closing Date: Wednesday 5 April 2023 (5pm)
The deadline cannot be extended beyond this date due to holidays and judges commitments

JUDGING DAY: Wednesday 3 May 2023

READERS' VOTING LAUNCH: June/July edition of *First Time Buyer* magazine

LIVE ON WEBSITE FOR VOTING: Monday 15 May 2023

VOTING CLOSES: Friday 28 July 2023 (Midnight)

FTB AWARDS LUNCH: 1 September 2023

AWARD CATEGORIES

IF YOU HAVE ANY QUESTIONS REGARDING HOW TO ENTER CONTACT:
Katie Wright, katie@firsttimebuyermag.co.uk

PRIVATE DEVELOPER OF THE YEAR

This award will focus not only on the design and quality of the properties built, but also on all aspects of the developer's performance.

Judges will also be looking at:
★ Site safety
★ Sales staff and quality of information provided to prospective customers
★ Standard of after sales service
★ Overall customer care

AFFORDABLE HOUSING PROVIDER OF THE YEAR

This award will go to an organisation that has shown innovation in the way they design, build and market their properties as well as offering a variety of services which can help first time buyers on to the property ladder.

Judges will also be looking at:
★ The innovation in the way they design, build and market properties
★ What services they offer FTBs
★ After sales service
★ Customer care

BEST SMALL DEVELOPMENT

This award will be looking for small developments that have used the best design and quality to create desirable, affordable and inspiring environments in which people wish to set up their first home. This award is for schemes of fewer than 30 homes.

Judges will also be looking at:
★ How the scheme fits into the local environment
★ How the scheme design stands out and appeals to a target market
★ What contribution to improvements has it made in the wider community

AWARD CATEGORIES

BEST MEDIUM DEVELOPMENT

This award is for developments of 31-80 homes that have used the best design and quality to create an affordable, desirable and inspirational environment and that has provided additional facilities to benefit the local community and surrounding neighbourhoods. These homes are on large developments in a mixed-tenure environment or stand-alone developments.

Judges will also be looking at:

★ How the scheme fits into the local environment
★ How the scheme design stands out and appeals to a target market
★ What contribution to improvements has it made in the wider community

BEST LARGE DEVELOPMENT

This award is for developments of 81 or more homes that have used the best design and quality to create an affordable, desirable and inspirational environment and that has provided additional facilities to benefit the local community and surrounding neighbourhoods. These homes are on large developments in a mixed-tenure environment or stand-alone developments.

Judges will also be looking at:

★ How the scheme fits into the local environment
★ How the scheme design stands out and appeals to a target market
★ What contribution to improvements has it made in the wider community

BEST FIRST TIME BUYER FAMILY HOME

This award is for a family starter home which is affordable for a first time buyer. It should offer a comfortable environment, at a realistic price which is ideal for family living.

Judges will also be looking at:

★ Quality and design
★ Affordability
★ Site layout and general landscaping

AWARD CATEGORIES

BEST FIRST TIME BUYER APARTMENT

This award is for an apartment suitable for a first time buyer which is affordable and also offers excellent design flair both inside and out.

Judges will also be looking at:
★ Both internal layout and site layout
★ Landscaping of communal areas
★ Affordability

BEST LAW FIRM FOR CONVEYANCING

This award celebrates law firms with outstanding conveyancing packages for first time buyers.

Judges will also be looking at:
★ What services they offer to FTBs

BEST PARTNERSHIP

This award category celebrates a collaboration of two or more companies who have worked together to deliver both quality and affordable homes for first time buyers. This award recognises a relationship between a housing association or private developer, with another, to deliver a scheme of affordable homes for first time buyers. It will highlight best practice of partnership working within the housing sector and champions the ethos of working together to deliver more.

Judges will be looking at:
★ Shared values and combining strategy
★ How partnership working has delivered more for first time buyers
★ Quality and affordability
★ Lessons learned by working together – and understanding any challenges

AWARD CATEGORIES

BEST USE OF ONLINE TOOLS

This exciting new award category celebrates the integration of technology within the housing market. This award looks at how a scheme or development has engaged with customers using technology to make access of information easier for first time buyers. This includes the use of online viewing tools, video footage, as well as websites, digital marketing and digital brochures.

FOR THIS CATEGORY ONLY YOU MAY SUPPLY UP TO TWO LINKS TO ONLINE INTERACTIVE TOOLS.

Judges will be looking at:

★ Ease of use of online tools
★ Interactivity of the tools
★ How tools make purchasing easier for first time buyers

BEST SHOW HOME

This award goes to the company with the best show home allowing the buyer to see the property to its maximum potential, giving them a realistic insight into their new home.

Judges will also be looking at:

★ The show home should be furnished using FTB products
★ Evidence showing that the home has been furnished within a typical FTB budget supported with an interior image and floor plan

BEST PROVIDER TO THE FTB MARKET

This award goes to a service, company or agency that supports the first time buyer industry. This could be a product or service that helps to support and promote the message of homeownership.

Judges will be looking for:

★ Long standing commitment to the first time buyer industry
★ Demonstrates innovation which lends itself to support first time buyers
★ Exciting and industry leading campaigns
★ Thinking outside the box mentality

AWARD CATEGORIES

BEST NEW DEVELOPMENT IN THE SOUTH

This award is for the best development of any size in the South of England (for the purposes of this category – below Birmingham). A highly competitive market place where the construction of new homes is increasing, this award recognises an exceptional range of new homes that stands out from the crowd whilst remaining accessible to first time buyers.

Judges will be looking at:

★ Overall design and layout of new homes
★ Availability of new homes to the first time buyer market (relevant schemes, affordability etc.)
★ The developments relationship with the existing community and neighbourhoods
★ Transport links, ease of access and commutability

BEST NEW DEVELOPMENT IN THE NORTH

This award is for the best development of any size in the North of England (for the purposes of this category – Birmingham and above). An area of the country where housebuilding is increasing and offers a highly competitive market place, this award recognises an exceptional range of new homes that stands out from the crowd whilst remaining accessible to first time buyers.

Judges will be looking at:

★ Overall design and layout of new homes
★ Availability of new homes to the first time buyer market (relevant schemes, affordability etc.)
★ The developments relationship with the existing community and neighbourhoods
★ Transport links, ease of access and commutability

BEST OFF-PLAN DEVELOPMENT

This award will be looking to recognise a development that has not yet been built/ completed but offers great potential to first time buyers.

Judges will be looking for:

★ How the development is designed to cater to the needs of first time buyers
★ How the scheme stands out and appeals to its target market
★ Any future-proofing and innovations designed to cater to the needs of future homeowners
★ Exceptional levels of customer care to help first time buyers through the off-plan buying process

HOW TO ENTER

ALL ENTRIES MUST BE SUBMITTED ONLINE AT FTBAWARDS.COM BY WEDNESDAY 5 APRIL 2023 (5PM)

SUBMISSION CRITERIA

ALL SUBMISSIONS TO BE ENTERED ONLINE IN A PORTRAIT A4 WORD DOCUMENT OR PDF

General submission criteria applicable to ALL categories

★ Minimum 200 words and maximum 700 word description of your entry for the judges
★ 150 word description of your entry for use in the magazine, online and awards programme
★ Development must have started on the project by date of entry submission and CGI images must show adequate evidence of the finished development. (Applies to Best Small Development, Best Medium Development, Best Large Development, Best First Time Buyer Family Home, Best First Time Buyer Apartment, Best New Development in the South and Best New Development in the North, Best Show Home, Best Off-Plan Development, Best Partnership)
★ Maximum of four high resolution images to support your entry
★ One image must be highlighted for use in the magazine and online

PAYMENTS

Payments can be made either by cheque or BACS
(pro forma invoices can be raised where necessary).
Cheques should be made payable to;
Ultimate Guide Company, 27 Harewood Avenue,
London NW1 6LE

An invoice will be raised on submission of entries. All payments must be made by Wednesday 5 April 2023.

TICKET COSTS

Housing Associations: Table of 10 = £3000 | Single Ticket = £360
All other organisations: Table of 10 = £3850 | Single Ticket = £460
(Prices exclude VAT)

TO BOOK, CONTACT
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or email lynda@firsttimebuyermag.co.uk