

# FIRST TIME <sup>red house icon</sup> *buyer*

## READERS' AWARDS 2020

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★ ENTRY PACK ★

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*Friday 24 April*  
*[ftbawards.com](https://ftbawards.com)*





## 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 2020**, 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 ladder.

This year we have introduced three new exciting categories – **Best Partnership**, **Best Age-Exclusive Housing** and finally, **Best Use of a Government Scheme**.

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 **16 December 2019** will be reduced to **£295 + VAT** instead of £350 + VAT.

Our Award ceremony will be hosted jointly by TV and radio presenter, **Nicki Chapman**, host of *Escape to the Country* and TV presenter, **Jonnie Irwin**, host of *A Place in the Sun*. We hope you will all attend and enjoy the fabulous venue, **London Marriott Hotel, Grosvenor Square**.

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 on **24 April 2020**.

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  
**Chris Browne** | Director of Property, Address Intelligence  
**Marcus Wilshere** | London Masterplanning Lead, IBI Group  
**Marilyn DiCara** | Independent Housing Consultant  
**Lisa Westerman** | Director, Lisa Westerman Consultancy (LWC)  
**Chris Jones** | Managing Partner, Space and Time  
**Tony Harker** | Housing Consultant

The judges will shortlist the entries for each category then the shortlisted nominees will be showcased in *First Time Buyer* magazine in the February/March and April/May editions and on the [ftbawards.com](http://ftbawards.com) website.

All voting will take place online. An overview of all shortlisted nominations will be available to view online from Monday 3 February 2020 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.

February/March 2020 on sale Friday 31 January.  
April/May 2020 on sale Friday 27 March.

ENTRY COST:  
**£350 + VAT** (PER ENTRY)  
**EARLY BIRD DISCOUNT**  
**£295 + VAT** (PER ENTRY)  
IF SUBMITTED  
BY 16 DECEMBER



## ★ KEY DATES AND DEADLINES ★

Please notify us which categories you will be entering as soon as possible

### CLOSING DATE FOR ENTRIES:

Early bird discount:

Monday 16 December 2019 (5pm)

Final Closing Date:

Thursday 9 January 2020 (5pm)

The deadline cannot be extended beyond this date due to holidays and judges commitments

### JUDGING DAY

Tuesday 14 January 2020

### READERS' VOTING LAUNCH

February/March edition of *First Time Buyer* magazine

### LIVE ON WEBSITE

Monday 3 February 2020

### VOTING CLOSES

Friday 3 April 2020 (Midnight)

### FTB AWARDS LUNCH

Friday 24 April 2020



# AWARD CATEGORIES



## 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

## BEST LARGE DEVELOPMENT

This award is for developments of more than 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 design stands out and appeals to the target market
- ★ How the scheme benefits the local 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

## 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.

The 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

# AWARD CATEGORIES



## BEST PARTNERSHIP

This exciting new 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. 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



## BEST URBAN REGENERATION PROJECT

This award is for the best development within a neighbourhood regeneration scheme that can demonstrate the benefit it has brought to the area.

Judges will also be looking at:

- ★ How the scheme design helped improve the area where the scheme is based
- ★ The development's relationship with existing surroundings and neighbourhoods
- ★ Attention to safety, security and accessibility
- ★ Local workforce initiatives

## MOST INNOVATIVE MARKETING CAMPAIGN

This award will be given to the most innovative marketing campaign that has been carried out using all forms of media. Enabling first time buyers to find affordable housing and have the most up-to-date and relevant information about government schemes and mortgage deals.

Judges will also be looking at:

- ★ How the campaign has been carried out through all forms of media
- ★ Use of social media which must demonstrate innovation in the way each platform has been used specifically to help first time buyers

## BEST AGE-EXCLUSIVE HOUSING

Many older buyers are increasingly looking to move into their first age-exclusive home. This new category recognises the need for quality homes and environments for older buyers who are 55 plus.

Judges will be looking at:

- ★ How quality homes cater for older buyers evolving needs
- ★ Varying levels of exceptional care offered to support individual needs
- ★ Excellent understanding of the need of the age exclusive market



## 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

## BEST SUPPLIER 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 FOR FTBS

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

## BEST USE OF A GOVERNMENT SCHEME

Homebuying schemes are extremely valuable to first time buyers.

This new award category recognises how a scheme such as Shared Ownership or Help to Buy has been maximised, helping first time buyers take their first step on the housing ladder.

Judges will be looking at:

- ★ Promotion and proactive approach to the use of the schemes
- ★ How these schemes have really made a difference to buyers who need help
- ★ Ways in which companies have gone above and beyond in the best interest of FTB's

## JUDGES SPECIAL AWARD FOR OUTSTANDING CONTRIBUTION TO THE FIRST TIME BUYER MARKET **(FREE TO ENTER)**

This award will recognise the outstanding contribution made by one individual to the first time buyer market. This award will celebrate the work of an individual who through their innovative approach to the market has helped first time buyers overcome the usual challenges faced in this sector. This award will be judged by the judges only.

The winner of the Judges Special Award will:

- ★ Demonstrate an exceptional commitment to supporting first time buyers
- ★ Show a significant number of achievements over a period of years
- ★ Show how they have contributed to improved outcomes for first time buyers



# HOW TO ENTER



All entries must be submitted online at **ftbawards.com** by **Thursday 9 January 2020 (5pm)**

## ★ SUBMISSION CRITERIA ★

*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 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 Urban Regeneration Project, Best Show Home, Best Off-Plan Development, Best Age-Exclusive Housing, Best Partnership and Best Use of a Government Scheme)
- ★ Maximum of three 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,**  
**37 Ivor Place,**  
**London NW1 6EA**

An invoice will be raised on submission of entries.  
All payments must be made by  
**Thursday 23 January 2019**

## ★ TICKET COSTS ★

**Housing Associations**

Table of 10 = £2000 | Single Ticket = £240

**All other organisations**

Table of 10 = £2950 | Single Ticket = £360

(Prices exclude VAT)

*\*Tables of 12 please add 20%\**

**TO BOOK, CONTACT**

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