

Prize FAQs



The William Sutton Prize for Placemaking and Affordable Housing Design

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1. GENERAL INFORMATION

What is The William Sutton Prize for Placemaking and Affordable Housing Design?

Clarion Housing Group would not exist today without William Sutton. His legacy is found not just in some of our buildings, but in the **spirit of innovation** we continue to embrace across our work. In honour of this Clarion is running The William Sutton Prize for Placemaking and Affordable Housing Design for organisations and individuals who have a **ground breaking design** idea that will **improve the quality of life** and **support the wellbeing of residents and communities** in England.

The Prize is to enable the winning entrant to further develop their concept or maximise its effectiveness.

What types of projects will be considered?

You can enter as an individual or an established organisation to present **a fresh concept or be looking to improve an existing development or space**. The key is being able to demonstrate how your ground breaking design idea stands to benefit residents and communities. Checkout our winners and finalists from last year's award on our website for inspiration. **No idea is too big, or too small**. For example you could have an affordable housing design that responds and adapts to the changing needs of residents, a design for a new shared community hub, green space, learning or play space, a design for a group of residents with a particular need, designs that will improve safety and access for communities, or designs that directly improve community cohesion and wellbeing.

At what stage does my design have to be?

Your **design can be presented at any point in its development**, from early stage conceptual design for a new building, through to an existing development with scope for improvement or growth.

When is the deadline for applications?

Applications will be open from Tuesday 28th July 2020 and will close at **12 noon Wednesday 30th September 2020**. We encourage you to submit your application in advance of the final deadline date. Late entries will not be accepted.

How do I apply for the prize?

All applications must be submitted via our **online application system Flexi-Grant**. You will be required to register on Flexi-Grant and activate your account in order to access the online application form. <https://clarionfutures.flexigrant.com>

Before completing the form all entrants are encouraged to read through the full Eligibility Criteria, FAQ Guidance and Assessment Framework. Online applications must be submitted by no later than **12 noon Wednesday 30th September 2020** in order to be considered for the Prize. Late entries will not be accepted.

2. ELIGIBILITY

Who can apply?

Applications are open to **organisations registered to work in England** and **individuals aged over 18** and resident in the UK. Entrants do not need to currently work in the construction or design sector.

What types of organisations can apply?

Applications can be accepted from both **not-for-profit and commercial organisations**. These may be registered charities, community interest companies, social enterprises, community groups or registered companies, amongst others. Organisations must be **registered to work in England** and must be able to specify how their design idea will make a positive social contribution to communities in England.

I'm an individual can I still apply?

Yes, individuals resident in the UK and aged over the age of 18 years old are eligible to apply. We are looking to identify good ideas and individuals who show entrepreneurial thinking and can demonstrate how their good idea will make a positive impact on people's lives can indeed apply. For a winning entry from an individual Clarion will be on hand to support the development of the idea, help make the necessary connections and support access to expertise to facilitate taking the idea to the next stage. It is important to note that **prize money cannot be paid into a personal bank account**. As such, and as part of the application process we will ask individuals to confirm they agree to at least one of the following requirements (i) to **work with a partner organisation to receive payment** and/or support delivery of your chosen idea; (ii) be **prepared to register as a constituted organisation** to receive any prize money for the development of the winning idea.

3. FUNDING

Is there a limit for the estimated project costs?

The maximum **winning prize available is £20,000** we are looking for design ideas that will use up to the maximum available amount in order to further develop or enhance their concept.

What can the prize money be used for?

The prize money is intended to **support the undertaking of next steps to progress your design** idea. For example, this could include engaging with a partner to refine or continue to work-up your design, project management costs associated with taking the design forward, costs associated with piloting your design or costs for consulting with the communities your design intends to benefit. Please read the eligible costs section in the Eligibility Criteria document for further information.

How will the prize be paid to me?

The prize will be paid direct to the Recipient's business bank account in two tranches of 50% of the total amount awarded. Please read through our prize Terms and Conditions for more information.

4. APPLICATION FORM

Do I have to submit a budget?

We will not require a detailed budget or business plan, however the Judges will **need to understand the estimated costs** to demonstrate how the Prize money would be used to support the development or enhancement of your design idea. **Entries will be judged on the quality and potential of the idea, not a detailed business plan.** If available, a brief estimated headline breakdown of anticipated costs can be submitted, however a narrative of how the prize money would be utilised to take the next steps for your idea is sufficient.

I am having trouble with my application, where can I find help?

Please ensure you have read through the supporting documentation including the Assessment and Eligibility Criteria. If you have further queries and are unable to find the answer you need in the prize FAQs, please email williamsuttonprize@clarionhg.com and we will get back to you as soon as possible.

How will you use my information?

So that we can process your application and keep you informed about the judging process, results and subsequent awards event we require clear consent from you to process the data you have supplied to us. This **data will be collected, retained and securely processed strictly for the purposes of administering the William Sutton Prize.** Data which has been gathered through this application is required for the organisation and administration and of the William Sutton Prize and will be retained by Clarion Housing Group in line the appropriate data retention policies. Your contact details are required so we may correspond with applicants regarding the status of their submission and the associated awards event. We will also require clear consent to contact you with regards to future William Sutton Prize application rounds, associated awards events and future funding opportunities. After giving consent for your data to be processed in this way, you may at any time withdraw your consent or request any clarification on how you data has been processed by contacting williamsuttonprize@clarionhg.com

5. ASSESSMENT

Who decides the shortlist and prize winner?

The William Sutton Prize Panel oversees the shortlisting and final judging of applications. We are delighted to have secured the hugely valuable experience and expertise of our pool of panel members:

- **Clare Miller** Group Chief Executive, Clarion Housing Group
- **Michelle Reynolds** Chief Operating Officer, Clarion Housing Group
- **Richard Cook** Group Director of Development, Clarion Housing Group
- **Greg Reed** (Chair) Clarion Housing Group Board
- **Peter Fortune** Deputy Leader of the London Borough of Bromley
- **Peter Holbrook** CEO, Social Enterprise UK | <https://www.socialenterprise.org.uk/>
- **Biljana Savic** Director of the Academy of Urbanism | <https://www.academyofurbanism.org.uk/>

How will the Panel select the winning entry?

Each application will undergo review against a standard assessment framework looking at how well your application aligns with the objective of the prize under three main areas: (i) Design Concept; (ii) Impact; (iii) Practicality and Presentation - please read the Assessment Criteria document for further information.

What is the timeframe for decisions?

Applications will need to be submitted by **12 noon Wednesday 30th September 2020** in order to be progressed to the next stage. An initial review and eligibility check will then take place to ensure only those applications that align with the prize criteria are submitted for formal assessment by the Judging Panel. The Judging Panel will then review the applications in October and November with the view to selecting the shortlisted applicants. Due to the Christmas break, shortlisted applicants will be invited to meet with our Judges January 2021 to discuss their ideas further (notifications will be sent end of November/early December to allow time to prepare). All shortlisted applicants will then be invited to the William Sutton Prize Evening scheduled for **early March 2021 where the winner will be announced.**

How many prizes are awarded?

2020 will see the third round of The William Sutton Prize and the Judges are committed to funding the most innovative and impactful application received. Where additional funds are available the Judges will have the discretion to consider more than one award.

My application was shortlisted, what's the next step?

Shortlisted applicants will be invited to a Judges' Panel Day in January 2021 for a discussion and short presentation about their chosen idea. Full details with regards to next steps will be sent directly to shortlisted applicants with the relevant requirements and timeframes for this stage.

My application was unsuccessful, what's the next step?

Due to limited funding the Panel is not able to support every eligible application received. Unsuccessful applicants will receive emailed notification of the reason their application was not taken forward. All unsuccessful applicants will be eligible, and welcome, to reapply in future rounds.
