

# Assessment Criteria



**CLARION**  
HOUSING GROUP

## The William Sutton Prize for Placemaking and Affordable Housing Design

All applications will be scored using the following assessment framework. It is important to keep this in mind when completing your application.

<b>DESIGN CONCEPT</b>
Does the application clearly outline the relevant elements of the proposed concept?
To what extent has the applicant demonstrated how their proposal will improve the quality of life and support the wellbeing of residents and communities.
<b>POSITIVE SOCIAL IMPACT</b>
Has the scope and nature of the proposed impact been clearly demonstrated?
Has the level of need for the proposed intervention been clearly demonstrated?
Is there a clear plan for engaging communities in the planning of the proposal?
Does the application present potential for sustainable social impact - is it clear how the design concept could be scaled-up or replicated?
<b>PRACTICALITY &amp; PRESENTATION</b>
Is the objective(s) Specific, Measurable, Achievable, Relevant, Time-bound?
Does the application present a viable and considered plan for the delivery of next steps?
Has the long term management of the proposed concept been considered?
Has the applicant clearly demonstrated how the prize money would be used?

**Alongside the above, all applicants are encouraged to read the full Eligibility Criteria and FAQ Guidance before starting their application.**