



CLARION
HOUSING GROUP

The William Sutton Prize for Sustainability & Placemaking

Application Guidance

August 2021

Applications Open	Applications Close	Shortlist Announced	Shortlist Meet the Judges	Winners Announced
09:30 Wednesday 04 August 2021	12:00 (noon) Wednesday 06 October 2021	Early December 2021	Late January 2022	Feb/March 2022

About the Prize

The Sustainability and Placemaking category is seeking applications that present **innovative** concepts and designs for developing:

- ✓ **sustainable and successful communities**
- ✓ promoting **community cohesion** in new settlements
- ✓ promoting biodiversity and **green living**
- ✓ innovative ideas for the future of **successful garden communities**

Further detail on the types of projects and ideas we are seeking can be found in the section below “what ideas will be considered” on page 3.

The prize is to enable the winning entrant to take their idea or design to the next stage in its development. If the idea is an existing concept or design, we want to see how the prize can help maximise its impact for building sustainable communities of the future.

The winning entry will receive £20,000 to support idea development and growth. The winning entry will also have the opportunity to explore piloting the idea with the Clarion Development Team.

Who can apply?

- ✓ The William Sutton Prize for Sustainability and Placemaking is open to **individuals aged over 18** who are resident in the UK and **organisations registered to work in England**.
- ✓ Prize funds cannot be issued to a personal bank account, individual applicants will be required to nominate a partner organisation to host the Prize payment or register as a constituted organisation and set-up a business account.
- ✓ Applicants may only submit one application per prize round/year.
- ✓ Applicants may only submit a single application under one of the prize categories. We cannot accept applications under both categories from the same entrant.
- ✓ Clarion Housing Group employees are not eligible to apply.

Please ensure you read the full eligibility criteria before starting your application.

Please email any questions regarding eligibility to williamsuttonprize@clarionhg.com

What ideas will be considered?

We are looking for **ground breaking** new ideas that make a **positive impact** on developing **sustainable and successful communities**.

No idea is too big, or too small.

Areas of focus include, *but are not restricted to:*

Creating successful communities: ideas promoting community cohesion in new settlements, ideas for the future of successful garden communities including innovation in transport, estates management, deliveries, active travel and community based employment opportunities etc.

Sustainable architecture and construction: carbon-negative building design, developing the use of renewable and recyclable materials, design for minimum waste and lean construction methodologies.

Energy efficiency: concepts that incorporate renewable or alternative energy sources in affordable housing design, smart design solutions for managing energy consumption, concepts and designs for resident led energy reduction measures.

Socially and environmentally sustainable surroundings: ideas focussing on integrating green spaces and the natural environment to promote health, wellbeing and vibrant neighbourhoods. Ideas supporting community-based climate change resilience, ideas for developing sustainable transport and emissions reduction, designs for walking, cycling and the integration of public transport solutions.

Top Tips...

- ✓ Make sure you demonstrate a clear and considered plan for how you will engage local residents in the development and implementation of your idea
- ✓ Think about the long term management and maintenance of your idea
- ✓ Think about how your idea could be scaled-up or replicated
- ✓ Make sure you present a clear overview of how the £20,000 prize money will support taking your idea to the next stage in its development

What costs can the prize cover?

- ✓ Support for project management costs
- ✓ Engagement of third party services for design, delivery, and development
- ✓ Costs associated with piloting a design
- ✓ Costs for further beneficiary consultation or engagement
- ✓ Costs associated with evaluating or measuring the social impact of your idea
- ✓ Any other associated costs considered reasonable or essential by the Panel

What costs can't the prize cover?

- ✗ Costs for activities that have already taken place
- ✗ Costs for activities that stand to only benefit an individual
- ✗ Costs that support activities based outside of England
- ✗ Fees for academic or vocational courses/tuition fees/examinations
- ✗ Personal expenses incurred during activity delivery
- ✗ Any party political activity
- ✗ Any activities where individuals are excluded on religious grounds, ethnicity, gender, sexuality
- ✗ Any other costs considered unreasonable or non-essential by the Panel

How to apply

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 the Guidance notes and FAQs available on our website.

Online applications must be submitted by **12 noon Wednesday 06 October 2021** in order to be considered. Late entries will not be accepted.

Assessment Criteria

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

Innovation & Idea

To what extent has the applicant presented a **new and innovative** concept or design?

To what extent does the idea contribute towards the development of **sustainable and successful communities**?

Does the application clearly outline each of the **relevant elements** of the idea?

Impact

Has the **scope and nature** of the proposed impact been clearly demonstrated?

Are the **outcomes** of the idea clearly presented?

Has the **level of need** for the proposed concept or design been clearly demonstrated?

Is there a clear **plan for engaging communities** in the design and implementation of the idea?

Has the applicant demonstrated how the idea could be **scaled up or replicated** to achieve **on-going impact**?

Has the applicant presented a clear plan for **measuring the success** of the idea?

Practicality & Presentation

Does the application present a **viable and considered plan** for the delivery of next steps?

Has the **long-term management** of the idea been considered?

Has the applicant clearly **demonstrated how the prize money would be used**?

Are there any known or **potential risks** to progressing the idea and has the applicant planned how they will manage this?

Application support

For support completing your online application form, queries regarding the deadline, eligibility criteria or submitting your proposal can be emailed to our Prize Team at williamsuttonprize@clarionhg.com

Further information can be found in our FAQs that can be downloaded from our website.