



ESSEX HOUSING AWARDS 2023

IN PARTNERSHIP WITH

HOUSING ESSEX

A VOICE FOR HOUSING PARTNERSHIPS IN ESSEX



SEHG

SOUTH ESSEX HOUSING GROUP



IN ASSOCIATION WITH



birketts

Next Level Law



POST EVENT REPORT 2023

OVERVIEW

The 2023 Essex Housing Awards (EHA) in association with Birketts recognised the high-quality developments, services and individuals from the public, private and voluntary sectors promoting best practice across the county.

The third annual housing awards, organised in partnership with Essex Developers Group (EDG) and South Essex Housing Group (SEHG), built on the success of the past two programmes in 2019 and 2022.

Launching online on 18 April 2023, the 12 free-to-enter awards categories invited applications from across Essex County. Categories focused on developments of any size, design, partnership projects, climate action, skills, meeting housing need and much more. This included the addition of four new updated / new categories.

With the entry deadline closing Friday 7 July and the judging panel meeting late-July, the shortlist was announced on Tuesday 1 August.

Shortlisted applicants were invited to the Awards Ceremony which took place on Thursday 2 November, and was hosted once again, by News Broadcaster, Mark Easton and held at Greenwoods Hotel & Spa.

More than 170 guests enjoyed the drinks reception sponsored by Rentplus, networking opportunities and the 2-course buffet meal. The high point was the announcement of the award winners and presentation of the trophies.



KEY ACHIEVEMENTS



Grew the social accounts - LinkedIn and Twitter - from 120+ in November 2022, to 375+ across both platforms (November 2023)



Increased the numbers of sponsors and supporters for 2023.



Developed the comms & marketing plan, and the Awards branding to continue to add value to the partners, sponsors, supporters and finalists.



Received a record 55 entries into the awards.



The Awards Ceremony grew, with over 170 guests in attendance on Thursday 2 November.



High levels of customer satisfaction evidenced by testimonials.

NEW FOR 2023

The 2023 programme had a number of exciting new aspects. The aim of these was to improve upon the previous year, and to add value to partners, sponsors, and supporters.



Refresh of categories and criteria, including the introduction of 4 new categories:

- Climate Action - Low / Zero Carbon in New Homes
- Neighbourhood Transformation
- Digital Impact
- The Mo Slade Rising Star Award



Introduced additional comms and marketing to the programme. This included an increased social media presence, additional news articles and mailers, live socials on the night, post-announcement case studies on the winners and more.



Developed the digital programme, and main slide deck on the night to give more detail, and more exposure to the finalists.

SPONSORS & SUPPORTERS 2023

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IN ASSOCIATION WITH

birketts
Next Level Law

SPONSORED BY

ANDERSON

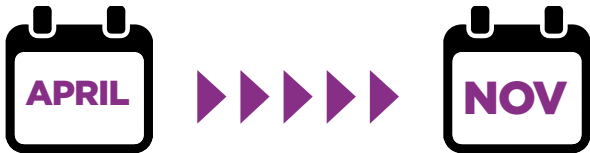


kind



KEY STATISTICS

AWARDS TIMETABLE 8 MONTH AWARDS CAMPAIGN



18 APRIL 2023

**Online
Launch**

7 JULY 2023

Entry Deadline

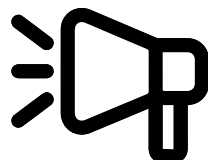


21 JULY 2023

**Judging Panel
Meeting**

1 AUGUST 2023

**Shortlist
Announced**



2 NOVEMBER 2023

**Awards
Ceremony**



55



ENTRANTS

170+

**ATTENDEES AT THE
AWARDS CEREMONY**



14



WINNERS



**HIGHLY
COMMENDED**

ADVERTISING STATISTICS

CAMPAIGN DATES: APRIL – NOVEMBER 2023 CHANNELS: LINKEDIN, MAILCHIMP & TWITTER,

SOCIAL MEDIA: From the stats below, it is clear that LinkedIn once again, out-performed Twitter. We would look to re-discuss the Twitter account in 2024.

To keep momentum ahead of the 2023 Awards programme, we would recommend continuing to post and share relevant news content for the next few months, ahead of the 2023 launch.

Since the launch of the 2023 Essex Housing Awards in April, social media content on LinkedIn and Twitter has generated more than **32,000 organic impressions** and more than **1,250 page engagements** across the campaign timeframe.

The accounts have grown continuously with **380+ followers** across both platforms – as of November 2023. The campaign has seen a lot of engagement on LinkedIn specifically with activity around the Awards Ceremony and announcing the winners.

EMAILS: Regular e-mailers were also sent to a localised, targeted database reaching **180+ businesses** in the Housing Essex address book. Across the campaign we sent **1,800+ emails** with **429 unique opens** and **149 unique clicks** to content.



SOCIAL MEDIA

- 1,250+ page engagements
- 32,000 organic impressions



LINKEDIN

- Followers: 348 (219% increase since 2022)
- Organic impressions: 29,085
- Page engagement: 1,078
- Page reach: 11, 668



TWITTER

- Followers: 33
- Organic Impressions: 3,240
- Engagements: 200
- Retweets: 15



EMAILS

- Platform - Mailchimp
- 10 Mailers sent
- 1,800 emails sent
- Unique opens: 429
- Total opens: 2,145
- Unique clicks: 149
- Total clicks: 615



NEWS ARTICLES

Throughout the campaign, 5 news articles were produced and posted on the Housing Essex website. Links to each post were shared on social media to drive engagement.

For full access to the news articles, please log in to your Housing Essex account, or become a member today:

www.housingessex.org/become-a-member/

Please find the 5 articles listed below:

Essex Housing Awards 2023 - Open for Entries!

Essex Housing Awards 2023 - Entry deadline is less than a week away!

Shortlist Announced for Essex Housing Awards 2023

Meet the sponsors of the Essex Housing Awards 2023

Celebrating this year's Essex Housing Awards 2023 winners

The final news article was picked up and will be published in the January issue of Essex Life Magazine.

WINNERS



SMALL HOUSING SCHEMES (1-24 homes)

WINNER: The Meadows
(Ardale) - Kind & Company



MEDIUM HOUSING SCHEMES (25-100 homes)

WINNER: Abbey Corner
- Peabody



LARGE HOUSING SCHEMES (101+ homes)

WINNER: Beechwood
Village - Pollard Thomas
Edwards



CLIMATE ACTION - DECARBONISATION / RETROFIT

WINNER: Chadwell High
Rise Retrofit Project -
Thurrock Council & Kensa



MEETING HOUSING NEED

WINNER: Essex Housing
Team - Essex Housing



NEIGHBOURHOOD TRANSFORMATION

WINNER: Colchester
Borough Homes



HOUSING & DEVELOPMENT PROFESSIONAL OF THE YEAR

WINNER: Paul Gayler,
Chelmsford City Council



EXCELLENCE IN DESIGN & PLACEMAKING

WINNER: Bluebird
- SKArchitects



DIGITAL IMPACT

WINNER: Estuary
Housing Association's
Digital Platforms



THE MO SLADE RISING STAR AWARD

WINNERS: Charlotte
Wright, Epping Forest
District Council / Luke
Rapley, Basildon Borough
Council / Faye Creasey,
Southend-on-Sea City
Council



CLIMATE ACTION - LOW / ZERO CARBON IN NEW HOMES

WINNER: Net Zero
Carbon New Home -
Essex County Council in
partnership with EPOA



EXCELLENCE IN CONSTRUCTION SKILLS

WINNER: South Essex
Construction Skills
Academy - Southend-On-
Sea City Council

HIGHLY COMMENDED



**SMALL HOUSING
SCHEMES
(1-24 homes)**

WINNER: Bluebird -
HARP



**MEDIUM HOUSING
SCHEMES
(25-100 homes)**

WINNER: Mount Hill
Development - Eastlight
Community Homes



**LARGE HOUSING
SCHEMES
(101+ homes)**

WINNER: Aylett's
Green - Cala Homes



**CLIMATE ACTION
- DECARBONISATION /
RETROFIT**

WINNER: Southend-
on-Sea City Council
Retrofit Action



**MEETING
HOUSING NEED**

WINNER: Bluebird -
HARP



**CLIMATE ACTION
- LOW / ZERO CARBON
IN NEW HOMES**

WINNER: Harewood
Regeneration - Brentwood
Borough Council



**EXCELLENCE IN
CONSTRUCTION SKILLS**

WINNER: Essex Careers
Magazine - Essex County
Council



**EXCELLENCE IN DESIGN
& PLACEMAKING**

WINNER: The
Meadows (Ardale)
- Kind & Company

PARTNERS / SPONSORS'

TESTIMONIALS



It was a very enjoyable and successful evening. I was also particularly impressed by the smooth running of the evening and the live LinkedIn posting through the evening. ”

Steven Kay, Partner & Head of Housebuilder Sector Group, Commercial Property Team, Birketts LLP



Thank you for organising such a great event – it seemed to go very well, so I am sure you are chuffed! ”

Tim Chilvers, Operations Director, Anderson Development



I had a lovely evening, and it was really well organised. ”

Helen McCabe, Chair, South Essex Housing Group



WINNERS' TESTIMONIALS



“

On behalf of the team at Brentwood well done to you for coordinating us and thank you for a fabulous event.”

Paulette McAllister, Programme Director / Strategic Housing Development Programme, Brentwood Borough Council

“

SKARCHITECTS

Thanks very much for organising a really enjoyable evening!”

Danielle Simpson, Architect BSc(Hons) MArch PgDip RIBA, SKArcitects

PRESENTERS'

TESTIMONIALS



“

It was such a great event. Well done to all the White Label team. ”

Mark Easton, Ceremony Host & Home Editor for BBC



“

It was as always, a great event, which bounced along nicely and a good well maintained vibrant atmosphere.

It was a pleasure to present the award. The whole evening is an inspiration when you see so many young people in particular innovating the way they do, and for their organisations to have faith for them to do so. Roll on next year. ”

Ian Butt, Director of Place and Communities, Castle Point Borough Council



“

It was a first-class event. ”

Cllr Lee Scott, Cabinet Member for Planning a Growing Economy



“

I thought the evening went very well, so a big well done from me! ”

Graham Thomas, Head of Planning & Sustainable Development, Essex County Council

