



ESSEX HOUSING AWARDS 2024

IN PARTNERSHIP WITH

HOUSING ESSEX
A VOICE FOR HOUSING PARTNERSHIPS IN ESSEX



EHOG
ESSEX HOUSING OFFICERS GROUP

IN ASSOCIATION WITH

birketts
Next Level Law



POST EVENT REPORT 2024

OVERVIEW

The 2024 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 fourth annual housing awards, organised in partnership with Housing Essex, Essex Developers Group (EDG), South Essex Housing Group (SEHG) and Essex Housing Officers Group (EHOG), built on the success of the past three programmes in 2019, 2022 and 2023.

Launching online on 30 April 2024, 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 three new updated / new categories.

With the entry deadline closing Friday, 5 July and the judging panel meeting late July, the shortlist was announced on Tuesday, 6 August.

Shortlisted applicants were invited to the Awards Ceremony which took place on Thursday, 7 November, and was hosted once again, by News Broadcaster, Mark Easton and held at Greenwoods Hotel & Spa.

More than 160 guests enjoyed the drinks reception, networking opportunities and the 2-course buffet meal. The high point was the announcement of the award winners and the presentation of the trophies.



KEY ACHIEVEMENTS

-  Grew the social accounts - LinkedIn and Twitter - from 375+ in November 2023, nearly doubling to 620+ across both platforms in November 2024.
-  Increased the numbers of sponsors and supporters for 2024.
-  We have continually developed and refined the communications and marketing plan, along with the Awards branding, to align with housing in Essex and deliver ongoing value to partners, sponsors, supporters, and finalists.
-  Received 40 entries into the awards.
-  The Awards Ceremony had over 160 guests in attendance, and took place on Thursday 7 November.
-  High levels of customer satisfaction are evidenced by testimonials.
-  High ratio of private organisations involved in the awards and in attendance on the night, enhancing networking opportunities.

NEW FOR 2024

The 2024 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 3 new categories:
 - Excellence in Biodiversity Conservation and Enhancement
 - Healthy Housing
 - Smart Working
- ↗ Continued to grow the comms and marketing programme. This included a greater social media presence, additional news articles and mailers, live socials on the night, further sponsors quotes and interaction and more.
- ↗ EHOG joined the partnership.
- ↗ New awards platform for ease of entries/ awards judging.
- ↗ New judging panel meeting location/kindly hosted by headline partner Birketts.

SPONSORS & SUPPORTERS 2024

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Countryside Partnerships



kind

spicerhaart
land & new homes

SUPPORTED BY



Rentplus
Your pathway to home ownership

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KEY STATISTICS

AWARDS TIMETABLE 8 MONTH AWARDS CAMPAIGN



30 APRIL 2024
Online Launch

5 JULY 2024

Entry Deadline

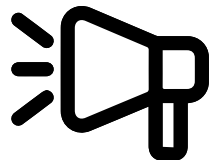


26 JULY 2024

Judging Panel Meeting

6 AUGUST 2024

Shortlist Announced



7 NOVEMBER 2024

Awards Ceremony



160+

ATTENDEES AT THE AWARDS CEREMONY



12



WINNERS



ADVERTISING STATISTICS

CAMPAIGN DATES: APRIL – NOVEMBER 2024

CHANNELS: LINKEDIN, MAILCHIMP, JOURNOLINK, WEBSITE

SOCIAL MEDIA: This year, we took the strategic decision to let go of Twitter (now called X) as a marketing platform. This is because the app is going through a tumultuous time, with many followers exiting the app due to controversies surrounding the founder and also the start of Meta's "Threads" drawing the audience. We were sure to inform our decision to followers and direct them to our LinkedIn channels.

This increased focus helped us gain momentum on LinkedIn. Stats show an increase in combined following from **375+** in November 2023, nearly doubling to **620+** across both platforms by November 2024.

Since the launch of the 2024 Essex Housing Awards in April, social media content on LinkedIn has generated more than **39,341** organic impressions (8,799 more than last year) and **40,265** page impressions (10,635 more than last year) across the same campaign timeframe.

The campaign has seen a lot of engagement on LinkedIn specifically (1,183 post reactions - 207 more than last year) with increased activity around the Awards Ceremony and announcing the winners, including winners posting about their awards and congratulations messages.

EMAILS & PRESS RELEASES: Seven e-mailers were sent through Mailchimp to a localised, targeted database reaching 200 businesses in the Housing Essex address book. We have also released the five news articles (view in the next slide) for the website on JournoLink to a database of over 3000 targeted press contacts (top number).

LINKEDIN

- Followers: 583 (+237)
- Page engagement: 1,314 (+21.9%)
- Page reach: 19,194 (+64.5%)
- Post engagement rate: 11.69% (+19.5%)
- Post clicks: 4,731 (+69.6%)



JOURNALINK

- Contacts emailed: 2,509
- Opens: 309
- Unique views on the website: 27

EMAILS

- Platform - Mailchimp
- 7 Mailers sent
- Successful deliveries: 183
- Unique opens: 59
- Total opens: 280
- Unique clicks: 27
- Total clicks: 150
- Click to open rate: 42%

NEWS ARTICLES

Throughout the campaign, five 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 links to the Housing Essex articles in Appendix (i):

Please find links to External Press articles featuring the Essex Housing Awards 2024 in Appendix (ii):

WINNERS



SMALL HOUSING SCHEMES (1-24 homes)

WINNER: Silver Band Close - Colchester Borough Homes



MEDIUM HOUSING SCHEMES (25-100 homes)

WINNER: Shernbroke, Waltham Abbey - Essex



LARGE HOUSING SCHEMES (101+ homes)

WINNER: Millbrook Studios, Harlow - Hollybrook



THE MO SLADE RISING STAR AWARD

WINNER: Rosie O'Neill, CHP



MEETING HOUSING NEED

WINNER: New Build and Acquisition Programme - Basildon Council & Sempra Homes



HEALTHY HOUSING

WINNER: South Essex Homes - Domestic Abuse



HOUSING & DEVELOPMENT PROFESSIONAL OF THE YEAR

WINNER: Melanie Keys, Sempra Homes



EXCELLENCE IN DESIGN & PLACEMAKING

WINNER: Beaulieu - Countryside and L&Q



SMART WORKING

WINNER: Estuary Housing Association



CLIMATE ACTION - DECARBONISATION/ RETROFIT OR NEW BUILD

WINNER: Hollymead Square - The Hill Group, Clarion Housing Group & Octopus Energy



EXCELLENCE IN BIODIVERSITY CONSERVATION AND ENHANCEMENT

WINNER: The Wildfell Centre for Environmental Recovery



EXCELLENCE IN CONSTRUCTION SKILLS

WINNER: Construction Management Higher Technical Qualification - South Essex College

PARTNERS / SPONSORS'

TESTIMONIALS



“

Big thanks to you and the rest of the team for another exhilarating Essex Housing Awards.”

*Alastair Pollock, Essex Developers Group
& South Essex Housing Group*



“

Kind were delighted to attend the Essex Housing Awards 2024 & our CEO Bill Bassenger was pleased to present the winning scheme for Climate Action: 'Hollymead Square' built in collaboration with Octopus Energy's 'Zero Bills for five years' scheme. It is great to see smart ways of bringing quality homes to communities across Essex that are providing new and affordable energy solutions for consumers! It was a fantastic evening congrats to the Essex Housing Awards on a fantastic event!”

Gemma Gallagher, Kind



“

It was our first time sponsoring the Essex Housing Awards. We were very honoured to present the 'Housing and Development Professional of the Year' award and send congratulations to Melanie Keys at Sempra Homes. As I mentioned on the evening, this is a people industry and people make things happen. Therefore, it was our honour to present and we look forward to the ceremony next year.”

Darragh Hartnett, Countryside Properties



Estuary
Housing Association

“

The Essex Housing Awards 2024 was a truly inspiring event, showcasing the remarkable work being done to improve lives in Essex. It was a pleasure to celebrate the outstanding achievements of individuals and organisations across the housing sector. We commend the organisers for creating such a memorable evening and congratulate all the winners and nominees.”

*Hayley Warner,
Estuary Housing Association*



WINNERS' TESTIMONIALS



“

Thank you - well done for a fabulous evening.

”

Alex Leader, ROSE



“

Wonderful news that Colchester City Councils development at Silver Band Close, working with CBH, won the award for Small Schemes!

”

Terri Hamilton, Colchester City Council



“

Thank you for a fantastic night. Our team have been bouncing around all day with the news!

”

Andy Barnett, Ground Control



“

Excellent evening last night! Two wins for us here at Basildon.

”

John Michael, Basildon Borough Council

JUDGES / PRESENTERS' TESTIMONIALS



“

I thought the awards evening was a big success so very well done to you and the team!

Graham Thomas, Essex County Council

”



“

It was a pleasure being involved in the judging process and presenting the award. I'm looking forward to next year.

Thank you for organising this.

Jason Yates, Essex Quality Review Panel

”





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**7 NOVEMBER 2024
GREENWOODS
HOTEL & SPA**



APPENDICES

Appendix (i):

<https://www.housingessex.org/essex-housing-awards-2024-entries-are-now-open/>

<https://www.housingessex.org/less-than-a-month-left-to-apply-to-the-essex-housing-awards-2024/>

<https://www.housingessex.org/shortlist-announced-for-essex-housing-awards-2024/>

<https://www.housingessex.org/meet-the-sponsors-of-the-essex-housing-awards-2024/>

<https://www.housingessex.org/the-pioneers-of-housing-in-essex-2024-essex-awards-winners-unveiled/>

Appendix (ii):

<https://rosebuilders.co.uk/essex-housing-awards/>

<https://rosebuilders.co.uk/proud-housing-recognition/>

<https://www.chelmsfordgardencommunitycouncil.gov.uk/2024/11/beaulieu-wins-awards/>

<https://www.chp.org.uk/corporate-news/success-at-the-essex-housing-awards-2024-1496>

<https://www.lhet.org/essex-housing-awards/>

<https://www.beaulieu.uk.com/news/beaulieu-wins-essex-housing-award-for-excellence-in-design-placemaking>

<https://www.colchester.gov.uk/info/cbc-article/?id=KA-04807>

<https://www.londondaily.news/shortlist-announced-for-essex-housing-awards-2024/>

<https://bdcmagazine.com/2024/09/bellway-essex-development-shortlisted-in-prestigious-county-housing-awards/>

<https://essex-tv.co.uk/chp-celebrates-wins-at-essex-housing-awards/>

<https://lesotholondon.org.uk/news/the-pioneers-of-housing-in-essex-2024-essex-awards-winners-unveiled>

<https://www.countrysidehomes.com/about-us/news/a-win-for-beaulieu-at-the-essex-housing-awards>

<https://www.southend.gov.uk/news/article/3186/southend-on-sea-city-council-shortlisted-for-three-essex-housing-awards>

<https://arborahomes.co.uk/arborahomes-shortlisted-for-2024-essex-housing-awards/>

<https://www.kind-build.com/news/essex-housing-awards-2024/>

<https://www.ingletonwood.co.uk/news/511-silverband-close-wins-best-small-housing-development-at-essex-housing-awards.php>

<https://essex-tv.co.uk/bellway-essex-development-shortlisted-in-prestigious-county-housing-awards/>

<https://www.essex-housing.co.uk/the-team>

<https://southessexhomes.co.uk/latest-news/essex-housing-award-winner-1716/>

<https://www.halsteadgazette.co.uk/news/24650273.halstead-housing-estate-shortlisted-essex-housing-awards/>

<https://www.ground-control.co.uk/about/awards-accreditations/wildfell-excellence-in-biodiversity-conservation-and-enhancement/>

<https://www.ground-control.co.uk/insights/news/wildfell-wins-excellence-in-biodiversity-conservation-and-enhancement/>