



Sponsor Report - NFB Annual Awards 2012

The National Federation of Builders held its first glittering awards gala luncheon in central London recently, to celebrate some of the best talent in the construction industry.

The imposing Grand Connaught Rooms formed the setting for this much anticipated event at which the guest of honour was Lord Cecil Parkinson. More than a hundred members and guests came together from all over the country to see eight national winners and nine highly commended finalists collect their awards.

The ceremony was hosted by Julia Evans, and individual awards were presented by eight sponsors. Alison Perry welcomed guests to the event, followed by some words of encouragement for the industry from Graham Wren, new Chief Executive of the main sponsor CSCS.

Alison Perry told the audience: "As I come towards the end of my year as Chair, I have been privileged to represent such an amazing profession, and such dedicated members. I am proud that the NFB is at the forefront of influence, and is able to lead on the changes required to support the industry, and also the economy.

"We all want to play our part in improving the built environment, to harness new technologies and innovation, and work towards a sustainable future. The deficit has been difficult for many. A shrinking public sector, a barely growing private sector, and increasing competition for work, has meant we have all had to rethink how we work, and how we stay ahead. Today you will see some great examples of that."

Graham Wren then commented in his speech: "We are proud to be sponsoring the NFB's first annual awards scheme and congratulate the companies that have been shortlisted and those that have won for their commitment to producing high quality work for their clients.

"We are only too aware in these difficult times the construction industry is more competitive than ever, and providing a better product by a skilled and appropriately trained workforce is our best defence in maintaining and ultimately growing the industry."

Following lunch, the awards ceremony began in earnest, and guests were able to show their appreciation and celebrate the high quality work and commitment delivered by members across the country.

Julia Evans told the audience: "The standard of entries received has been extremely high, reflecting the excitement amongst members for the awards scheme. The awards not only reflect the quality of work members carry out but also the dynamic nature of the construction industry and provide a unique opportunity for members to showcase and be recognised for their work. We are delighted to offer NFB members the chance to be recognised for the contributions they make to the UK construction industry."



The Awards

Eight categories were available for entry including:

Apprentice Scheme of the Year 2011 sponsored by NFB Training
Commitment to Health, Safety and Welfare sponsored by Construction Industry Publications
Commitment to Environment / Sustainability sponsored by Gamma Business Communications
Corporate Social Responsibility Project of the Year 2011 sponsored by Westfield Health
Heritage Project of the Year 2011 sponsored by Total Merchandise
New Build of the Year 2011 sponsored by Design House Media
Refurbishment of the Year 2011 sponsored by the British Safety Council
House Builder of the Year 2011 sponsored by Show House Magazine

A total of 36 entries were received across all categories and an expert panel of judges shortlisted 28 entries. The panel of judges included Gordon Jenkins, Director of Operations, CSCS; Brian Griffiths, B&CE Chief Executive; Roger Humber, Strategic Policy Adviser for the House Builders Association; Neal Stone, Director of Policy and Communication, British Safety Council; Vassos Chrysostomou, Improvement Counsellor for the Built Environment and John Sayers, Director and Monitor, Considerate Constructors Scheme.

Sponsorship

CSCS was secured as the main awards sponsor with an additional 8 sponsors being secured, one for each award category.

Award category sponsors included:

NFB Training
Construction Industry Publications
Gamma Business Communications
Westfield Health
Total Merchandise
Design House Media
The British Safety Council
Show House Magazine

Awards Luncheon

Finalists, members and industry stakeholders came together on May 24 2012 at the Grand Connaught Rooms London. A total of 150 guests attended the luncheon.

Winners

The results were as follows:

[Apprentice Scheme of the Year 2011](#) - sponsored by NFB Training

WINNER - R G Carter

Highly commended - Gus Robinson Developments Ltd



[Commitment to Health, Safety and Welfare](#) - sponsored by Construction Industry Publications

WINNER - Henry Boot Construction Ltd

Highly commended - Herbert H Drew & Son Ltd

[Commitment to Environmental / Sustainability](#) - sponsored by Gamma Business Communications

WINNER - Baxall Construction Ltd – St Peter’s Vicarage, Surrey

Highly commended - Lockwoods Construction (Liverpool) Ltd

[Corporate Social Responsibility Project of the Year 2011](#) - sponsored by Westfield Health

WINNER - R G Carter

Outstanding individual special award - Adam Berry, Lead Resident Liaison Officer, Emanuel Whittaker Ltd

[Heritage Project of the Year 2011](#) - sponsored by Total Merchandise

WINNER - Beardwell Construction Ltd – Prittlewell Chapel, Southend-on-Sea

Highly commended - I B Construction Ltd – Old Hall, Sandbach

Craftmanship special award - Ornate Interiors Ltd – Stockport Plaza, Stockport

[New Build of the Year 2011](#) - sponsored by Design House Media

WINNER - Baxall Construction Ltd – Sea Gem, Camber Sands

Highly commended - R G Carter – Peter’s Bridge, Norwich

Highly commended - O Seaman and Son Ltd – The Balancing Barn, Thorington

[Refurbishment of the Year 2011](#) - sponsored by the British Safety Council

WINNER - J H Hallam (Contracts) Ltd – St Martins House, Leicester

Highly commended - T Manners & Sons Ltd – White House Farm, Greatham

[Housebuilder of the Year 2011](#) - sponsored by Show House Magazine

WINNER - Bennett Homes



Media Analysis

A media analysis can be found in appendix 1 which shows the media coverage from 01/01/2012 – 13/06/2012. An updated analysis is also available upon request – please email Sonia.allen@builders.org.uk .

In summary, media releases reached 567,649 people with an advertising equivalent value (AVE) of £6,853.85. Combing this with the AVE for coverage in NFB members' magazine inSite, sponsorship packages delivered a value of £10,000.

Social Media

Social media was used throughout to promote the awards scheme. A breakdown of this activity can also be found in appendix 1 (worksheet 3).

In summary, awards related tweets / facebook updates reached the NFB's followers 56 times, with a combined audience of 34,721. These tweets were retweeted 22 times by NFB followers reaching a further audience of 65,310. The combined Twitter audience was 100,031.

Feedback

Surveys are currently out in the field for completion and feedback will be analysed shortly. Immediate feedback on the day was very positive and email feedback has also been well received.

Summary

The NFB Annual Awards Scheme 2012 celebrated the high quality work and commitment delivered by members to improve the built environment and was received exceptionally well amongst members and industry stakeholders.

We will now build upon the success of the 2012 event to deliver next year's award scheme to an even higher standard.

Thank you on again for your continued support of the NFB and in particular the Annual Awards Scheme. Should you require any further information or wish to discuss options for the 2013 scheme please do not hesitate to contact NFB Marketing Manager, Sonia Allen on 01293 586664 or email Sonia.allen@builders.org.uk