

DON'T
MOVE
IMPROVE!

PARTNERS

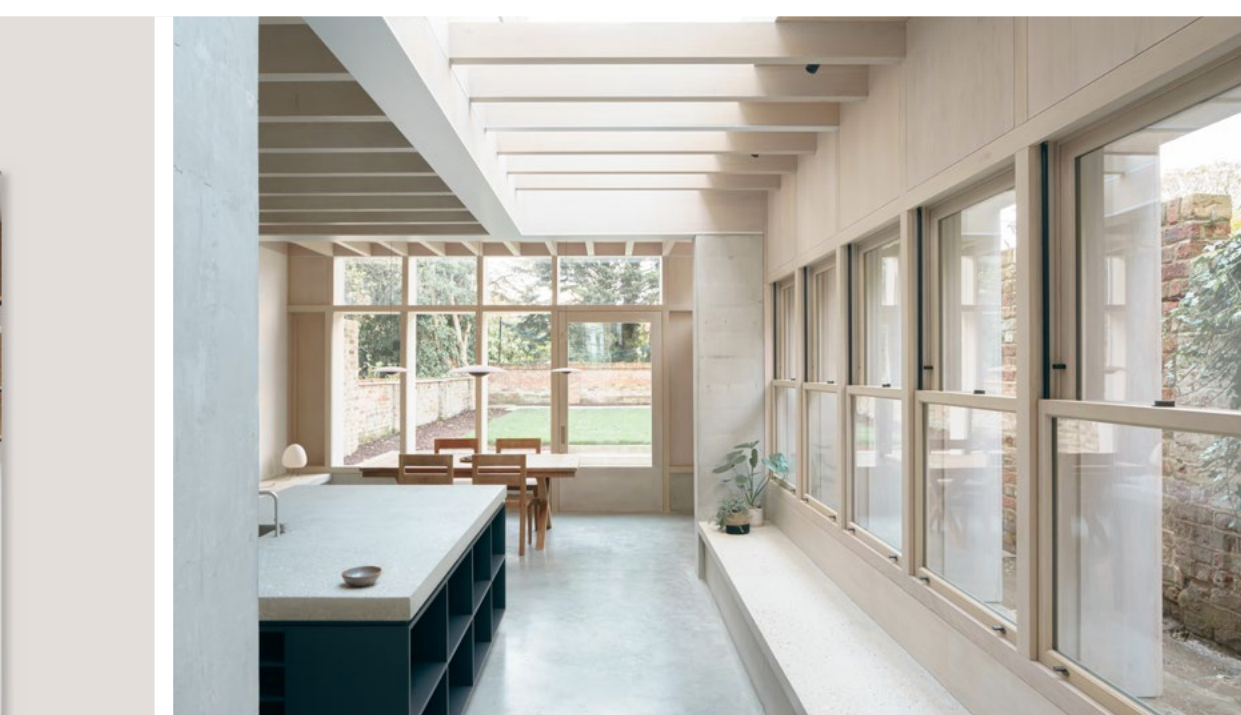
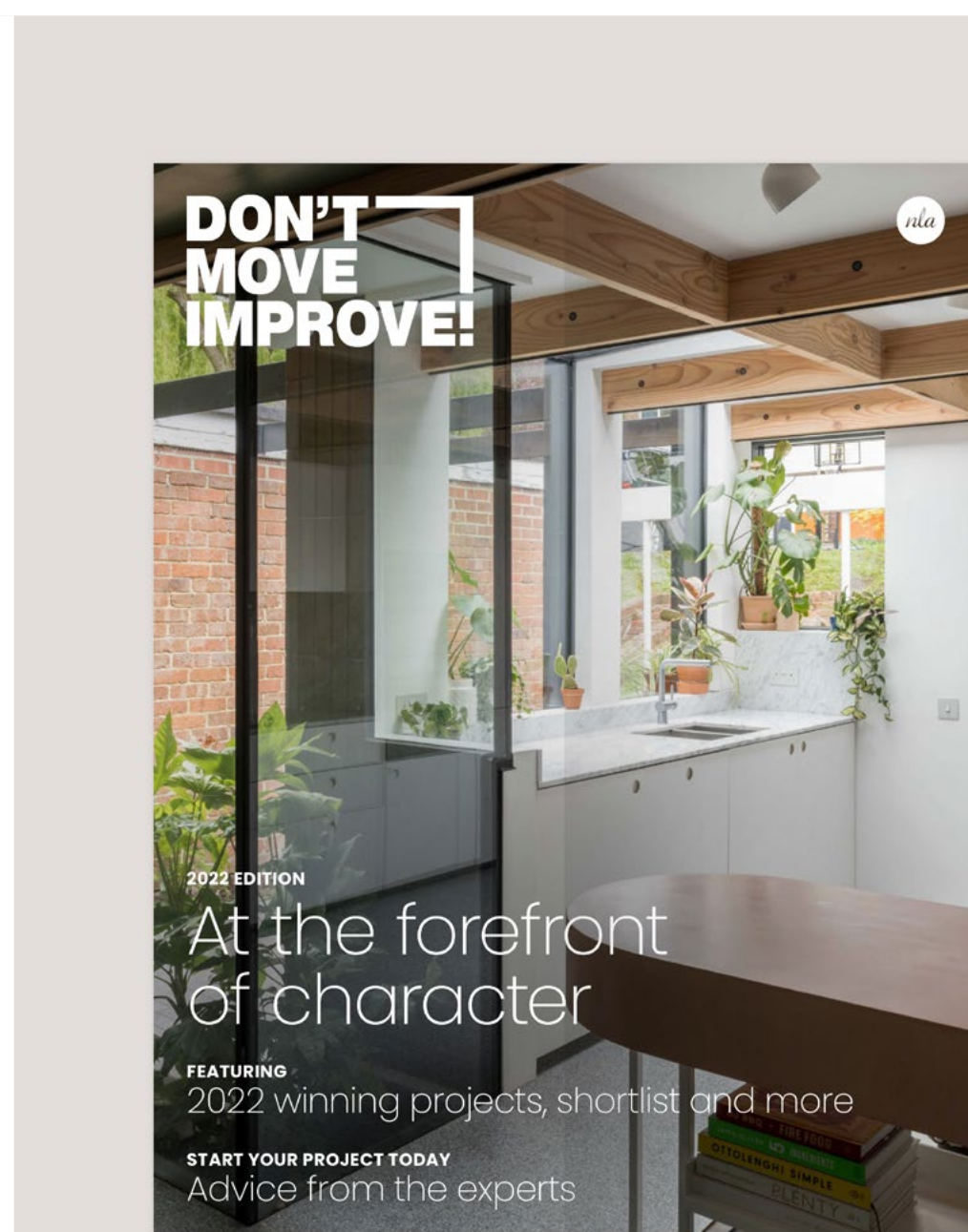
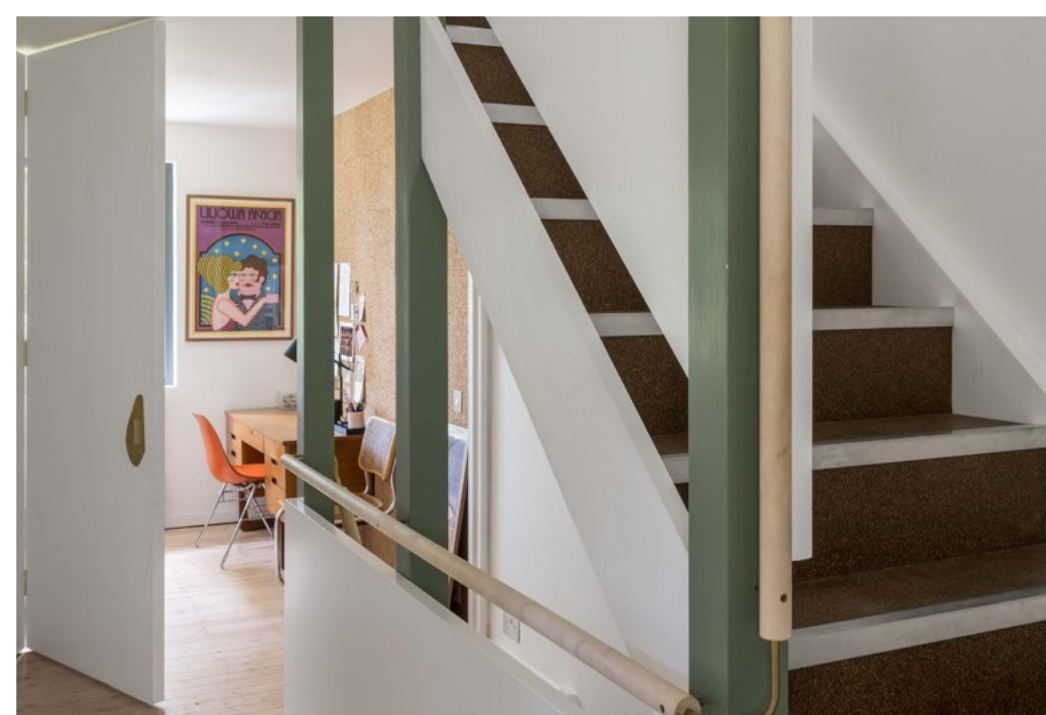


MEDIA PARTNERS



SUPPORTERS





OVERVIEW

Don't Move, Improve! encourages great design in everyday life, celebrating the newest and most innovative home improvement projects across London.

With our magazines, events, exhibition, regular advice sessions, CPD events and digital content, *Don't Move, Improve!* engages both public and professional audiences to push the boundaries of home design.

The unique annual competition showcases the diversity and character of homes being redesigned in London. Since its conception, the award has grown to become highly coveted for architectural practices and receives over 100 submission each year.

2023 Programme

Our *Don't Move, Improve!* programme for 2023 'Green Ambitions' will explore how the residential sector is responding to rising energy costs, exploring new and innovative ways of living, refurbishing, and improving our homes in a cost-effective way, alongside sharing trends and tips on how to make our dwellings greener, more sustainable and resilient for a changing climate.



Little Brownings, Home of the Year 2022

OUR COMMUNITY

Don't Move, Improve! has a highly engaged audience that can be segmented into two distinct sectors.

Public — Homeowners looking to take on their own renovation project, as well as individuals interested in residential design.

Professionals — Architects and other professionals involved in designing and delivering domestic scale architecture.



EVENTS

Don't Move, Improve! hosts a variety of events throughout the year specifically tailored towards both our public and professional audiences. You can get involved with:

One-to-one design surgeries between the public and design experts.

Inspirational talks, addressing emerging trends and themes in home improvements.

DMI Nights — CPD training and social drinks exploring the key challenges and potential opportunities facing the professional community.

Longlist, Shortlist and Winner launch events — announcing the three phases of the awards, this is an opportunity for our partners to host an evening to celebrate the awards, bringing our professional audience together to network and engage with the projects submitted.



51% Architects

18% Public bodies

6% Developers

5% Engineers

5% Product/material manufacturers

4% Agents/property manager

11% Other

2022 statistics

MAGAZINE

The *Don't Move, Improve!* magazine provides readers with inspiration and tips for homeowners looking to take on their own home renovation projects. The magazine features a curated list of projects and themes, with a focus on the winners alongside articles, advice from the experts and top trends.

The magazine is available for purchase at the awards reception or download for free from the NLA website.

1K+
magazine downloads on nla.london



Unique and unruly

What creates character and uniqueness? Whether it is taking risks, referencing a particular style, or using a unique material palette, these projects demonstrate style, spirit and creativity.



A Tuscan Veranda
The architects based the renovation of A Tuscan Veranda on the traditional style of the veranda, a perfectly proportioned sunroom with a glass roof. The veranda was designed to be a space for framed views through the house and garden. The level of the kitchen was dropped to height and detail on Italian inspiration. Renaissance and Tuscan.
Architect: Turner Architects
Photography: Adam Smith



Canary House
LONDON
Canary House was conceived as a live/work residence for two young musicians who wanted to re-create their affection for Modernist Californian homes when renovating a disused 1930s terrace in North London. Quality of design at the heart of the house, from the choice of materials, to the creation of versatile, visually connected and enjoyable spaces.
Architect: Studio Higgs Hall
Photography: Michael Leachman



'The architects took our desire to recreate the feeling of a Tuscan villa and our love of arches, turning it into a simple but visually impactful design with a great balance of light and dark spaces throughout and really satisfying symmetry'
Homeowner, A Tuscan Veranda



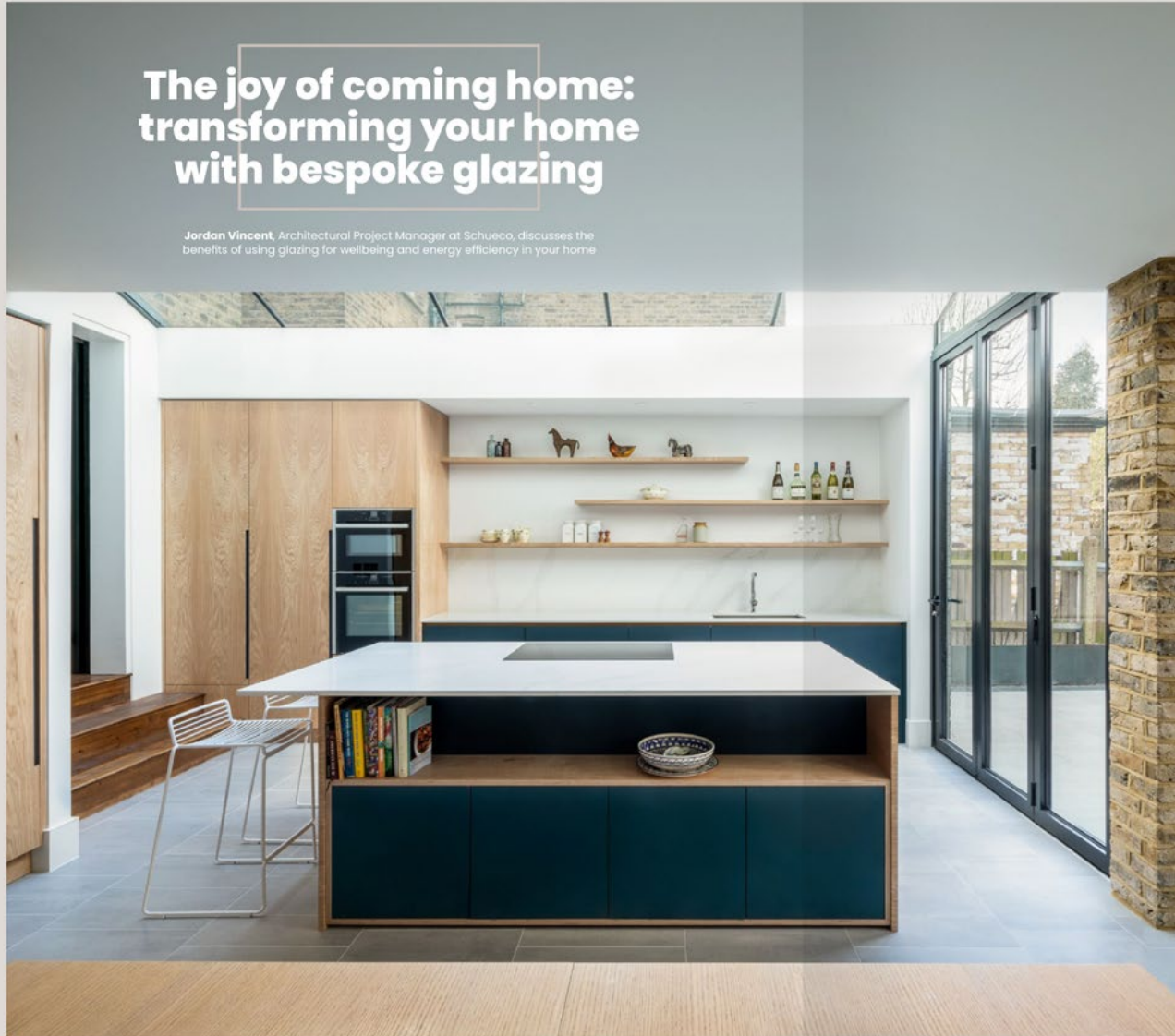
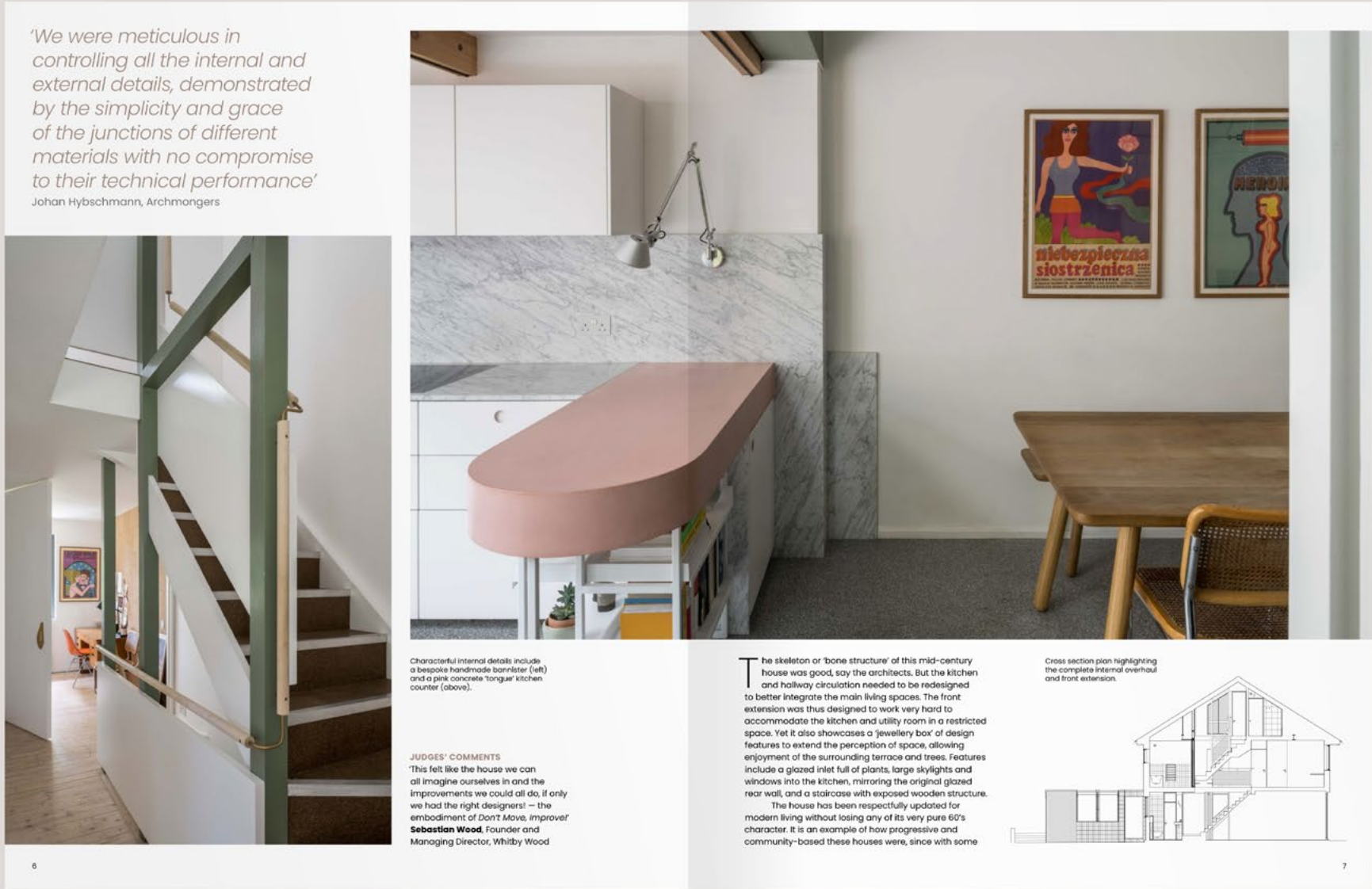
Curve Appeal
LONDON
The project completely reinvents an existing 1930s semi-detached house through the addition of a single planar element that brings functionality, warmth and tactile to a redesigned family space. The planer showcases the client's collection of objects through fragments of arched alcoves, small throughout the new design. The planer portions also conceal structural elements, large sliding doors, and includes glass openings that allow playful glimpses to and from adjacent spaces.
Architect: Studio Higgs Hall
Photography: Megan Taylor



Tunnel Terrace
LONDON
A four-storey townhouse in Oldham was renovated and transformed into a bold, colourful and bohemian sanctuary. The ground floor was kept bright, white, and featured an open-plan kitchen and living area. The upper floors were kept in a more traditional style with service spaces of colour introduced to tie the house together but also provide an identity for each separate room.
Architect: Bradley Taylor
Photography: Michael Leachman
Floor 1-1p

View all shortlisted and longlisted projects on [dontmoveimprove.london](#)

Statistics over the past 12 months



EXHIBITION

The *Don't Move, Improve!* exhibition showcases the awards in a curated display, highlighting the winning projects and special prizes.

This year, there is the opportunity for our headline partner to host the exhibition for one to three months, increasing footfall and receiving professional and public audiences throughout this period as well as hosting the winners announcement.



DIGITAL

In collaboration with sponsors, *Don't Move, Improve!* videos, articles, social posts and stories aim to advise, educate and inspire our audiences.

Inspirational featured projects from the awards are added to our digital directory on our dedicated *Don't Move, Improve!* website, which can be filtered by architect, year, and special prizes (from 2023 we will be adding products as an additional filter), creating a live tool for anyone interested in renovating.

The website will also showcase expert advice, interviews and thought-leadership, as well as promoting our yearly programme.

58K

web page views on **dontmoveimprove.london**
since launch in March 2022

19.8K

followers on Instagram

18K

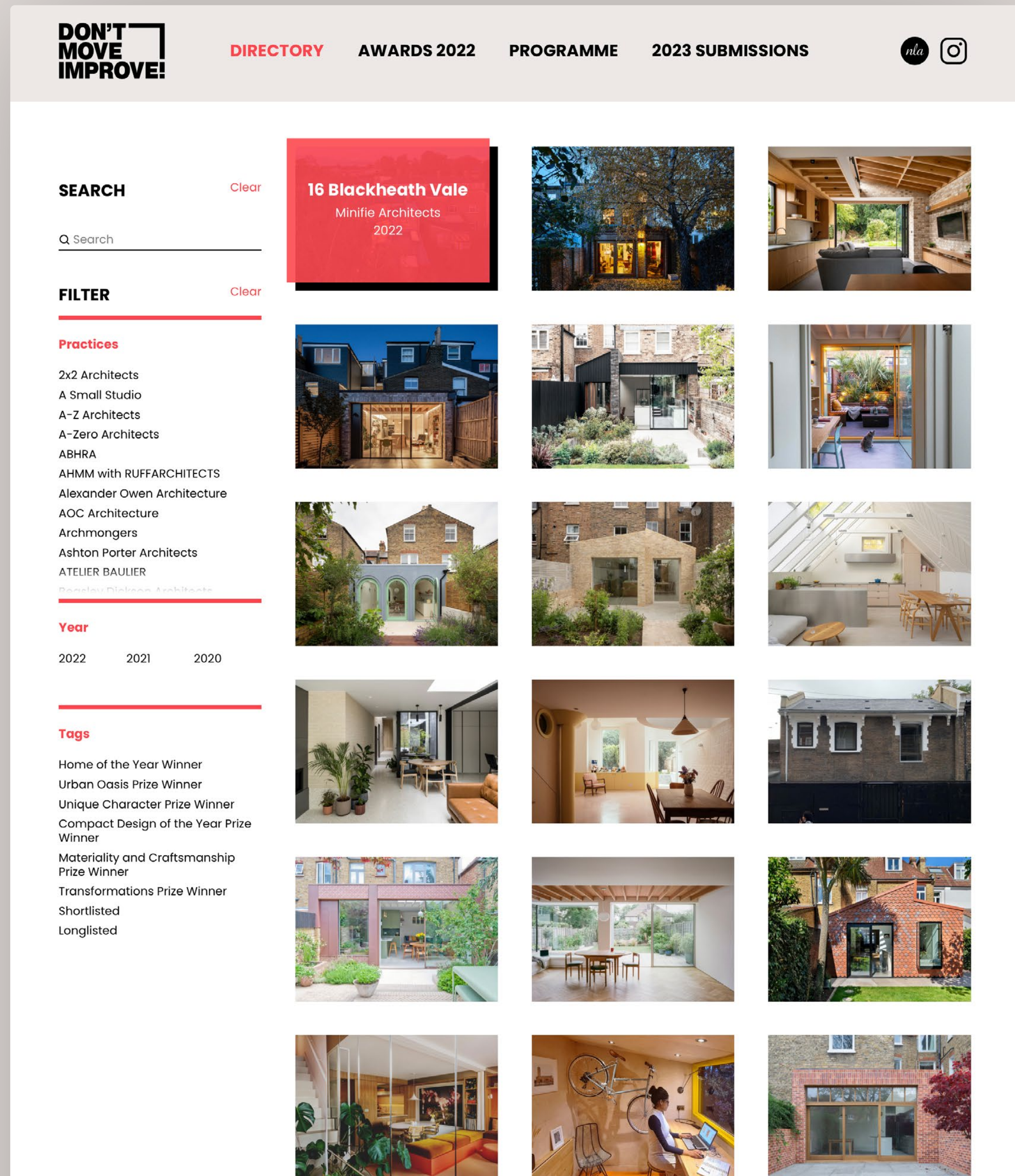
web page views on nla.london

26K

email subscribers

21%

open rate



COMPETITION

The annual competition celebrates small scale home improvement projects across London. As well as awarding the 'Home of the Year', the competition celebrates several special prizes, all announced at our winners launch event and exhibition.

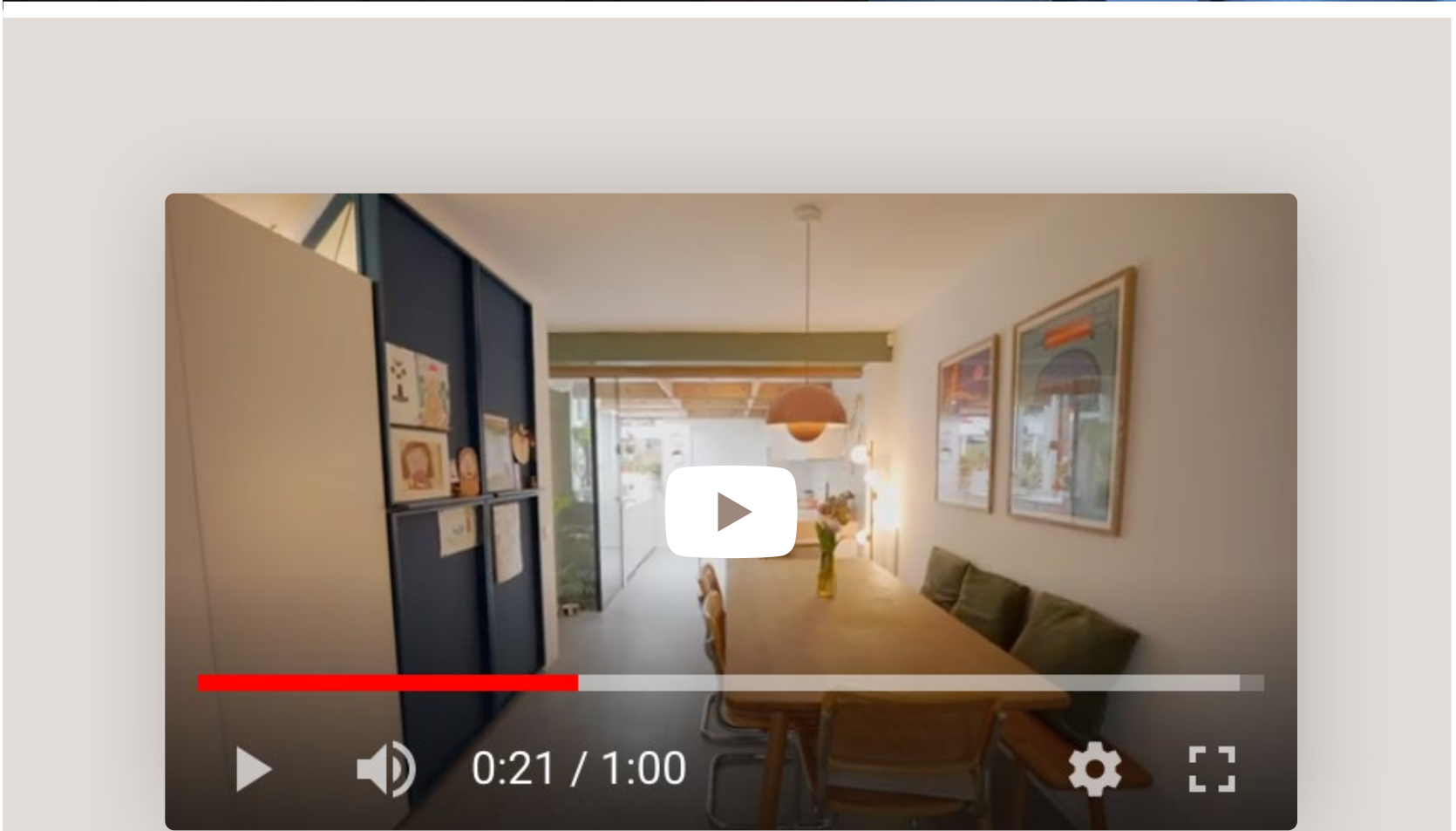
200+
submissions

15
shortlisted projects

6
award winners

38K
combined views of winner homes
video tours on YouTube

2022 statistics



THEMES

The 2023 programme will explore a number of key themes and will provide the bases for the special prizes.

The following special prizes will be awarded:

- Home of the Year
- Environmental Prize
- Materiality & Craftsmanship
- Compact Design
- Urban Oasis
- Unique Character
- Transformations
- Best home under £100k

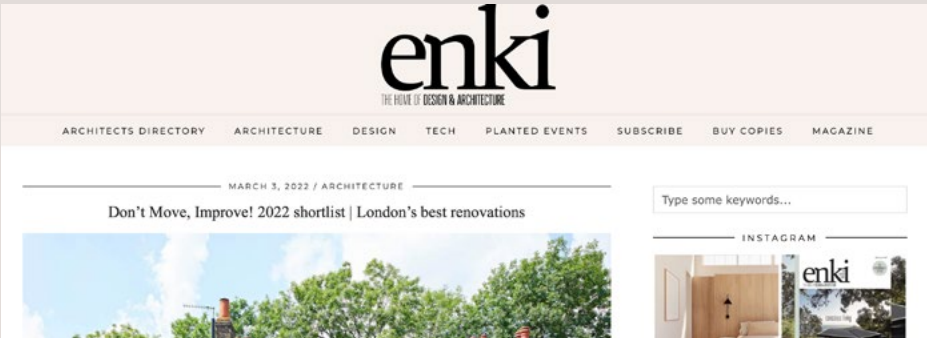


PRESS COVERAGE

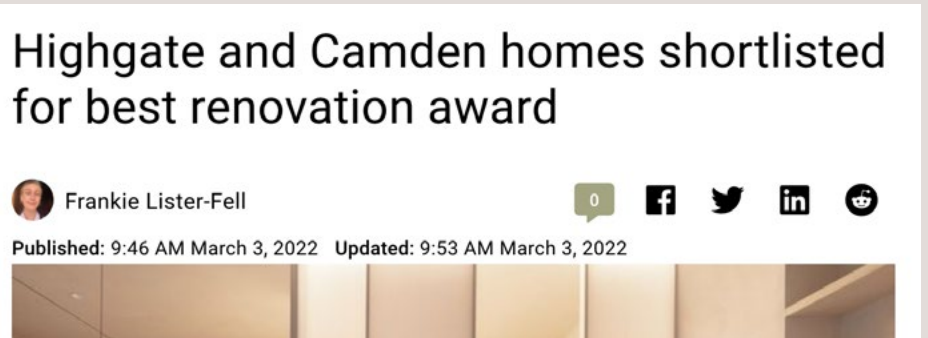
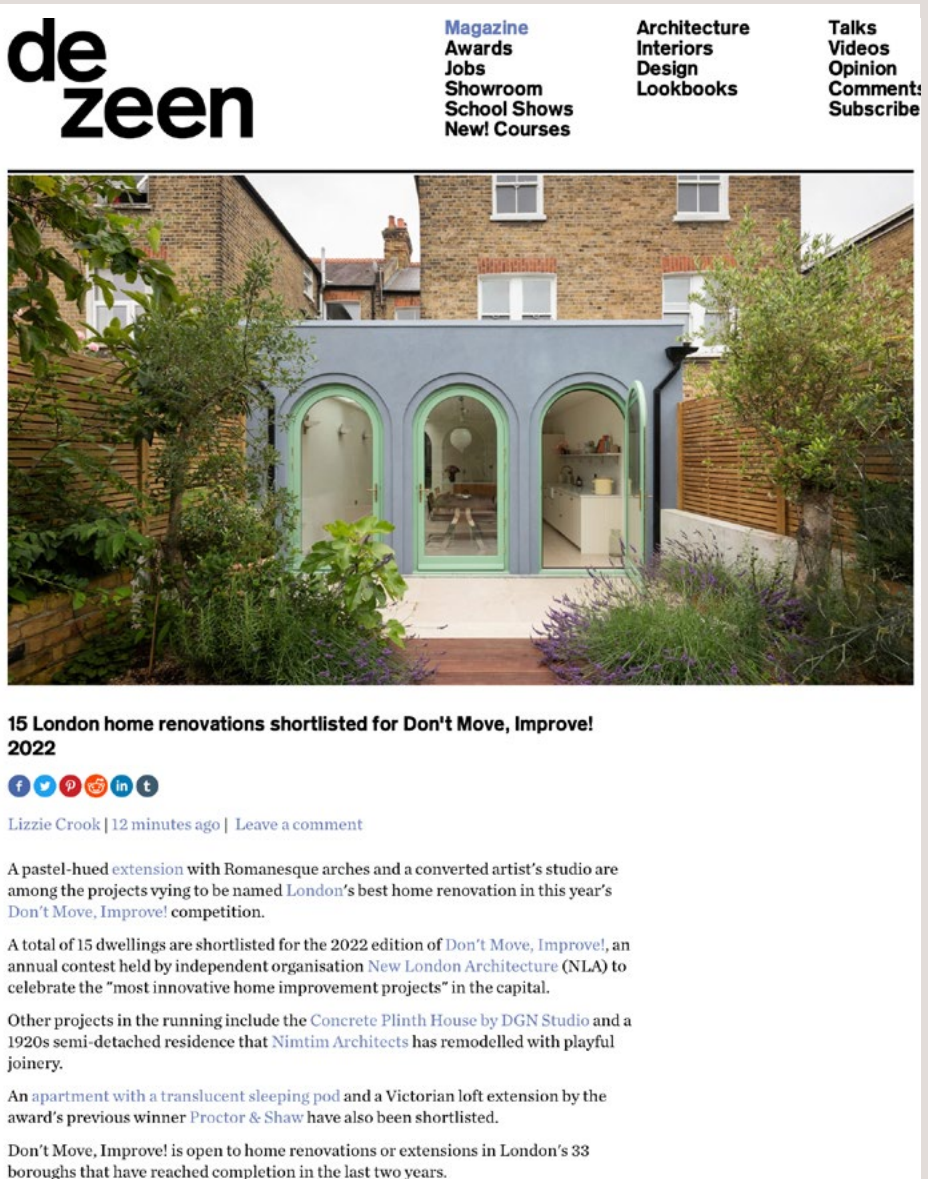
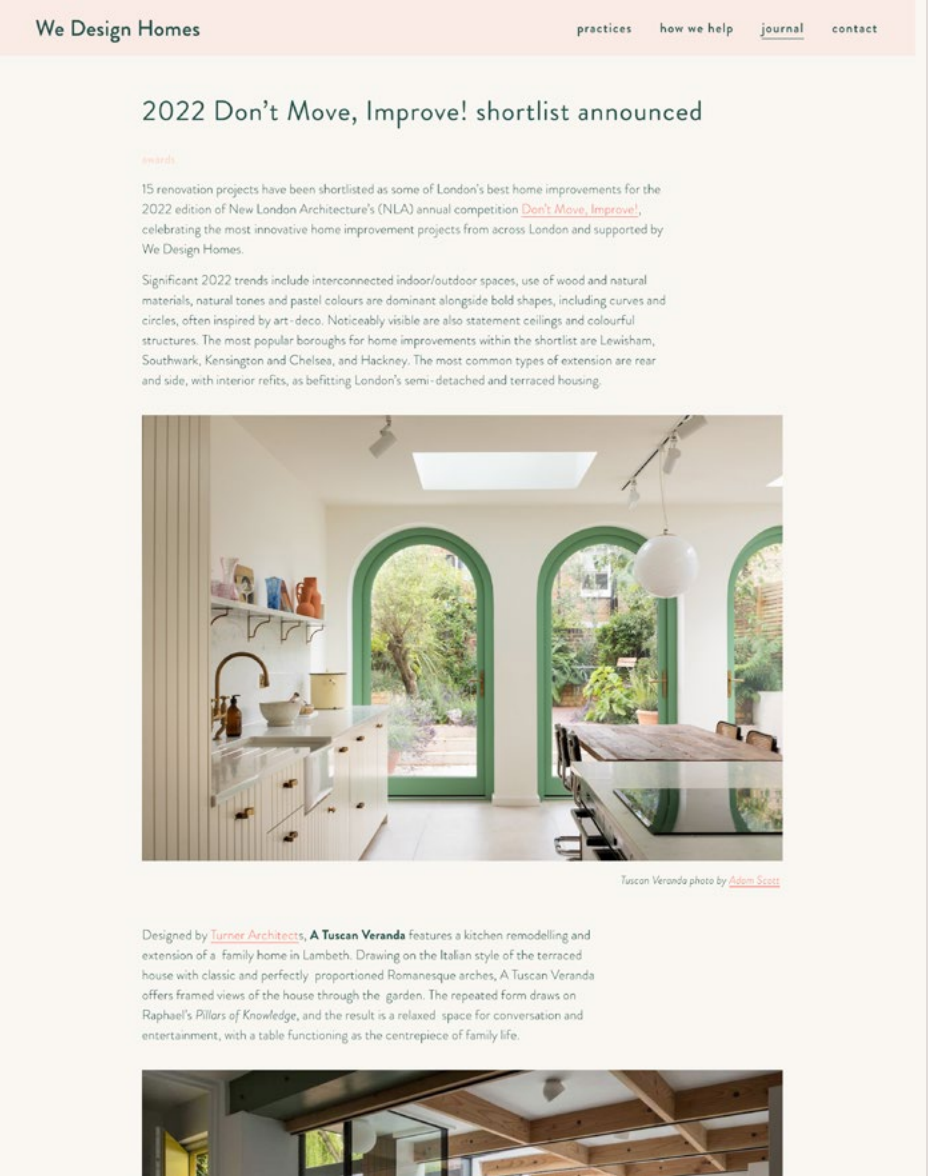
In 2022, *Don't Move, Improve!* received 29 pieces of coverage, reaching a combined audience of 43m+ including:

- Ideal Home
- Evening Standard
- Wallpaper*
- dezeen
- Architecture Today
- We Design Homes
- Grand Designs
- Archinect
- Houzz
- Elle Decoration
- Ham & High
- Enki
- PrimeResi (The Journal of Luxury Property)
- House & Garden
- The Design Chaser
- Bustler
- The Homepage
- House Beautiful
- designboom

Audience reach: **43m+**



New London Architecture have announced their Don't Move, Improve award nominees



TIMELINE 2022–2023

	OCT – NOV	DEC – JAN	FEB – MAR	APR – MAY	JUN – JUL	AUG – SEP
EXHIBITION				Exhibition		
EVENTS		DMI Event	DMI Event	DMI Event and Design Surgery	Design Surgery	DMI Event and Design Surgery
WEBSITE			2023 Longlist published on the website	2023 Shortlist published on the website	2023 Winners published on the website	
COMPETITION	Submissions	Judging	Longlist announced	Shortlist and Winners announced		
MAILERS			Consumer		Professional	Consumer

SPONSORSHIP OPPORTUNITIES

HEADLINER

£15,000+VAT

Align yourself with the Overall Winner with Headline sponsorship

Company and key individual profiling

- Naming rights
- Composite logo on all collateral, including DMI magazine, website and marketing
- Company profile and back-page advert in the DMI magazine
- 1 x Instagram ‘top tips/takeover’
- 1 x article in DMI mailer and website
- 1 x tweet from NLA about your headline sponsorship

Align yourself with the very best in home improvement

- Provide thought-leadership and be involved with the DMI programme
- Brand alignment with the Overall Winner and logo on all winner trophies
- Opportunity to present Overall Winner at awards reception
- Opportunity to contribute advertorial/editorial to DMI magazine and website*

Exhibition/Events/Networking

- Host our annual DMI exhibition and showcase your products to our professional and public audience
- 15 x invitations to awards reception
- Collaborate on a DMI Event

Further NLA benefits

- 2 x personal memberships
- Full page advert in New London Quarterly
- 10% discount on all other NLA packages
- Option to bolt-on the London Festival of Architecture Showroom Showcase packages for £3,000+VAT

SPONSORSHIP OPPORTUNITIES

PARTNER

£7,500+VAT

Exclusive sector sponsorship of *Don't Move, Improve!* at Partner-level

Company and key individual profiling

- Partner-level sector-exclusivity
- Branding and company profile in magazine and website
- Enhanced listing in the product directory
- Branding at all DMI events and marketing collateral
- Full page advert in DMI magazine
- 1 x Instagram 'top tips/takeover'
- 1 x article in DMI mailer and website
- 1 x tweet from NLA about partnership

Align your brand with thought-leaders

- Present a trophy at the award reception
- Contribute a consultant for the DMI Design Surgeries
- Contribute advertorial/editorial to the DMI magazine

Exhibition/Events/Networking

- Host an event from the DMI events programme in your space
- 15 x invitations to awards reception
- Your brand logo aligned with the exhibition, potential for your products to be represented (subject to curatorial sign off)
- Collaborate on a DMI Event

Further NLA benefits

- 2 x personal memberships
- Full page advert in New London Quarterly
- 5% discount on all other NLA packages

SPONSORSHIP OPPORTUNITIES

SUPPORTER

£2,500+VAT

Be a *Don't Move, Improve!* supporter for 12 months

Profiling

- Branding and company profile in DMI magazine and website
- Full page advert in DMI magazine
- Enhanced listing in product directory
- Branding in at all events and in marketing collateral
- 1 x Instagram 'top tips/takeover' OR 1 x article in DMI mailer and website
- 1 x tweet from NLA about partnership

Exhibition/Events/Networking

- 5 x invitations to awards reception
- Brand representation in the exhibition
- Collaborate on a DMI Event

Further NLA Benefits

- 1 x NLA personal membership (link to webpage)
- Option to bolt-on the London Festival of Architecture Showroom Showcase packages for £3,750+VAT

SPONSORSHIP 2022 RECAP — PARTNER

VitrA

We partnered up with Vitra to host our awards reception in May, where we announced our Home of the Year award and handed our trophies to the special prizes. We had over 100 attendees, and achieved the following deliverables:

- Full page advert on the back cover of the DMI magazine, downloaded or purchased over 1,100 times in one month
- Editorial included in the DMI magazine
- Full page advert included in NLQ, distributed to over 3,500 readers with an interest in the built environment
- Inclusion in winners' announcement on social media mentioning the Vitra account
- Invitation to the awards reception
- Social media collaboration/Instagram take over



SPONSORSHIP 2022 RECAP — PARTNER

SCHÜCO

The *Don't Move, Improve!* design surgeries took place in May and July 2022. We offered one-to-one bookable consultations with a selection of architects from our longlist to share advice on exisiting home renovations. Taking place at the Schüco London Showroom in May, the design surgery offered advice for people looking to take on their own home improvement project.

These consultations gave the homeowners the chance to bring plans, drawings and pictures and get advice on how to proceed with their projects.

We ran 8 sessions of 25 minutes each and had a total of 40 people attending throughout the day. Our dedicated mailer and Instagram reached 25K in the lead up to and across the event.

