

DON'T MOVE, IMPROVE!

2017-18 Campaign Data

The Don't Move, Improve! competition, now in its ninth year, celebrates London's foremost home extension projects. The competition highlights the importance of high-quality design and multi-functional spaces in Londoners homes, where space often has to work twice as hard to deliver everyday needs in a condensed footprint.

The competition has amassed a large following of repeat submitters and visitors, growing in 2018 with another record year of entries – accompanied by an expanding outreach programme and several events throughout the year. The 2019 competition looks to build on the successes of last year and once again reassert the importance of good-quality design in our homes.

AUDIENCE

1000+

organisations across the built environment visited, submitted, downloaded, or came to celebrate the Don't Move, Improve! Awards in 2018

500+

registered for Private View and Winners announcement, including submitter architects & NLA members

30,000+

exhibition footfall

NLA OUTREACH

26 dedicated mailers to database of

22,000

2,000

postcards distributed at all NLA events to advertise the submissions period, exhibition, magazine and Design Surgeries

DESIGN SURGERIES

150+

design surgeries at the flagship event in February

400+

homeowners registered for talks and tours

300+

free sessions available overall throughout the year (across four Design Surgery events)

MAGAZINE

4,000+

print circulation, including 3,000 distributed with New London Quarterly to high-ranking, cross-sector built environment professionals

Free download

available to newsletter subscribers

SOCIAL MEDIA

Year-round social media activity

Twitter

100+

tweets from NLA in 2018

1000+

tweets with #dontmoveimprove

Instagram

50+

posts from NLA

6,000+

likes



Support via email and social media channels from NLA Partners including: designjunction
London Festival of Architecture
The City Centre
London Architecture Diary
London Society
The Building Centre

MEDIA PARTNER ACTIVITY

Dezeen Hot List

#1

The number one London event on the Hot List – beating the Stirling Prize and London Design Festival

Overall ranking

#53

out of 500

An index of the

500

hottest architects, designers, brands, events and more throughout 2016.

Dezeen.com

Call for entries featured on Dezeen homepage for 8 weeks - approx

100k

impressions per week

Listed on Dezeen Daily newsletter -

50k

subscribers x2

Promoted on Dezeen twitter -

939k

followers

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@nlalondon #dontmoveimprove

PRESS COVERAGE:

Evening Standard

13 Dec 2017

Double page feature on shortlisted project

24 Jan 2018

Journal page spread on 'Pop-up Ute'

22 Feb 2017

'The best of the country's imaginative home improvement projects will be honoured this month at the NLA Don't Move, Improve! Awards.'

+ 7 more 2018 articles

Metro

16 Jan 2018

Four page feature on three shortlisted entries before the winners announcement
'The best of the country's imaginative home improvement projects will be honoured this month at the NLA Don't Move, Improve! Awards.'

22 Feb 2017

Three page spread on overall winner
'The creative and innovative basement/garden extension... has won the prestigious Don't Move, Improve! award.'

Daily Mail

26 Jan 2018

Full feature on the winning, second and joint-third prize projects

Real Homes

22 Feb 2018

four page renovation & extension feature of two shortlisted projects

Independent

2018

'Don't Move, Improve' listing of various project articles

Dezeen

1 Dec 2017

Full shortlist announced

25 Jan 2018

Winners project editorial

+ 6 more 2018 articles

The Sunday Times

6 May 2018

Four page spread project examples in 'how-to' extension series

29 April 2018

Three page spread project examples in part two extension series

BBC Designed

5 March 2018

Statement staircase collection

House Beautiful

August Issue 2018

Five page feature on bathroom design

Ham & High

6 Dec 2017

'The prestigious NLA 'Don't Move, Improve!' competition ... one of the world's most popular design awards programmes.'

18 Dec 2018

Three page spread on overall winner

Architect
Building Construction Design
Bustler
Londonist
Love Property
Studio
The Real Estate Conversion
World Architecture Community
2015InteriorDesign

Plus appearances on 20+ participating architects websites