



CLARION
HOUSING GROUP

The William Sutton Prize for Social Innovation

FAQs

August 2021

Applications Open	Applications Close	Shortlist Announced	Shortlist Meet the Judges	Winners Announced
09:30 Wednesday 04 August 2021	12:00 (noon) Wednesday 06 October 2021	Early December 2021	Late January 2022	Feb/March 2022

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What is the William Sutton Prize for Social Innovation?

The Social Innovation category is seeking applications that present **innovative** ideas for products, concepts and services to meet this year's theme of **'A Home for All.'**

We are looking for new and creative ideas to tackle three key issues:

- ✓ Innovation in tackling **homelessness** and addressing **temporary accommodation** needs
- ✓ Creative solutions for **housing an ageing population**
- ✓ Using tech and new ideas to support **successful and sustainable tenancies**

The prize is to enable the winning entrant to take their idea to the next stage in its development. If the idea is an existing concept, we want to see how the prize can help maximise its impact in addressing

The winning entry will receive £20,000 to support idea development and growth.

Be sure to check out the section in our Guidance document that covers what types of ideas will be covered. The Guidance can be downloaded from our website.

At what stage does my idea have to be?

Your idea can be presented at any point in its development. From early-stage conceptual designs through to established projects with scope for growth. The key is for your application to present a viable and considered plan for taking your idea forward. Our judges are looking for innovative and creative ideas that meet the key aims of the prize category.

When is the deadline for applications?

Applications will be open from Wednesday 04 August 2021 and the online application portal will close at **12 noon Wednesday 06 October 2021.**

We encourage you to submit your application in advance of the final deadline date. Late entries will not be accepted.

How do I apply?

All applications must be submitted via our **online application system Flexi-Grant**. You will be required to register on Flexi-Grant and activate your account in order to access the online application form. <https://clarionfutures.flexigrant.com>

Before completing the form all entrants are encouraged to read the Guidance Notes available on our website. Online applications must be submitted by no later than **12 noon Wednesday 06 October 2021** in order to be considered for the Prize. Late entries will not be accepted.

Who can apply?

Applications are open to organisations registered to work in England and individuals aged over 18 and resident in the UK. Entrants do not need to work in the charity or third sector, but must be able to specify how their idea will make a positive social impact in the focus areas listed.

What types of organisations can apply?

Applications can be accepted from both not-for-profit and commercial organisations. These may be registered charities, community interest companies, social enterprises, community groups or registered companies, amongst others. Organisations must be registered to work in England and must be able to specify how their idea will make a positive contribution to developing 'A Home for All' in communities in England.

I am an individual can I still apply?

Yes, individuals resident in the UK and aged over the age of 18 years old are eligible to apply.

We are looking to identify good ideas and individuals who can show entrepreneurial thinking on how to create 'A Home for All.'

For a winning entry from an individual Clarion will be on hand to support the development of the idea, help make the necessary connections and support access to expertise to facilitate taking the idea to the next stage.

It is important to note that prize money cannot be paid into a personal bank account. As such, and as part of the application process, we will ask individuals to confirm they agree to at least one of the following requirements:

- (i) to work with a partner organisation to receive payment and/or support delivery of your chosen idea;
- (ii) to be prepared to register as a constituted organisation to receive any prize money for the development of the winning idea.

Is there a limit for the project costs for my idea?

The maximum **winning prize available is £20,000** we are looking for ideas that will use up to the maximum available amount in order to further develop or enhance their product, concept or service.

What can the prize money be used for?

The prize money is intended **to support the undertaking of next steps to progress your idea**. For example, this could include engaging with a partner to refine or continue to work-up your idea, project management costs associated with taking the idea forward, costs associated with piloting your idea or costs for consulting with the communities your idea intends to benefit. Please read the eligible costs section in the Guidance document for further information.

How will the prize money be paid to me?

The prize will be paid direct to the Recipient's business bank account in in single tranche payment of 100% of the prize funds. Prize funds will only be released once the winner has agreed to the Terms and Conditions and completed our new supplier set up process which will enable payment to be made. Please read our prize Terms and Conditions available on our website for more information.

Do I have to submit a budget?

We will not require a detailed budget or business plan, however the Judges will **need to understand the estimated costs** to demonstrate how the prize money will be used for the development or enhancement of your idea. **Entries will be judged on the quality and potential of the idea, not a detailed business plan.** We encourage all entrants to provide an estimated, breakdown/summary of costs to help our Judges understand how the prize money will be used.

What sort of supporting documents should I upload?

You will have the opportunity to **upload up to six supporting images or documents** to help the Judges **better understand your product, concept or service.** We encourage the submission of images, plans, technical drawings, and supporting narrative or case studies that demonstrate both the impact of your entry and progress of your idea to date. However, please keep in mind that we received over 150 applications in 2020 so it is important you present your idea and supporting documents in a **clear and succinct** way.

We also encourage you to make sure you provide a comprehensive overview of your idea in the answers of the online application form, and not refer too heavily on your supporting documents. **The Judges will be assessing your entry primarily on your application form answers** and any supporting documents will be supplementary to this.

I need help with my application, whom can I contact?

Please ensure you have read the supporting documentation including. If you have further queries and are unable to find the answer you need in the prize FAQs, website or Guidance document, please email williamsuttonprize@clarionhg.com and we will get back to you as soon as possible.

How will you use my information?

So we can process your application and keep you informed about the judging process, results and the subsequent awards event we require clear consent from you to process the data you have supplied to us. This data will be collected, retained and securely processed strictly for the purposes of administering the William Sutton Prize. Data which has been gathered through your application is required for the organisation and administration and of the William Sutton Prize and will be retained by Clarion Housing Group in line the appropriate data retention policies.

Your contact details are required so we may correspond with you as an applicant regarding the status of your submission and the associated awards event. We will also require clear consent to contact you with regards to future William Sutton Prize application rounds, associated awards events and future funding opportunities. After giving consent for your data to be processed in this way, you may at any time withdraw your consent or request any clarification on how you data has been processed by contacting williamsuttonprize@clarionhg.com

The online application form will have a data consent statement for you to agree to before submitting your form. Full details of Clarion Housing Group full privacy notice can be found [here](#).

Who decides the winner?

The William Sutton Prize Judging Panel oversees the winner selection for each category. Full details of our 2021/22 Judging Panel can be found on our website [here](#).

How will the panel select the winning entry?

Each application will undergo review against a standard assessment framework looking at how well your application aligns with the objective of the prize under three main areas:

- (i) **Innovation:** to what extent has the applicant presented an innovative product, concept or service for the development of ‘A Home for All’?
- (ii) **Impact:** has the scope and nature of the proposed impact been clearly demonstrated?
- (iii) **Practicality and Presentation:** does the application present a viable and considered plan for the delivery of next steps?

Please read the Guidance document for further information.

What is the timeframe for decisions?

Applications Open	Applications Close	Shortlist Announced	Shortlist Meet the Judges	Winners Announced
09:30 Wednesday 04 August 2021	12:00 (noon) Wednesday 06 October 2021	Early December 2021	Late January 2022	Feb/March 2022

Applications will need to be submitted by **12 noon Wednesday 06 October 2021** in order to be progressed to the next stage. An initial review and eligibility check will then take place to ensure only those applications that align with the prize criteria are submitted for formal assessment by the Judging Panel.

Applications will undergo further review in November where our shortlist of finalists will be approved.

Due to the Christmas break, finalists will be invited to meet with our Judges in January 2022 to discuss their ideas further (notifications will be sent early December to allow time to prepare).

All finalists will then be invited to the William Sutton Prize Evening scheduled for **Feb/March 2022 where the winner will be announced**.

How many prizes are awarded?

2021/22 will see the fourth round of The William Sutton Prize, the Judges are committed to funding the most innovative and impactful applications received. Where additional funds are available, the Judges will have the discretion to consider more than one award.

My application was shortlisted, what happens next?

Shortlisted applicants will be invited to a Judges' Panel Day in January 2022 for a discussion and short presentation about their idea. Full details will be sent directly to shortlisted applicants with the relevant requirements at least four weeks before the Panel Day.

My application was not shortlisted, what happens next?

Due to limited funding the Panel is not able to support every eligible application received. Unsuccessful applicants will receive emailed notification of the reason their application was not taken forward. All unsuccessful applicants will be eligible, and welcome, to reapply in future rounds.

For any further questions or assistance with you application please email the team at williamsuttonprize@clarionhg.com