

IBP AWARD ENTRY 2019|BUILDING| BRAND OF THE YEAR

Our cutting-edge journalism has driven Building's readership like never before. This year has seen record digital engagement, a new podcast series, the largest ever Building Awards and a whole new Building Live programme.

Corporate subscriptions have grown this year, while our annual Building Live conference has been transformed into a series of events on vital topics such as fire safety and digital technology. We have produced a record number of webinars and CPD learning modules and launched our popular podcast series. We also had some fun with our Christmas quiz, bringing together over 17 teams who put their construction trivia to the test while also raising money for charity. In addition to all that, and against a difficult economic backdrop, print advertising has bucked market trends to grow throughout the year.

The three exceptional editions put forward for this submission illustrate stories that pack a punch: online, in print and in audio.

[Next generation takeover – special issue: Guest edited by young people in construction](#)

Building decided to bridge the intergenerational divide, inviting a panel of professionals under 30 to guest edit the magazine. From the first brainstorming session our guest editors said they wanted to be positive but realistic about the industry – and collectively we came up with eight main content ideas. Central to the edition was a sentiment survey – it was answered by 500 young people and yielded surprising results. A neat stunt was to send two journalists to sleep over at, and review, a new build-to-Rent flat – the housing tenure being heavily marketed at the young professionals. In a third feature we sat in on reverse-mentoring sessions, where senior staff ask junior colleagues for insights. Evidently our readers liked this fresh perspective – content from that the issue chalked up nearly 11,000 page views while the related podcast had over 800 listens.

[The Chernobyl cover-up: On site at the £1.9bn project to contain the exploded reactor](#)

Building's commitment to investigations beyond UK borders took our reporter Will Ing to the world's worst nuclear disaster, where he spoke to people working to contain radioactivity at Chernobyl. Will's feature cut through all the technical information to focus on the story of a small UK consultancy working on one of the most sensitive sites on Earth. His ability to find the human-interest angle while also writing for a specialist readership was rewarded by being in the top three most-read features on Building's website in the past 12 months, and was complemented by a podcast listened to by 690 people.

[In the mix: On site at Laing O'Rourke's £1bn Edinburgh St James scheme](#)

Site visits to projects built by the media-shy Laing O'Rourke are rare, so exclusive access to this mega retail-led scheme was a real coup. On the face of it the project – though huge in scale and constrained by its city centre location – did not seem that unusual, but group technical editor Thomas Lane uncovered in detail how the team harnessed digital engineering and offsite manufacturing to boost productivity by 40%. The edition also features an interview with the City's former chief planner, Peter Rees, warning that in 100 years derelict towers will litter London's skyline, while we also ran an investigation into lack of progress on the planned £4bn refurbishment of the Palace of Westminster.

Chloë McCulloch, Building

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