



# Communication and PR Awards 2013 Bulletin

in association with



WELCOME TO THIS *IBP INTERACTIVE BULLETIN*. CLICK ON THE LINKS OR USE THE BUTTONS AT THE BOTTOM OF THE PAGE TO NAVIGATE THROUGH.

## **NEW COMMUNICATION AND PR AWARDS SHOWCASE DISPARATE BUILT ENVIRONMENT**

**IBP joined forces with Gorkana and CIPR special interest group CAPSIG to deliver the first Communication and PR awards dedicated to communications activity in the built environment. The awards scheme was established by IBP in response to increasing recognition by member editors, journalists and clients of the important role that public relations plays in representing a multi-faceted industry.**

The following inaugural Award winners showcase and give recognition to in-house PR departments and Public Relations Consultancies working in architecture, construction and design, together with social/private housing and commercial property. Harriett Hindmarsh, chairman of IBP and Global Head of Marketing and Communications for AECOM said: "These awards give recognition to the important role provided by In-house Communication teams and PR Consultancies to organizations operating in the built environment and provide a valuable link to the media and their readers."

*For details and information about the IBP Communication and PR Awards winners*

*click on the categories below*

[BEST BUSINESS](#)

[COMMUNICATIONS CAMPAIGN](#)

[IN-HOUSE](#)

[COMMUNICATIONS TEAM](#)

[PR CONSULTANCY TEAM](#)

[YOUNG COMMUNICATOR](#)

[OF THE YEAR](#)

[COMMUNICATOR OF THE YEAR](#)

# BEST BUSINESS COMMUNICATIONS CAMPAIGN 2013

## WINNER: **EC Harris**

**CAMPAIGN:** Transform your property assets to improve your returns

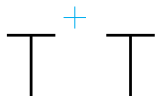
**AGENCY/DEPT:** EC Harris Marketing and PR team

**BUDGET:** £10,000-£25,000

"EC Harris delivered very impressive results from a clearly defined campaign", the judges commented. "The strong use of traditional media was supported effectively by the use of newer channels to deliver and spread the word.

"The campaign was an excellent example of how to support a sector by successfully growing its business base – a stunning performance" the judges said.

Sponsored by



EC Harris | European Property Finance Trends: The Banker's Perspective 2012

## EUROPEAN PROPERTY FINANCE TRENDS: THE BANKER'S PERSPECTIVE 2012

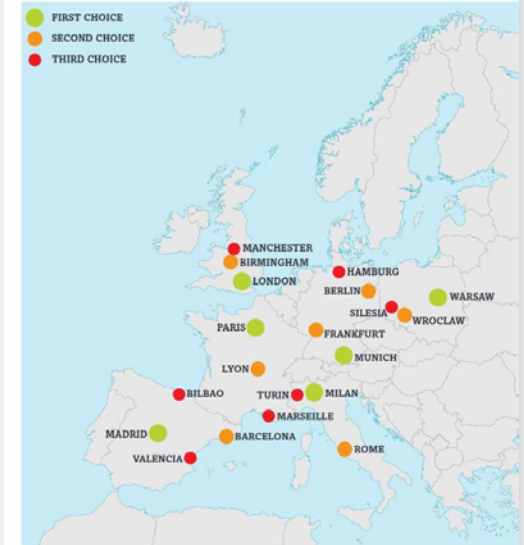
A modest rise in confidence in the UK, but Europe remains cautious

Our fourth annual European Property Finance trends report is the result of our survey from 29 banks across Europe. The report highlights the banker's personal views on current market conditions and their predictions for the future.



### European top cities for property finance

The banks rated the top three cities for property finance in their home markets. Bankers suggest that the most popular places for property financing are: Paris in France, Munich in Germany, Madrid in Spain, London in the UK, Milan in Italy and Warsaw in Poland.





# BEST BUSINESS COMMUNICATIONS CAMPAIGN 2013

## HIGHLY COMMENDED: *Canary Wharf Group plc*

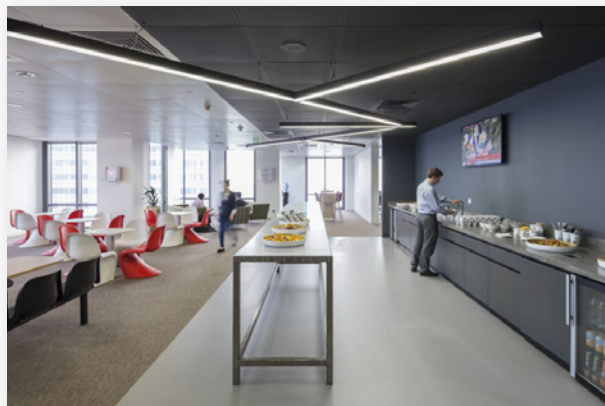
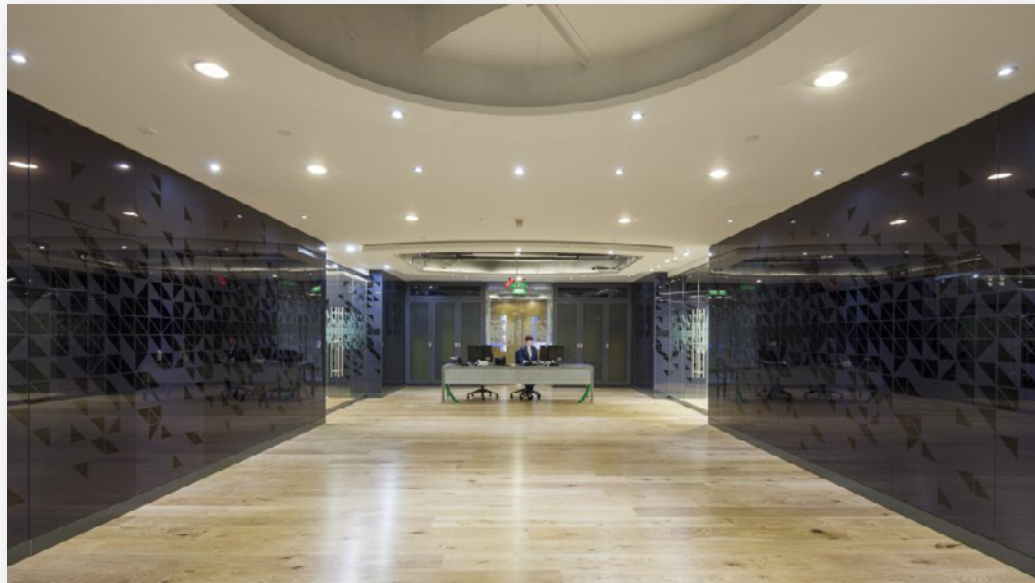
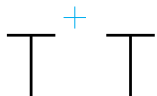
**CAMPAIGN:** Launch of Level39 and  
the diversification of Canary Wharf

**AGENCY/DEPT:** In-house Canary Wharf Group  
Communications team and FTI Consulting LLP

**BUDGET:** Over £100,000

"This joint entry from **Canary Wharf Group** and FTI Consulting showcased an effective working team ethic and strong story responding to an attractive brief", the judges said. "The campaign clearly demonstrated how it was delivering the message with **successful results**," The judges particularly liked its use of a variety of channels to get its message across to a clearly identified audience.

Sponsored by







# IN-HOUSE COMMUNICATIONS TEAM 2013

**WINNER: BDP**

**AGENCY/DEPT:** BDP's Communications Team

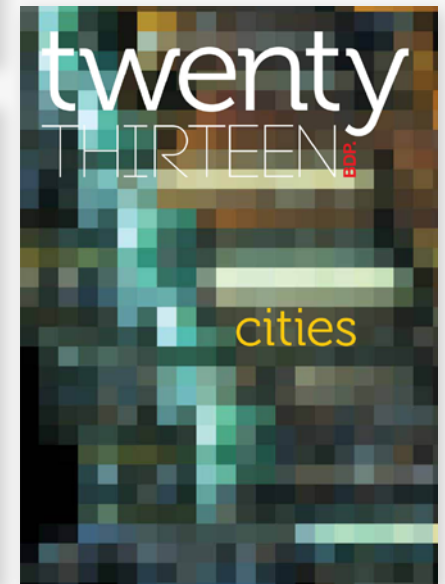
**BAND:** £75,001 - £100,000

"The **BDP** team's cheerful use of social media, coupled with its more traditional methods of communicating business demonstrated a clear understanding of the tool kit available to get their message across – this nudged them ahead of the competition" the judges said.

Attractive annual reports, fun exhibitions and the lobbying of the trade press were impressive – so far so good – but it also makes the most of opportunities the media world offers, such as nominating colleagues for the BBC's Expert women programme, engineer Caroline Stassen won through and is now on the Corporation's roster of contacts for comment.

BDP's digital footprint and passion for social media however showed the most promise. Its steady collection of new Twitter followers impressed the judges with its huge growth in web traffic from new territories, especially India and China, even more so.

It landed the firm a UKTI award for Greater China raising Star Award shows the team's strategy in raising Global awareness has worked. The judges were also impressed by the team's plans to foster its own writers for its annual review publications.



Sponsored by





# PR CONSULTANCY TEAM 2013

**WINNER: Four Communications**

**CAMPAIGN: Fab Four**

**AGENCY/DEPT: Four Communications**

**Four Communications** team was slick, they talked a good game, they were expert, they knew their subjects and they knew the marketplace too. Most in the business of property, design and construction would be familiar with the stories Four have brokered this past year, such as the Admiralty Arch project and the development of London Square.

While the methods used were traditional much of the team's success lay in newspaper write up and trade title slots – but the results were indisputable: 80 per cent client retention in a notoriously fickle market and £350K revenue growth in a year. **"Who is going to argue with that",** the judges commented.

Sponsored by



**MANSION MONACO TURNS A CORNER**

A dated seaside skyline gets an upgrade as the property market scales new heights

BY RUTH BLOOMFIELD

AT MIDDAY, THE PIAZZA in front of the famous Monte Carlo Casino teems with life. Men in handkerchiefs collect business meetings at 11 am, well-dressed women take a break from shopping to flick their hair and check their phones and ladies of a certain age exercise at sunrise.

This is the heart of Monaco, the tiny seaside town known long ago as a playground of the international jet set and one of the world's most expensive real-estate markets.

"Most of the apartment blocks in Monaco are outdated, and need to be replaced," says Peter van Nieuwland, who represents the Knight Frank agency in the principality.

Centuries to a photo of the Monaco skyline in his office, he says. "That one is horrible, this one is also horrible, this one looks like a prison." The problem, he explains, is that many buildings were erected in the 1970s and '80s with understated kitchens and old-fashioned fittings. "Life has changed, but they have not really adapted."

Now, change is coming in the form of a new skyline, a 40-story 750-meter residential tower featuring apartments with marble floors, oak carpentry and expensive German-made bathroom fixtures. When it is completed this year,

Actor Roger Moore, tennis player Novak Djokovic and race-car driver Lewis Hamilton all own property in Monaco.

It will be the principality's tallest building, standing a head taller than its nearest rival, Le Meridien, a 37-story apartment block built in the late 1960s. Its sweeping glass facade lends a place for other cities, will further set it apart from the rest of Monaco's concrete skyline.

The 4000 million development was launched late last summer with 24 apartments offered for sale. By February, 18 had been sold to foreign buyers at prices well above £30 million. Those that remain include a 120-square-meter apartment for £25.5 million and a 627-square-meter unit listed at £28 million—double Monaco's average home price.

Informed by prices like these, this silver of land proved between the Mediterranean Sea and France is proving to be one of the few parts of the Western world to emerge strongly from the global property recession. According to newly released official figures, the world-wide downturn registered

as a mere dip in Monaco's real-estate market.

Average house prices in the principality now stand at a record £30,000 per square meter. That is double what they were in 2006 and up sharply from the crisis year of 2009, when they tumbled down to £25,000.

Partly driving this resurgence are Monaco's enduring charms—a mild Mediterranean climate, fish-rich bays and restaurants, and the timeless, scenic views of the Principality.

There are also powerful financial incentives for home buyers. Aside from French nationals—who are taxed by a 10% annual treaty—residents pay no income, property or capital gains tax to the Monaco government.

Mr. van Nieuwland says global political stability has also stimulated interest from overseas buyers, particularly from Russia. "If you were living in Monaco, would you not rather have your wife and children in a nice, safe, sunny place without the fiscal problems which are present in, say, France?" he asks.

It also has celebrity appeal. Actor Roger Moore, tennis player Novak Djokovic and race-car driver Lewis Hamilton all own property in Monaco. Each May, the greatest racing drivers in the world battle through Monaco's narrow streets in the Formula One Monaco Grand Prix. Everyone from Mick Jagger to Kate Winslet has vacationed there, while 1992 footballer turned actor for last year's Grand Prix, Madonna partied there following the end of her European tour last year, and the Los Angeles attended last year's Monte Carlo TV Festival.

Another reason for the principality's high prices is scarcity. On the fewer than 200 hectares of land that constitute Monaco—a patch smaller than New York's Central Park—there is little space left in which to build.

"A lack of supply is one of the reasons prices are high,"

Photo here to page 104

**HOME TRUTHS Adam Lawrence**

Housebuilders feel squeeze as councils extract levies

It's a hard time for housebuilders as councils extract levies. Adam Lawrence, a senior housebuilder, says the industry is feeling the squeeze. He says that councils are extracting levies from housebuilders, which is putting a squeeze on the industry. He says that the industry is feeling the squeeze and that councils are extracting levies from housebuilders, which is putting a squeeze on the industry.

There is only so much juice in the orange – a higher levy means fewer affordable homes

Adam Lawrence is a senior housebuilder. He says that the industry is feeling the squeeze and that councils are extracting levies from housebuilders, which is putting a squeeze on the industry.

**Versace's £40m supermodel mansion**

There is simply no other property in Milan like it – on or off the market, says Lorenzo Mercolini of Milan Sotheby's International Realty. Santo Versace, the president of the flamboyant fashion house – seen below with, left to right, supermodels Cindy Crawford, Naomi Campbell and Helena Christensen – is selling his four-storey mansion in Italy's most stylish city (+39 02 8707 8300; milan-sothebysrealty.com) for £40 million.

In a prime position in the heart of the fashionable district, the villa is a 19th-century architectural tour de force by Modern Movement masters Carlo De Carli and Antonio Carminati.

It blends clean lines and precious materials and has been given a contemporary Versace look with intricate mosaics and a striking octagonal-patterned floor.

The palatial property also comes with private gardens and a splendid rooftop terrace with breathtaking views over the city. It could be the dream home for Lady Gaga, a self-confessed Versace addict.



# YOUNG COMMUNICATOR OF THE YEAR 2013

**WINNER: Tilly Shirlaw**

**AGENCY/DEPT:** FTI Consulting

***"Tilly Shirlaw*** is innovative in finding new ways to establish relationships and to talk about her clients outside of the property pages as well as in them" the judges said.

“Clearly able to demonstrate the outcomes of her work she displays great confidence, gravitas and substance”, the judges added.

## London office demand returns to pre-crisis levels

**REAL ESTATE**

By Ed Hammond,  
Property Correspondent

Surging international demand for central London offices helped draw £14bn of investment into the capital's commercial property market during 2012, marking a return to pre-financial crisis levels of activity.

The total, two-thirds from foreign buyers, made spending in 2012 the third-highest level on record, after 2006

and 2007, and 50 per cent up on the amount invested during 2011, according to research for CBRE, the property consultancy.

London has become the destination of choice for commercial property investors from Asia, the Middle East and the US. The combination of stable yields and transparent ownership has also attracted investment from Europe, where real estate values have waned under the uncertainty created by the eurozone crisis.

The City of London accounted for the bulk of investments, with buyers from Korea, Malaysia, China and the Middle East all closing deals worth over £100m during the year. The Square Mile accounted for £7.2bn of the total invested, more than double the £3.5bn spent in 2011.

The so-called Midtown area, the narrow office district between Holborn to Kings Cross, enjoyed a similarly strong year, attracting £1.6bn - its highest level

since 2005. The West End accounted for £4.4bn of the total.

Michael Edwards, a director at CBRE's central London capital markets division, said the trend of overseas investors driving activity in London would probably continue this year.

"If you consider the prevalence of high levels of debt at the top of the market, compared with more limited availability last year, this actually means that 2012 arguably saw a greater

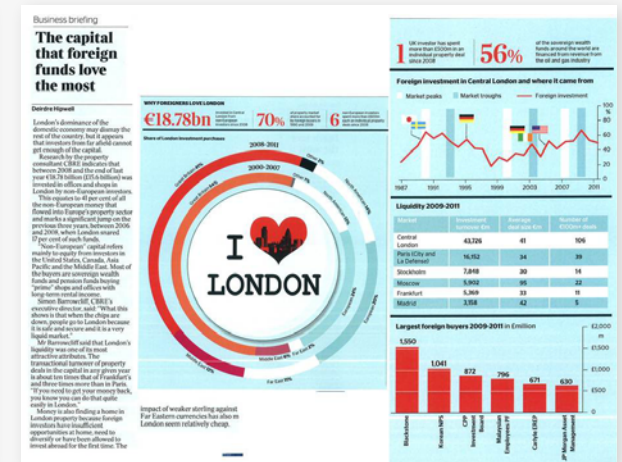
investment of equity in central London than ever before," he added.

Among the largest deals last year were Brookfield's £518m purchase of six offices from Hammerson, the listed UK property company; Blackstone's £340m deal to acquire the Devonshire Square office complex; and the £282.5m purchase of Tower 42 by South African billionaire Nathan Kirsh. The Malaysian state pension fund, Permodalan Nasional Berhad, was the

largest single spender, investing £680m to buy two office blocks in the City.

The eurozone crisis and the shrinking of financial services companies meant the take-up of new office space fell slightly during the year, from a long-run average of almost 12m sq ft to 9.8m sq ft.

Demand for property in London has soared during the past two years, decoupling the real estate market in the capital from that of the rest of the UK.



**Sponsored by**

# YOUNG COMMUNICATOR OF THE YEAR 2013

**COMMENDED:**  
**Emma Hammond**

**AGENCY/DEPT:** FTI Consulting

“**Emma Hammond** has a great future” the judges exclaimed.

“She demonstrated skills across a wide range of areas of communication, including pre-events marketing, media coverage and branding and demonstrated a real understanding of these areas” the judge’s added.

Sponsored by
 

ibp

international building press

### The Daily Telegraph 03.07.12

**Segro**  
218.0p  
Quoter says **Buy**

EUROPE's largest owner of industrial property, Segro, has bought eight warehouse estates in France for £130m.

It may seem surprising for a British company to be investing in mainland Europe given the economic uncertainty on the Continent, but the deal is part of Segro's new strategy to focus on its largest industrial estates and key distribution hubs across Europe.

Five of the eight estates acquired by Segro are in the Ile de France region around Paris – described by Segro as “one of Europe's wealthiest and largest economic regions” – while the remaining assets are in Lyon.

The deal has been struck with property company Foudriere des Regions and tenants in the estate include Sony, UPS and Saint-Gobain. Phil Redding, Segro's chief investment officer, said: “This transaction provides us with a rare opportunity to acquire some of the best logistics assets in the two strongest markets in France.”

The transaction reinforces

Quoter's view that Segro is one of the most active and exciting listed property companies at present.

Exciting is not a word often associated with Segro. The company used to be known as Slough Trading Estates and specialises in sheds, industrial estates and distribution warehouses.

However, not only do Segro's assets position it at the heart and legs of local economies – making it a useful economic bellwether – but since the financial crisis it has conducted a flurry of deals.

Former chief executive Ian Coull bought arch-rival Dixons at a rock-bottom price in 2009 and also acquired a 50pc stake in a portfolio of warehouses next to Heathrow airport called the Airport Property Partnership.

Then, after replacing Mr Coull last year, new boss David Sleath announced he would sell £1.8bn of assets identified as non-core and reinvest in European industrial hubs such as Paris.

The non-core assets include suburban offices, manufacturing companies and estates where Segro does not have 100pc control.

So far this year, £377m of property has already been sold, including Segro's interest in

**SEGRO**

Revenue

Year-end December 31	2009	2010	2011	2012*
Revenue	£346m	£345m	£356m	£309m

Pre-tax profits

Year-end December 31	2009	2010	2011	2012*
Pre-tax profits	£197m	£197m	£134m	£134m

Share price

CLOSE 218.0p

Year-end December 31

Year-end December 31	2009	2010	2011	2012*
Earnings per share	18.3p	17.1p	18.4p	17.59p
Dividend per share	14p	14.3p	14.8p	15.35p

SOURCE: CAPITAL LOOK

Trafford Park next to Old Trafford in Manchester.

Mr Sleath has embarked on this strategy because he believes Segro has underperformed on the stock market over the past few years.

However, the market response has been mixed. Segro shares are well below the £31.20p hit in March 2011 and in 2012 have risen 5pc against a FTSE 250 up 1pc.

Investors are concerned that Segro is conducting these sales during a time of economic crisis. In March, Mr Sleath was forced to write off £187m from the value of the non-core assets Segro will sell.

However, Quoter likes the focus and rigour that Mr Sleath has brought to Segro. Not only is he ensuring the company works in market-leading sectors, but he is

also revitalising tired assets. For example, Slough Trading Estates, still Segro's primary asset, is set for a major overhaul with a £500m business park development called IQ Slough.

Segro shares also look cheap. It is trading at 12.5 times estimated 2012 earnings and offers an attractive dividend yield of 7pc. This looks a good time to buy.

### Whiteley Shopping Centre woos six new tenants

12 September 2012 | By James Knowles

River Island, Clarks, Mamas & Papas, Schuh, Claire's and Moss have signed up as launch tenants for Whiteley Shopping Centre, taking the occupancy rate to nearly 80%.

The Whiteley Co membership, a joint venture between landlord British Land and Universalis Supermarket Scheme Limited, comprises a 320,000 sq ft new build shopping centre in Hampshire. The £64m development is on track to open for spring 2013.

The new tenants account for 24,700 sq ft of the centre – including a 6,354 sq ft River Island store, a 4,806 sq ft Clarks shop, a 4,004 sq ft Mamas and Papas unit, a 3,072 sq ft Schuh store, a 1,115 sq ft Claire's shop, a 2,135 sq ft Moss retail unit, all on 10-year leases.

They will join anchors M&S, Next and Tesco, and already announced pre-lets including an 18,200 sq ft H&M, a 6,800 sq ft JD Sports, a 6,300 sq ft B&N, and a 10,700 sq ft Sports Direct. There are a further 12 units in solicitor's hands.

Claire Barber, head of shopping centre asset management for British Land, said: “Whiteley Shopping Centre is one of only two new schemes opening in 2013 and we are continuing to see strong retailer demand for space.

“We are delighted to be 78% let and under offer with eight months to go until opening.”

She added: “The recent lettings continue to prove that Whiteley can deliver what retailers want: the right location, affordable rents and the right type of space in a high quality environment.”

The letting agents for the scheme are Cushman & Wakefield (retail), Wilkinson Williams (retail) and Davis Coffer Lyons (leisure).

### Drapers 12.09.12

### TRADING PLACES

Nearly a century after it was established, the historic Slough Trading Estate is about to undergo a 20-year, £300m overhaul in order to attract a new generation of occupiers. Samantha McCurry hears how

Slough Trading Estate, a 100-acre site in the heart of the town, has been a landmark for the town since its founding in 1912. It was the first industrial estate in the town and has since become a major employer and a key part of the town's identity.

The estate is now owned by Slough Trading Estates, a subsidiary of the Slough Borough Council. The estate is currently occupied by a mix of small and medium-sized businesses, but the council is looking to attract larger, more modern businesses to the site.

The council has commissioned a masterplan for the estate, which will involve the demolition of existing buildings and the construction of new, modern office and retail units. The masterplan also includes plans for a new park and a new school.

The council is currently in the process of consulting on the masterplan and is looking for feedback from the local community. The council is also looking for potential occupiers for the new units.

The council is confident that the new estate will be a success and will bring many benefits to the town. The new estate will create jobs, increase tax revenue and improve the town's image.

### SLOUGH TRADING ESTATE: FACTS AND FICTION

Slough Trading Estate is a 100-acre site in the heart of the town. It was the first industrial estate in the town and has since become a major employer and a key part of the town's identity.

The estate is now owned by Slough Trading Estates, a subsidiary of the Slough Borough Council. The estate is currently occupied by a mix of small and medium-sized businesses, but the council is looking to attract larger, more modern businesses to the site.

The council has commissioned a masterplan for the estate, which will involve the demolition of existing buildings and the construction of new, modern office and retail units. The masterplan also includes plans for a new park and a new school.

The council is currently in the process of consulting on the masterplan and is looking for feedback from the local community. The council is also looking for potential occupiers for the new units.

The council is confident that the new estate will be a success and will bring many benefits to the town. The new estate will create jobs, increase tax revenue and improve the town's image.



# COMMUNICATOR OF THE YEAR 2013

## **WINNER: Rosie Cade**

**AGENCY/DEPT:** *Knight Frank  
Residential Development PR Manager*

*"Rosie Cade demonstrated an impressive breadth of successful communications across a wide range of sectors; increasing the profile of her company's work beyond its direct sector, adding real value to her business's bottom line. She achieved real successes in gaining positive coverage of her company's key projects in 2012" the judge's commented.*



Sponsored by



international building press