



Our ideas competition has now closed.

Thank you so much to everyone who entered - it has been our best competition so far with lots of great ideas in response to the question: How do we keep investors interested in UK property? We will be sifting through them over Christmas ready to announce the winner at the end of January.



Everything is marketing

We have a great new set of articles from Philip Collard about planning your marketing strategy:

- [Marketing planning.](#)
- [Marketing audit.](#)
- [Three year strategic marketing plan.](#)
- [One year tactical marketing plan.](#)



Najma Dunnett reports on Squibb v London Pleasure Gardens

Collateral contracts were the focus of this case and formed the thrust of the claimant's argument to obtain payment from the funder. Around the time of the 2012 Olympics, London Pleasure Gardens Ltd won a competition to develop an area of land in East London as part of a plan to provide temporary use of sites around the Olympic Park. [Read more](#).



Flooring group launches product transparency declaration

KLH Sustainability report on flooring manufacturers in North America which have launched an innovative Product Transparency Declaration. Its simplicity enables time to be focused on research rather than paperwork. [Read more...](#)



BIM

We've had a go at updating our suite of articles about Building Information Modelling, but it's a complicated subject and we need your help. Why not take a look and see if you can make improvements, just click 'Edit this article'. [See BIM article...](#)

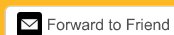


Time to start writing?

Designing Buildings Wiki only works because people like you write articles. It's good for the industry and it's good for you. Put your signature at the end of your article and it will automatically link to your profile, so when people read about your subject, they will also find out about you. [Read more...](#)

Designing Buildings Wiki is supported by:

[Rogers Stirk Harbour + Partners](#)
[Buro Happold](#)
[Development Securities PLC](#)
[The Chartered Institute of Building](#)



follow on Twitter | like on Facebook | connect on LinkedIn | watch on YouTube | Google+ visit our website