

B&C
AWARDS
2025

The Bridgington Ball

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Media Pack 2025



At a glance

The prestigious Bridging & Commercial Awards is renowned for its extravagant themes, sumptuous food and drink, incredible after parties and, most importantly, highlighting all that is great within the sector. Acknowledging success in a market as competitive as ours is crucial to support, recognise and encourage firms in their endeavours to go above and beyond in the name of providing for their broker and client partners.

***When:** Thursday 5th June 2025 from 1:30pm at Ditton Manor, Berkshire

*Registration to become a judge opens as of 3rd February 2025 - register [**HERE!**](#)

***Packages start at £5,600 + VAT for a table of 10 guests,** which includes a 3-course meal, generous drinks package, access to the sponsored post-Awards bar and official after party.

We know it's Summer, but this is an occasion!

As such, we expect everyone to adhere to the strict black-tie dress code. Feel free to give a nod to this year's Bridgington theme, too!

We do issue hard-copy tickets to your table host (simply because they're beautiful) but you don't need one to get into the event.

Programme

Here is a guide to the agenda for the day:
(subject to change and refinement as we head closer to the event date)

1:30pm — guest arrival and drinks reception, sponsored by Market Financial Solutions

2:30pm — welcome & charity presentation

2:45pm — three-course lunch will be served with entertainment

5pm — awards ceremony begins

6:45 — thanks & post-awards bar opens

9:30pm — carriages/coaches to the official after party, sponsored by Avamore Capital





Awards Categories

BEST BRIDGING NEWCOMER - BROKER

A firm which has entered bridging in the past two years and has had a remarkable impact on the sector in that time. This broker must observe principles of TCF; have a whole-of-market, customer-focused approach; display innovation and support industry evolution; have great relationships with lenders and professional service providers; and true acumen when it comes to the product.

BEST BRIDGING NEWCOMER - LENDER

This lender must have entered bridging in the past two years and truly added value in what is a very saturated market. Nominees must have a level of product innovation or development that sets them apart, or perhaps they have assembled an outstanding team, or invested in unique advances in technology and systems. Feedback from both the broker and borrower community must be exceptional and they need to be on the right side of industry evolution in bridging. Their standards and treatment of customers should be irreproachable.

BEST COMMERCIAL BROKER

Nominees in this category display a thorough understanding of the commercial mortgage sector and have excellent relationships with providers in the space. A penchant for the structuring of complex deals, identifying opportunities and working with lenders to progress products are all desirable attributes.



Awards Categories

COMMERCIAL LENDER OF THE YEAR

Supporting the beating heart of our economy, commercial mortgage providers help finance the growth of UK enterprise. These lenders display outstanding service to brokers and borrowers, understand the various opportunities presented within the differing subsectors and are striving to innovate and develop their offering to serve more borrowers' needs. Often still seen as the domain of the high street, we would like to seek out those who are true specialists in this area.

SPECIALIST BTL BROKER OF THE YEAR

This broker will be offering landlords fantastic support during a particular volatile market, working with the client and leveraging their lender relationships to get the most competitive and flexible options. This brokerage understands the constantly changing requirements of landlords and what they require to finance their portfolios and react to ERC, tax changes, and other legislation.

SPECIALIST PRODUCT OF THE YEAR

An accolade for the lender who is best in class for a specific product. This could be something which is unique and offers a new solution for both brokers and borrowers, or simply the exceptional execution of a product that is more widely available.



Awards Categories

BEST DEVELOPMENT LENDER

An outstanding development finance provider facilitating ground-up projects of any size, debt structure (including senior, stretched senior, and mezzanine), or equity finance solution. This lender must work closely with the broker and developer community to support residential and/or commercial projects. From fantastic customer service to flexibility and desire to consider any type of scheme — despite the current market challenges — this award is designed to honour the lender which has shown exceptional commitment to the sector and played a key part in accelerating its evolution.

BEST DEVELOPMENT BROKER

Working with developers and finance providers, firms in this category understand the complexities of the debt stack and securing finance for projects and schemes. These brokers maintain a close relationship with all parties throughout the lifetime of the loan and its various tranches, managing expectations and progress to ensure a smooth path to completion and eventual sale.

UNDERWRITER OF THE YEAR

Often relegated to behind the scenes, outstanding underwriters are critical to longevity in lending. These credit decision makers develop strong relationships with brokers and borrowers and ensure that cases are kept moving, displaying true understanding of their lender's criteria, appetite, and areas of expertise, ensuring best outcomes for the client.



Awards Categories

BEST BRIDGING BROKER

This is the broker who best exemplifies the expertise needed in placing and advising on bridging cases, observing the core hallmarks of speed, flexibility and great service.

This broker maintains contact with the lender and borrower throughout the loan and always has one eye firmly on the exit. This firm should represent the direction in which we all, as an industry, should be moving.

BEST SURVEYOR

The more we hear of valuation being an art and not a skill, the more important it becomes to highlight exceptional providers in this area of professional services. Firms in this category must be surveyor firms that have offered great service and skill to the specialist finance market.

BEST SPECIALIST FINANCE PARTNER

Nominees for this category can be any firm that provides a fantastic offering that lenders or brokers cannot live without; the winner of this award will be a firm that truly keeps the wheels on the market turning. Technology companies, valuation panel managers, auditing businesses, funders and recruiters can all be nominated in this category.



Awards Categories

REGULATED BRIDGING LENDER OF THE YEAR

Despite being regulated, first-charge residential bridging should still be fast, smooth, and efficient, making that auction purchase, chain break, or refurb opportunity a reality. This lender offers regulated short-term loans that are still personal and leave both the broker and borrower having had a fantastic experience.

LARGE LOAN LENDER OF THE YEAR

This award is for specialist finance lenders (across bridging, commercial mortgages, development finance and BTL mortgages) that frequently provide loans of £10m and above. The winning finance provider will be comfortable working with brokers and their clients on big-ticket assets and have an expert team and a wealth of experience in the upper end of the market that brokers cannot transact business without.

SERVICE EXCELLENCE - LENDERS

Nominees for this award must put service and communication with brokers and borrowers at the forefront of their lending principles. Do they stick to what they have agreed? Are rates and fees clear and transparent from day one? Is documentation streamlined? Do they employ the use of tech for a better user experience? Is their treatment of customers consistent with TCF principles and is borrower feedback positive? Do they listen to brokers and use this information to assist in innovating and developing their offering? Is the team knowledgeable, personable and available? How do they treat default and extension cases?



Awards Categories

SERVICE EXCELLENCE - BROKERS

A lot of emphasis is being placed on brokers' qualifications, acumen, and level of advice given when it comes to unregulated transactions. We expect brokers to commit to service levels that are appropriate to the product and borrowers' needs, every time. Nominees here will advocate for the client in all instances; display clear and consistent communication with all parties, including professional partners; work towards the seamless delivery of the deal in as short a time as possible; have the required relationships with lenders and other providers in the chain to achieve the clients' objectives; be in support of the exit strategy and work with the client to ensure that their loan is repaid on time; operate whole of market and understand what is best and most suitable for borrowers at all times; and regularly contribute to the betterment of the wider industry by having open dialogue with providers, participating in events and media opportunities, and supporting the community through initiatives that deliver progress.

BEST SPECIALIST DISTRIBUTOR

As the specialist finance market grows, so does the need for distribution partners who really know their stuff. Taking the relationship side of things to another level, these firms understand lending criteria inside and out and work with introducers and lenders to create an unparalleled experience for all parties. These firms deliver packs that eliminate unnecessary back and forth and, crucially, they are experts at identifying problems and mitigating them in advance. As well as having access to volume, emphasis must also be firmly on the quality of these introductions and healthy success rates. Their solid relationships with mortgage and term providers and a thorough understanding of how the exit will manifest ensures that deals are in safe hands.



Awards Categories

BEST SOLICITOR

Professional advice is paramount in this market; working with a legal firm that specialises in this sector can make or break the overall success of deals. Here, we are looking for solicitors that respect the timescales often at play in bridging, communicate effectively with the borrower's representation, aid the swift flow of documentation and signing, and know what to look out for when it comes to the risks specific to short-term lending.

REGULATED BRIDGING BROKER OF THE YEAR

This brokerage has adopted bridging as a mainstream offering and knows how to deploy it intelligently within a regulated framework, understanding how consumer clients can benefit from the product. The prevalence of bridging in the homeowner market is becoming more pronounced, but who is doing it best?

BEST SPECIALIST BANK

The options available to consumers and brokers from specialist banks are vast. Nominees for Best Specialist Bank are those that are truly challenging the products offered by the incumbent providers. Service, talent, innovation, technology, range of proposition, and pricing are all factors that put this lot above the rest.



Awards Categories

SPECIALIST BTL LENDER OF THE YEAR

This lender will be offering something unique to the BTL market that is popular with brokers and landlords alike, giving flexible options to those that are not currently served by the high street so that they can embrace new opportunities. This finance provider constantly listens to the market's needs in order to bring out products that suit the requirements of property investors during a time when they are actively modifying their portfolios and reacting to EPC and tax changes.

LENDER RELATIONSHIP MANAGER OF THE YEAR

It can be said that the right BDM, relationship director, head of sales, or key account manager can alter how a business is seen. Those who are out in the field are representing the very best that the lenders have to offer, creating partnerships that are long term and fruitful for all concerned. Personality and a thorough understanding of what their lender can and can't do is paramount to being a contender in this category. Has this person changed how you work with the lender for the better and engendered you to work more with them?



Awards Categories

BEST REGIONAL BRIDGING LENDER OF THE YEAR

This award celebrates the bridging lender that has made a significant impact outside of London, demonstrating exceptional service, innovation, and growth within a specific regional market. Whether through enhancing their product offerings, building strong relationships with local brokers, or providing tailored solutions that meet the unique demands of their area, this lender has proven their value in serving clients beyond the capital. They are a key player in their region, consistently delivering outstanding support and playing a crucial role in the development of the local bridging market. Whether a rising star or a longstanding regional leader, this lender is a vital force shaping the future of bridging finance outside of London.

BRIDGING LENDER OF THE YEAR

The big one. This lender may have dramatically changed their offering and service over the past 12 months, making them a stand-out contributor to all that is great about our industry and a beacon for its future. Or, it could be a lender who has stood the test of time, remains perennially supportive of brokers, has a solid offering and one which we could not imagine life without. You decide — but they must be the very best.



Awards Categories

OUTSTANDING CONTRIBUTION

A B&C-decided award, we honour an individual who has worked in the market for a considerable amount of time and left/continues to leave their mark in more ways than one.

LIFETIME ACHIEVEMENT AWARD

The Lifetime Achievement Award honours an individual who has made a lasting impact on the specialist finance industry throughout their career. This award recognises exceptional leadership, innovation, and commitment, with a focus on shaping the market and driving growth. This award celebrates a career that has left a remarkable legacy in the UK bridging market.





How the new judging process works

At the B&C Awards 2025, we're shaking things up to make the voting and judging process even more exciting, transparent, and engaging — and we want YOU to be a part of it!

Based on invaluable feedback from industry professionals like you, we've made the judging process faster, easier, and more streamlined than ever before. No lengthy testimonials, no over-complicated submissions — just a focus on real industry experience and what's been achieved over the past year.

It's all about impact, innovation, and excellence.

1. SIGN UP TO BECOME A JUDGE

From 3rd February, we will be accepting the first 50 lenders and 250 brokers to register as judges. This is your chance to have a direct hand in determining the top companies and individuals across all categories in the specialist finance sector.

2. ONE JUDGE PER COMPANY

To ensure fairness and transparency, only one person per company can sign up to vote as a judge. This will be vetted and any duplicates or additional votes will be removed. You must use your company email address — personal email addresses won't be accepted.

See next page for further steps





How the new judging process works

3. CONFIRMATION AND VOTING ACCESS

Once you have registered and been verified, you'll receive a confirmation email along with a one-time password (OTP) to access the voting platform. You'll be able to vote online for the nominees you believe are most deserving based on their achievements over the past year.


4. VOTE BASED ON EXPERIENCE — NO TESTIMONIALS REQUIRED

This year's voting is experience-driven. We've simplified the process to focus purely on what you've seen and experienced over the past 12 months. No long testimonials or extra paperwork — just choose the nominees you think have made the biggest impact in the industry.

5. THE FINAL RESULTS

Once online voting closes on 17th March, your votes will directly shape the shortlist of nominees, which will be revealed on 24th March.

Any tie-breaks will be deliberated by the judges. The companies and individuals with the most votes will be announced as the winners at the B&C Awards 2025 on 5th June.



Important dates

The categories for 2025 have already been announced on B&C and feature in this brochure.

We have refined the process to what can undoubtedly be described as fully transparent, fair and, above all, representative of our industry.

- Judging application and voting opens: **Monday 3rd February**
- Voting closes: **Monday 17th March**
- Shortlist revealed: **Monday 24th March**

Don't miss out on this exciting opportunity to help determine the winners of the B&C Awards 2025! Be sure to register as a judge before 17th March to make your voice heard in recognising the industry's most outstanding achievements.



Pricing, packages & sponsorships

TABLES OF 10 COST £5,600 + VAT

Includes the welcome drinks reception, a 3-course seated lunch, generous drinks allocation on the table, and access to the sponsored post-Awards bar

INDIVIDUAL SEATS COST £650 + VAT

AWARD CATEGORY SPONSORSHIP COSTS £1,200 + VAT

Gets your brand alongside the award in the programme and on screen, plus a representative of your firm will introduce and present the winner with the award on stage

SUPPORT SPONSORSHIP COSTS £1,500 + VAT

Your company's logo will feature in all marketing to do with the event, including tickets, programmes, the online voting page, marketing emails and on screen at the Ditton Manor

COMBO DEAL FOR BOTH AWARDS CATEGORY SPONSORSHIP & SUPPORT SPONSORSHIP FOR £2,400 + VAT

TO BOOK YOUR TABLE, CONTACT:

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