



Lucy House

CMA Emerging Talent of the Year – Client Side

Lucy joined DIA in 2022 as an administrative assistant, and has since rapidly developed into a proficient Marketing & Business Development Coordinator. Her work has supported the strategic repositioning of Donald Insall Associates – one of the UK's leading conservation architecture and heritage consultancy practices – during one of the most significant periods of transformation in its 65-year history.

Key achievements

Established a **new awards strategy**:

- Increased annual number of awards won by **340%**.
- Three consecutive years of record-breaking award success.
- Three consecutive Europa Nostra awards - Europe's most prestigious heritage award.

Led a **first-time B Corp Accreditation**

Since officially joining the marketing team in April 2024, Lucy has supported a social media strategy which has led to:

- **+98%** LinkedIn Followers
- **+7,490%** LinkedIn Impressions
- **+64%** Instagram Followers
- **+1,694%** Instagram Views

Overall, her work has contributed to the successful delivery of DIA's repositioning, which has resulted in (FY24/25):

- Top-line revenue grew by **15.1%**.
- Gross Margin increased by nearly 5 percentage points.

"I joined DIA as practice director and head of marketing and communications in October 2023, when Lucy was a graduate administrator. Within the first year of my tenure, I wrote the business case to internally recruit her into my team, and I was her line manager until I left the practice in March 2026.

*Lucy was one of the most **inquisitive and tenacious** early-career professionals I had the pleasure of recruiting and managing. She ably handled the competing priorities of marketing communications and bid support work, which is a notoriously difficult workload. **What stood out about Lucy was not only the speed at which she picked up new skills, but her maturity and emotional intelligence that enabled her to manage difficult stakeholders** — a make-or-break attribute in professional services.*

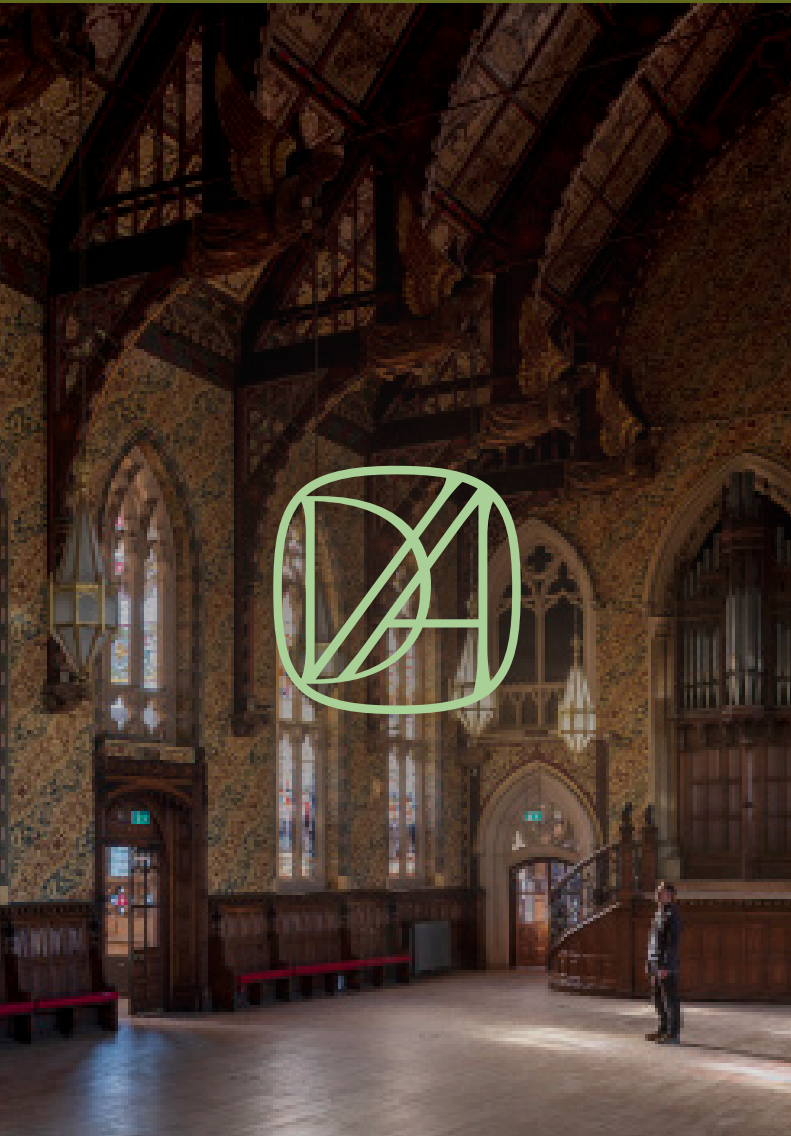
She would be a much-deserved winner of the emerging talent award, and I have no doubt that her future in marketing will be a hugely successful one."

– Renee O'Drobinak, director of marketing and communications at PMKConsult, formerly head of marketing and communications at Donald Insall Associates

DONALD INSALL ASSOCIATES



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Donald Insall Associates

Conservation Architecture & Heritage Consultancy

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Following the brand refresh commercially, during FY24/25:

- Turnover increased by 15.1%.
- Gross margin improved by almost five percentage points.
- First 6 months following the rebrand we increased LinkedIn followers by 13.9% and IG by 10.2%.
- Named AJ100 Practice of the Year 2026.
- Named Dezeen Top Company 2026.