

improving living in scotland



HOMES FOR SCOTLAND 2014 ANNUAL LUNCH & AWARDS

Friday 16 May 2014, Edinburgh International Conference Centre

SPONSORSHIP OPPORTUNITIES



difference for
for Scotland

80,000

95%

180

improving living in Scotland
HOMES FOR SCOTLAND

Building a new future
for Scotland
HOMES FOR SCOTLAND

Making a new
for Scotland
HOMES FOR SCOTLAND



The Homes for Scotland Annual Lunch and Awards offers a unique opportunity for sponsors to highlight their support for one of Scotland's most vital industries, enabling them to showcase their brand at an event which attracts the highest calibre of speakers and guests.

The Homes for Scotland Annual Lunch & Awards is, without doubt, recognised as being *the* premier event in the industry calendar.

As *the* voice of home building, Homes for Scotland introduced this event in 2003 in order to celebrate the achievements of a membership which is committed to improving living in Scotland as well as promote best practice and help raise standards across the industry.

Representing some 180 companies which together provide 95% of new homes built for sale as well as a significant proportion of affordable housing, no other organisation can match the strength, scale, reach and credibility of Homes for Scotland.

Now about to enter its 12th year, our Annual Lunch & Awards has continued to grow in standing and stature, attracting a record attendance in 2013 of some **800 senior industry representatives and their guests**.

Receiving 100% “good” or “excellent” guest feedback ratings and with 75% considering our event as “better than those similar to it” and a “must attend”, the Homes for Scotland Annual Lunch & Awards offers a unique opportunity for companies to raise their profile in front of a highly targeted sectoral audience of business leaders with a variety of sponsorship opportunities.



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Sponsorship opportunities

Complimenting a range of budgets and marketing objectives, a variety of sponsorship opportunities are available to help companies raise their profile in front of a highly targeted audience of home building industry leaders and guests.





Headline lunch sponsor

£10,000
+ VAT

Offering sponsors the opportunity to exclusively attach their name to the most prestigious event in the Scottish home building industry's annual calendar.

Pre-lunch drinks reception sponsor

Already filled

Getting proceedings off to a sparkling start, the pre-lunch drinks reception sets the mood for the day with its networking opportunities highly valued by attendees.

Individual award sponsors

£1,250
+ VAT

Our awards are very much focused on the key policy issues impacting the industry's ability to deliver much needed new housing. Supported by home builder, RSL and associate members alike, they have grown every year with a record 80 submissions received across nine categories in 2013.

Whilst the individual categories for 2014 are yet to be approved by the Homes for Scotland Board, these "sell-out" opportunities are now open for reservation or the noting of interest.

Electronic voting system sponsor

£4,500
+ VAT

With the aim of placing the audience at the very heart of proceedings, this innovative element enables guests to vote for the winner of our headline Home Builder of the Year award as well as give their views on a number of important policy issues.



Sponsorship benefits

As well as providing a unique opportunity for companies to raise their profile in front of highly targeted senior level sectoral audience, other benefits offered by our range of sponsorships include:

	Headline	Drinks Reception	Electronic Voting	Individual Award
Complimentary places	✓ (x 10)	✓ (x 10)	✓ (x 5)	
Place on VIP table	✓	✓		
Chair's verbal on-the-day acknowledgement	✓	✓	✓	
Standalone dining room branding	✓			
Preferential seating	✓	✓	✓	✓
Private VIP pre-lunch drinks reception access	✓	✓	✓	✓
HFS website promotion	✓	✓	✓	✓
HFS newsletter promotion	✓	✓	✓	✓
Logo on pre-lunch presentation	✓	✓	✓	✓
Display opportunities in sponsors' exhibition area	✓	✓	✓	✓
Awards presentation – visual/verbal acknowledgement	✓	✓	✓	✓
Press release promotion	✓	✓	✓	✓
Logo on lunch invitation and associated materials	✓	✓		
Logo on menu card/programme	✓	✓	✓	✓
Submit question for electronic vote			✓	

FACTS AT YOUR FINGERTIPS

- **The premier event in the Scottish home building industry calendar**
- **The biggest annual gathering of senior industry figures and guests of its kind**
- **A record attendance of 800 guests in 2013 – a 15% increase on 2012**
- **100% good or excellent guest feedback ratings**
- **Attracts keynote speakers of the highest level**
- **Issues-driven awards scheme addressing the challenges to much needed new home delivery**
- **75% consider our event as “better than those similar to it” and a “must attend”**
- **A unique opportunity to raise your business profile**

What some of our sponsors say:

“ The Homes for Scotland lunch and awards ceremony provides an unparalleled opportunity for associate members and their guests to feel fully integrated with their home building colleagues.

With our commendation for Best Supporting Company recognising our efforts on behalf of clients, our sponsorship also allows us to be identified as staunch supporters of the industry.



Harry Smith, Partner, Gillespie Macandrew



“ Providing a great opportunity and setting to collectively recognise, celebrate and inspire individuals and businesses in their pursuit of excellence, we are proud to associate our brand with the Awards Lunch.

Having been involved as a sponsor, award winner and attendee over the last ten years the quality and consistency of both the organisation and delivery of the event is exceptional.



John Forster, Forster Group Chairman

“ It was great to see that Homes for Scotland’s contribution to the recovery of the industry continues to be significant and so well supported.

We were delighted to sponsor and participate in this important event together with our house builder clients.

”

Kate Dewar, Morton Fraser



“ We are delighted to continue our association with the Homes for Scotland Annual Lunch and Awards in 2014 as pre-lunch drinks reception sponsor. A long-standing partner of the largest annual home builder gathering north of the border, this pre-eminent event provides us with the opportunity to both show our appreciation to our home builder customers and demonstrate our support for the industry as a whole.

”

Malcolm MacLeod, NHBC Director Scotland



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The audience

The largest and most prestigious annual gathering of senior industry representatives and guests, attracting some 800 attendees in 2013 from companies and organisations including:

Advance Construction Scotland	Gillespie Macandrew	NHBC
Allied Surveyors Scotland	Gladedale Capital	Oregon Timber Frame
Anderson Strathern	Glasgow Housing Association	Persimmon Homes
A&J Stephen	Ground Developments	Peverel Scotland
AON Risk Services	Halliday Fraser Munro	Pinsent Masons
Bancon Homes	Harley Haddow	Places for People
Barratt Homes	Hart Builders	PPS
Bellway Homes	Headon Developments	Premier Guarantee
Bett Homes	Holder Planning	Registers of Scotland
BRE	Home Log Book	Rettie & Co
Brodies LLP	Hometrack	Rightmove
Burness Paull & Williams	Houghton Planning	Robertson Homes
CALA Homes	Hypostyle Architects	Ross & Liddell
City Building	Ingenium Archial Architects	Royal Haskoning
Clancy Docwra	JLT	RSM Tenon
Close Brothers	Johnson Poole Bloomer	Shepherd & Wedderburn
Contract Scotland	Kier Homes	Springfield Properties
Cruden Homes	Kingdom Housing Association	SSE Utility Solutions
David R Murray & Associates	Lloyds Banking Group	Star Placement
Dawn Homes	Lovell Partnerships	Stewart Milne Homes
DLA Piper	Maclay Murray & Spens	Taylor Wimpey
Dunedin Canmore	Macroberts	Turley Associates
EMA Architecture	Mactaggart & Mickel	Tweed Homes
Firstmortgage Direct	Media Scotland	Veitchi Homes
Forster Roofing	Miller Homes	Walker Group
G2 Sales Marketing Communications	Morton Fraser	Waterman Group
Geddes Consulting	Muir Homes	West Central Staff

Their feedback

Receiving 100% "good" or "excellent" guest feedback ratings and with 75% considering our event as "better than those similar to it" and a "must attend", read what some of our guests have to say:

“ Homes for Scotland’s Annual Lunch is always an extremely enjoyable event, with its Awards widely regarded as the most credible scheme within the industry. It offered the usual high standards of excellence again this year, making it the must attend event for our sector. ”

Sandy Adam, Chairman, Springfield Properties

“ The Homes for Scotland Lunch and Awards is a must-attend for everyone in the property industry. The venue, speakers and entertainment are consistently good and the event itself is well run and organised. Communication is prompt both pre-and post-event, ensuring entrants are kept informed at all times. ”

Liz Mallon, Sales and Marketing Manager, Cruden Homes West



Saturday 40 41 20.04.2013

HOMES FOR SCOTLAND AWARDS

THIS YEAR'S SHORTLIST

PEOPLE Best Employer Miller Homes, Macartaggart & Michel Group, Barratt Developments and ASPIRE Graduate Programme Sponsored by MORTON FRASER	Young Achiever (under 35) Marta Paine (Miller Homes), Frances MacCoy (Powers Scotland), Erin McCune (Cruden Homes Scotland), Ashley Cassells (Stewart Milne Homes), Marianne Douglas (Foster Roofing) Sponsored by AS
PROCESS Best Marketing Campaign Springfield Properties, CALA Homes and Cruden Homes West Sponsored by Springfield Properties	Best Green Initiative Springfield Properties, Housing Innovation Showcase (Kingdom Housing Association), Miller Homes, Macartaggart & Michel Group, CCCJ & Cruden Homes, and Foster Energy Ltd Sponsored by Foster Energy Ltd
PRODUCT Best Home Design Cruden Homes West, Veitch Homes and Glasgow Capital Sponsored by Glasgow Capital	Best Development - large (20+ units) CALA Homes, Glasgow Capital, Barratt Homes Scotland, Cruden Homes West and Miller Homes Sponsored by NIBC
Best Development - small (up to 20 units) Roxton Developments, Roxton Homes, Glasgow Housing Association & City Building, Springfield Properties and Miller Homes Sponsored by Glasgow Housing Association	PARTNERSHIP Best Partnership in Planning Miller Homes & Perth & Kinross Council, Places for People & East Dundee Partnership Council Sponsored by Places for People
Best Partnership in Affordable Housing Delivery Dunelm Group Housing, City of Edinburgh Council, Hart Builders (Edinburgh) Ltd & Lovell Partnerships Ltd, Cruden Homes West, Cruden Buildings & Renewals Ltd, Waterpark Housing Association, Queens Housing Association & Scottish Government, Perth & Kinross Council, Places for People, Hillcrest Housing Association, Tropic Homes, City of Edinburgh Council, Cruden Homes East & Places for People, Housing Innovation Showcase (Kingdom Housing Association) and West Lothian Council & Lovell Partnerships Ltd Sponsored by Lovell Partnerships Ltd	Best Supporting Company EWA Architects - Design Limited, PPS Scotland, Glasgow Macdonald and Fast Mortgage Sponsored by savills



Former winner says competition expected to be tight for the top Homes for Scotland accolades

Homing in on awards

WORDS MAGGIE BARRY

John Gallacher, managing director of Cruden Homes West, is expecting competition to be very tight at this year's Homes for Scotland Awards - and that is from the man whose company won Home Builder of the Year last year. It was a memorable day for the whole team, but particularly for John, not only for the award, but the quality of work turned in by the Cruden Group. "The Homes for Scotland Awards means a lot to my company," agreed John. "It recognises your achievements across a number of areas, but the Home Builder is a particular honour as you are recognised by others in the industry. From that point of view any peer award is more than welcome." Cruden also won Best Home Design and Best

Partnership in Affordable Housing Delivery last year, and the judges commended the group on several impressive traits, including working together with the public sector to meet housing and regeneration needs. This was along with its forward thinking approach to home building and the design process and its drive to reach out to the first-time buyer market. The Home Builder of the Year is chosen because it's good to gauge your position relative to other firms in a fairly industry. "We compare with each other all the time so when you have these kind of awards where you really have to give credit where credit is due and so you think about what you are doing, it really motivates something. "And it's good for the public to see that not only you are doing it well, but you are giving credit to others in your advertising, but there is also a recognition by people around about you, which adds a variety to what you are marketing." For Cruden, the award also acknowledged that they had moved from simply being a builder to also being a developer and a developer of the first order. The award was set up by Homes for Scotland in 2009 to reflect the Scottish home building industry's commitment to be progressive and improving standards.

They address issues of fundamental importance to the industry, as well as the consumer, such as design, after-sales service, the two customer agenda, innovation and they have been welcomed by your own organisation, as well as the Scottish government. Chief executive of Homes for Scotland, Philip Hogganish. "What the housing sector is still striving for meaningful recovery, it's encouraging to have received such a volume of quality nominations for the awards. These nominations demonstrate that there remains a wealth of both stand-out companies and individuals who are committed to offering change." John added. "New housing building has come a long way in recent years with innovation in terms of carbon, reduction and insulation, and in other areas. "In the normally everything costs money at a price when money is very tight. That's why it's so important to have these awards, but it's also a challenge." "The awards, which are hosted by TV's Kaye Adams, were judged by property commentator Bill Jamieson, Dr Debbie Mearns from the Royal Incorporation of Architects in Scotland, Dr Mohamed Ibrahim from the University of Malakoff, Caitlan from the RSC and Asset Skills Scotland, Jim Hayton of the Association of Local Authority Chief Housing Officers and Fraser Currie, Head of Planning, Scotland. As well as the Home Builder of the Year, the award for Outstanding Achievement will also be announced on the day. The popular awards are split into four themes - People, Process, Product and Partnership and within these themes are several different categories. A full news website is homesforScotland.com

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Kaye Adams, broadcaster and host of our 2013 Annual Lunch



“ Another great success ...the whole day was really well organised and professional, so many congratulations on a job well done. ”

Marlyn Boal, Sales & Marketing Director, Stewart Milne Homes

“ Receiving external recognition for our new build council housing programme is extremely satisfying and helps demonstrate the benefits of working in partnership with local communities and the private sector to ensure high quality affordable homes are developed. ”

Alistair Shaw, Head of Housing, Construction and Building Services, West Lothian Council

“ The Homes for Scotland Lunch and Awards really was a magnificent event with a real mission and purpose in celebrating the achievements of one of our most vital industries in what are still very challenging circumstances. My fellow judges and I are delighted to have played a prominent part in helping to ensure that the winning efforts are properly recognised and promoted to the benefit of the industry as a whole. ”

Bill Jamieson, Chair of the independent judging panel and media commentator/former Executive Editor of The Scotsman

“ As a speaker more used to sporting dinners, I was very impressed with the quality and organisation of this fantastic event. ”

Craig Brown, (pictured left) former Aberdeen and Scotland football manager and our 2013 guest speaker

““ Bringing together senior industry representatives from the wider housing sector and their guests, this stand-out event is unique, not only for its networking opportunities but also as an overall showcase for the sector’s achievements against a tough economic back-drop. ””

Colin Rae, Project Director - Scotland, Places for People

““ Winning the prestigious Home Builder of the Year Award has a number of important benefits: not only does it provide valuable peer recognition it also has a positive effect on employee morale and acts as a key selling tool serving as an endorsement of quality for potential house hunters when they are considering a Mactaggart & Mickel home. ””

Joanne Casey, Sales & Marketing Director, Mactaggart & Mickel Homes

““ Another great event, brilliant job! ””

Claire Hart, Director of Corporate Communications, CALA Homes

““ A Homes for Scotland award is very much coveted within the industry so to win is very satisfying indeed. ””

Joe Headon, Managing Director, Headon Developments



CONTACT

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