



**CHANGING**  
**CHALLENGING**  
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**Homes for Scotland**  
**Annual Awards 2018**

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# Chief Executive's Message

01

11 December 2017

**Dear colleague**

**I am delighted to announce that the Homes for Scotland 2018 Awards programme is now open for entries.**

With one exception, which sees Innovation and Best Practice replacing Home of the Year, categories remain the same:

- **Private Development of the Year – large (100+ units)**
- **Private Development of the Year – medium (26-99 units)**
- **Private Development of the Year – small (up to 25 units)**
- **Affordable Housing Development of the Year**
- **Supporting Organisation of the Year**
- **Innovation and Best Practice**

The awards are a key aspect of the work that HFS undertakes to promote best practice within our sector, and I believe that the stringent judging criteria honed over the last two years, together with visits to shortlisted developments, ensures our scheme remains the most robust in the industry and thus very much worth winning. Indeed, at a time when home building is under so much scrutiny, particularly in relation to the standard of development and construction it delivers, receiving such an accolade offers great reward in terms of being able to differentiate and distinguish your organisation.

Being able to showcase the high-quality work that this

industry produces, and the pride and passion with which it does so, has never been more important so I urge you to ensure that your company participates as fully as possible and provides us with the examples we need to demonstrate the significant value our sector adds to Scotland's wellbeing and wider success by the **closing date of Friday 2 February 2018.**

To give you the best possible chance of making the shortlist, please note the judges' feedback and entry guidance detailed herein.

I look forward to celebrating with you all at the HFS Annual Lunch & Awards ceremony next May.

Kind regards

**Nicola Barclay**  
Chief Executive



# The award categories

02

Entries from HFS members are invited across the following categories:

- 1. Private Development of the Year – large (100+ units)**
- 2. Private Development of the Year – medium (26-99 units)**
- 3. Private Development of the Year – small (up to 25 units)**
- 4. Affordable Housing Development of the Year**
- 5. Supporting Organisation of the Year**
- 6. Innovation and Best Practice**

A full listing of members can be found at [www.homesforscotland.com](http://www.homesforscotland.com)

NB: no public referencing will be given to non-members.

# The judging panel

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Our esteemed judging panel this year comprises:



**Kareen Davidson**  
Former Sales & Marketing Director,  
Bett Homes



**Linda Docherty**  
Immediate Past Chair,  
CML Scotland



**Stefano Smith**  
Convener,  
RTPI Scotland



**Ian Gilzean**  
Chief Architect,  
Scottish Government



**David Stewart**  
Policy Lead,  
SFHA



**Stuart Tait**  
Manager,  
Clydeplan



**Douglas Read**  
Past President,  
RIAS

**More judges will be announced shortly.**



- 1** Entries will, in the first instance, be assessed according to a single stage submission process with judging based on quality, content and strength of case being made.
- 2** Entrants should ensure submissions clearly meet the criteria outlined for each category.
- 3** Entries will be scored equally across the defined criteria set out in each category using pre-developed matrices to ensure consistency in approach.
- 4** Judges will contact organisations for further information if they consider necessary.
- 5** A maximum of five entries will be shortlisted in each category. Judges will then undertake pre-arranged site visits to those shortlisted in the Private Development and Affordable Housing Development categories and invite those members shortlisted in the Supporting Organisation of the Year and Innovation and Best Practice categories for interview.
- 6** Companies shortlisted in the Private Development categories will also be considered for the Home Builder of the Year award for which interviews with a senior management representative will be arranged to coincide with the site visits in order to recognise the more rounded nature of this award.  
  
This senior management representative must therefore be able to answer a broad range of questions in relation to matters such as customer satisfaction, employee satisfaction, product design, health and safety, demonstrations of investment and growth and other quality indicators as agreed by the judges.
- 7** Management of the judging process will be agreed by the judges themselves.
- 8** Judges will declare any vested interests in any submissions and remove themselves from assessment of such entries.
- 9** The judges may, in exceptional circumstances, give special recognition as they feel appropriate.



The Judges from the 2017 Awards scheme emphasised how impressed they were not only by the product quality, people and passion they encountered during their site visits but by the overall quality of submissions to the Awards. However, due to the rigorous assessment process and number of entries received the judges still felt that many entries were let down by:

- entry guidance not being read/followed
- criteria not being properly addressed
- obvious cutting and pasting from other documents such as marketing brochures
- omission of key details
- use of flowery language (eg "it's an idyllic place to live")
- poor photography (eg use of interior images to demonstrate developments when this was expressly considered unsuitable in the entry brochure)

In order to maximise chances of shortlisting, the judges recommended that future entries:

- address the specified criteria with wording tailored to suit
- use plain language substantiated by facts
- include the required information
- optional information, such as testimonials, should be included where possible (however, it should be ensured that these are relevant to the property or development in question and show the positive customer impact)
- should only be submitted by members (rather than third parties/agencies)
- limit use of CGI where possible
- ensure supporting images illustrate strength of entry

# Annual Lunch 2018

06



Winners of the 2018 Homes for Scotland awards will be announced at our Annual Lunch at the Edinburgh International Conference Centre on Friday 25 May 2018.

Bookings will open before the Christmas holidays – look out for details in our Friday update and on our website at [www.homesforscotland.com](http://www.homesforscotland.com).

Attracting a record attendance of over 1,100 senior representatives and guests in 2017, our Lunch is *the* premier event in the Scottish home building calendar.

Annual Lunch 2018  
sponsored by

 Burness Paull

Pre-lunch reception  
sponsored by







Homes for Scotland will be continuing its media partnership with Media Scotland, publisher of the Daily Record and Sunday Mail, in order to promote the awards.

This will include:

- a launch article in January
- promotion of the shortlist in April
- pre and post-event features in May

This coverage will also be posted online with further proposed showcasing of shortlisted entries for selected categories where supported by advertising.

To discuss details, please contact:

**Neil McKenzie**  
Media Scotland  
0141 309 4985 / [neil.mckenzie01@trinitymirror.com](mailto:neil.mckenzie01@trinitymirror.com)





This section provides direction on what the judges will be looking for in entries across the various categories.

There are no limits to the number of entries in any category from any company.



## Private Development of the Year – large (100+ units)

Whilst entries for this award should demonstrate how the development creates a high quality place for people to live in, commercial success measures are also key.

Equal weighting will therefore be given to the below criteria, with a maximum of 250 words allowed for each:

- **placemaking**
  - connectivity, green/recreation space, sense of arrival and community etc.
- **architectural design quality**
  - distinctive character and identity, variation in house type and design, relationship to existing settlements and buildings, response to landscape and topography etc.
- **sustainability**
  - response to local ecology and provision of biodiversity features, green infrastructure, notable sustainability features (e.g. innovative SUDS ponds/ways to capture water run-off), energy efficiency measures etc.
- **commercial success**
  - selection and suitability of property mix, mix of price bands, sales rates and customer testimonials etc.

Submissions are invited for live developments/phases or those completed between 1 February 2017 and the closing date of Friday 2 February 2018 with the stipulation that approximately 50% of the development /phase is already occupied.

New phases of existing developments adhering to this timeframe/stipulation are also welcome.

**NB: As new build-focused awards, any refurb/conversion aspect of a scheme must clearly be shown as contributing to new additional supply.**

Entries from joint venture/consortiums comprising HFS member companies are acceptable, though non-member organisations will not receive any public referencing.

In addition to the information required on the pro-forma entry document, submissions must include a:

- design statement (maximum 500 words)
- location plan
- site layout plan

They may also be supported by up to ten images which best illustrate the development's success in the context of the above criteria.

**NB: Interior home images are not suitable for this award.**

In order to highlight the industry's impact and reach in terms of the supply chain, key consultants and strategic partners considered instrumental to the project should be listed for information (although only HFS member companies will receive any public referencing).

### Please note:

A maximum of five developments will be shortlisted in this category with all shortlisted sites to be visited by judges.

Shortlisted companies will also be put forward for consideration for Home Builder of the Year with judges undertaking interviews with senior management (covering areas such as quality indicators, health and safety, employee satisfaction, product design, investment and growth) during site visits recognise the more rounded nature of this award.

Details of the information required will be circulated ahead of interview.



## Private Development of the Year – medium (26-99 units)

Whilst entries for this award should demonstrate how the development creates a high quality place for people to live in, commercial success measures are also key.

Equal weighting will therefore be given to the below criteria, with a maximum of 250 words allowed for each:

- **placemaking**
  - connectivity, green/recreation space, sense of arrival and community etc.
- **architectural design quality**
  - distinctive character and identity, variation in house type and design, relationship to existing settlements and buildings, response to landscape and topography etc.
- **sustainability**
  - response to local ecology and provision of biodiversity features, green infrastructure, notable sustainability features (e.g. innovative SUDS ponds/ways to capture water run-off), energy efficiency measures etc.
- **commercial success**
  - selection and suitability of property mix, mix of price bands, sales rates and customer testimonials etc.

Submissions are invited for live developments/phases or those completed between 1 February 2017 and the closing date of Friday 2 February 2018 with the stipulation that approximately 50% of the development /phase is already occupied.

New phases of existing developments adhering to this timeframe/stipulation are also welcome.

**NB: As new build-focused awards, any refurb/conversion aspect of a scheme must clearly be shown as contributing to new additional supply.**

Entries from joint venture/consortiums comprising HFS member companies are acceptable, though non-member organisations will not receive any public referencing.

In addition to the information required on the pro-forma entry document, submissions must include a:

- design statement (maximum 500 words)
- location plan
- site layout plan

They may also be supported by up to ten images which best illustrate the development's success in the context of the above criteria.

**NB: interior home images are not suitable for this award.**

In order to highlight the industry's impact and reach in terms of the supply chain, key consultants and strategic partners considered instrumental to the project should be listed for information (although only HFS member companies will receive any public referencing).

### Please note:

A maximum of five developments will be shortlisted in this category with all shortlisted sites to be visited by judges.

Shortlisted companies will also be put forward for consideration for Home Builder of the Year with judges undertaking interviews with senior management (covering areas such as quality indicators, health and safety, employee satisfaction, product design, investment and growth) during site visits recognise the more rounded nature of this award.

Details of the information required will be circulated ahead of interview.



## Private Development of the Year – small (less than 25 units)

Whilst entries for this award should demonstrate how the development creates a high quality place for people to live in, commercial success measures are also key.

Equal weighting will therefore be given to the below criteria, with a maximum of 250 words allowed for each:

- **placemaking**
  - connectivity, green/recreation space, sense of arrival and community etc.
- **architectural design quality**
  - distinctive character and identity, variation in house type and design, relationship to existing settlements and buildings, response to landscape and topography etc.
- **sustainability**
  - response to local ecology and provision of biodiversity features, green infrastructure, notable sustainability features (e.g. innovative SUDS ponds/ways to capture water run-off), energy efficiency measures etc.
- **commercial success**
  - selection and suitability of property mix, mix of price bands, sales rates and customer testimonials etc.

Submissions are invited for live developments/phases or those completed between 1 February 2017 and the closing date of Friday 2 February 2018 with the stipulation that approximately 50% of the development /phase is already occupied.

New phases of existing developments adhering to this timeframe/stipulation are also welcome.

**NB: As new build-focused awards, any refurb/conversion aspect of a scheme must clearly be shown as contributing to new additional supply.**

Entries from joint venture/consortiums comprising HFS member companies are acceptable, though non-member organisations will not receive any public referencing.

In addition to the information required on the pro-forma entry document, submissions must include a:

- design statement (maximum 500 words)
- location plan
- site layout plan

They may also be supported by up to ten images which best illustrate the development's success in the context of the above criteria.

**NB: interior home images are not suitable for this award.**

In order to highlight the industry's impact and reach in terms of the supply chain, key consultants and strategic partners considered instrumental to the project should be listed for information (although only HFS member companies will receive any public referencing).

### Please note:

A maximum of five developments will be shortlisted in this category with all shortlisted sites to be visited by judges.

Shortlisted companies will also be put forward for consideration for Home Builder of the Year with judges undertaking interviews with senior management (covering areas such as quality indicators, health and safety, employee satisfaction, product design, investment and growth) during site visits recognise the more rounded nature of this award.

Details of the information required will be circulated ahead of interview.



## Affordable Housing Development of the Year

Entries for this award should demonstrate how projects create a high quality place for people to live in as well as contribute to the regeneration of local communities.

Equal weighting will be given to the below criteria, with a maximum of 250 words allowed for each:

- **placemaking**
  - connectivity, green/recreation space, sense of arrival and community etc.
- **architectural design quality**
  - distinctive character and identity, variation in house type and design, relationship to existing settlements and buildings, response to landscape and topography etc.
- **sustainability**
  - response to local ecology and provision of biodiversity features, green infrastructure, notable sustainability features (e.g. innovative SUDS ponds/ways to capture water run-off), energy efficiency measures etc.
- **regenerating local communities**
  - economic, social and environmental outcomes that would not otherwise have occurred

Submissions are invited for live developments/phases or those completed between 1 February 2017 and the closing date of Friday 2 February 2018 with the stipulation that approximately 50% of the development /phase is already occupied.

New phases of existing developments adhering to this timeframe/stipulation are also welcome.

**NB: As new build-focused awards, any refurb/conversion aspect of a scheme must clearly be shown as contributing to new additional supply.**

In addition to the information required on the pro-forma entry document, submissions must include a design statement, location plan and site layout plan. They may also be supported by up to ten images which best illustrate the development's success in the context of the above criteria.

**NB: interior home images are not suitable for this award.**

In order to highlight the industry's impact and reach in terms of the supply chain, key consultants and strategic partners considered instrumental to the project should be listed for information (although only HFS member companies will receive any public referencing).

### Please note:

We use the term "affordable housing" as defined in Scottish Planning Policy which states that this may be provided in the form of:

- social rented accommodation
- mid-market rented accommodation
- shared ownership housing
- shared equity housing
- housing sold at a discount (including plots for self-build)
- low cost housing without subsidy

A maximum of five developments will be shortlisted in this category with all shortlisted sites to be visited by judges.



## Supporting Organisation of the Year

Celebrating the vital part associate and RSL members play in our work and reflecting the broad scope of this award, previous winners of this category include mortgage brokers, housing associations, planning consultants and roofing contractors.

Associate and RSL members are therefore invited to demonstrate the role their organisation has played either in relation to particular projects or best practice initiatives of wider benefit to the general industry/housing sector.

Entries from RSLs in relation to the important part they play in unlocking private sector developments are particularly welcome.

Equal weighting will be given to the below criteria, with a maximum of 250 words allowed for each:

- the added value the organisation brings to the sector in general or through specific projects
- the competitive edge the organisation offers over those undertaking similar activities
- how the organisation has measured its success
- evidence in the way of testimonials, external validation, accreditation, comparative statistics etc.

Entries can be supported by up to five images and should relate to the period between 1 February 2017 and the closing date of Friday 2 February 2018 with relevant dates noted in the submission.

Home builder members are also invited to nominate those organisations they particularly wish to see recognised.

### Please note:

A maximum of five organisations will be shortlisted in this category with each invited for interview by the judges.



## Innovation and Best Practice

Mindful of the multiple challenges facing our sector, this new award seeks to highlight outstanding examples of innovation and best practice that showcase the many positive and progressive initiatives undertaken by the home building industry on a daily basis.

This could be demonstrating industry leadership in the recruitment and retention of talent across functions or the introduction of precedence-setting CSR policies and projects. The sky, in fact, is the limit – so long as the following criteria are met:

Equal weighting will be given to the below criteria, with a maximum of 300 words allowed for each:

- the added value the policy/practice brings to the organisation (and more broadly the sector in general) - this may include financial benefits, value for the community and how the policy has been transferred to other areas of the business/industry etc.
- how the organisation has measured the success of the policy/practice
- learnings and impact on future business strategy

Entries can be supported by up to five images and should relate to the period between 1 February 2017 and the closing date of Friday 2 February 2018 with relevant dates noted in the submission.

### Please note:

A maximum of five organisations will be shortlisted in this category with each invited for interview by the judges.

As this is a new award category, members with questions or wishing to discuss the criteria in more detail should contact Director of Policy [Karen Campbell](#).

Look out for examples of the types of entries we are looking for in this category in our Friday member updates!





- 1** Entries must be submitted using the relevant pro-forma developed for each category to help streamline the entry/judging process.
- 2** Each entry must use an individual pro-forma.
- 3** All entries must be received separately i.e. where a company is entering more than one category, these should NOT be combined into the one submission.
- 4** Entries must be signed off/submitted by Homes for Scotland member organisations.
- 5** Entries should clearly demonstrate how they meet the guidance requirements set out for each award and will be considered accordingly.
- 6** With specific regard to the Private Development of the Year categories, due to the extremely tight timeframes involved in the judging process, any company unable to participate in the interview process during site visits will be unable to be considered further for the Home Builder of the Year award.
- 7** Only Homes for Scotland members will be publicly referenced in relation to any shortlisting/award.
- 8** It is the responsibility of each applicant to substantiate/evidence their entry.
- 9** Standard marketing materials will not be accepted.
- 10** A corporate logo, together with electronic versions of supporting images, should be included as individual jpegs in 300dpi jpg format as opposed to being incorporated within other documents. Entries taking the form of joint submissions with other companies should include the corporate logos of ALL partner organisations. Individual image files should be no larger than 3MB.
- 11** Entries must be submitted by 4.30pm on the closing date of Friday 2 February 2018.
- 12** All entries will be held in strict confidence.
- 13** Homes for Scotland would wish to give appropriate publicity to the awards scheme and winning entries. Photographs and images submitted will, unless otherwise stated, be assumed to be available for use by Homes for Scotland in such publicity or otherwise more widely (e.g. on the Homes for Scotland website or in brochures) at a later date.

# Submission

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Pro-forma entry templates are available to download [here](#).

All entries must be submitted via one of the following methods:

1. Using the zip folder template and instructions which can be found on the Homes for Scotland website [here](#). Final zip folders incorporating all of the elements specified within the entry cover note as appropriate should be emailed to [awards@homesforscotland.com](mailto:awards@homesforscotland.com) OR
2. Uploaded to Dropbox, Google Drive or WeTransfer with the link to individual folders emailed to [awards@homesforscotland.com](mailto:awards@homesforscotland.com).

**NB:** Total file size must not exceed 30MB. File names of documents and images should be no more than ten characters to prevent corruption of files on transfer.

An email acknowledgement will be generated upon receipt. Should this not be received, please contact the Homes for Scotland office.

Any company wishing to submit a hard copy of entries instead of sending via e-mail should ensure these are received by the Homes for Scotland office by **4.30pm on Friday 2 February 2018** with all individually specified elements contained on one CD.

*improving living in scotland*



**Homes for Scotland**  
**5 New Mart Place**  
**Edinburgh**  
**EH14 1RW**

**Tel: 0131 455 8350**  
**Web: [www.homesforscotland.com](http://www.homesforscotland.com)**



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