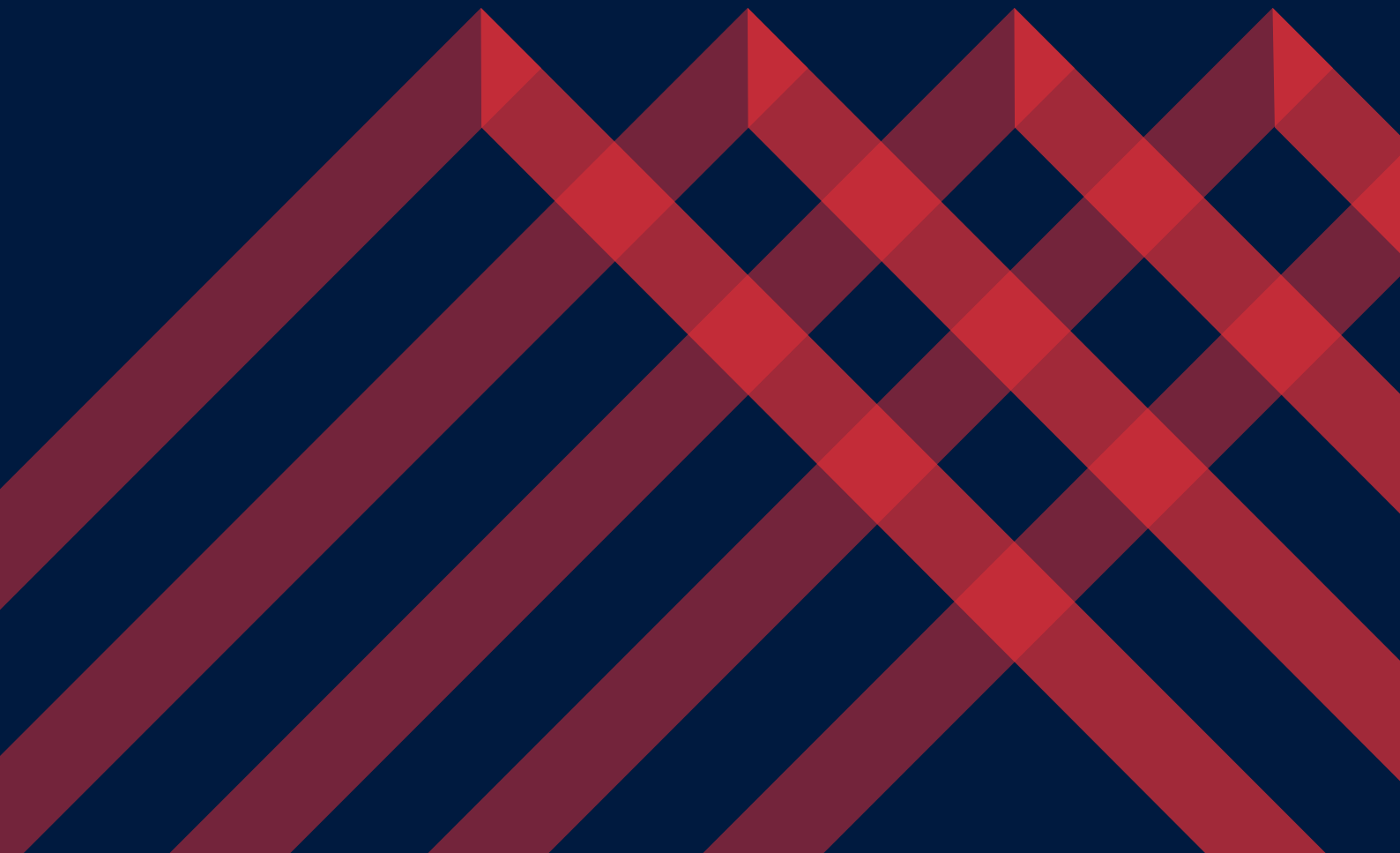




HOMES FOR SCOTLAND

AWARDS 2016

**Judges'**  
**Report**  
**2016**



# Contents

- 01** Introduction
- 02** The Judging Panel
- 03** The Judging Process
- 04** Chair's Foreword
- 05** Shortlist
- 06** Awards and Special Commendations
- 08** Private Development of the Year - large (100+ units)
- 09** Private Development of the Year - medium (26 - 99 units)
- 11** Private Development of the Year - small (up to 25 units)
- 12** Affordable Housing Development of the Year
- 14** Home of the Year - First Time Buyers
- 15** Supporting Organisation of the Year
- 16** The Homes for Scotland Home Builder of the Year 2016
- 17** Sponsors

# Introduction

Now in its 14th year, our annual awards scheme this year followed a refreshed and refocused format following a comprehensive review by a panel of Homes for Scotland members in order to ensure a programme which is the most robust and credible in the industry.

With the categories stripped back to focus on what our members do first and foremost, build homes to meet diverse needs and aspirations, the awards for 2016 comprised:

- ◆ **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**
- ◆ **Home of the Year - First Time Buyers**
- ◆ **Supporting Organisation of the Year**

All submissions were open to home builder, Registered Social Landlord and associate members with Home Builder of the Year decided by the independent judging panel following interviews with those shortlisted in the Private Development categories. These interviews with senior management covered areas such as customer and employee satisfaction, product design, health and safety, demonstrations of investment and growth and other quality indicators.

# The Judging Panel

Our esteemed judging panel this year comprised:



**Kareen Davidson (Chair)**  
Former Sales & Marketing Director,  
Bett Homes



**Margaret Cumming**  
Former Managing Director,  
Miller Homes



**Pam Ewen**  
Immediate Past Convenor,  
RTPI Scotland



**Ian Gilzean**  
Chief Architect,  
Scottish Government



**Malcolm MacLeod**  
Director Scotland,  
NHBC



**David Ogilvie**  
Housing policy and  
strategy consultant



**Douglas Read**  
Past President,  
RIAS



**David Stewart**  
Policy Lead,  
SFHA



**Stuart Tait**  
Manager,  
Clydeplan



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

# The Judging Process



Following a comprehensive member-led review, the Homes for Scotland Awards 2016 opened for entries on Wednesday 11th November 2015, with the first meeting of the judging panel taking place on Thursday 14th January 2016. The closing date for all entries was Friday 29th January 2016.

A total of 74 entries were received with each judge assessing entries across several categories.

The judging process was based on the quality and content of submissions received. It was further supported by the use of scoring matrices to ensure consistency in assessment. In addition, judges undertook site visits to all shortlisted entries in the Private Development and Affordable Housing Development of the Year categories. Home Builder of the Year interviews also took place with those shortlisted under the Private Development categories.

The judges completed the shortlisting process on Friday 18th March, with awards and commendations agreed on Thursday 28th April. Details were announced at the Homes for Scotland Annual Lunch & Awards ceremony on Friday 20th May.

# Chair's Foreword

**'The judging panel thoroughly enjoyed this challenge and unanimously agreed that this was the way forward for future awards.'**

Having been a judge last year, I was delighted to accept the invitation to Chair the judging panel for the 2016 Homes for Scotland (HFS) awards. My fellow judges and I thoroughly enjoyed the experience and I would like to pay tribute to the time and expertise they have so freely given. This ensured that that panel was fully equipped to carry out a robust review of all the entries. The number and diversity of the submissions received is encouraging for our sector and at a time when market conditions are favourable.

In order to ensure that the scheme remains the most robust and credible in the industry, a comprehensive review by a panel of HFS members was undertaken. The recommendations were duly carried out by the judging panel, with categories stripped back and a pro-forma entry submission introduced to streamline the process. This, together with site visits and interviews for the headline Home Builder of the Year award, although time consuming and geographically challenging, proved to work well and has provided extra strength and credence to the awards.

The judging panel thoroughly enjoyed this challenge and unanimously agreed that this was the way forward for future awards.

What was apparent on these site visits is that a remarkable transformation in the development of new housing in Scotland has taken place in recent years. This was demonstrated particularly from sites which adopted the Designing Streets philosophy. This, together with innovative external finishes and considered landscaping has resulted in striking developments in desirable places to live. Customer satisfaction is also at a high level across the industry and with constant internal and external monitoring this should continue.

The affordable housing element of the industry was also well represented in this year's awards and the shortlist proves that diverse and exciting steps have been taken in Scotland to provide stylish, well built and energy-efficient homes at affordable rents, providing areas with a fresh identity.

All of this progress is indeed something to be proud of but there is still scope for improvement and the aim surely is to provide more new homes, built on time and to the highest standard possible.

With regard to the entries themselves, there were sharp contrasts between innovative, well thought out submissions and those at the opposite end of the spectrum. This was disappointing as it is evident from the commercial success of developments and home designs that they are meeting the exacting criteria of the customer. We the judges strongly advise companies to look closely at their entries in the future to ensure that they give themselves the best possible chance to make the shortlist in awards of this high standard.

Housing supply in Scotland still falls short of need and demand and it is imperative that provision across all sectors is met. This should be delivered with the focus on affordability, quality of design and build and community engagement. The customer is the key to the future success of the home building industry.

The comments by the judges on individual awards show how impressed they were with the modern methods of construction used to deliver highly energy-efficient homes and how customer care and environmental responsibility are paramount. This, together with workplace safety and staff training give us a strong indication that best practices are being delivered.

To repeat what has been said by previous chairs of the judging panel. "good standard stuff isn't good enough anymore," and I truly believe that the quality, inspiration and enthusiasm of the winners in these prestigious awards show that they are indeed stepping up to the mark.



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

# Shortlist

The following list of shortlisted companies and individuals was announced on 6th April, with Home Builder of the Year announced at the ceremony on Friday 20th May:

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

- ◆ Dundas Estates & Development  
*Calderwood Village, Coatbridge*
- ◆ Kier Living Eastern  
*Hawkhead Village, Paisley*
- ◆ Robertson Homes  
*Abbey Park, St Andrews*

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

- ◆ A & J Stephen (Builders) / ZeroC  
(part of the Places for People Group)  
*Chapelton, Aberdeenshire*
- ◆ Cruden Homes (East)  
*Woodcroft, Edinburgh*
- ◆ McCarthy & Stone  
*Lyle Court / Ramsay Grange, Edinburgh*

## Private Development of the Year – small (up to 25 units)

- ◆ Oakridge Group  
*The Gardens, Rutherford*
- ◆ Springfield Properties  
*Middleton of Canmore, Braemar*

## Affordable Housing Development of the Year

- ◆ GHA (part of the Wheatley Group) / CCG Scotland  
*Sighthill, Glasgow*
- ◆ Lowther Homes (part of the Wheatley Group)  
*Croftfoot St Julie's, Glasgow*
- ◆ Places for People  
*Fortune Place, Edinburgh*
- ◆ Robertson Partnership Homes & Caledonia  
Housing Association  
*Kippen Dairy, Alexandria*

## Home of the Year – First Time Buyers

- ◆ Cruden Homes West  
*Berberis*
- ◆ Persimmon Homes North  
*Newmore*
- ◆ Places for People  
*Scotia*

## Supporting Organisation of the Year

- ◆ Brindley Associates
- ◆ Forster Roofing
- ◆ Hillcrest Housing Association

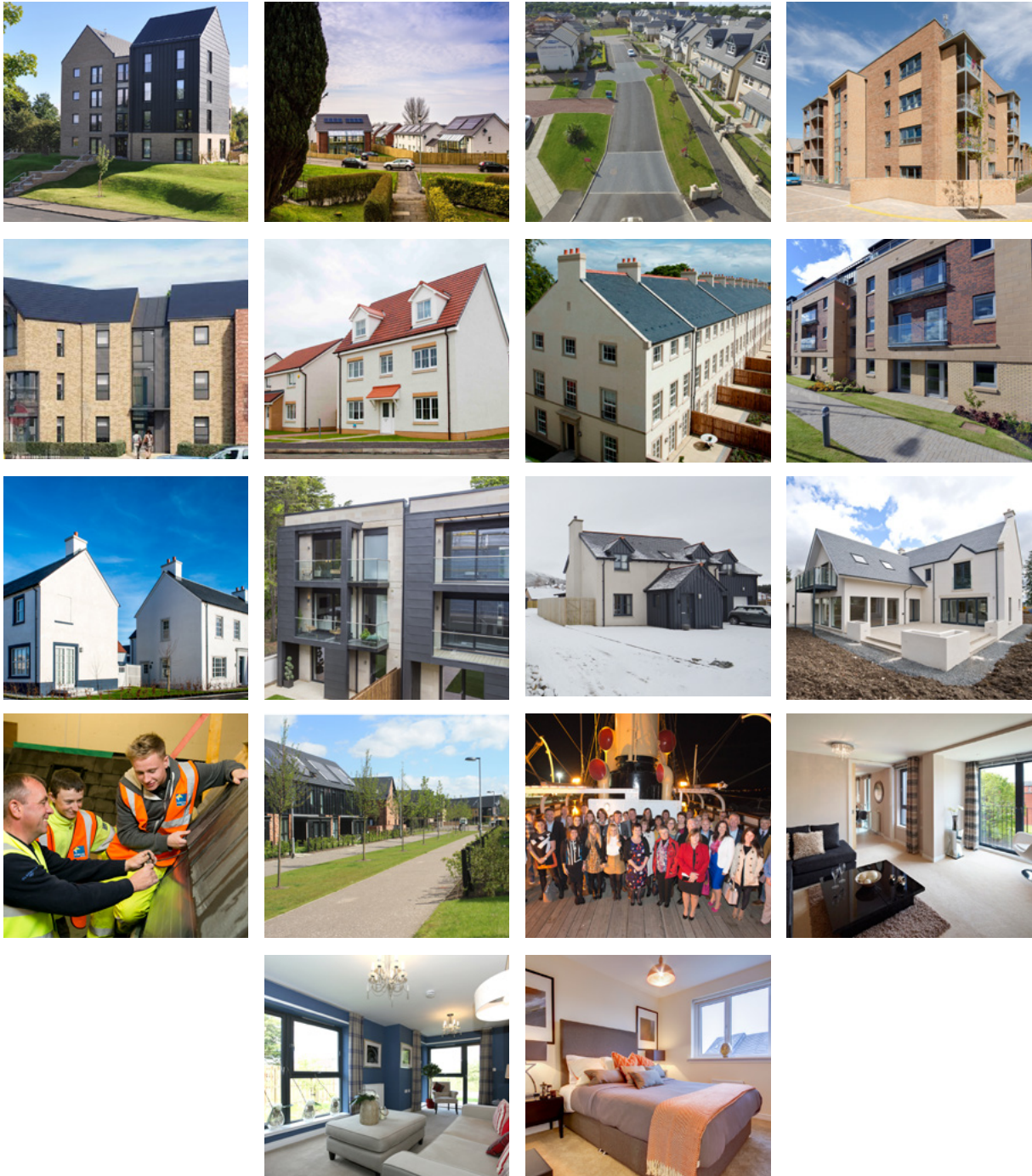
# Awards and Special Commendations





**Private Development of the Year**

With entries across the Private Development categories asked to demonstrate how developments created a high quality place for people to live in, this revised category also sought to measure commercial success. Key criteria assessed by the judging panel included contributions to the place-making and sustainability agendas and architectural design quality.



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

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## Winner:

### **Dundas Estates and Development for Calderwood Village, Coatbridge**

This development was applauded by the judges for the way in which it has transformed from a brownfield site requiring significant infrastructure investment to a bespoke range of new homes embracing the Designing Streets philosophy.

The additional support provided by the developer in the form of a community hub and Facebook page, both of which are well used, were deemed useful extras for the residents of this thriving new community.

With clear evidence that the purchasers are delighted with their new homes, the local planning department also submitted positive written testimonials in support of this submission.



[www.dundas.co.uk](http://www.dundas.co.uk)

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

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## Winner:

### **Cruden Homes (East) for Woodcroft, Edinburgh**

Delivered through an innovative joint venture, the judges thought Woodcroft was an exemplary project.

From the overall design to internal layouts and customer care, a focus on attention to detail has resulted in a highly impressive development.

Woodcroft benefits from a well thought-out street design and a strong urban character. The retention of mature trees and existing walls creates a positive relationship with the surrounding context. A strong place-making and design ethos, together with attractive and high quality materials and workmanship, is evident throughout the site. This has resulted in strong sales and a commercially successful outcome which has continued through each phase of site development.



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

## Special commendation:

**A & J Stephen (Builders) /  
ZeroC (part of the Places for  
People Group) for Chapelton,  
Aberdeenshire**

An impressive collaboration between the landowner and the developers currently building his vision has resulted in a cohesive townscape building on traditional Scottish design influences.

Walkable neighbourhoods with mixed uses have been created and greenspace connections and pathways are well integrated in the masterplan. Innovative house types, customer focus and a clear commitment to building a community mean that two of the developers involved in the project, A & J Stephen and ZeroC, were both deemed highly commendable by the judges.



# Private Development of the Year – small (up to 25 units)

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## Winner:

### **Springfield Properties for Middleton of Canmore, Braemar**

The judges were unanimous in their decision to grant the award to this development of 25 homes nestled in Braemar which adopts and adapts to its local surroundings.

Siberian larch porches and cladding, slate roofs and red tile ridges give a local Highland ambience while inside there is underfloor heating, an air source heat pump and wifi. The panel particularly noted the focus on “delivering the house that the customer wants” and were impressed by the displays of customer empowerment, workplace safety, staff training and concern for the environment (both ecological and social) which figure largely in the company ethos.



# Affordable Housing Development of the Year

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With a refocusing on affordable housing developments, entries for this award were asked to demonstrate how projects created a high quality place to live in as well as how they contributed to the regeneration of local communities.

**Winner:**

**GHA (part of the Wheatley Group)  
/ CCG Scotland for Sighthill,  
Glasgow**

The judging panel was hugely impressed with the scale of regeneration which this development has achieved, delivering striking new homes for affordable rent and revitalising the area with a fresh identity - with strong evidence that the high quality environment has given residents a new lease of life and improved health outcomes.

Judges noted the high-quality design, generous space standards and how the modern methods of construction used have delivered highly energy-efficient homes. The panel was also impressed with the engagement with partners in the supply chain which has delivered significant community benefit throughout the development phase.

A participative approach to the redevelopment of the site has seen residents involved in selecting materials and influencing the overall design.



# Affordable Housing Development of the Year

## **Special commendation:**

### **Places for People for Fortune Place, Edinburgh**

The judges felt this development was worthy of a special commendation due to the remarkable way in which it redefines expectations about what housing for the older generation should look like in the 21st century.

Located in an existing residential area on the site of a former Council care home, the development is arranged around two shared residents' courtyards. Each property has an attractive open-plan layout with carefully considered specifications and features and a discreetly integrated dementia-friendly design.

Additional investment from the Big Lottery Fund has delivered a communal residents' garden room with bi-fold doors leading to the garden, a kitchen and two accessible toilets. This all provides a unique base for community capacity building over the short term which will undoubtedly help to meld community spirit amongst residents.



# Home of the Year - First Time Buyers

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With a quarter of Scotland's 20 to 34 year-olds now staying with parents, our country's housing crisis is particularly affecting young people. Recognising this, the chosen house type for this new award was that suitable for those looking to take their first steps onto the housing ladder. Submitted house types were required to be private homes for sale only and core products built regularly across a number of developments.

**Winner:**

**Cruden Homes West for the Berberis**

Highlighting a clear understanding of the lifestyle needs and demands of a variety of target buyers, the judges applauded this submission for its demonstrations of building and marketing of affordable housing for sale within mixed tenure developments.

The contemporary design of the Berberis two bedroom apartment was seen as a real draw to those First Time Buyers looking for an affordable option to get onto the property ladder.





# Supporting Organisation of the Year

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This award celebrates the vital role that associate members play in delivering much needed housing as well as the value they add to the wider industry.

Associate and RSL members were invited to demonstrate how their organisation contributed either in relation to particular projects or best practice initiatives of benefit to the general housing sector.

**Winner:**

**Hillcrest Housing Association**

The judges were impressed by the way in which the organisation bases its values around people and communities.

By providing in-house maintenance, the organisation has delivered high levels of customer satisfaction and strong partnership working with the private sector to build sustainable places is delivering excellent results.

Overall, the judges applauded this submission for the way in which Hillcrest is making a clear difference to the people and places it works with.



# The Homes for Scotland Home Builder of the Year 2016



## Winner:

### Cruden Homes

A diverse and forward-thinking organisation, the judges were unanimous in their decision to award Cruden Homes this top accolade based on its innovative approach to partnership working and deal-making.

It was clear to the panel that the customer is key to the company's overall approach to home building, with this permeating through every aspect of the business.

As demonstrated by the granting of awards for Private Development of the Year – medium and Home of the Year, a focus on delivering bespoke designs across a variety of different sites made Cruden stand out from the crowd.

With thanks to the following award sponsors:

Media partner



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