



**#PlayYourPart**

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**Homes for Scotland**  
**Annual Awards 2017**

# Contents

- 01** Chairman's message
- 02** The award categories
- 03** The judging panel
- 04** The judging process
- 05** Message from the Chair of the judging panel
- 06** Judges' 2016 feedback
- 07** Annual Lunch 2017
- 08** Promotion and PR
- 09** Guidance
- 16** Entries
- 17** Submission

## Chairman's Message

28 November 2016

### Dear colleague

**Building on the success of 2016's refreshed and refocused awards, I am delighted to announce that our 2017 programme is now open for entries.**

**With the introduction of more stringent judging criteria and site visits to shortlisted developments advocated by a member review panel, I believe our scheme to be the most robust in the industry and thus very much worth winning.**

Categories remain the same for 2017 (with the exception of Home of the Year which this time focuses on family homes):

- **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**
- **Family Home of the Year**
- **Supporting Organisation of the Year**

Those companies shortlisted for Private Development of the Year will again be considered for the prestigious title of Home Builder of the Year, with the judging panel undertaking interviews with senior management (covering areas such as customer satisfaction, employee satisfaction, product design, health and safety, demonstrations of investment and growth and other quality indicators as they agree) to recognise the more rounded nature of this award. These interviews will be scheduled to take place during pre-arranged site visits.

A number of refinements in process have been made in direct response to feedback from both members and judges. These include:

- increasing the potential maximum number of shortlisted entries in any one category from three to five
- introducing interviews for Supporting Organisation of the Year
- restricting the length of design statements for development categories to 500 words
- making judging matrices available on the HFS website so entrants can see the criteria split
- amending the pro-forma entry form so that each aspect of the criteria is treated independently

With the awards being such a key aspect of the work that HFS undertakes with and on behalf of its members, I strongly encourage your company to participate with as many entries as possible by the **closing date of Friday 27 January**.

Helping to give you the best possible chance of making the shortlist, earlier in the year we were lucky to have had a feedback session with some of our 2016 judges, the majority of whom, I am very pleased to say, have confirmed to reprise their roles for next year.

Whilst it was evident from the commercial success of developments and home designs demonstrated in entries that the exacting criteria of customers are being met, the judges found room for improvement in some of the submissions. Further detail on their observations can be found on page 06.

As we all have a continuing part to play in ensuring the home building industry's success, I look forward to celebrating even more progress in the shape of your achievements at our Annual Lunch & Awards ceremony next May.

Kind regards

**Jim Mather**  
Chairman



# The award categories

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. Family Home of the Year**
- 6. Supporting Organisation of the Year**

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

Our esteemed judging panel this year comprises:



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



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



**Nick Wright**  
Convener,  
RTPI Scotland



**Ian Gilzean**  
Chief Architect,  
Scottish Government



**Malcolm MacLeod**  
Director Scotland,  
NHBC



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



**Douglas Read**  
Past President,  
RIAS



**David Stewart**  
Policy Lead,  
SFHA



**Stuart Tait**  
Manager,  
Clydeplan

# The judging process



- 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 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.

# Message from the Chair of the judging panel

“Homes for Scotland’s awards scheme provides an important platform for members to showcase the quality and innovation of this industry to a wide audience of stakeholders.”

Dear HFS member

Having thoroughly enjoyed my role in the 2016 awards, it is a great privilege to again be involved in celebrating the wide-ranging achievements of an industry that is absolutely vital to our country’s social wellbeing and economic success.

And I am absolutely delighted to be chairing another panel with the breadth of experience and expertise to robustly review all entries across the specified criteria.

It has been said previously in relation to the awards that “good standard stuff isn’t good enough anymore”. With competition in all walks of life getting tougher all the time, I would urge you to take advantage of the 2016 awards’ experience and the observations generated on the following page so that you can maximise your chances of making it to the shortlist stage.

Homes for Scotland’s awards scheme provides an important platform for members to showcase the quality and innovation of this industry to a wide audience of stakeholders. I hope members grasp this opportunity and look forward to the judging challenge ahead.

Yours sincerely



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



# Judges' 2016 feedback



Members of the 2016 judging panel held a special session in August to provide HFS members with feedback following the revamped entry process.

The judges emphasised how impressed they were by the product quality, people and passion they encountered on their site visits.

They also highlighted the many examples of excellent products/developments that were apparent across the applications. However, in the context of a very rigorous assessment process and the stipulation by a member review panel that a maximum of three entries be shortlisted per category, the judges found 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 2017



Winners of the 2017 Homes for Scotland awards will be announced at our Annual Lunch at the Edinburgh International Conference Centre on Friday 12 May.

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 1100 senior industry representatives and guests in 2016, our Lunch is the premier event in the Scottish home building calendar.

Annual Lunch 2017  
sponsored by

 Burness Paull

Pre-lunch reception  
sponsored by



# Promotion and PR



Homes for Scotland will be continuing its media partnership with Media Scotland, publishers 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 Family Home of the Year 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)



# Guidance



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 2016 and the closing date of Friday 27 January 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 to 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 2016 and the closing date of Friday 27 January 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 to 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 2016 and the closing date of Friday 27 January 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 to 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 2016 and the closing date of Friday 27 January 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.



## Family Home of the Year

The challenges associated with getting on to the housing ladder are well documented but, in many cases, those wishing to move up the rungs in order to start a family or meet the needs of growing children can encounter just as much difficulty.

Recognising this, the focus of this year's Home of the Year category is on families - enabling members to showcase how they are helping to address the requirements of this group of buyers and the challenges they face.

Submitted house types should be private homes for sale only. They should also be core products, built regularly across a number of developments.

There is no prescription as to price point or number of bedrooms, however, entries will have to demonstrate why the house type is appealing to families and how it meets their particular needs.

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

- **function**
  - layout, suitability for modern needs and demands etc
- **form**
  - design quality, materials, detailing etc
- **context**
  - awareness of place, appropriateness of scale and massing etc
- **cost/value for money**
  - average selling price; average selling price per square foot, general specification (i.e. what is included for buyers such – carpets, white goods for example), range of incentives available (i.e. what makes the purchase attractive/easy/stress free for buyers) economic viability, timescale for completion etc

- **sustainability and energy**

- how the home meets the low carbon, environmental and sustainability agendas
- how the home meets/exceeds Energy Building Regulations

Entries will also have to detail/include:

- the number of times this home design has been built and how many have been sold in the specified time period
- the percentage of developments in which it is built
- energy performance rating
- whether and where an example of this home type can be visited
- links to online brochures/video tours
- a copy of the floor plan

Submissions can be supported by customer testimonials and up to five images.

Submitted home designs must have been on sale between 1 February 2016 and closing date of Friday 27 January 2017.



## 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 1 February 2016 to the closing date of Friday 27 January 2017 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.



# Entries



- 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 27 January 2017.
- 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

Pro-forma entry templates will be available **here** from Wednesday 14 December 2016.

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** OR
2. Uploaded to Dropbox, Google Drive or WeTransfer with the link to individual folders emailed to **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 hard copy entries instead of sending via email should ensure these are received by the Homes for Scotland office by **4.30pm on Friday 27 January 2017** with all individually specified elements contained on a CD.

*improving living in scotland*



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