



HOMES FOR SCOTLAND

AWARDS 2012

Judges'
Report

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Introduction

Introduced in 2003, Homes for Scotland's Annual Awards scheme was introduced in order to recognise and promote best practice within the home building industry.

This year's Awards focused on four themes which remain critical to the industry's future success: customers, people, partnership and design.

Two awards were attached to each of these themes, with all open to submissions from home builder (both private and RSL) and associate members as follows:

Customers:	Best Customer Service Initiative Best Marketing Campaign	People:	Young Achiever Outstanding Achievement
Partnership:	Best Partnership in Planning Best Partnership in Affordable Housing Delivery	Design:	Best Home Design Best Low Carbon Initiative

In addition to the above, two headline awards were also introduced:

- (a) Supporting Company of the Year – an accolade designed to celebrate the vital role that associate member companies play in supporting the home building industry.
- (b) Home Builder of the Year – for which the judges considered all entries received across the four themed categories and provided their shortlisted recommendations on those companies they considered best merited such an award.

The overall winner was then decided by electronic audience vote at the Homes for Scotland Annual Lunch & Awards ceremony on Friday 4th May.



The Judging Panel

The independent judging panel comprised a cross section of individuals with an interest in the new home building industry.

Chaired by Glasgow Solicitors Property Centre Chief Executive Mark Hordern, the panel also included:

Karen Anderson - Partner, Anderson Bell Christie and Chair of Architecture & Design Scotland

Wendy Pringle - Zero Carbon Homes Development Manager, Scottish & Southern Energy

Derek McCulloch - Head of Commercial, Gillespie Macandrew LLP

Malcolm MacLeod - Director, NHBC Scotland

Alistair MacDonald - Chair, Heads of Planning Scotland

Tim Dawson - Editor, Home (Scotland), Sunday Times

Ronnie Jacobs joined the panel as an industry advisor



Mark Hordern



Karen Anderson



Wendy Pringle



Derek McCulloch



Malcolm MacLeod



Alistair MacDonald



Tim Dawson



Ronnie Jacobs



The Judging Process

The first meeting of the judging panel took place on Tuesday 20th December 2011, with the Homes for Scotland Awards 2012 officially launched on Monday 16th January 2012. The closing date for all entries was Friday 17th February.

A record number of 80 entries were received in total, with each judge assessing entries across several categories.

The judging process was by single stage assessment based on the quality and content of submissions received, with site visits undertaken only where required. It was further supported by the use of a scoring matrix to increase consistency in assessment.

Shortlisting was undertaken at a meeting of the judges on Tuesday 6th March with awards and commendations agreed on Monday 26th March. Details were announced at the Homes for Scotland Annual Lunch & Awards ceremony on Friday 4th May.



Chair's Foreword

Having attended the Homes for Scotland Awards as a guest in previous years, I was particularly honoured to accept the invitation to join the judging panel for 2012.

I can confidently say that the judging process proved to be as rewarding as it was demanding, with a record number of 80 entries received this year - some 30 more than the previous year. This is quite an achievement for an industry that has been at the eye of the economic storm for the past three years.

Luckily, my colleagues on the judging panel possessed the sound judgement and expertise required to place one entry above another, and with a wealth of quality submissions on display, this was no simple task. Those that received awards and commendations did so thanks to their on-going dedication to improving standards not only within their own organisations, but for the sector as a whole.

It is a testimony to the energy, determination and creativity of this industry that there were entries to impress in every category. In some cases, the range of entries was so good that a mere shortlist was not enough and we sought to commend outstanding entries that did not quite take the top spot.

It is perhaps unfair to select just one category for particular mention, but it is worth highlighting how impressive the entries for the Young Achiever award were. These submissions were of such a high standard that the judging panel actively considered adding every entrant to the shortlist.

These are the leaders of the future. They have shown initiative, dedication, ambition and enthusiasm. Poised to take the most senior roles in our industry, their achievements to date and clear capabilities for the future are a strong indicator that this industry is in good hands.

**Mark Hordern
Chief Executive
Glasgow Solicitors Property Centre**



Shortlist

The following shortlist was announced on 30 March with the winners of the Outstanding Achievement, Supporting Company of the Year and Home Builder of the Year awards announced at the ceremony on Friday 4 May.

Best Customer Service Initiative

- Taylor Wimpey East & West Scotland
- Barratt Homes Scotland
- Gladedale Capital

Best Marketing Campaign

- Gladedale Capital
- CALA Homes
- Miller Homes Scotland (*Social Media*)
- Miller Homes Scotland (*Varsity North*)

Young Achiever

- David Blair (*Taylor Wimpey West Scotland*)
- Maureen Douglas (*Forster Roofing*)
- Stewart Lynes (*Miller Homes*)
- Heather Henderson (*Springfield Properties*)
- Lorraine Paterson (*Gladedale Capital*)
- Martyn Campbell (*Taylor Wimpey West Scotland*)
- John Paul Gallacher (*Cruden Homes*)

Best Low Carbon Initiative

- City Building/Glasgow Housing Association
- Stewart Milne Group
- Kingdom Housing Association
- Bancon Homes
- Halliday Fraser Munro

Best Partnership in Planning

- Persimmon Homes
- East Scotland
- Aberdeen & Aberdeenshire's Planning Modernisation Group
- Hillcrest Housing Association

Best Partnership in Affordable Housing Delivery

- Cruden Homes West
- Tweed Homes
- The Cruden Group
- Mactaggart & Mickel Group
- Springfield Properties

Best Home Design

- Cruden Homes West
- Lovell Partnerships Ltd
- Gladedale Capital
- City Building/Glasgow Housing Association



Awards and Commendations



Best Customer Service Initiative

Winner: Barratt Homes Scotland

Achieving a 40% reduction in customer service complaints during the first year of its “Quality and Cost” programme, such positive proof of the effectiveness of this initiative made Barratt the clear winner in this category.

Combining a multi-disciplinary approach to getting the job right first time, integrating site managers into the customer care process and improving the delivery of the post-occupation maintenance, “Quality and Cost” is underwritten by a five-year guarantee that covers almost everything in the home and is monitored with consistent key performance indicators that are kept under constant review.

The judges were particularly impressed with the way that this commitment to improving customer experience has been hard-wired into the entire construction process with key team members from each development meeting every three weeks on site, using their “Quality and Cost” guidelines to iron out issues, before they become problems.



Best Customer Service Initiative

Commendation: Gladedale Capital

Gladedale Capital was commended for its Quality Management System at Quatermile. The system is at the core of an impressively systemised approach to preparing apartments for hand over with independent surveys showing that this has significantly improved customer satisfaction.

The stand-out innovation of this package, however, is the 'Handyman Service' included in all sales. Customers can draw on up to four hours of a handyman's time during their first two years of occupancy to help with anything from putting up shelves to assembling flat-pack furniture.

Best Marketing Campaign

Winner: CALA Homes

CALA claimed the top spot in this category through a combination of inspiration and application with the “Just Ask Cala” campaign representing a classic example of how to respond effectively to changed market conditions in the judges’ opinion.

With a proposition appealing to the widest range of buyers, “Just Ask Cala” is a classic and pithy expression of the open sale question, suggesting approachability, flexibility and a readiness to respond to the individual needs of the customer.

Included in every element of the marketing mix with admirable thoroughness, its consistent application across the company gave it the ‘weight’ to succeed, with the results speaking for themselves. In seven months, unique visits to the Cala web site were up by 37%. Visitors on the ground rose by 41% and net sales rose 28%.

Miller Homes @MillerHomesUK
 The UK's largest privately owned housebuilder and three times winner of Major Housebuilder of the Year 2007 - 2008
 UK <http://www.millerhomes.co.uk>

1,339 TWEETS
 678 FOLLOWING
 5,476 FOLLOWERS

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Have an account? [Sign in.](#)
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Tweets

Miller Homes @MillerHomesUK 2h
 Well done! Winners of our #Jubilee Art Competition in Nottinghamshire receive their prizes at a special tea party. twitpic.com/9y7j2e
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Indigo @IndigoScotland 14 Jun
 Some of the team here at Indigo spent today looking @MillerHomesUK Varsity developments in Edinburgh. When can we move in?
 Retweeted by Miller Homes
[Expand](#)

housebuilder @housebuildermag 14 Jun
 Second Awards judging panel today inc regeneration, retirement and marketing categories. Loads of great entries again.
[#housebuilderawards](#)
 Retweeted by Miller Homes
[Expand](#)

Miller Homes @MillerHomesUK 13 Jun
 In 2011, 3million 20-34 yr olds lived with their parents, find out how we can help 'boomerang kids' can bounce back buzz.mw/-6yE_Z
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Miller Homes @MillerHomesUK 12 Jun
 @URoof Thanks for your enquiry however we currently have a formal supply chain in place

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Best Marketing Campaign

Commendation: Miller Homes – social media

Whilst the speed with which social media has developed may have left many marketers across the world struggling to keep up, this certainly does not apply in the case of Miller Homes which considers such engagement to be a central part of its marketing activity and relationship with customers.

Giving its social media activity the status, resources and thought it requires to be truly effective, the judges found Miller equipped to react quickly to external events.

The company consistently monitors selected blogs and news channels to alert it to items where new insight can be added or which can be redistributed. By listening and responding promptly to “conversations” it enables confidence and trust to be built among customers.

The judges were further impressed by the use of objective measures to evaluate activity. The company tracks not just traffic to its web site, but also brand sentiment, brand mentions and average tweet reach. It is little wonder that Miller Homes has more Facebook fans and more Twitter followers than any of its competitors.



Young Achiever

Winner: Stewart Lynes – Miller Homes

The judges elected to make this award to a young achiever who has made a steady and consistent career progression within senior management.

Stewart joined Miller Homes in June 2008 in the position of Commercial Director having previously gained experience with a number of plc house builders following his time at university. The judges were impressed by his drive to continue to move up the career ladder having already achieved a senior position by the age of 30. Miller Homes' submission demonstrated that Stewart is a highly driven and motivated individual, with the necessary skillset required to affect change within his organisation.

Appointed to manage one of Miller Homes' business units earlier this year, Stewart's impressive career progression makes it highly probable in the judges' view that he will go on to make a significant contribution to the home building industry in Scotland.

Mactaggart & Mickel



Outstanding Achievement

Winner: Derek Mickel – Mactaggart & Mickel

The judging panel was impressed by the standard of candidates nominated for this award, all of whom enjoyed distinguished careers and demonstrated major success in their respective fields.

However, Derek Mickel stood out in this category for a career spanning 50 years in which he has led by example and will leave a lasting legacy, having played a pivotal role not only within the Mactaggart & Mickel team, but the sector as a whole.

Described by colleagues and peers as passionate, committed, inspirational and a steady hand, Derek has pioneered the combination of traditional elevations in new developments with modern, pedestrian-friendly layouts, innovatively using streetscapes and public places to have positive impacts on residents' lifestyles and building a sense of community. Years ahead of its time, this style of design is starting to become prevalent once more in the sector.

Derek has also been instrumental in the promotion of many features now being utilised under the zero carbon banner and is renowned for immersing himself in stringent quality control – an approach which now resonates throughout his company.



Best Partnership in Planning

Winner: Persimmon Homes East Scotland

The judges were impressed by the way in which Persimmon and Scottish Borders Council collaborated to apply a new approach to the Melrose Gait in Galashiels development in order to unlock the potential of this site which is significant for both its location and also the number of houses involved.

With planning, urban design and place-making central to the core values of this development, the nature of engagement and collaboration, which included technical workshops, has brought a different dimension to the traditional process of housing development and has wider implications for learning across Scotland.

The judges' considered this to be a ground-breaking project which should be used as an exemplar of what can be achieved when the correct building blocks are put in the right place at the offset of any proposal.



Best Partnership in Planning

Commendation: Aberdeen and Aberdeenshire's Planning Modernisation Group *(as submitted by Stewart Milne Homes)*

An eminently transferable concept, the judges were impressed by the Planning Modernisation Group's role in bringing about a culture change in the way everyone involved in the planning system works together to achieve the best results for Aberdeen city and shire.

The Group involves a wide range of partners which include:

- Aberdeen City Council
- Aberdeenshire Council
- Aberdeen City Alliance
- Aberdeen City & Shire Economic Future
- Aberdeen & Grampian Chamber of Commerce
- Stewart Milne
- Scottish Water
- Halliday Fraser Munro
- Scotia Homes
- Dean of Guild
- Ryden

This vast range of participants allows for a wide variety of views to be expressed, with this spirit of joint working also proving to be a vital part of the collaborative enterprise. The positive feedback received from those involved underlines the importance of the work being undertaken, which, as highlighted in Stewart Milne's entry, is delivering tangible results.



Best Partnership in Affordable Housing Delivery

Winner: The Cruden Group

Working in collaboration with the City of Edinburgh Council to support a new sustainable mixed use community with a strong sense of local identity, the judges felt that the distinctive 21st Century Homes for Edinburgh Gracemount project from The Cruden Group was a clear category winner.

Strong emphasis has been placed on providing high quality design and ensuring that equally high quality public realm and landscaping is provided for the new homes. The houses and flats are simply elevated with generous windows to living areas. They are also energy efficient.

The development is tenure blind and incorporates a 50% affordable/ 50% market sale mix. Potential purchasers have benefitted from advice and support in relation to financial options for home buying, including free independent financial advice. Both Scottish Government and developer shared equity schemes are available and deposit match and part exchange schemes were also put in place.

The local community has been involved in the development of the proposal and to date 80% of the homes sold have been under the project's priority purchase scheme.



Best Partnership in Affordable Housing Delivery

Commendation: Tweed Homes

The judges were particularly impressed by the commitment and openness to new thinking on the part of Tweed Homes and Scottish Borders Council which the Tweedside initiative demonstrates.

This project was deemed to be an excellent example of how local partnership working can help deliver homes and jobs in a time when the housing market and funding for affordable homes in the Scottish Borders is particularly challenged.

The result of this exemplar approach of strong partnership working is 51 mid-market rental homes to help meet housing need and stimulate the local economy.



Best Home Design

Winner: Cruden Homes West

The judges were very impressed with these well-designed affordable homes that form part of a wider mixed tenure redevelopment.

Whilst close to the busy Govan Road, The Crescent, Govan Gateway development feels sheltered and secure as well as attractive. The homes have been laid out in a crescent enclosing a characterful new space with high quality materials and landscaping – a place where children can play outside, safely overlooked.

The design of The Melrose at The Crescent incorporates compact, simply laid out house plans which make the most of every opportunity for enhanced amenity, and the use of generous-sized windows means that the rooms are filled with light and a sense of space.

A worthy winner in the judges' view, The Melrose meets modern needs in a compact economic form and the street layout creates a distinct new place.



Best Home Design

Commendation: City Building/Glasgow Housing Association

The judges commended the Glasgow House which, though built as a pilot, demonstrates a commitment to re-thinking a standard home in the 21st century.

The result is a flexible and attractive energy efficient home which uses locally sourced materials and incorporates user friendly energy controls, including smart technology.

The house is light and sunny and has a crisp and clean aesthetic. Details are simple but thoughtful and its distinctive steep pitched roof also gives real character. It incorporates a second floor partly in the roof, but the house can be further expanded into the loft space to accommodate 'life time' requirements.



Best Low Carbon Initiative

Winner: Stewart Milne Homes

The winner without a doubt in the judges' view, Stewart Milne picked up the award for the approach exemplified in the delivery of its low carbon, low energy homes earlier this year in Portlethen and Prestonpans.

The organisation has gone not just one but three steps further by:

- implementing what they learned on previous low carbon projects in order to deliver super insulated, highly liveable energy efficient homes
- working as part of a consortium to roll this learning out across the industry and being pro-active in their engagement on the low carbon agenda both here in Scotland and in the South
- developing a cost-effective timber frame product which means we can all benefit from their foresight and leadership



Best Low Carbon Initiative

Commendation: Bancon Homes

Bancon Homes' phase 12 development at Hill of Banchory was the only biomass district heating scheme among the submissions, taking full advantage of the supply chain to deliver renewable heating and hot water to a growing number of homes and commercial buildings.

Whilst it may not be easily replicable on many sites, the judges wished to recognise Bancon for its forward-thinking in addressing low carbon infrastructure.



Homes for Scotland Supporting Company of the Year

Winner: Forster Roofing

Recognising the vital role that associate members play in supporting the organisation's work, the judges deemed Forster Roofing worthy of the accolade of Supporting Company of the Year based on its commitment to developing best practice, not only within the company itself but throughout the sector as a whole.

Providing roofs for almost one in five of Scotland's new homes, Forster Roofing has also made a significant contribution to industry bodies, such as the Scottish Home Builders Health & Safety Forum and Homes for Scotland's Technical and Environmental Advisory Group. The organisation has played a key role in raising standards in the areas of health and safety and skills development, highlighting a drive to push forward the agenda on a wide range of current topics.

The judges were further impressed with the company's approach to "delivering excellence" through the application of a clear and concise framework of roles within the Forster team. Enabling clients to make cost savings by offering alternative product solutions showed an impressive attention to detail within the customer service experience.



Homes for Scotland Home Builder of the Year

Winner: The Cruden Group

One of three companies shortlisted by the judging panel, the 700-strong audience at our 2012 Annual Lunch & Awards at the EICC on Friday 4th May voted the Cruden Group Home Builder of the Year.

Cruden submitted six entries for this year's awards, four of which were shortlisted with two (as previously detailed) going on to become category winners for Best Home Design and Best Partnership in Affordable Housing Delivery.

Cruden's entries demonstrated a number of impressive traits including:

- how working together with the public sector can make a significant contribution to meeting housing and regeneration need
- a forward-thinking approach to home building and the design process
- a commitment to creating and sustaining jobs through the implementation of affordable homes
- the promise to address the needs of individual customers via a range of customer focused systems
- the drive to reach out to the first time buyer market through a sustained campaign of press and radio activity



