




Homes for Scotland Awards 2012

Best Customer Service Initiative <i>sponsored by West Central Staff</i>	
<p>Winner:</p> 	<p>Barratt Homes Scotland for its Quality and Cost business-wide change programme.</p> <p>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 a clear winner in this category.</p> <p>“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.</p>
<p>Commended:</p> 	<p>Gladedale Capital for its Quality Management System at Quartermile.</p> <p>The judges were impressed with the effectiveness of the Quality Management System which is at the core of an impressively systemised approach to preparing apartments for hand over. Independent surveys show that this has significantly improved customer satisfaction.</p> <p>The “Handyman Service” included in all sales was deemed to be the standout innovation of this package. 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.</p>
Best Marketing Campaign <i>sponsored by Anderson Strathern</i>	
<p>Winner:</p> 	<p>CALA Homes 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.</p> <p>With a proposition appealing to the widest possible range of buyers, “Just Ask Cala” was deemed to be 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.</p> <p>The judges were also impressed with the admirable thoroughness which was included in every element of the marketing mix.</p>

Commended:



Miller Homes Scotland for its social media mastery.

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 redistributed.

The judges were impressed with the way in which Miller listens and responds promptly to “conversations”, enabling confidence and trust to be built among customers.

Young Achiever Award

sponsored by Forster Roofing

Winner:



Stewart Lynes – Miller Homes

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

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.

Outstanding Achievement Award

sponsored by Pinsent Masons

Winner:



Derek Mickel – Mactaggart & Mickel

Described by colleagues and peers as passionate, committed, inspirational and a steady hand, Derek Mickel stood out to the judges as a winning candidate through his ability to lead by example.

With a career spanning 50 years, 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.

Best Partnership in Planning

sponsored by Paull & Williamsons

Winner:



Persimmon Homes East Scotland for its Melrose Gait in Galashiels development.

The judges considered this to be a ground-breaking project in terms of the approach adopted by Persimmon and Scottish Borders Council to unlock the potential of this site which is significant for both its location and the number of homes 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.

In the judges' view, this project should be used as an exemplar of what can be achieved when the correct building blocks are put in place right from the outset of any proposal.

Commended:



Aberdeen and Aberdeenshire's Planning Modernisation Group (as submitted by Stewart Milne Homes) for its role in bringing about a culture change in the way everyone in the planning system works together to achieve the best results for Aberdeen city and shire.

An eminently transferable concept, the judges were impressed by the wide range of participants involved in the scheme which allows for a wide variety of views to be expressed. The positive feedback 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

sponsored by NHBC

Winner:



The Cruden Group for its 21st Century Homes for Edinburgh initiative.

Supporting a new sustainable mixed-use community with a strong sense of local identity, the judges felt that this distinctive high quality development from Cruden Group and City of Edinburgh Council was a clear category winner.

The development is tenure blind and incorporates a 50/50 affordable market sale mix. Potential purchasers have benefitted from advice and support in relation to financial options for home buying, including free independent financial advice.

Commended:



Tweed Homes for its Tweedside initiative.

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

This exemplar approach of strong partnership has delivered 51 mid-market rental homes to help meet housing need and stimulate the local economy.

Best Home Design

sponsored by Ross & Liddell

Winner:



Cruden Homes West for The Melrose at The Crescent, Govan Gateway.

The judges were impressed with these well-designed affordable family homes forming part of a wider mixed tenure redevelopment.

The design makes the most of every opportunity for enhanced amenity and the use of generous-sized windows means 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.

Commended:



City Building/Glasgow Housing Association for the Glasgow House.

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.

Best Low Carbon Initiative

sponsored by Forster Energy Solutions

Winner:



Stewart Milne Homes for the approach exemplified in the delivery of its first low energy carbon homes earlier this year in Portlethen and Prestonpans.

The winner without doubt in the judges' view, Stewart Milne has gone not just one but three steps further by:

- implementing what they had 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
- developing a cost-effective timber frame product which means that we can all benefit from their foresight and leadership

Commended:



Bancon Homes for its phase 12 development at Hill of Banchory.

This was the only biomass district heating system 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 replicated on many sites, the judges wished to recognise Bancon for its forward-thinking in addressing low carbon infrastructure.

The Homes for Scotland Supporting Company of the Year Award

Winner:



Forster Roofing for its commitment to developing best practice, not only within the company itself but throughout the sector as a whole.

The judges were impressed by the significant contribution it has made to industry bodies, such as the Scottish Home Builders Health & Safety Forum and Homes for Scotland's Technical and Environmental Advisory Group, highlighting the organisation's 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.

The Homes for Scotland Home Builder of the Year

electronic voting system sponsored by Campbell Dallas

Winner:



The 700- strong audience at our 2012 Annual Lunch & Awards at the EICC on Friday 4 May voted the Cruden Group Home Builder of the Year.

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

The 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