



SCOTTISH HOME
AWARDS 2019

ENTRY GUIDE

DEADLINE FOR ENTRIES:
THURSDAY 14TH MARCH 2019

www.scottishhomeawards.com

Supporting:



THE SCOTTISH HOME AWARDS 2019

The Scottish Home Awards is an independent awards programme run for the benefit of the housebuilding industry. The awards, decided by a large independent panel of experts, help housebuilders and housing associations sell, rent or promote their properties and businesses more effectively.

Sponsored by Ross & Liddell, the 2019 programme welcomes entries from teams delivering housing developments large and small created for private sale or for social rent. The judging panel will consider the best of work from public and private organisations to marketing teams and external supply companies.

We wish you the best of luck!



WELCOME



Andrew Cunningham
Director at Ross & Liddell

The Scottish Home Awards continues to play a significant role in the promotion and support of new build housing in Scotland, through its recognition of the important contribution the housebuilding sector makes towards our economy.

The awards provide an excellent platform to allow individual companies, organisations and teams to promote their successes across the sector. The continued drive, innovation and creativity of housebuilders has ensured that the industry continues to progress to deliver high quality housing in both the private sector and to address social housing needs.

Ross and Liddell are proud to continue our support of the Scottish Home Awards in 2019. I personally look forward to again being involved in the judging process and to having the opportunity to consider the merits of the various development types from across the country.

As always, I would take the opportunity to encourage all those companies and organisations actively involved in the housing industry to showcase their developments, projects and teams through an entry in one, or more, of the varied award categories.

I look forward to again being impressed by the high quality of housing being delivered throughout Scotland and wish all entrants in this year's competition the best of luck.

THE CATEGORIES

Housebuilder of the Year (more than 100 units)
Housebuilder of the Year (less than 100 units)
Housing Association of the Year (more than 1500 units)
Housing Association of the Year (less than 1500 units)
Affordable Housing Development of the Year (private sale)
Affordable Housing Development of the Year (social rent)
Age Exclusive Development of the Year
Apartment Development of the Year (private sale)
Community Contribution Award
Customer Service Excellence Award
House of the Year
Housing Regeneration Project of the Year (NEW)
Innovation in Design
Large Housing Development of the Year (private sale)
Small Housing Development of the Year (private sale)
Renovation of the Year
Residential Letting Team of the Year
Show Home of the Year
Starter Home of the Year

THE 2019 CATEGORIES



Housebuilder of the Year (more than 100 units)

This award will be presented to a company in recognition of a sustained and high quality effort to create new housing in Scotland on a large scale. Judges will be looking for evidence of a clearly focused business which knows its customer and has consistently delivered high quality product which serves its market. Entrants should prepare an entry which highlights business activity during the last year.

Eligibility: For all housebuilders completing more than 100 units per year.

Criteria:

- Provide an executive summary of the business including a product overview
- Outline the key business activity and highlights in the last 12 months
- Provide a brief biography of the executive team
- Detail the most recently audited financial results
- Provide an insight into sales & marketing strategy
- Provide an overview of employee engagement and customer care



Housebuilder of the Year (less than 100 units)

This award will be presented to a company in recognition of a sustained and high quality effort to create new housing in Scotland. Judges will be looking for evidence of a clearly focused business which knows its customer and has consistently delivered high quality product which serves its market. Entrants should prepare an entry which highlights business activity during the last year.

Eligibility: For all housebuilders completing less than 100 units per year.

Criteria:

- Provide an executive summary of the business including a product overview
- Outline the key business activity and highlights in the last 12 months
- Provide a brief biography of the executive team
- Detail the most recently audited financial results
- Provide an insight into sales & marketing strategy
- Provide an overview of employee engagement and customer care

THE 2019 CATEGORIES



Housing Association of the Year (more than 1500 units)

This award will recognise the work of an association in recognition of its efforts to deliver high quality housing and supported housing together with a range of tenant services.

Eligibility: Open to all housing associations with more than 1500 owned units per year.

Criteria:

- Provide an executive summary of the business including key business objectives
- Give an overview of key business activity in the last 12 months
- Provide a financial report for the business reflective of the past 12 months
- Provide an overview of business approach to tenant and community care
- Give an overview of business approach to property care



Housing Association of the Year (less than 1500 units)

This award will recognise the work of an association in recognition of its efforts to deliver high quality housing and supported housing together with a range of tenant services.

Eligibility: Open to all housing associations with less than 1500 owned units per year.

Criteria:

- Provide an executive summary of the business including key business objectives
- Give an overview of key business activity in the last 12 months
- Provide a financial report for the business reflective of the past 12 months
- Provide an overview of business approach to tenant and community care
- Give an overview of business approach to property care

THE 2019 CATEGORIES



Affordable Housing Development of the Year (private sale)

Private builders may enter this award which will be presented to a new development offering affordable housing for sale. It will have created a new community where affordability and desirability must come together.

Eligibility: For a new development offering a range of property styles and may or may not be part of a multi-use development. The award is open to private builders offering developments available for private sale, shared equity, help to buy or other incentive schemes for purchase.

Criteria:

- Give an executive summary of the development including background information, development concept, location and landscape & outlook
- Provide an overview of the design of the development including features and specification
- Detail information of the energy efficiency credentials in relation to the development
- Provide an overview of sales and marketing activity in relation to the development
- Provide an outline of any customer services provided in relation to the development



Affordable Housing Development of the Year (social rent)

Housing associations may enter this award which will recognise a development offered for social housing. It will have created a new community where affordability and desirability must come together.

Eligibility: For a new development offering a range of property styles and may or may not be part of a multi-use development. The development must offer the majority of its product for social rent.

Criteria:

- Give an executive summary of the development including background information, development concept, location and landscape & outlook
- Provide an overview of the design of the development including features and specification
- Detail information of the energy efficiency credentials in relation to the development
- Provide an overview of any sales and marketing activity relating to the development
- Provide an overview of business approach to tenant and community care services

THE 2019 CATEGORIES



Age Exclusive Development of the Year

This award will be presented to a development which has been created and offered on an age exclusive basis. The development will be designed to encourage independent living but may also offer assisted living options. The development will be offered for sale or rent.

Eligibility: Open to housebuilders, developers, local authorities, architects or housing associations.

Criteria:

- Provide an executive summary of the development including background information, development concept, location and landscape & outlook
- Provide an overview of the design of the development including features and specification
- Detail the provision of shared social space and any other additional services
- Detail the rental or buying options available including any relocation services
- Provide information of the energy efficiency credentials in relation to the development



Apartment Development of the Year (private sale)

This category is open to private builders creating a development of apartments in Scotland. Judges will be looking to showcase a carefully designed development which successfully blends a range of apartment styles and offers buyers a new community which makes the most of local services available.

Eligibility: For private builders. The development may be of any size and may offer a range of apartment styles within one development.

Criteria:

- Provide an executive summary of the development including background information, development concept, location, landscape and outlook
- Provide an overview of the design of the development including features and specification
- Describe the use of materials and finish in relation to the development
- Provide information of the energy efficiency credentials in relation to the development
- Provide an overview of sales and marketing activity relating to the development
- Provide an outline of any customer services provided in relation to the development

THE 2019 CATEGORIES



Community Contribution Award

This award will recognise the efforts of a private builder or housing association to deliver a significant contribution to a local community or chosen charity.

Eligibility: Open to private housebuilders, housing associations and local authorities.

Criteria:

- Provide an overview of the business and its key community contribution in 2018
- Provide information on the outcomes achieved and evidence of the positive impact created
- Give information and evidence of a proactive approach to working with partners or clients to achieve results
- Detail evidence from partners in the community which have benefitted from the success

Wolffe

BRAND & COMMUNICATION DESIGN

Customer Service Excellence Award

Whether you are working in a private builder or housing association, a customer service culture must exist. This category considers entries which showcase the best activity in customer services for private builders or tenant services for housing associations. Your entry should illustrate how engaging the customer can improve business and ultimately lead to further business success.

Eligibility: Open to private housebuilders and housing associations.

Criteria:

- Provide an executive summary of the customer service strategy undertaken by the organisation
- Describe the customer engagement practices undertaken by the organisation
- Describe the employee engagement practices undertaken by the organisation
- Detail evidence of outcomes of customer services, including testimonials and case studies

THE 2019 CATEGORIES



House of the Year

This award will be presented to a house marketed at or below £500,000 which is part of a new development. Location, value for money, quality and design will be taken into account by the judges.

Eligibility: For private builders offering a house style (under £500,000) which is part of a new development. Open to detached, semi-detached or town houses.

Criteria:

- Provide an executive summary of the house style including background information, development concept, location and landscape & outlook
- Provide an overview of the design of the house including the features and specification
- Provide an overview of the target market in relation to the house style
- Provide information of the energy efficiency credentials in relation to the house style
- Provide an overview of the pricing and any incentives included
- In 150 words or less, why should this house style be awarded House of the Year?



NEW CATEGORY

Housing Regeneration Project of the Year

This award will recognise a regeneration project which has transformed neglected, derelict or deprived urban or rural sites through the delivery of a residential development. Entrants should demonstrate a successful project which has environmentally improved the area while generating positive economic and social impact.

Eligibility: For housing regeneration projects in Scotland. This category is open to city centre, town centre, urban, rural, brownfield, edge and out of town regeneration projects.

Criteria:

- Provide an executive summary of the project including background information, development concept, location and landscape & outlook
- Provide an overview of any key partners and their involvement in the project
- Provide an overview of the project specification including design and materials used
- Give evidence of the environmental, economic and social improvements and how these have created long lasting results

THE 2019 CATEGORIES



Innovation in Design

This award will recognise an innovative approach to design, delivered in the creation of new build housing in Scotland.

Eligibility: For architects and developers creating innovative new housing in Scotland.

Criteria:

- Provide an executive summary of the design including background information, development concept, location and landscape & outlook
- Describe the innovation behind the design concept
- Provide an overview of the features and specification of the final product
- Provide detail and breakdown of the overall budget allocated to the project
- Describe the use of materials and finish in relation to the development
- Provide information of the energy efficiency credentials in relation to the development



Large Housing Development of the Year (private sale)

This category is open to private builders creating new housing communities in Scotland. Judges will be looking to showcase a carefully designed development which successfully blends a range of house styles and offers buyers a community which makes the most of local services available.

Eligibility: For private builders with developments of more than 50 units which may offer a range of housing styles available for private sale.

Criteria:

- Provide an executive summary of the development including background information, development concept, location, landscape and outlook
- Provide an overview of the design of the development including features and specification
- Describe the use of materials and finish in relation to the development
- Provide information of the energy efficiency credentials in relation to the development
- Give an overview of sales and marketing activity
- Provide an outline of any customer services provided in relation to the development

THE 2019 CATEGORIES



Small Housing Development of the Year (private sale)

This category is open to private builders creating new communities in Scotland. Judges will be looking to showcase a carefully designed development which successfully blends a range of house styles and offers buyers a carefully designed community which makes the most of local services available.

Eligibility: For private builders with developments of less than 50 units which may offer a range of housing styles available for private sale.

Criteria:

- Provide an executive summary of the development including background information, development concept, location, landscape and outlook
- Provide an overview of the design of the development including features and specification
- Describe the use of materials and finish in relation to the development
- Provide information of the energy efficiency credentials in relation to the development
- Give an overview of sales and marketing activity
- Provide an outline of any customer services provided in relation to the development



Renovation of the Year

This category will recognise the renovation of derelict or old buildings with creative activity to breathe new life into existing building stock. Judges will be looking for information on the history of the site, design influences as well as interior specifications.

Eligibility: Conversions of residential or non-residential properties converted into single or multiple dwellings are eligible for entry.

Criteria:

- Provide an executive summary of the development including background information, development concept, location, landscape and outlook
- Provide an overview of the design of the development including features and specification
- Detail information of the energy efficiency credentials in relation to the development
- Give an overview of sales and marketing activity relating to the development
- Provide detail and breakdown of the overall budget allocated to the project

THE 2019 CATEGORIES



Residential Letting Team of the Year

This category will recognise the hard work and dedication of letting teams who are providing a service to landlords and tenants in the residential market. The judges will be looking for evidence of market share, industry knowledge, sales success, innovation and customer service.

Eligibility: For residential letting teams working in Scotland in 2018.

Criteria:

- Highlight the key activity of the team in the last 12 months
- Provide an overview of business strategy, market insight and knowledge
- Give evidence of a proactive approach to working with clients to achieve results
- Provide details of customer service strategy
- Provide an overview of business performance in the last 12 months, including key financial results



Show Home of the Year

This award will be presented to a show home which has been carefully designed to illustrate a new property at its ultimate best, while also effectively illustrating the range of properties available

Eligibility: Open to private builders, the property entered must be complete and open to the public at the time of entering.

Criteria:

- Provide an executive summary of the show home including background information, development concept, location and landscape & outlook
- Describe the interior design and influences used within the Show Home
- Give an overview of the fixtures and fittings used within the Show Home
- Please provide detail and breakdown of the overall budget allocated to the show home
- Provide an overview of any sales and marketing activity relating to the Show Home

THE 2019 CATEGORIES



Starter Home of the Year

For new homes marketed firmly at the first time buyer market. Judges will be looking for supporting information which gives an outline on design, layout, value for money and interior finish. The property must be available for sale up to the value of £180,000.

Eligibility: For private builders offering first time buyer property for sale. Please enter one particular house style and not the entire development.

Criteria:

- Provide an executive summary of the home including background information, development concept, location and landscape & outlook
- Provide an overview of the design of the home including the features and specification
- Give an overview of any sales and marketing activity relating to the home
- Provide an overview of the pricing and any incentives included
- Detail information of the energy efficiency credentials in relation to the home

CHARITY PARTNER

It's Good 2 Give

The Ripple Retreat, an award winning residential retreat for young cancer patients and their families, was officially opened on 12th May 2017. The three-bedroomed luxury waterside home is based on the southern banks of Loch Venacher near Callander. The house will be gifted to 40 families a year for short breaks of up to 6 nights each. The house is sleek, modern with all the comforts of home including toys, books, games and activities. It will also host several one day events

for families and is available to young cancer patients throughout Scotland. The charity has a long history of supporting families through their cancer ordeal and was set up five years ago by Lynne McNicoll OBE.

www.itsgood2give.co.uk

Scottish Charity No: 041416



The Scottish Home Awards are free to enter however we kindly request a donation is made to our charity It's Good 2 Give. Details on how to donate can be found in the terms and conditions for entry.

NEW INFORMATION FOR 2019

How to Enter the Scottish Home Awards

Please visit: www.scottishhomeawards.com

- Click on 'enter now' for details on how to enter.
- The full entry guide is available to view and download for information.
- Entries must be completed online, using the new online entry form.
- To enter the competition, all entrants must register as a new user by creating an online account.
- Entries cannot be created or submitted without an online account.
- You are invited to submit as many entries as you wish.
- Please note that a separate submission is required for each entry.
- All entries must include a concluding statement of 150 words or less as indicated in the entry form.
- **New requirement:** All entries must include a summary statement that can be used by the Scottish Home Awards for PR purposes to promote the entry, as indicated in the entry form.
- Please use appendices for relevant supporting material and evidence such as marketing materials, floor plans, location plans, specifications and pricing.
- All entries must include company logo in high resolution JPEG, PNG and EPS formats.
- A maximum of 4 high resolution images should be included with your entry, where appropriate.
- Images should be named appropriately with clear indication of which one is the "Main Image" for each entry to be used in the programme's marketing activity.
- All accompanying images, logos and appendices must be uploaded in the online entry using one zipped file which must contain all assets and information to be considered with the entry. The maximum size of file is 100MB.
- To create a zipped file, please follow the instructions below:
 - For Microsoft Users – [read details here](#).
 - For Mac users – [read details here](#).
- Upon submitting your entry, you will receive an automated email response to confirm your submission. If you do not receive this within 24 hours of submission, please contact us on 0131 337 6232.
- Closing date for entries is 12 noon on Thursday 14th March 2019. No late submissions will be accepted.

Entry Terms and Conditions:

The Scottish Home Awards are free to enter however we kindly request a donation is made to our charity It's Good 2 Give.

- Charity donations can be made as follows:

Via cheque: please make cheques payable to It's Good 2 Give and send [c/o KDMedia Ltd 4-6 Coltbridge Avenue, Edinburgh EH12 6AH](#)

Online: <http://uk.virginmoneygiving.com/fund/ScottishHomeAwardssupportIG2G>
please include reference "Scottish Home Awards" in your donation details

- Judges may choose to carry out site visits at their own discretion.
- The judges reserve the right to move entries into other categories, to remove categories or create new awards.
- The judges' decisions are final and no correspondence will be entered into.
- By entering the Scottish Home Awards you give permission for the images included in your submission to be used at the awards ceremony and in the awards marketing materials.
- The information contained in each entry is kept strictly private and confidential unless approval from the entering company is received, however all entries must include a summary statement that can be used by the Scottish Home Awards for PR purposes to promote the entry, as indicated in the entry form.

All queries should be directed to KDMedia on [0131 337 6232](tel:01313376232) or by email to homeentry@kdmedia.co.uk

JUDGING PANEL

Dr John Boyle
Director of Research & Strategy, Rettie & Co.

Mike Bruce
Director, Weslo Housing Management

Colin Cumberland
Director, Eskgrove Homes

Andrew J Cunningham
Director, Ross & Liddell

Stephen Garvin
Head of Building Standards, Scottish Government

Claire Hall
Regional Services Manager - Scotland, RICS

Derek Logie
CEO, Rural Housing Service

Carole Mackie
Head of the Residential Development Sales
Scotland, Savills

Dan Macdonald
Chief Executive, Macdonald Estates

Malcolm MacLeod
Director, NHBC Scotland

Andy Pearson
Managing Director, Tweed Homes

Ian Sillars
Regional Director - Real Estate Finance,
Royal Bank of Scotland

KEY DATES

Thursday 14th March 2019
Deadline for entries

Thursday 16th May 2019
Finalists' Reception, Edinburgh

Thursday 13th June 2019
Awards Dinner & Celebration
DoubleTree Hotel, Cambridge Street,
Glasgow



OUR SPONSORS



Ross & Liddell

Ross and Liddell are delighted to be the headline sponsor of the Scottish Home Awards 2019.

Ross and Liddell are one Scotland's largest property management companies, employing 100 staff, through offices in Glasgow, Edinburgh and Dundee. In addition to traditional Factoring services, covering all sizes of housing and flatted developments, the business provides a comprehensive range of residential letting and commercial management and surveying services.

Director Andrew Cunningham will again join the judging panel for the 2019 Awards, to offer his knowledge and experience.

For more information on the services provided by Ross & Liddell, please go to www.ross-liddell.com or call 0131 346 8989



Aareon

Aareon UK is the leading supplier of Housing Management and Digital Solutions to the Social Housing Sector in Scotland. Providing a complete end to end business solution, the Aareon Product Suite includes fully integrated Housing & Financial Management, Asset Management, CRM, EDRM, Mobile, Tenant Portal, Self-Service Apps and HR solution.

Aareon are the leading European Housing IT Provider, with over 10 million units of stock managed on our software throughout Europe. Our position as a profitable, growing and innovative organisation enables us to set the standard for business processes in the housing sector both today and in the future.

www.aareon.co.uk

OUR SPONSORS



Citylets

Citylets is Scotland's certified leading portal for property to rent with up to 4 million annual site visitors & advertising over 50,000 properties per year. Established in 1999, we are the original Scottish lettings portal. Citylets is widely acknowledged as a UK portal pioneer credited with the introduction of many features and services that are now UK industry standard.

Information Services is a core function and our market reports, now in their 12th year, are regarded as the most authoritative and reliable barometer of the Scottish rental market. Based in the West End of Edinburgh, the company is fully independent and managed by the original founding team, providing clients with experience which is second to none.



Construction & Property Recruitment

Established in 2004, Construction & Property Recruitment Ltd is one of Scotland's largest Independent recruitment specialists.

With offices in Edinburgh, Inverness and Newcastle our business has been built on our reputation of supplying excellent candidates to the built environment. We supply temporary and permanent staff to many of the leading construction companies throughout Scotland and NE England.

One area where we have excelled in recent years is supplying companies who operate in the housing market whether it be new build, restoration and refurbishment or flatted developments. We have supplied tradesmen to sites ranging from multi million pound developments to small extension projects.

Our specialist consultants have a complete understanding of our client's needs and requirements and that is what helps us deliver a quality service.

OUR SPONSORS



CUPA PIZARRAS

CUPA PIZARRAS is the largest natural slate company in the world and has been producing slate for over 125 years. The company was established in 1892 and now operates 16 quarries and 22 processing plants that produce around 180,000 tons of slate per year - the equivalent of approximately 200 slate roofs per day. More than 98% of our production is exported to more than 60 countries throughout five continents.

One in three slates supplied for roofing and facades worldwide is a CUPA PIZARRAS product.



Priory Bridge Landscaping

Established in 2005, Priory Bridge Landscaping PBL has continually supported the construction/ house building/ property management/ local authorities/ public and private sectors throughout Scotland by providing a high quality 'one stop shop' Landscape Service.

Operating from our centrally located working orchard and nursery in the historic Clyde Valley, PBL offer a full range of fencing, landscape, estate maintenance and support to our valued client base.

Our professional, fully trained and qualified teams have a wealth of experience in the delivery of all commercial landscape services.



Royal Bank of Scotland

The Royal Bank of Scotland's specialist residential team is a leading finance provider to the real estate market where we support national and regional housebuilders, SME developers and Private Rented Sector developers and operators.

We provide specialist advice and finance through our UK wide office network and enjoy a market leading position. We utilise this strength for the benefit of our customers and the broader sector through close engagement with key market influencers, industry and governmental bodies. Our approach is consistent, collaborative and transparent.

RBS is committed to providing the capital support which enables the delivery of homes across the UK over the medium to long term. We believe our risk management framework is appropriate and allows

us to support our clients through the cycle. With RBS support, our customers will deliver 100,000 new homes and tens of thousands of new jobs over the next five years. Our capital commitment to the housebuilding industry extends to £4bn and last year we announced an additional £1bn for the purpose-built Private Rented Sector.

Please contact phil.hooper@rbs.co.uk to find out more



Scottish Federation of Housing Associations

The SFHA is the national voice and advocate of Scotland's housing associations and co-operatives. We promote the work of housing associations and co-operatives across Scotland, who provide housing for around 280,000 households.

Established in 1975, the SFHA is owned by its membership. Our members own or manage rented housing in our urban and rural areas and develop affordable housing for rent and for part-ownership, using public and private finance.

Housing associations and co-operatives are more than landlords, providing care and support to their tenants, undertaking regeneration activity, and catering for specialist needs amongst the elderly and others. The SFHA also has over 200 commercial associates.

OUR SPONSORS



Space & Time

Established in 2000, Space & Time is an independent media agency coming of age. Over the years since its inception, the business has successfully transitioned from a boutique-style lifestyle business focussed on classified print within the regional marketplace to a digital-first, fully integrated media agency. The success of the business to date evidences its capacity for bringing the agility, passion and client-service of a smaller firm into a larger arena.

Wolffe

BRAND & COMMUNICATION DESIGN

Wolffe

Wolffe is a boutique brand design and innovation agency that was founded by Andrew Wolffe in 1998.

We help create vivid, memorable brand personalities by way of visual identity and style, and distinctive tone of voice. But we go further; by way of immersive, exploratory innovation workshops and dynamic tools, we help create new brand offerings, whether they be initiatives, exhibits, products, services or portfolios. We deliver: strategy services; brand design and creative services; and innovation and product design.

All our clients benefit from our unstinting desire to do better; our tried and tested innovation techniques, and our well informed brand thinking, our intelligent creative solutions and strong service ethic.

We are a sophisticated consultancy dedicated to maximising a brand's potential. We're pioneering in our 360 degree approach. We sail, silver shining, in an azure blue ocean. Come on board and transform your brand.

The sky's the limit.

Get in touch to find out how we can help your business flourish www.wolffedesign.com

www.scottishhomeawards.com

 Scottish Home Awards

 @homewards

Wolffe

BRAND & COMMUNICATION DESIGN



The property people

