

SCOTTISH HOME AWARDS 2010



MEDIA RELEASE

Embargo: Thursday 21 January 2010

SCOTTISH HOME AWARDS 2010 GETS UNDERWAY

Scotland's most prestigious property awards programme has launched for a third year with a promise to showcase the best in new build housing across Scotland.

The Scottish Home Awards 2010, sponsored by Ros.gov.uk, is now open for entries from a diverse range of housing covering slick city apartments to rural conversions and affordable housing.

New categories for this year include Designer House of The Year, for the 'grand designs' of house building, and Rural Development of the Year, an award which will showcase the best of building in the rural environment.

Sales and marketing teams are also rewarded with a category designed to recognise innovative and creative efforts to encourage buyers into the market. While housing associations are invited to enter in two new categories for large and small affordable housing projects.

These new awards are joined by the usual favourites which together make up 18 categories covering the breadth of the industry.

Sheenagh Adams, Keeper of the Registers of Scotland and member of the judging panel commented;

"We are proud to be sponsoring The Scottish Home Awards. Registers of Scotland is the only organisation that holds the full, up to the minute picture of what's happening in the Scottish property market. Our weekly statistics show that there are encouraging signs of improvement. The diversity and range of developments is very exciting and we look forward to reviewing the entries."



Housing and Communities Minister Alex Neil, said:

“Even during an economic recession, Scotland’s housing industry is to be applauded for its resilience in the face of challenging operating conditions.

“These awards are important because they celebrate the achievements of many talented people throughout Scotland.

“We should all be proud of the fact that Scotland has a well-earned reputation for building houses to high standards that incorporate innovative design.”

Malcolm Macleod, Director of NHBC, and also a member of the judging panel, commented;

“The Scottish Home Awards will once again raise the profile of the industry at a time when it is moving towards recovery after a difficult year. Previous winners of these high profile awards acknowledge that their success in this competition boosted staff morale and gave their marketing and sales teams additional positive benefits which they used to promote their product and improve sales. I’m looking forward to reviewing the many new entries with my fellow judges in April.”

The full panel of judges consists of experts drawn from the housing, design, property and construction industries and will be revealed in The Scotsman next month.

Chair of the panel is Margo Macdonald MSP, also a member of the cross party parliamentary group on housing. She has welcomed the launch of the 2010 programme, saying that it was important for house builders to talk positively about their achievements.

“The Scottish Home Awards is committed to promoting positive news of the many achievements in housing and entering the awards will send a strong message to customers and staff that you are performing well.”

For the winners, there comes an opportunity to inform customers, staff and business associates of the success. Winner of the Scottish Home Awards 2009, AMA, impressed the judges with three developments. Their iconic and innovative luxury housing development, Caer Amon in Cramond won points for creative architecture. Also scoring highly was The Printhouse and one of the biggest urban renewal projects seen in the capital city, Springside at Fountainbridge.

Other winners in last year’s programme included Applecross, Home Scotland, Hillcrest Housing Association, Springfield Homes, Dumfries and Galloway Housing Partnership and Edinburgh’s Quatermile by Gladedale Ventures.

The 2010 Scottish Home Awards is also sponsored by award-winning law firm, Gillespie MacAndrew, who handle the legal affairs of a number of the country’s leading housing builders.



Derek McCulloch, Partner of Gillespie MacAndrew, commented

"I'm delighted to see the return of the Scottish Home Awards for a third year and Gillespie MacAndrew is pleased to continue its support for the programme. It's been encouraging to see signs of improvement across the house building industry over recent months; however, to continue along the path of recovery, it's vitally important that businesses take every opportunity to promote themselves in a positive way.

"I encourage all firms to enter The Scottish Home Awards, which recognise excellence in the Scottish house building industry. The industry's determination and perseverance in these difficult times is certainly cause for celebration."

Each year around 400 people gather to celebrate the programme and the event is scheduled to take place later in the spring at an Edinburgh venue.

Guidelines for Entries

Entries are welcomed from house builders, housing associations, architects and developers. Entries should consist of a written entry of up to 1000 words and be accompanied by location plan, floor plans, specification, marketing materials and photography or CGIs. The entries will be judged by a panel of property experts which will be announced in February. All entries should be submitted before 12 noon on Thursday 1st April 2010 and the judges will announce the finalists in the Scotsman on Thursday 29 April 2010. Nominated developments must be in Scotland and have commenced construction between September 2008 and March 2010.

2010 Scottish Home Awards Categories

Large Affordable Housing Development of the Year

Housing Associations, house builders or councils may enter this award which will recognise a development which has become part of a local community in 2008 or 2009 with a well designed home where affordability and desirability must come together. This award is for developments with more than 100 units.

Small Affordable Housing Development of the Year

Housing Associations, house builders or councils may enter this award which will recognise a development which has become part of a local community in 2008 or 2009 with a well designed home where affordability and desirability must come together. This award is for developments with less than 100 units.

Apartment of the Year

For flatted developments marketed up to the value of £175,000. Judges will be looking for supporting information which gives an outline on design, layout, and value for money and interior finish.

Architectural Excellence Award

The Architectural Excellence Award will recognise the work of a particular development or commission



ros.gov.uk



for a private client. The judges will be looking for innovative design, sustainability and the end result must be a home with design and innovation at its core.

City Apartment of the Year

Cosmopolitan and chic city living at its finest, this award will celebrate the best of city living. Quality of design and build is important, as is location, interior specification and evidence of marketing effectiveness.

Community Partnership of the Year

For projects which draw together the skills of the public and private sectors for the benefit of local communities. The end result may be a development, community facility, residence or service and will show the public and private sector working together for the benefit of local communities.

Conversion of the Year

For new build conversions, the renovation and conversion of existing buildings creates some of the most design-rich new property available. Judges will be looking for information on the history of the site, design influences as well as interior specifications.

Designer House of the Year

This award will recognise an individual, bespoke luxury property marketed at or above £500,000. Location, value for money, quality and design are key, as are innovation, interior features and evidence of a high end specification.

House of the Year

The affordable family house market is one of the most competitive around and this award will recognise excellence in new build for houses marketed at or below £500,000. Location, value for money, quality and design are key and judges will be looking for evidence of creative marketing, sales incentives and clever thinking.

Large Housebuilder of the Year

This award recognises the major contribution that volume house builders play within the industry and is open to companies marketing more than 700 units per year.

Small Housebuilder of the Year

This entry should give a review of activities from a niche builder marketing less than 100 units a year. Judges will be looking for evidence of a clearly focused business which knows its customer and its product and evidence of how it makes its mark in a competitive market place.

Luxury House of the Year

This award will recognise a detached or semi detached property marketed at or above £500,000 and is part of a new development. Location, value for money, quality and design will be considered along with innovation, interior features and evidence of a high end specification.

Rural Development of the Year

This category seeks to reward a rural development which has retained the traditional character of the surroundings in its buildings, provides high quality accommodation and is sustainable. Entries should



touch upon the rural challenges faced, special materials required as well as explain how the development has contributed to a rural community.

Sales and Marketing Team of the Year

In 2009 the work of sales and marketing teams has required creativity rarely experienced in the new build industry. Judges will be looking for the unique ways teams are attracting buyers, distinguishing their product from the competition and creatively marketing new build housing. Incentives and promotions will also be judged. Internal teams and external advisers are eligible to enter.

Large Housing Association of the Year

Open to Housing Associations managing more than 1000 houses, this award will recognise the work of associations in tenant and property care.

Small Housing Association of the Year

Open to Housing Associations managing less than 1000 houses, this award will recognise the work of associations in tenant and property care.

Waterside Development of the Year

For new developments located next to rivers, lakes, estuaries and coastlines, a waterside home offers benefits which others can't match. Judges will be looking for information on concept and design as well as evidence of clever marketing.

Housebuilder of the Year 2010

The ultimate award in the programme will be presented at the discretion of the judging panel and is not open for entry.

ENDS

