

Better by design

Our aim is to build visually attractive and vibrant communities where people want and can afford to live.

We strive for joined up thinking, taking a wide range of factors into account when designing our homes and masterplanning our communities. We aim to produce designs that are elegant, cost effective and efficient while also addressing numerous sustainability criteria.

During 2008, we continued to develop our new house type range for the UK. This process involves a wide internal team specialising in fields from design to affordability and from health and safety to environmental sustainability. We are also working closely with our suppliers throughout the design process. All the new UK house types comply with Secured by Design principles and integrate the principles of Lifetime Homes to improve accessibility and cater for the changing needs of our customers. Every home design will also be capable of achieving level three or higher of the Code for Sustainable Homes.

We use a bespoke planning application template to ensure that our UK planning applications are consistent, comprehensive and up to date. The document provides guidance on all aspects of planning, including the social and environmental aspects of building sustainable communities from community consultation to flood risk assessments. The template works alongside a comprehensive internal document that provides a guide to delivering sustainable development.

In 2008, we received a series of major awards that highlight our achievements in design, masterplanning and build quality. Our award-winning Oxley Woods development designed by architects Rogers Stirk Harbour + Partners received more accolades in 2008. Oxley Woods won a prestigious RIBA (Royal Institute of British Architects) award for Southern England and went on to win the 2008 Manser Medal, which is awarded by RIBA for the best one-off house designed by an architect in the UK. The development has also been shortlisted for the RIBA Sustainability Award for 'the building that demonstrates most elegantly and durably the principles of sustainable architecture'.

Other 2008 awards for Oxley Woods include:

- Large Housebuilder Winner in the Completed Projects category of the Housing Design Awards;
- 2008 Royal Institution of Chartered Surveyors South East Award for Sustainability;
- Innovative Housebuilder of The Year in the Housebuilding Innovation Awards; and
- Platinum Award for Green Homes and Gold Award for Design and Innovation in the HotProperty New Homes Awards.

Our Hopetoun development in Edinburgh also won two awards in 2008 for quality homes built as part of well designed, sustainable communities. Hopetoun Village won the Judges' Special Award and an Urban Large award in the Homes for Scotland Awards. The judges said that the development "delivers something special" and "enriches the lives of the people who live there".



In 2008, our Mawsley Village development near Kettering won the Best New Build Village category of the Daily Telegraph Your New Home Awards. The judges felt that Mawsley Village is a unique community and were impressed by the way it is evolving in consultation with local people to include a range of amenities. The village of 750 homes also recreates the look and feel of a traditional Northamptonshire village and many of the homes have been constructed in local materials by local craftsmen using traditional methods.

Award for best new build village

In January 2009, Taylor Morrison was inducted into the new Best in American Living Award (BALA) Hall of Fame, which recognises significant contributions to American design over the past 25 years. BALA is the foremost residential design competition in the country and Taylor Morrison has won 36 BALA statues, more than any other homebuilder. The Hall of Fame is supported by the National Association of Home Builders, Better Homes and Gardens and Professional Builder Magazine.

Making a significant contribution to American design



In North America, our operations in Houston won six design awards in the regional Parade of Homes competition and two design-related awards in the annual PRISM (Professional Results in Sales and Marketing) awards. Taylor Morrison also won four awards in the Central Florida Parade of Homes. We are always open to new techniques and ideas that will appeal to our customers and enhance their lifestyle. For example, Taylor Morrison is the official builder of the new Innoventions Dream Home attraction in Disneyland Southern California. Working in partnership with Disney and other companies such as Microsoft and Hewlett-Packard, Taylor Morrison has built a home where design and futuristic digital technologies blend together seamlessly. The home includes digitally changing walls and voice activated home controls, as well as an interactive kitchen and child's bedroom.

The project has provided an opportunity to work with top technology experts and explore what the home of the future might be like. It also allows us to obtain invaluable research data on how visitors interact with the home. Set in Tomorrowland, the Innoventions Dream Home opened to the public in 2008 and is expected to have around 17,000 visitors per day.