

Our homes and communities

What we do

Our homes and communities

The way we work

We are committed to building sustainable homes and communities and strive to achieve high levels of build quality and customer care. We build highly energy efficient homes and address a wide range of environmental and social issues. In addition, we provide important benefits to local communities from providing much needed housing to financing education, infrastructure and other local services.

Our five key areas of focus continue to be:

Design

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Using design to create high quality, cost effective, attractive and appealing homes and communities that meet our customers' needs and wants as well as enhancing the local area.



Engaging with local communities

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Being a good neighbour, providing community benefits and engaging with community and other stakeholder groups through consultation and charitable activities.



Environmental sustainability

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Striving to build homes that are ever more energy efficient as well as reducing the environmental impact of our operations at both a local and global scale.



Enhancing economic growth

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Making major contributions to the local economies in which we build through regeneration schemes, affordable housing, improved infrastructure and increased local employment.



Customer care

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Providing the highest levels of customer care and making our customers' house buying process as simple, straightforward and enjoyable as possible.



Design

What we do

We strive to build appealing and affordable homes and to create communities where our customers will enjoy living.

Our homes and communities

The way we work

Design is about architecture and landscape, but it is also about environmental, social and economic sustainability. These are a range of issues that we consider when designing communities:

- Homes that are well designed and built
- Safe, pedestrian and cycle friendly streets
- Mixed tenures and affordable homes
- A mix of accommodation types and flexible 'Lifetime' Homes
- Availability of community facilities such as shops, cafes, schools, etc
- Public open space including play areas for children, parks and sports facilities
- Energy and water efficient homes
- Good transport links and green transport options
- An environmentally sensitive approach addressing issues from sustainable drainage to biodiversity protection
- Encouraging a thriving local economy with local employment opportunities
- Community consultation and involvement
- A sense of place and a distinctive local character.

Planning for sustainability

In the UK, we use a planning application template on all developments to ensure that our planning applications are consistent and comprehensive. This template covers all social, environmental and economic aspects of planning from community consultation to flood risk assessments. This is used alongside a detailed internal guide to delivering sustainable development. We also produce sustainability statements for all new UK developments.

We have a strong track record in delivering communities that meet a range of sustainability criteria. Our Company has been appointed to the Homes and Communities Agency (HCA) Delivery Partner Panel in each of the three regions in which the panels operate. In order to achieve the necessary prequalification status, we had to provide details of our performance in terms of sustainability issues such as health and safety, equality and diversity, collaborative partnership, use of sustainable construction techniques, quality management and environmental policy.

We have a structured and comprehensive programme of training for our technical and design teams covering a wide range of issues including design and environmental design standards, flexibility and space standards.

Case study

Blending heritage with modern architecture

Our Colebrook Collection development in London's Islington won awards for Best Large Family Home, Best Small Family Home and Best Small Development in the 2010 London Evening Standard New Home Awards. Based within a Conservation Area, the Colebrook Collection integrates Georgian architecture and contemporary design within a Grade II Listed streetscape.



Design continued

During 2010 we also engaged with organisations such as CABI (the Commission for Architecture and the Built Environment) with regard to creating well designed, sustainable and people-friendly communities.

New house type range

We completed the first prototypes of our new UK house type range during 2010. The majority of our new sites will use the new house type range when planning future developments. The homes are designed to be high quality and extremely energy efficient as well as being straightforward, cost effective and safe to build. The house types are also very flexible with different internal layouts and a wide range of exteriors that will complement local landscapes and streetscapes.

The house types are designed to meet specific space standards, comply with Secured by Design principles and be capable of achieving Lifetime Homes standards of accessibility and adaptability, where required. All homes will be capable of achieving Code for Sustainable Homes levels three and four, and are designed to integrate renewable energy technologies where appropriate. We have also already planned the changes that will be needed to meet 2013 building regulations.

Also in 2010, we undertook a series of in-depth focus groups to explore consumer perceptions of the new house types. Participants were asked for detailed comments on the prototype homes and were asked their opinion on environmental aspects of homes including energy efficiency, renewable energy and opportunities related to feed-in tariffs. The research findings are being used to further refine the house types.

Future plans

During 2011 we will be looking at how we can integrate Building for Life Standards into our approach to housebuilding in the UK. We will also continue to work on and adapt the new house type range as we start to build these homes across the UK.

Homes are designed to be high quality and extremely energy efficient.

Case study



During 2010 our Images apartment development in Gants Hill, East London won Best Architectural Project in the 2010 First Time Buyer Magazine Readers' Awards. Judges praised Images for eye-catching architecture that has marked the building out as an awe-inspiring local landmark. Images is a nine-storey contemporary building comprising a total of 160 one and two-bedroom apartments.

Architectural award

Engaging with local communities

What we do

We seek to be a good neighbour and to engage with local communities and other stakeholder groups.

Our homes and communities

The way we work

Community consultation is an important part of the planning process for UK housebuilding and will become even more significant with the Government's new Localism Bill. Our Raploch development in Stirling, Scotland (see page 11) provides an example of our experience of consulting with local communities and involving them in design decisions. We are proud of having helped to create a vibrant and cohesive community at Raploch as well as much-needed high quality homes and job opportunities.

The UK planning application template that we use on all new sites provides guidance on community engagement. We will enhance this in 2011 by developing a best practice community engagement guide for internal use.

During 2010 we designed an in-depth learning and development training programme for employees on methods of effectively engaging with local communities. The training, which started in February 2011, will help our employees and management teams to further develop their skills in communication and community engagement. We will report on our progress with this and related initiatives in 2011.

Working with schools

We engage regularly with local schools in the UK areas in which we build. We hold health and safety talks with schools close to our developments, focussing on the fact that building sites are dangerous places and not playgrounds.

We are also supporting the charitable Go4it campaign to help schools develop a culture of creativity, innovation and adventure. We have identified 24 schools, each near one of our offices, and we are providing one year of funding for Go4it in each of these schools.

During 2010 we also introduced 'Changing Lives, Changing Communities', which is a curriculum-based UK schools history project available as a free download on our Web site. It encourages pupils to look at how homes and communities have changed in the past 100 years and includes a local history study, a comparison of Victorian homes and lifestyles with modern day and an insight into the period's inventions.

Providing leisure and community facilities

We provide substantial community facilities as part of our UK planning obligations. Our developments often integrate parks and green spaces, play areas for children and community centres, for example at Grand Union Village in West London (see page 11).

In 2010, a £10 million community and learning campus part funded by Taylor Wimpey opened at our development, The Bridge in Dartford. The campus sits within a 264 acre site and includes a primary school, a nursery, healthcare and social services facilities, a sports hall, a sensory garden, youth and adult education centres as well as a community room. Also in 2010, work started on a £2.5 million multi-use community

Case study

Building communities

Adora Trails in Gilbert, Arizona provides an example of facilities provided at one of our North American communities. There will be a two acre fishing lake, 12 miles of walking and cycling trails within 140 acres of dedicated open space, a neighbourhood park and clubhouse, a school, a swimming pool, sports facilities, children's playgrounds and picnic areas.



Engaging with local communities continued

sports centre and gym that we are helping to fund at our Cambourne development near Cambridge.

Considerate construction

We fully support the principles of the Considerate Constructors Scheme and participate in the scheme on many of our larger UK developments. For the second year in a row our consortium development, Ironstone at Lawley, won a Gold Considerate Constructors Scheme Award. We also won a Bronze Award for our Campbell Park development in Milton Keynes.

Charitable initiatives

We encourage our employees to participate in community and charitable activities, including fundraising. In the UK, we have chosen Centrepoint as our national charity for 2010 and 2011. The charity provides emergency accommodation, support, information and training for homeless young people in London. Centrepoint also has a UK network of partnering charities so that we can support the same cause across the country. We actively support housing and homelessness charities and we are also a patron of CRASH, which is the construction and property industries' charity for the homeless.

We organised a Taylor Wimpey Fun Day to start off the fundraising for Centrepoint, including a five-a-side football tournament, 'Its A Knock Out' competition, charity auction and raffle. The day raised £10,500 for the charity. All of our UK offices participated in the event and Centrepoint also provided a football team.

Spotlight on

Long term community involvement

At Grand Union Village we have transformed a 54-acre former brownfield site in Northolt, West London into a thriving community set in 20 acres of open space alongside the Grand Union Canal. We have built over 900 new homes to date and there are also shops, a restaurant, crèche, medical centre, police station and community facilities.

Following the original in-depth public planning consultations, the idea of a Community Development Trust emerged as an effective way for the

community to have an ongoing role in the development of the Village.

Taylor Wimpey is represented on the Trust's elected Board, which has a formal constitution and meets quarterly. The Trust manages 550m² of community space and oversees the implementation of the Green Travel Plan. The community facilities are used by residents, community groups, training providers, financial advisers and a wide range of groups who run clubs and classes for the community. There are facilities for young children, teenagers and adults. Regular seasonal events, such as the annual Village Fayre, are popular with residents and the wider neighbourhood. The Trust also has its own web site and regular newsletter.

In North America, Taylor Morrison continued to support the Special Olympics and we are developing a major fundraising programme for 2011. We also have a Volunteer of the Quarter award in North America, where we recognise the charitable work of our employees and we challenge our employees to enter athletic competitions for charity. See page 22 of our Employee section for more details of these initiatives.

Future plans

In 2011, we will produce a best practice guide to community consultation for internal use and provide community engagement and communication training for relevant employees.

For more information



Further details of our Community Policy and Donations Policy are available at www.taylorwimpeyplc.com/CorporateResponsibility/Policies/

Spotlight on

Community engagement

During 2010, we won the Community Engagement category of the prestigious Homes for Scotland Quality Awards 2010 for our regeneration of the Raploch area of Stirling. The judges' report stated that: "The judges felt this was a first class entry which stood head and shoulders

above the others in demonstrating early, meaningful and continuous involvement with a community."

Raploch, they said, "exemplified the difference between consultation and actual engagement. An astute understanding of the local community and innovative methods of engagement generated an impressive level of interest and participation, which must be the envy of anyone trying to engage with communities.

We were also named Community Partnership of the Year in the Scottish Home Awards as well as being shortlisted for Large Affordable Housing Development of the Year.

Our Raploch development, R3, is a joint initiative to provide 900 new homes over 10 years in one of the most important regeneration projects in Scotland.

Environmental sustainability

What we do

We have a strong track record in delivering energy efficient homes and communities with a wide range of sustainability features.

Our homes and communities

The way we work

As a Company, we are committed to building energy efficient and sustainable homes and communities. We engage regularly with Government, industry bodies and other organisations with regard to sustainability issues.

We are in dialogue with these stakeholder groups about the financial viability, technical feasibility and other implications of the Code for Sustainable Homes. Our aim is to help Government to create practical and achievable policies that increase energy efficiency and lower carbon emissions.

Having undertaken considerable research into delivering energy efficient homes, we believe that a fabric first solution is the most practical and affordable approach. This means focusing on improving the energy efficiency of the building fabric – an area in which we have considerable expertise – before considering on site renewable energy.

Building energy efficient homes

The homes that we built in 2010 are significantly more energy efficient than older housing stock. In North America, a new Taylor Morrison home is around 20% more energy efficient than a similar home built 10 years previously. We have built a green model home at our Avelar Creek community in West Florida and are tracking utility costs there in order to understand the potential savings for customers.

In the UK, we have calculated that a current Taylor Wimpey home would require around one fifth of the energy needed to heat the same type of home built to 1930s building standards, a quarter of the energy needed to heat a 1970s home and a third of the energy necessary for heating a 1980s home.

This is one reason for our support of the concept of ‘allowable solutions’ for achieving zero carbon housing. This would permit housebuilders to achieve a particular level of carbon reduction on site and then tackle the Government’s remaining carbon emissions reduction requirements in other ways. Replacing old boilers, adding insulation or providing double glazed windows in older homes, for example, would significantly reduce carbon emissions at a fraction of the cost of further increasing the energy efficiency of new housing stock.

Environmental design standards

During 2010 we built 570 homes to level three of the Code for Sustainable Homes. We also built 923 homes to EcoHomes standards in 2010, including 191 to EcoHomes Good, 524 to Very Good and 208 to Excellent. We are currently working in partnership to build 780 homes to level four of the Code at Waterside Park in East London.

Case study

Award winning green homes

In 2010 Monarch Corporation won Best Green Marketing Campaign and Building Innovation and Excellence for our Evergreen community at the EnerQuality Awards of Excellence in Ontario. Evergreen in Toronto is Canada’s largest ever low-rise community to be built to the LEED Certified standard (LEED stands for Leadership in Energy and Environmental Design and is an internationally recognised green building standard).



Environmental sustainability continued

In North America, we increasingly build homes under the US and Canadian Government backed Energy Star programme. All homes built by our Austin, Denver and Houston Divisions are Energy Star qualified and, in 2010, our Denver Division received a Partner of the Year award from Energy Star. Our Austin Division also offers customers the option of additional energy efficiency upgrades.

Renewable energy use

Although we favour a fabric first solution to energy efficiency, we have extensive experience of delivering renewable energy solutions. We currently use technologies such as solar hot water and solar thermal, mechanical ventilation with heat recovery (MVHR), whole house heat recovery (WHHR) and air source heat pumps.

In addition, we provide on site community renewable energy generation at a number of our sites. We have learned a great deal from being responsible for the long term management of a combined heat and power (CHP) system at our Greenwich Millennium Village development in London. Our Academy Central development in London will have an energy centre with a biomass boiler and CHP unit. Our Campbell Park development in Milton Keynes uses solar photovoltaic systems to

generate electricity for lighting communal areas with surplus energy exported to the grid.

During 2010, we conducted market research to identify consumer views on environmental issues including energy efficiency, renewable energy and feed-in tariffs (see page 17).

Water use

We are committed to reducing water use on our sites and at our developments as well as improving the water efficiency of the homes we build. We use water-efficient fittings and appliances as standard and increasingly integrate other water saving features on our sites.

In the UK, our Campbell Park and Greenwich Millennium Village developments have rainwater harvesting systems for external landscaping. We have committed to specific water use targets at our Birling Grange development in Kent and around half the homes will also have a greywater system.

In addition, we provide water butts on a range of developments. Academy Central and Campbell Park incorporate green and brown roofs to provide a range of benefits including stormwater run-off and wildlife habitats. We also frequently use Sustainable Urban Drainage Systems (SUDS), for example at Cambourne.

We are committed to reducing water use on our sites and at our developments as well as improving the water efficiency of the homes we build.

Case study

Expertise in eco-friendly development

Big Builder Magazine chose Kip Gilleland, President of our Denver Division, to be part of a Green Team tasked with finding a practical, financially viable and environmentally friendly development solution at a disused site in Colorado. The team drew up plans for a walkable mixed use community combining residential, restaurant and retail spaces. If the community is built, Taylor Morrison will provide highly

energy and water efficient Energy Star homes and integrate other features such as solar power and using greywater for irrigation.



Environmental sustainability continued

What we do

We often develop green transport plans for our UK sites, fund improvements to local public transport and provide cycle and footpaths or Home Zones that encourage walking and cycling.

Our homes and communities

The way we work

A number of our North American Divisions use drought tolerant native plants, low water use drip irrigation systems or greywater systems. All of our Taylor Wimpey Spain developments in Mallorca are also required to have greywater re-use systems.

Encouraging a greener lifestyle

Our sites often integrate a range of other sustainability features that encourage our customers to live in a more environmentally preferable way.

We often develop green transport plans for our UK sites, fund improvements to local public transport and provide cycle and footpaths or Home Zones that encourage walking and cycling. We have provided free bicycles, cycle storage and cycle washing points at Campbell Park and will introduce a car share scheme at Academy Central. Our homes at The Bridge in Dartford display live information about the local bus rapid transport system on a screen within the home and all homes are within 500 metres of a bus stop.

We encourage low carbon and sustainable travel in a range of ways at Grand Union Village (GUV). These include providing funding to increase the frequency of a local bus service, appointing a travel plan co-ordinator for the Village and providing web-based travel information about getting around by public transport, bicycle and on foot. We also encourage use of the GUV Car Club and are developing a parking management scheme. We undertake regular surveys to ensure we understand how residents choose to travel.

Our larger developments often integrate retail, health, education and leisure facilities that reduce our customers' need to travel. Planning obligations require us to provide other facilities at certain developments, such as compost bins, water butts and rotary driers at our Drayton View development in Northamptonshire. We also teamed up with the Royal Horticultural Society expert Alex Denman in 2010 to provide tips for our homeowners on how to grow their own vegetables.

Case study

Landscape design



Our Cambourne development near Cambridge won the Best Landscape Design award in the 2010 Landscape Institute Awards and was highly commended for the Local Landscape Planning award. Along with our consortium partner, we set out to create a sustainable settlement with a range of open spaces that also provide functions such as recreation, shelter, education and ecological enhancement.

There is an extensive network of greenways, footpaths and cycle paths. A site-wide approach to sustainable drainage has created over six hectares of new lakes and wetlands that enhance biodiversity.

Enhancing economic growth

We recruit the majority of our office and site workers from the areas in which we operate. In the UK, we also provide affordable housing and contribute significant sums to infrastructure and community facilities through planning obligations. We are involved in a range of regeneration schemes in the UK that are creating vibrant new communities on formerly rundown or disused land. In addition, our larger developments integrate retail and office space that provides additional employment opportunities for local people.

Affordable housing

We provide a substantial number of much needed affordable homes in the UK each year. During 2010, we delivered 1,824 affordable homes, which was 18% of our total home completions.

Taylor Wimpey is committed to helping its customers and in particular first time buyers secure a new home. We have a number of Taylor Wimpey schemes to help prospective customers finance their home purchase with us. Our Friends and Family Advantage product allows others to contribute towards a first time buyer's deposit and earn interest on their money. In addition, in early

2011, Taylor Wimpey launched the 'Take5' 95% mortgage product, using an insurance backed guarantee to provide an affordable source of funding to first time buyers. We have also participated in the UK government's HomeBuy scheme until it closed, completing 450 homes as part of this initiative during 2010. The HomeBuy scheme provided financial help for people who could not otherwise afford to buy a home.

Local employment

Most of our employees and site workers are recruited from the areas around our offices and developments. Our Cambourne development near Cambridge provides an example of the range of job opportunities available to residents. It has a library, health centre, police station, supermarket, shops, restaurants, hotel, extensive community facilities and a business park with, amongst others, a new BMW Mini showroom.

We also commit to providing apprenticeships, training places or employment opportunities on some of our developments, for example at Raploch (see box below). Our Academy Central development in London is providing a bursary to fund further education or training in construction skills.

We provide affordable homes, job opportunities and a range of other contributions to the local economies of the areas in which we build.

Spotlight on

Skills and training provision

Our regeneration of Raploch in Stirling also won the Skills and Training award of the Homes for Scotland Quality Awards 2010 as well as winning the Community Engagement category (see page 11). The judges' report highlighted our commitment to provide 225 training places as well as apprenticeships and jobs for local people during the construction of 900 homes over the next 10 years. The report stated of

our work to date that: "By providing 46 training placements to young people, 17 jobs and 11 apprenticeships, this project demonstrated a clear benefit to the local community within a relatively short timescale. Its success was demonstrated by extremely positive feedback from those involved."

The judges also praised our provision of a Resource Centre, which includes a recruitment office, to provide training and employment opportunities. The report concluded: "This project was a great example of how the provision of skills and training can help deliver wider

economic and social objectives of regeneration."

At Raploch, we work closely with local not-for-profit training organisation Sustainable Community Enterprise (SCE). We provide work placements for individuals trained by SCE. We have also been working with trainees on Stirling Council's Youth Services 'Access to Construction' initiative. This partnership has so far provided 10 training placements for young people, several of whom have progressed onto pre-apprenticeship opportunities with our sub-contractors.

Enhancing economic growth continued

What we do

Each year, we make substantial financial and in-kind contributions to local communities through UK planning obligations.

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The way we work

During 2010 we also provided a week of work experience to four A-level students from a local college as part of the Insight into Management schools programme. In addition, we held mock job interviews for local secondary school pupils as part of another scheme. We also organised tours of the development for junior school pupils and explained about jobs on site. They were interested to find out that we have female scaffolders and carpenters working at the development.

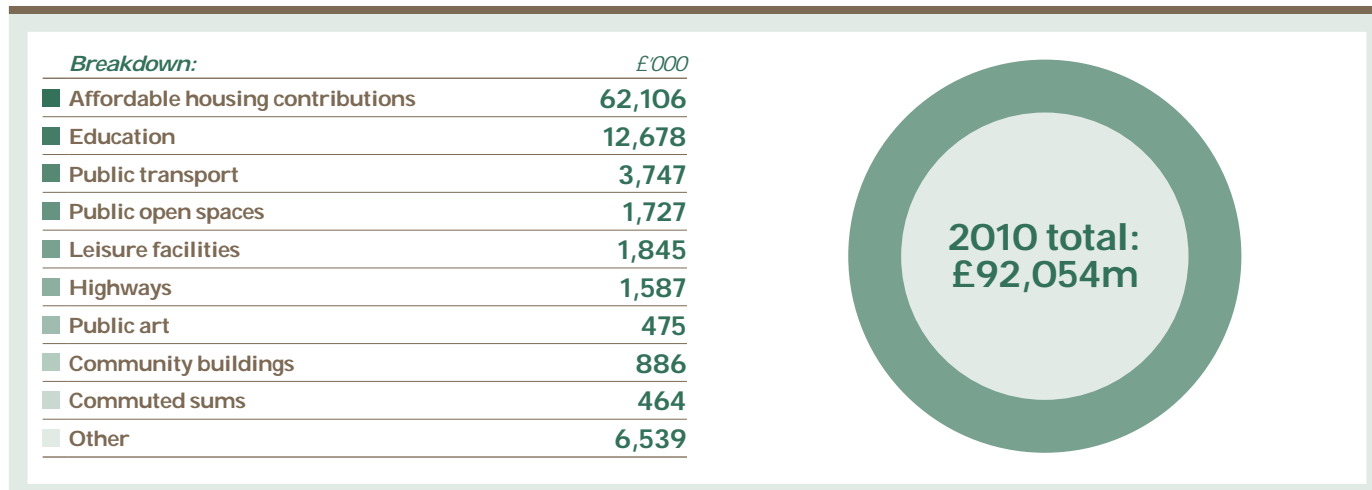
Community enhancements

Each year, we make substantial financial and in-kind contributions to local communities through UK planning obligations. During 2010 we received outline planning permission and agreed our planning obligations for Cranbrook, a new low carbon urban settlement to the east of Exeter in East Devon. Cranbrook forms part of the region's growth point area, linked to the expansion of the Exeter Airport and a new business and science park.

Cranbrook is a good example of private/public investment and partnership. It will provide a range of new community facilities including two primary schools and an educational campus, a brand new multi-purpose community centre as well as other associated uses including a new police facility, a place of worship and library. In addition, the scheme will also provide for wider infrastructure including a new bypass for the village of Clyst Honiton, improvements to junction 29 of the M5 motorway and a railway station. The project will have a green travel plan and fund a car club.

The project's focal point will be a new town centre that will have a range of facilities including retail, leisure and commercial. The residential element of the project will comprise 30% affordable housing and 10% low cost homes to meet local housing needs. The scheme will also take advantage of a district heating system that will provide heating to both the homes and commercial facilities. This will reduce carbon emissions from the project and help achieve higher than Code for Sustainable Homes level three for the homes.

2010 community contributions via planning obligations (Sections 106 and 75 payments)



Customer care

One key area for the UK in 2010 was ensuring compliance with the Consumer Code. All relevant employees, including Board members, attended a detailed one day briefing session. We also set up an induction programme for new employees and are monitoring compliance with the Code.

We also undertook a major UK research project in 2010 to better understand the opinions and motivations of our buyers and prospects. We interviewed, surveyed or ran focus groups with over 3,600 individuals and looked in detail at a wide range of issues. The results of the research will inform our practices from recruitment and training to customer communication about sustainability issues.

We also completed a large scale survey of recent homebuyers and prospective customers in all of our North American markets. We will use the research findings to develop and implement an action plan in 2011.

During 2010 Taylor Morrison developed Homeward Bound, a comprehensive guide to purchasing one of our homes. The document provides explanatory text on every step of the home buying and home building process from sales and financing to closing and warranties. Each guide is personalised for the individual customer on their first visit to the community. We also standardised our Customer Sales Contract and Warranty and Maintenance Guidelines to ensure best practice throughout the US.

We focus on continually improving our standards of customer care and our customer experience.

What we do

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Taylor Wimpey UK Customer Satisfaction

In the UK, our customers are surveyed by the HBF (Home Builders Federation) eight weeks after completion and the NHBC (National House-Building Council) nine months after completion. The survey results form a key part of our customer service management (CSM) system.

Please note that the figures relate to survey scores that were available at the end of December each year.

	2010 Taylor Wimpey	2010 UK housebuilder average	2009 Taylor Wimpey	2009 UK housebuilder average	2008 Taylor Wimpey	2008 UK housebuilder average
Customers satisfied or very satisfied with the service provided during the buying process	86.7%	84.8%	83.2%	83.5%	76.6%	78.2%
Customers satisfied or very satisfied with the condition of their home on the day they moved in	85.0%	84.3%	85.4%	84.7%	74.0%	76.5%
Customers satisfied or very satisfied with the quality of their home	87.1%	86.9%	87.1%	86.3%	79.4%	80.8%
Customers who would recommend us to a friend	86.9%	86.5%	86.7%	86.4%	76.8%	79.0%

North America Customer Satisfaction

Customer surveys in North America were undertaken by AVID Advisors during 2010. Results are out of a possible 100 points. The same surveys will be undertaken instead by H2Insight from 2011.

Please note that the figures relate to survey scores that were available at the end of December each year.

	2010 Taylor Morrison	2010 North American housebuilder average	2009 Taylor Morrison	2009 North American housebuilder average	2008 Taylor Morrison	2008 North American housebuilder average
Total homebuyer satisfaction	88.0	85.0	86.6	83.8	85.4	83.0
Overall service satisfaction	87.8	84.6	86.1	83.2	85.1	82.3
Overall product satisfaction	88.1	85.3	87.0	84.3	85.7	83.7
Recommendation to family and friends	93.3	90.4	91.8	88.8	89.9	86.6

Customer care continued

What we do

During 2010, 55 of our UK site managers won Quality Awards, a further 17 won Seals of Excellence Awards and two site managers won Regional Awards at the NHBC Pride in the Job Awards.

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Sustainability communications

Our sales and marketing materials increasingly include details of the sustainability and community features of developments as well as the environmental features of homes. Our purchasers receive information on how to use and maintain specific environmental features within their homes as well as details of local recycling schemes, where relevant.

We have an eco-friendly show home at our Wenlock Square development in Telford. Our Morgan show home has environmentally friendly paint, grass wallpaper, natural furniture and a wildlife-friendly organic garden. During 2010, Monarch Corporation won a green marketing campaign award (see page 12).

Awards

Taylor Morrison was named Volume Builder of the Year and received a Grand Award for Marketing and Promotions in the GHBA (Greater Houston Builders Association) Houston Best Awards Show. We also won 17 Best Awards and were a finalist in 12 other categories covering home design, interior design, marketing and people awards. The Orlando Business Journal named Taylor Morrison as the best residential construction company in their Readers' Choice Awards.

During 2010, 55 of our UK site managers won Quality Awards, a further 17 won Seals of Excellence Awards and two site managers won Regional Awards in the NHBC Pride in the Job Awards that judge excellence in site management. Mike Crawford, our site manager at Warleigh Village in Plymouth, not only won a Regional Award but also came second in the large category of the Supreme Winners Awards.

Future plans

In the UK we will continue to analyse the results of our consumer research project and will use the insights from the research to develop action plans. We will also undertake a training needs assessment to identify where we can further improve our sales and marketing training for employees.

During 2011, Taylor Morrison will develop and implement an action plan based on our consumer research findings. We will also focus on embedding the new documentation, such as Homeward Bound and the new contract and warranty documents. Finally, we aim to achieve a customer satisfaction level of 90% in 2011.

For more information



Further details of our Customer Relations Policy are available at www.taylorwimpeyplc.com/CorporateResponsibility/Policies/

Case Study

Award winning customer care

Monarch Corporation was ranked best housebuilder for customer satisfaction in Ottawa and achieved third place in the Greater Toronto Area in the JD Power 2010 Canadian New-Home Builder Customer Satisfaction Study. Monarch Corporation was also named 2010 Home Builder of the Year by the Building Industry and Land Development Association (BILD) in Toronto for our quality, service and customer commitment.

