

CUBIQUITY
—

We speak your language

CONNECTED CUSTOMER JOURNEYS
FOR HOMEBUILDING BRANDS

From imagination...

—
We believe that everyone has a unique story to tell, and that every conversation can have lasting impact, for you and your end users.

We exist to inform, inspire and empower your audience to take action – in print, online or in film.

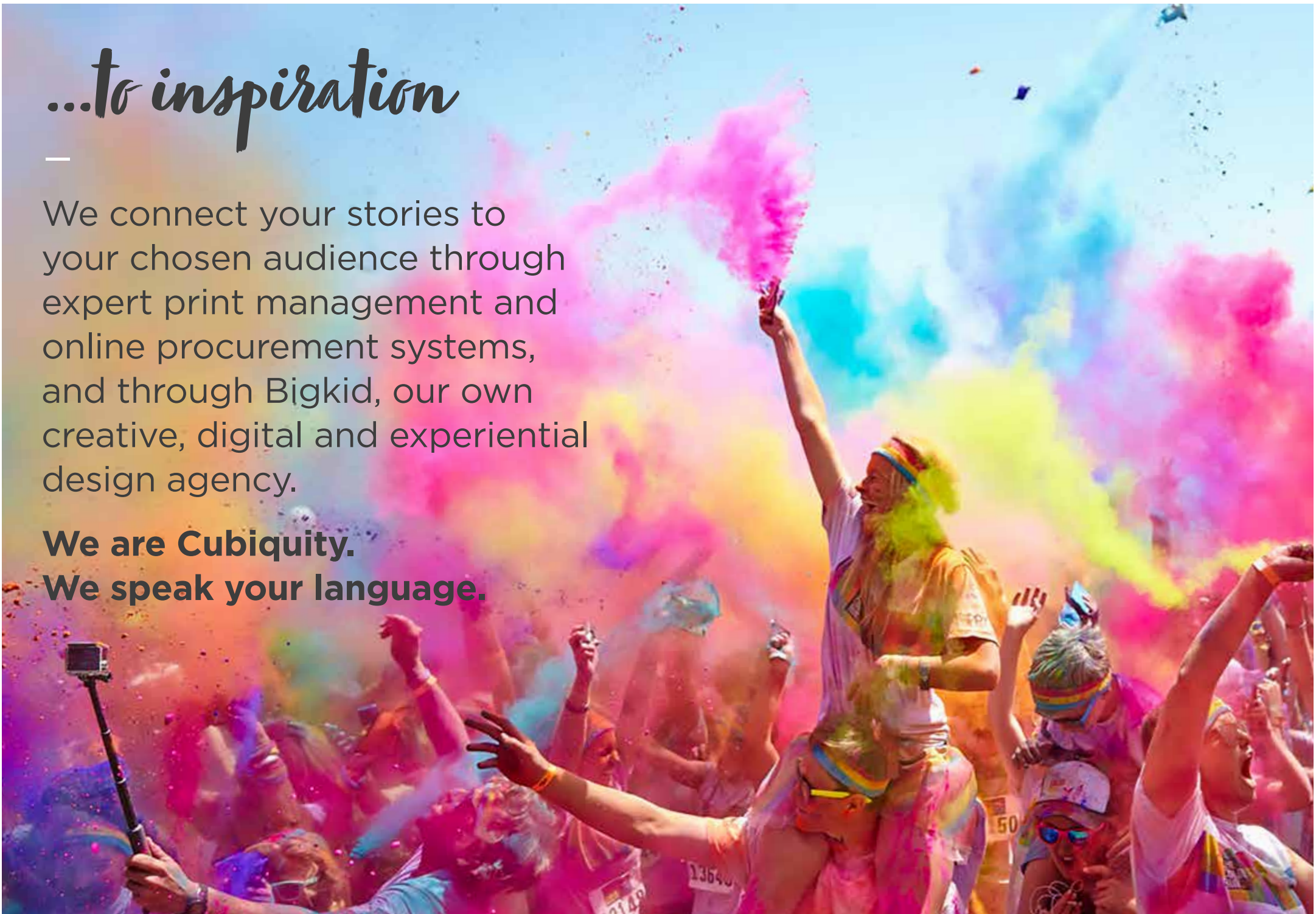


...to inspiration

We connect your stories to your chosen audience through expert print management and online procurement systems, and through Bigkid, our own creative, digital and experiential design agency.

We are Cubiquity.

We speak your language.



Meet the family



CREATIVE AND
DIGITAL DESIGN

CUBIQUITY

PRINT AND MARKETING
PROCUREMENT

Guiton Group 

PUBLICATIONS



CHILDREN'S MAGAZINE
PUBLICATIONS

MNA DIGITAL

ONLINE MARKETING
SOLUTIONS

MNA Media

PUBLICATIONS

precisioncolourprinting

PASSIONATE ABOUT THE POWER OF PRINT

COMMERCIAL
PRINTING



PUBLISHING
SOFTWARE

Count on Cubiquity



£100m+

multi-disciplined
group-wide
capability
at your service



£20m

of expert print
procurement and
online solutions



600,000

sq ft of combined
secure warehousing
and fulfilment space



25,000+

individual client
projects managed
and delivered



95

top 100 fastest
growing UK
companies



75%+

clients enjoying our
online systems
efficiencies



60

dedicated staff
delivering a standout
client experience



50+

quality assured
expert print
service providers



3

ISO standards
in daily best practice
across the business



1

great business
ready and waiting
to hear from you

What we do

Cubiquity develops the strategies and concepts, then creates the conversations that enable big brands to engage in more relevant and rewarding relationships with their audiences.



BRAND
CREATIVE



BRAND IDENTITY
& GUIDELINES



ONLINE TEMPLATE
SOLUTIONS



EXPERT PRINT
MANAGEMENT



DIGITAL ASSET
CREATION



PROMOTIONAL
MERCHANDISE



VIDEO &
ANIMATION



CUSTOMER
EXPERIENCE



RESEARCH,
SEO & PPC



WAREHOUSE
& DISTRIBUTION



INTERACTIVE
CONTENT



ONLINE
MARKETING PORTAL

Smart Systems - At your Service

Bigkid has been disrupting the agency proposition for years by offering a broad spectrum of innovative solutions save time and make marketing budget go further.

Online Templates

One template creative. One cost. Then build and distribute as many versions as you like.

Online Marketing Technology

Transform those time-consuming operational tasks into smooth and simple processes, from business card production to core marketing collateral and campaign distribution.

Brochure Consolidation

Reduce your time-to-market and cut down on agency and production fees with efficient brochure artworking processes that still leave plenty of room for individual creativity.

Campaign Tool kits

Create new assets for campaigns more efficiently via a single, consolidated Indesign file.

Our USP: CEROS Interactive

The world-leading interactive design and client engagement tool, developer free, and fully responsive. Bigkid are one of only two UK ambassadors agencies offering this platform without the need for clients to invest in expensive annual licence fees.

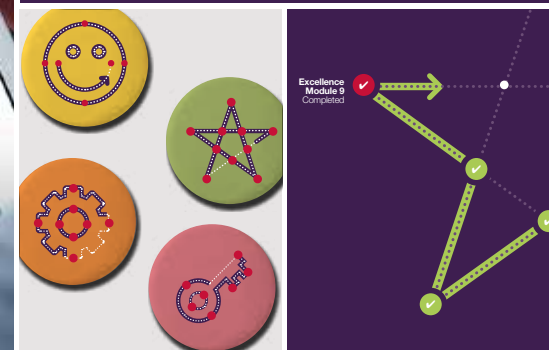
Customer journey expertise

Click a tile to view examples of our work



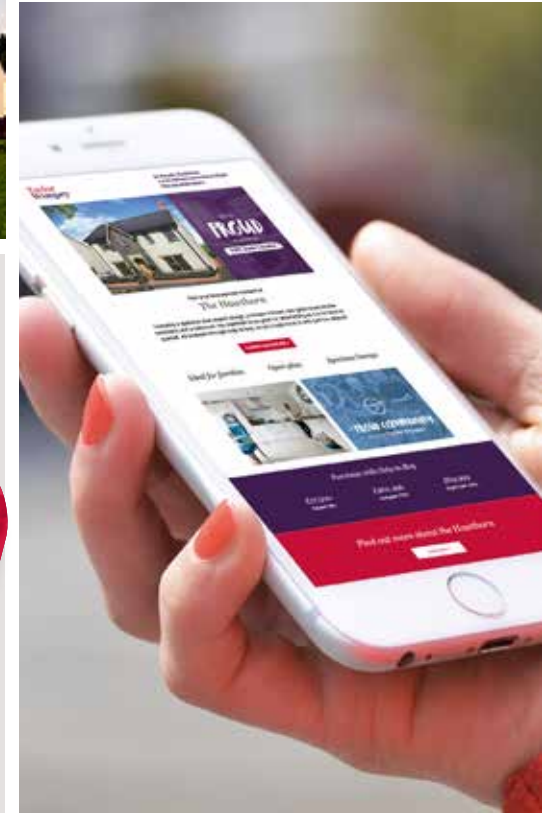
Putting clients and their customers at the heart of every decision we make

STAGE 01
TAYLOR WIMPEY
HQ BRANDING AND INSTALL





Click screen
to view video







**Taylor
Wimpey**

**Coming
Soon**

For further information
please call

01778 300 618

taylorwimpey.co.uk

**Taylor
Wimpey**

**Land
Required**

For enquiries
please call

01778 300 618

taylorwimpey.co.uk

**Taylor
Wimpey**

**Land
Acquired**

For further information
please call

01778 300 618

taylorwimpey.co.uk

**Land
Acquired**

Further information call
0116 366 0526

Visit us online at
taylorwimpey.co.uk

A development by
**Taylor
Wimpey**



OUR JOURNEY TO CREATING THRIVING COMMUNITIES

Inspiring and enabling the connected communities of tomorrow



ENHANCED LOCAL ENGAGEMENT

From the moment a site is identified, we will work closely with the existing community to understand local needs, history, tradition and aspirations.



DESIGN CONNECTED COMMUNITIES

We design spaces and places with communities in mind, that facilitate connections and contribute positively to the environments in which we build.



CREATE A SENSE OF BELONGING

We provide environments that people identify with, through urban design, connectivity, communication, introductions and events that respect local traditions.



ENCOURAGE COLLECTIVE ACTIVITIES

The community hubs we create will be a hive of activity, generating informal 'meeting moments', offering a shared space for enriching activities and events.



BUILD SOCIAL NETWORKS

Our communications network will continue to provide ongoing inspiration and information, allowing local people to connect with and contribute to their environment.



LEAVE A LASTING LEGACY

We will put the plans in place to ensure our communities continue to thrive - socially, environmentally and sustainably - when we have completed our build.

STAGE 03
TAYLOR WIMPEY
ON SITE SIGNAGE





Woodgate
PEASE POTTAGE



A great place to begin a new journey.
Even better to come home to.

Woodgate
PEASE POTTAGE



Woodgate
PEASE POTTAGE

Woodgate
PEASE POTTAGE



Woodgate
PEASE POTTAGE



Woodgate
PEASE POTTAGE



Woodgate
PEASE POTTAGE





Change
your life
—
Not your
lifestyle

45 MINUTES FROM THE CITY.
WOODGATE IS ARRIVING SOON.

Woodgate
PEASE POTPAGE

Change
your life
—
Not your
lifestyle

COAST TO THE COAST IN 35 MINS.
WOODGATE E IS MAKING WAVES.

Woodgate
PEASE POTPAGE



BRAND RATIONALE BREAKER SPREAD

A great place to begin your journey.

HIGHLIGHTS SPREAD 4PP THROW-OUT

Destination
EVERYWHERE

Woodgate is the gateway to your world. Step out of your door and you can take a trip to the city, a stroll through the countryside or a drive down to the coast. It doesn't matter where you are, Woodgate is just a short drive from the nearest coast to Gatwick Airport and onward to all the best 200 destinations worldwide.

TOWN
This is more than just a good local transport link. The enhanced dedicated bus service is designed to provide practical and secure transport and offers a convenient, reliable and affordable alternative to the car for those living in the nearby towns of Horsham, Crawley and Three Bridges.

37
MINUTES BY TRAIN FROM
THEIR WOODGATE SALON

Country
Woodgate is the gateway to the magnificent Tignes Forest, so you can explore the great outdoors in the comfort of your own home. With National Trust grounds and magnificent views across the park, Woodgate offers a luxurious way of living, both around your property.

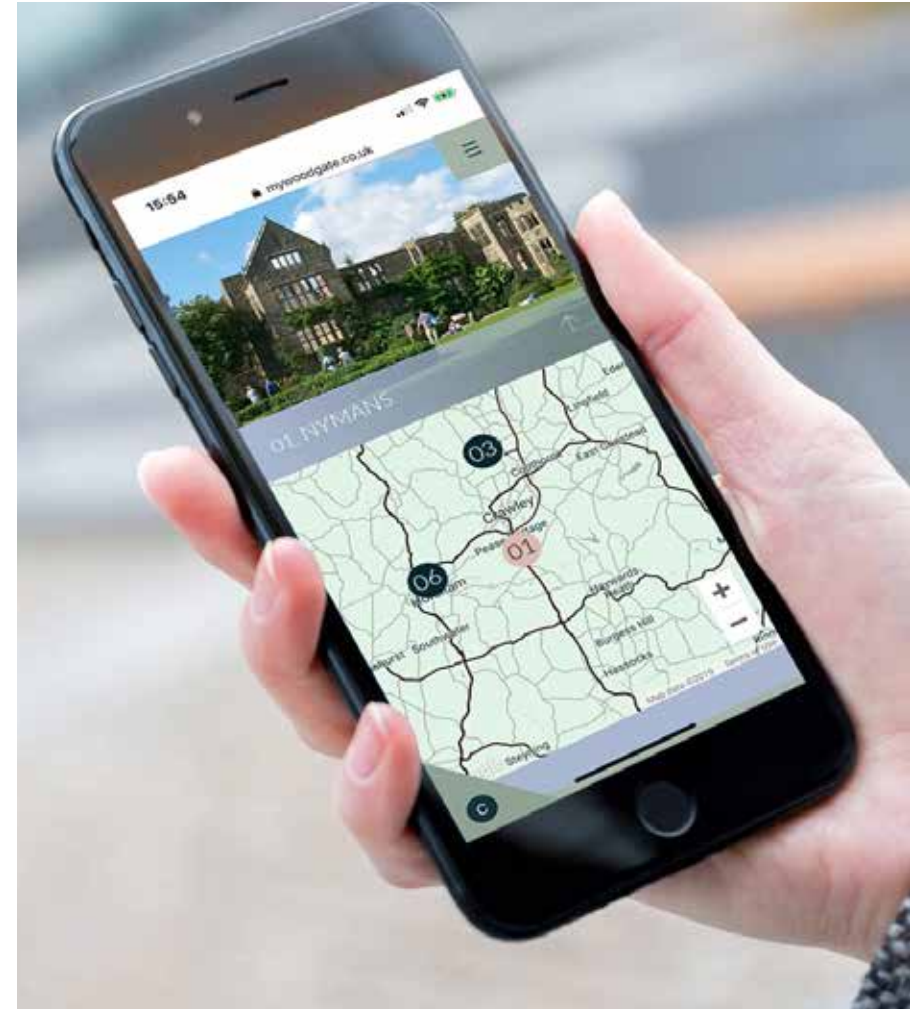
2
MINUTES FROM
WOODGATE

Coast
The A22 when you stroll to the suburban beach of Brighton, so you can enjoy your work day in the comfort of the air on the beach, in just 20 minutes. Or head to Eastbourne and Hastings just a little further away.

30
MINUTES BY CAR TO THE
CITY

5
MINUTES FROM
THE CITY

5
MINUTES FROM
THE CITY



The
VILLAGE
ESTD. STORE 2019
PEASE POTTS

The
VILLAGE
ESTD. STORE 2019
PEASE POTTS

The
WOODLAND
Coffee Company
PEASE POTTS
ESTD. 2019


The
WOODLAND
Coffee Company
PEASE POTTS
ESTD. 2019


Case Study: Crest Nicholson

By considering every element of the brochure building journey we have now reduced Crest Nicholson's brochure spend by over 50% or over £500k pa.

Interactive Briefs

Comprehensive interactive PDFs for marketers to fill in quickly and consistently.

Content Creation

A dedicated bank of writers, all fully briefed and immersed in the Crest Nicholson TOV, delivering to exacting word counts and local area info requirements.

House Types, Floor Plans, CGIs and Specifications

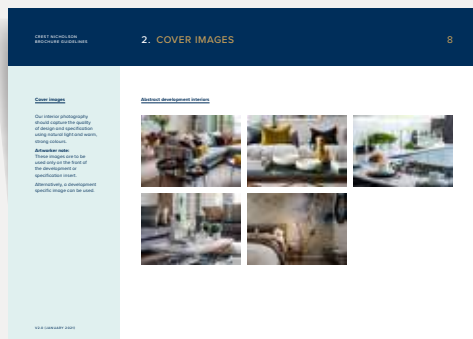
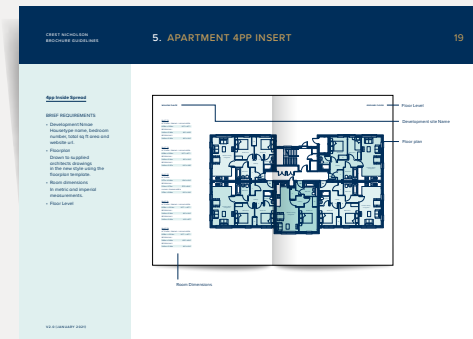
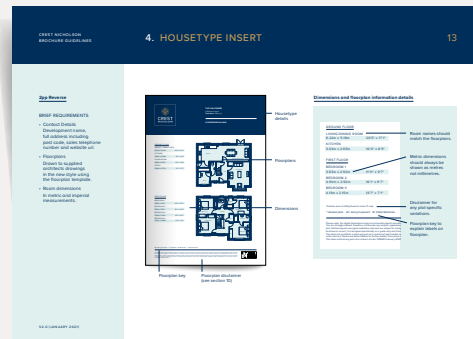
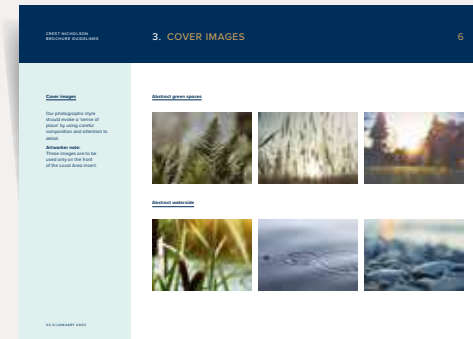
Bulk agreement and SLA with CGI supply chain. Central library of house types, floor plans and spec sheets, with minimal amends between developments.

Development and Local Area Maps

Working directly with Crest's planning teams to obtain the right layered PDF files for editing.

Print and Production

Consolidated paper purchase from source. 100% recycled solution, featuring a standard outer folder and a range of flexible templated inserts, enabling both small quantity and fast turnaround options, with guaranteed fixed pricing standardised across all regions.

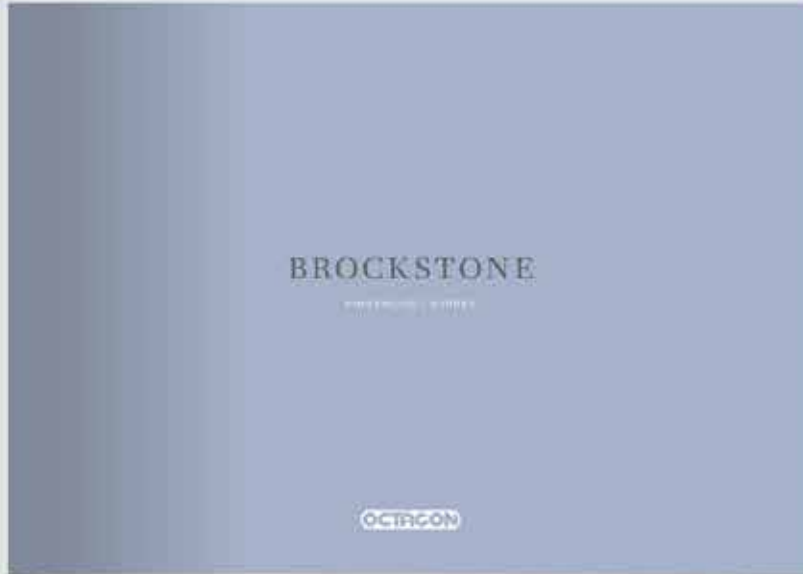




OCTAGON



WELCOME TO OUR BRAND GUIDELINES



Naturally exceptional

Octagon has a richly deserved reputation for designing and building substantial elegant homes at sought-after locations. Brockstone in Kingswood is an outstanding example of our award-winning work. With its classic exterior and relaxed ambience, this magnificent new home offers spacious accommodation arranged over 3 floors including 4/5 reception rooms, 5/6 bedrooms and 6 bathrooms.

Brockstone occupies a prime location in the heart of the prestigious Kingswood Estate, with its excellent local amenities and nearby Kingswood Station offering a regular rail service to London Bridge in just 45 minutes. The property has a private gated entrance and large south-west facing landscaped garden approaching half an acre.

Distinctly Octagon

PRICE
£2.75m

BROCKSTONE
5 Bars Der
Kingswood
Surrey KT20 6PL

OPEN WEEKENDS
11am - 4pm or
by appointment

SELLING AGENT
Adony Estates
01757 832945

OCTAGON

020 8481 7500 | OCTAGON.CO.UK



127 THE CORE ELEMENTS
Protecting our logo

The success of the Octagon brand depends upon the clarity and consistency with which it is implemented. Ensure this guide is followed to reduce inconsistencies. Our logo should always sit in a clear space or an 'isolation zone' so that it is always clear and visible.

Isolation Zone (IZ)
To ensure that no other elements, associated with the development logo, are visible within the Isolation Zone, this area can be used, applying as an area around the logo equivalent to the height of the logo (IZ), as shown below. This space is reserved for other brand elements and should not be used for other brand elements.

Safe space (SS)
An additional dimension has been created to assist in creating the guide for users, to ensure the logo is not cut off at the height of the Octagon logo.

Recommended size
The Octagon logo is available in multiple sizes and formats for various applications. The minimum size should be used for all applications. For more information, please refer to the 'Recommended size' section of the guidelines.

Preferred Sizes
The Octagon logo is available in multiple sizes and formats for various applications. The minimum size should be used for all applications. For more information, please refer to the 'Recommended size' section of the guidelines.

128 THE CORE ELEMENTS
Our brand pattern

We have introduced a brand pattern which is designed to add visual interest to the areas of colour it should be used subtly and can be used with both primary and secondary colour palettes. Please see examples of our marketing communications in sections 129 and 130.

Primary Colours
The Octagon logo is available in multiple sizes and formats for various applications. The minimum size should be used for all applications. For more information, please refer to the 'Recommended size' section of the guidelines.

Secondary Colours
The Octagon logo is available in multiple sizes and formats for various applications. The minimum size should be used for all applications. For more information, please refer to the 'Recommended size' section of the guidelines.

129 CORPORATE ADVERTISING
Half page Adverts 285 x 375mm

Two layouts are available for half page adverts. Other than the single image layout, a multi-image layout is also included. This can incorporate several photographs of the property to assist in the marketing message. Use this page and the associated templates as a guide for creating new adverts.

Single Image layout
This layout is designed to feature a single high-quality photograph of the property. The text is positioned to the right of the image, providing a clear and concise message.

Multi Image layout
This layout is designed to feature multiple high-quality photographs of the property. The text is positioned below the images, providing a clear and concise message.

Dimensions
The dimensions of the half page adverts are 285 x 375mm. The layout is designed to be easily adaptable to different property types and marketing messages.

130 CORPORATE ADVERTISING
Full page Adverts 280 x 375mm

Two layouts are available for full page adverts. Other than the single image layout, a multi-image layout is also included. This can incorporate several photographs of the property to assist in the marketing message. Use this page and the associated templates as a guide for creating new adverts.

Single Image layout
This layout is designed to feature a single high-quality photograph of the property. The text is positioned to the right of the image, providing a clear and concise message.

Multi Image layout
This layout is designed to feature multiple high-quality photographs of the property. The text is positioned below the images, providing a clear and concise message.

Dimensions
The dimensions of the full page adverts are 280 x 375mm. The layout is designed to be easily adaptable to different property types and marketing messages.

131 OCTAGON BESPOKE ADVERTISING
Full page Adverts 280 x 375mm

Octagon Bespoke adverts use a single two-page layout. Use this page and the associated templates as a guide for creating new customer adverts.

Single Image layout
This layout is designed to feature a single high-quality photograph of the property. The text is positioned to the right of the image, providing a clear and concise message.

Multi Image layout
This layout is designed to feature multiple high-quality photographs of the property. The text is positioned below the images, providing a clear and concise message.

Dimensions
The dimensions of the Octagon Bespoke adverts are 280 x 375mm. The layout is designed to be easily adaptable to different property types and marketing messages.

132 OCTAGON CORPORATE ADVERTISING
Full page Adverts 280 x 375mm

A single, full-page image layout is used for our Corporate Advertising. Use this page and the associated templates as a guide for creating new corporate adverts.

Single Image layout
This layout is designed to feature a single high-quality photograph of the property. The text is positioned to the right of the image, providing a clear and concise message.

Dimensions
The dimensions of the Octagon Corporate Advertising are 280 x 375mm. The layout is designed to be easily adaptable to different property types and marketing messages.

133 MARKETING
Introductions Suite of collaterals for a standard property

This page shows examples of an Introduction Flyer, brochure and advert when the secondary colour can be used to distinguish it from another of our Octagon properties. Refer to the secondary colour palette for other colour options. Please note that only one secondary colour should be used with the Octagon Grey.

Top Standard brochure
This brochure is designed to provide a comprehensive overview of the property. It features a clear and concise message, supported by high-quality photographs.

Flyer - Near the location
This flyer is designed to provide a clear and concise message, supported by high-quality photographs. It is intended to be used in high-traffic areas.

Advert
This advert is designed to provide a clear and concise message, supported by high-quality photographs. It is intended to be used in high-traffic areas.

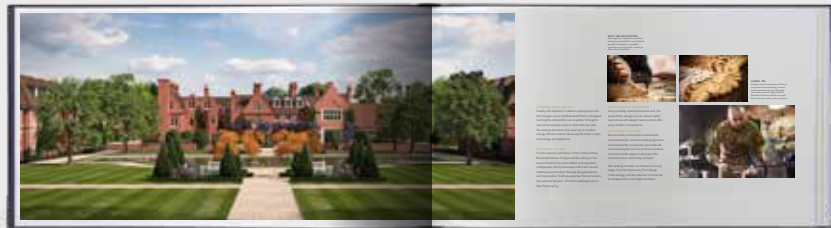
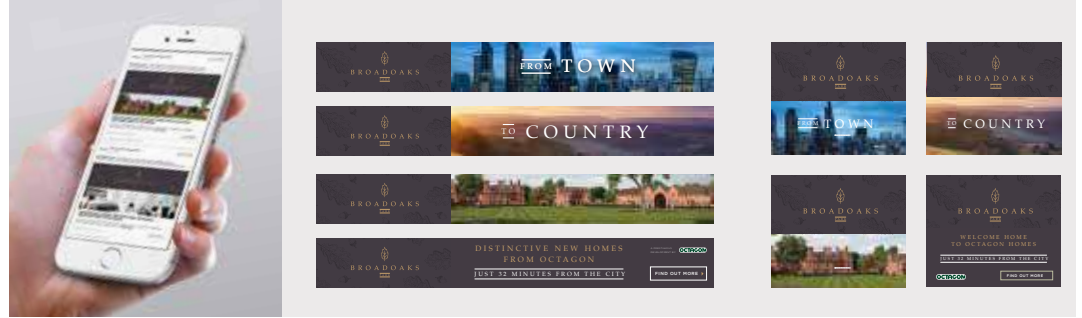
134 MARKETING
Flyer Colour alternatives

This page shows examples of the Top Introduction using the secondary colour palette.

Other alternatives
This page shows examples of the Top Introduction using the secondary colour palette. It provides a range of options for different property types and marketing messages.









*Ready
made*
— THE —
EVENT
—



Ready
made
— FOR —
YOU
—

Ready
made
— FOR —
GROWING
FAMILIES

24pt leading
62pt leading
62pt type
62pt leading

Optical kerning set to +50



Ready
made
— FOR —
BIG
DREAMS
—



Ready
made
— FOR —
NEW
ARRIVALS
—



Ready
made
— FOR —
YOUR
EYES
ONLY
—



Ready
made
— FOR —
DUVET
DAYS
—



Ready
made
— FOR —
FIRST
TIMERS
—

Ready
made
— AND —
WAITING
FOR YOU
—

Ready
made
— FOR —
MOVING
MOMENTS
—

Ready
made
— FOR —
LAZY
LOUNGING
—

Ready
made
— FOR —
MORE
ME TIME
—

Ready
made
— FOR —
GROWING
FAMILIES
—

Ready
made
— FOR —
ENTERTAINING
—

Ready
made
— FOR —
RELAXING
—

Ready
made
— TO —
INVEST IN
—



Readymade homes

Stock Plot Promotional and Event Toolkit

JULY 2019 - V2

7.2 Pre-event marketing | Email – Coming soon

7.5 Pre-event marketing | Instagram Carousel

4.4 Half page Print Advert B | 265 x 170mm

8.8 On-site marketing | 16:9 Onscreen slides – Story

4.7 Full page advert | Print

6.3 Introduction | The Headline lock-up

How to use it

Single line version:

Two line version:

4.2 Digital banner advert | Online only

Thanks again Bigkid for one of the best attended nationwide events we've ever run at Redrow.

Head of Marketing, Redrow



We're **PROUD**
to present THE HAWTHORN

Taylor Wimpey
NEW 4 & 5
BEDROOM HOMES

CLICK HERE



Taylor Wimpey
6 MILES FROM
OXFORD CITY CENTRE
IN MILL GREEN

CLICK HERE



Taylor Wimpey
SPACIOUS DUAL
ASPECT LIVING ROOM

CLICK HERE



Taylor Wimpey
From £415,000

CLICK HERE


Find your
**HOUSE
PROUD**
moment with
HELP TO BUY

Taylor Wimpey



Taylor Wimpey
NEW 4 & 5
BEDROOM HOMES

CLICK HERE



Taylor Wimpey
From £415,000

CLICK HERE

Share your
house proud moments at
#TAYLORWIMPEY

Taylor Wimpey



Part exchange and move into a new home you can proud of.
Find out more: <https://bit.ly/1MS16WL>



TAYLORWIMPEY.CO.UK
Part Exchange
Part exchange your existing home for a brand new home w...
16 likes · 23 comments · 5 shares

Taylor Wimpey
1 November at 16:00 · G
Get that house proud feeling by part exchanging your old home for a new one!



TAYLORWIMPEY.CO.UK
Taylor Wimpey | Part Exchange
Part exchange your existing home for a brand new home w...
13 likes · 26 comments

Taylor Wimpey
24 October at 16:00 · G
We're committed to building quality new homes in a way that's sustainable and leaves a lasting legacy. Find out more: <https://bit.ly/2Hc0pF7>



Taylor Wimpey
16 October at 16:00 · G
Buying your first home is a proud moment and you can with just 5% deposit.

TAYLORWIMPEY.CO.UK
Proud of our commitment to sustainability
We are committed to being a responsible homebuilder and...
14 likes · 22 comments

Taylor Wimpey
14 September · G
Take the stress out of buying a new home with our easymover scheme.
Read more: <https://bit.ly/1M51bJY>



TAYLORWIMPEY.CO.UK
easymover
Move home easily with our easymover scheme. With easy...
17 likes · 8 comments · 1 Share

Taylor Wimpey
6 October · G
Find out how Help to Buy can help you to discover your house proud moment!



TAYLORWIMPEY.CO.UK
Help to Buy scheme
With Help to Buy, you can buy a new home with just 5% de...
22 likes · 6 comments · 8 shares

Taylor Wimpey
16 October at 16:00 · G
Buying your first home is a proud moment and you can with just 5% deposit.



TAYLORWIMPEY.CO.UK
First time buyers schemes
We have a range of first time buyer schemes to help first ti...
19 likes · 24 comments

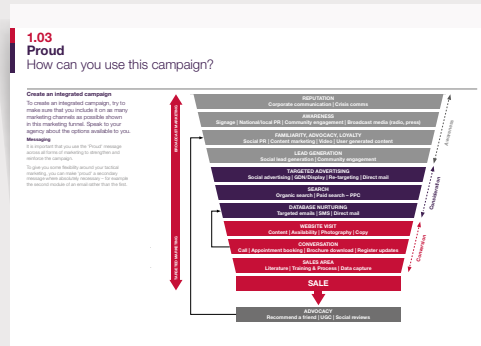
Taylor Wimpey
12 October · G
While building new homes, we also do what we can to support local schools. Here's what we've been up to lately: <https://bit.ly/21S8IAq>



TAYLORWIMPEY.CO.UK
Proud to support local schools
Read the latest Taylor Wimpey news update.
20 likes · 3 comments · 3 shares

Taylor Wimpey
14 September · G
Take the stress out of buying a new home with our easymover scheme.
Read more: <https://bit.ly/1M51bJY>





2.01 Proud

Primary headlines – overview

Campaign message
Focus on some 'Proud' campaign messages which incorporate brand, the development, offers and events at the weekend.

We're proud to present...
The 'Proud' message has been built to be used across all marketing channels. It is a versatile message that can be used in a variety of ways. It is a versatile message that can be used in a variety of ways. It is a versatile message that can be used in a variety of ways.

We're proud to support...
The 'Proud' message has been built to be used across all marketing channels. It is a versatile message that can be used in a variety of ways. It is a versatile message that can be used in a variety of ways.

Supporting line examples:
- THE WIMPEY...
- THE WIMPEY...
- THE WIMPEY...

2.02 Proud

Campaign messages – We're proud to present...

Campaign messages
The 'Proud' campaign messages are designed to be used across all marketing channels. They are designed to be used across all marketing channels. They are designed to be used across all marketing channels.

Options for Proud campaign
- We're proud to present...
- We're proud to support...
- We're proud to...
- We're proud to...

2.05 Proud

How to create the campaign messages

A collection of brand images have been created for the campaign.
These images can be used in a variety of ways. They are designed to be used across all marketing channels. They are designed to be used across all marketing channels.

Options for Proud campaign
- We're proud to present...
- We're proud to support...
- We're proud to...
- We're proud to...

3.04 Proud

Digital / email examples – Find your house proud...

Digital
A full email should follow the brand guidelines. It should be designed to be used across all marketing channels. It should be designed to be used across all marketing channels.

3.08 Proud

Digital / Facebook carousel

Facebook / Instagram carousel advert
Facebook carousel, digital and video advertising are the perfect for building our brand, promoting our product and engaging with local communities.

3.10 Proud

Online and mobile advertising Digital / GDN Banners

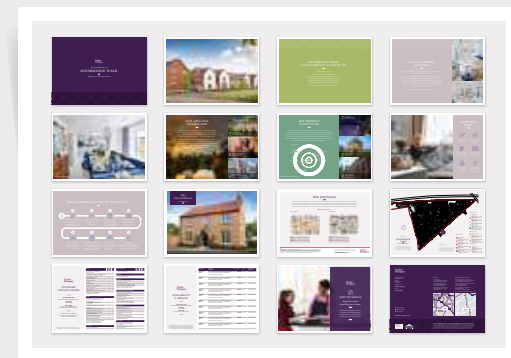
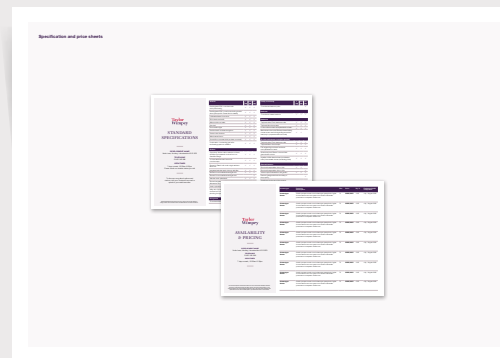
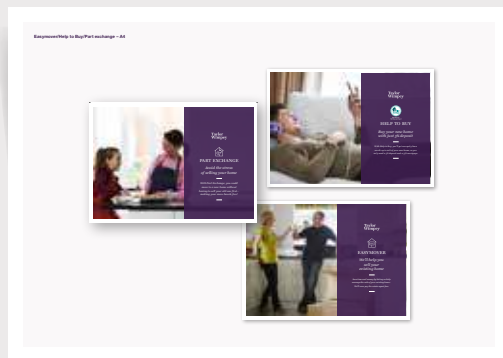
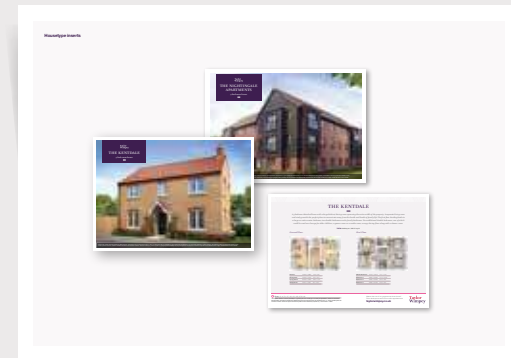
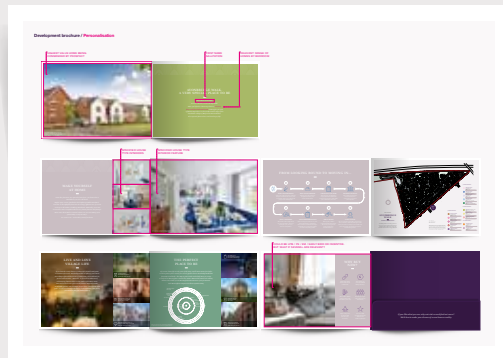
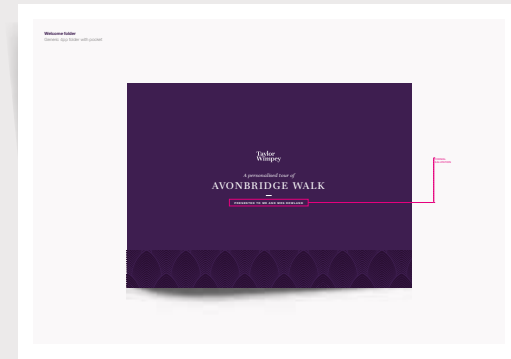
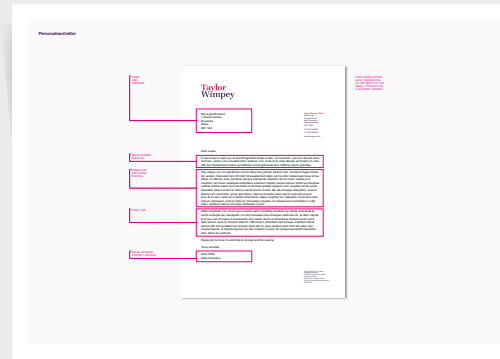
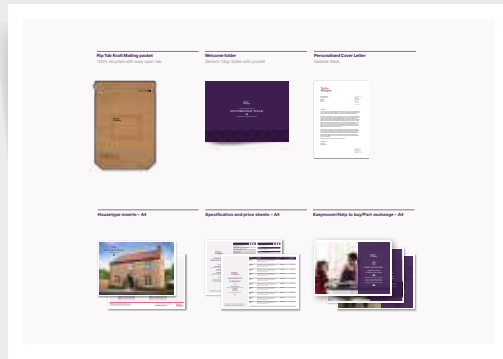
Developed campaign – signed email
The 'Proud' campaign messages are designed to be used across all marketing channels. They are designed to be used across all marketing channels.

6.04 Proud

Flex your media spend by development

COMING SOON
- Small database, strong sales
- Large database, strong sales

SMALL DATABASE
- Small database, poor sales
- Large database, poor sales







RESERVATION AGREEMENT

PLOT NO.

ADDRESS

PURCHASER DETAILS

Name Tel. No.

Address

Mob. No. Email

Photo ID Seen Proof of Address Seen NB / Must be less than 3 months old showing name and address

PURCHASER'S SOLICITOR DETAILS

Company Name Solicitor's Name

Address

Tel. No. Email

PROPERTY DETAILS

Reservation Date Reservation Price

Estimated Exchange Date Forecast Completion Date

Reservation Fee Amount Reservation Fee Paid?

Special Conditions

Extras

TENURE

Freehold Lease Term

Forecast Maintenance Charge Ground Rent

BUYERS' POSITION

Details

Deposit Mortgage Broker



RESERVATION FORM

PLOT NO.

ADDRESS

PURCHASER DETAILS

Name Tel. No.

Address

Mob. No. Email

Photo ID Seen Proof of Address Seen NB / Must be less than 3 months old showing name and address

PURCHASER'S SOLICITOR DETAILS

Company Name Solicitor's Name

Address

Tel. No. Email

PROPERTY DETAILS

Reservation Date Reservation Price

Estimated Exchange Date Forecast Completion Date

Reservation Fee Amount Reservation Fee Paid?

Special Conditions

Extras

TENURE

Freehold Lease Term

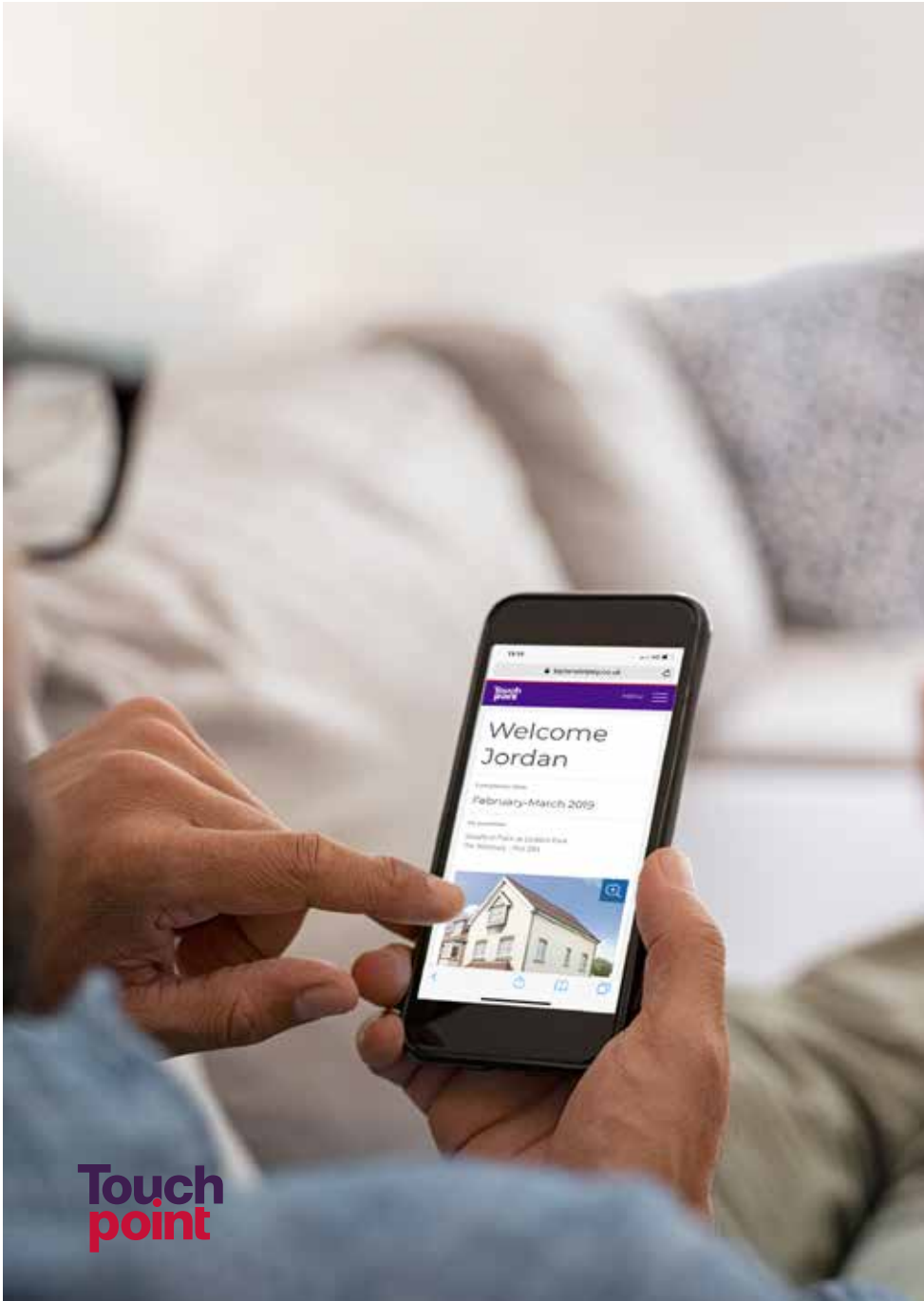
Forecast Maintenance Charge Ground Rent

BUYERS' POSITION

Details

Deposit Mortgage Broker







WELCOME TO OUR CONSISTENT QUALITY APPROACH GUIDE

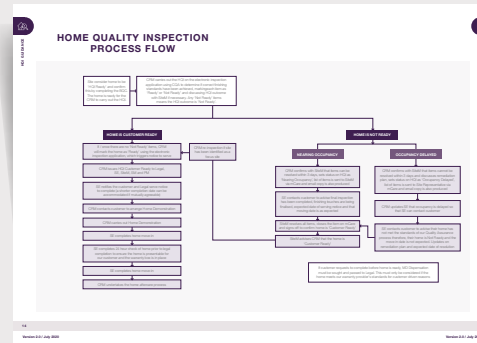
The objective of this guide is to communicate the standard expected during the construction process, to ensure consistency on every home we build and to ensure that our customers are at the heart of what we do.

This guide must be communicated to every subcontractor and used by every job. It is intended to ensure that our standards are understood and consistently applied. We are committed to using transparent and accessible high quality standards for our customers every day.

The HomeWarranty Standard Approach to Finance as a minimum standard. It is not intended to be a replacement for the standards for our customers and should be the right thing to do. The customer is at the heart of what we do.

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 - Windows & Doors
- External Walls & Finishes**
 - External Walls
 - External Finishes
 - Walls & Ceilings
 - Windows & Doors
- Flooring**
 - Flooring
 - Internal Finishes
 - Windows & Doors



HQI GUIDANCE

Must be inspected

OUR STANDARD

INTERNAL WALLS & CEILINGS

1. Internal walls & ceilings	Pass
2. Internal walls & ceilings	Pass
3. Internal walls & ceilings	Pass
4. Internal walls & ceilings	Pass
5. Internal walls & ceilings	Pass
6. Internal walls & ceilings	Pass
7. Internal walls & ceilings	Pass
8. Internal walls & ceilings	Pass
9. Internal walls & ceilings	Pass
10. Internal walls & ceilings	Pass

EXTERNAL WALLS

1. External walls	Pass
2. External walls	Pass
3. External walls	Pass
4. External walls	Pass
5. External walls	Pass
6. External walls	Pass
7. External walls	Pass
8. External walls	Pass
9. External walls	Pass
10. External walls	Pass



HOME WARRANTY BOX

EACH HOME WILL HAVE A HOME WARRANTY BOX, INSIDE THIS BOX WILL BE THE FOLLOWING ITEMS

Take away	Left in place
1. HomeWarranty Box	16. HomeWarranty Box
2. HomeWarranty Box	17. HomeWarranty Box
3. HomeWarranty Box	18. HomeWarranty Box
4. HomeWarranty Box	19. HomeWarranty Box
5. HomeWarranty Box	20. HomeWarranty Box
6. HomeWarranty Box	21. HomeWarranty Box
7. HomeWarranty Box	22. HomeWarranty Box
8. HomeWarranty Box	23. HomeWarranty Box
9. HomeWarranty Box	24. HomeWarranty Box
10. HomeWarranty Box	25. HomeWarranty Box
11. HomeWarranty Box	26. HomeWarranty Box
12. HomeWarranty Box	27. HomeWarranty Box
13. HomeWarranty Box	28. HomeWarranty Box
14. HomeWarranty Box	29. HomeWarranty Box
15. HomeWarranty Box	30. HomeWarranty Box

ENSURE IT IS A COMPLETE WARRANTY BOX AND APPROPRIATE FOR THE SPECIFIC HOME.

DAMP PROOF COURSE (DPC) & GROUND LEVEL

DRIVEWAY & PATHS

CAVITY TRAYS

WEEP HOLES

LEAD WORK

WALL & CEILING FINISHES

WALL & CEILING FINISHES

Must be inspected

SOFT FLOOR FINISHES

STAIRCASE FINISHES

CARPET FINISHES

AIRING CUPBOARDS

RE-PRESSURING CYLINDER SYSTEM

RE-PRESSURING A COMB BOILER







CUSTOMER COMMUNICATIONS TOOLKIT

Creating consistent communication

Verbal

Written

Digital

1. Introduction

As a responsible company Taylor Wimpey strives to deliver clear, open and accurate two-way communication with all of our stakeholder groups from customers, shareholders and local authorities to media and regulatory bodies. Effective communication supports our aspiration to become the UK's first truly customer-centric homebuilder. How we communicate with customers varies and this can be in the form of email, letters, telephone, face to face and social media.

All Taylor Wimpey customer service staff and the agencies we work with should adhere to procedure outlined within this document. Following these procedures will help ensure accurate, consistent and effectively managed communication.

This icon indicates that the action is mandatory.

3. Telephone communication

Telephone calls are just one of the many ways customers can choose to communicate with us. Telephone conversations can be difficult for both the customer and for us, as customers can become frustrated that they are unable to show us the issue and we are unable to gauge, amongst other things, their body language.

We must therefore always be mindful of what we are saying and how we are saying it.

Please remember, it is important that you keep accurate notes of any calls that you have handled and add to Comms.

The Call Structure has been designed to assist you in handling customer calls and should be followed at all times.

8.2 Cosmetic damage after 7 days but within 2 years

The Taylor Wimpey warranty provides cover for the first two years from the date of legal completion. During this period, we are responsible for repairing or replacing any cosmetic damage caused by the manufacturer or ourselves.

As part of your warranty with us, we should have used an architect, char or surveyor to inspect the work and record any cosmetic damage. This is to ensure that any cosmetic damage is recorded at the time of completion. It may be difficult to prove how the damage was caused if there is no record of this.

Click here to get template.

Always ask for photographs to determine whether further inspection is required or the following standard response can be provided.

4. Unacceptable behaviour by customers

Purchasing a home is an emotive subject for most of our customers and at times this can mean that conversations may be difficult to manage. Taylor Wimpey has a zero-tolerance approach to behaviour that is considered unacceptable to employees and this may include customers being aggressive or abusive.

The 'Unacceptable behaviour by customers' policy covers how to identify when a customer is acting in an unacceptable manner and it provides you with guidance on how to deal with these customers and situations.

Please refer to the internet for more details of the policy.

4. UNACCEPTABLE BEHAVIOUR BY CUSTOMERS

7.9 No access when pre-arranged appointment has been made

This template is available as a Word File, a copy is available to download here.

7.10 No contact to agree access after 7/28 days visit has taken place

This template is available as a Word File, a copy is available to download here.

8. STANDARD RESPONSES

- 8.1 Shrinkage – when no action to be taken
- 8.2 Cosmetic damage after 7 days but within 2 years
- 8.3 Creaking floors
- 8.4 Closing out after inspection of creaking floors
- 8.5 Storm damage
- 8.6 Parking: Development
- 8.7 Parking: Wider development communication
- 8.8 Parking: Commercial vehicles or caravans

8.7 Parking: Wider development communication – when not adopted or with Managing Agent

We wish to advise you that we have recently received considerable enquiries on parking in the phase of the development.

We would like to ensure all residents that can request to park in the designated parking spaces, or request to park in the parking spaces to park, are well informed of the restrictions that apply to the area.

Which the check include the availability of Taylor Wimpey would ensure that all residents and their vehicles park in a considerate manner and in accordance with the above.

Thank you for your co-operation.

Click here to get template.

8.8 Parking: Commercial vehicles or caravans – check terms of freehold/leasehold, with legal to confirm if restrictive covenant is contained within before sending out

ALL RESIDENT COMMUNICATION

Taylor Wimpey is aware that some residents are parking commercial vehicles on the development. We are aware of residents that park their leasehold/leasehold in order that the restrictive covenant, which is contained in the lease, can be passed on your property.

Some residents are parking in an unauthorised location. Such items are included in your leasehold/leasehold documentation to ensure that you are in compliance with the above.

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CUBIQUITY
—

*Inspiring people.
Empowering brands.*

SINCE 2009