

# ENTRY PROSPECTUS

ENTRY DEADLINE

31 JULY 2020

JW Marriott Grosvenor House

Park Lane, London

20 November 2020

[www.whathouse.com](http://www.whathouse.com)



*Climate change, building change*

Entrants in all categories are urged to highlight their environmental commitment, from boardroom to building site, to end product and consumer, with innovative solutions supported by a sustainable supply chain - the housebuilding industry's demonstration that it can be a dynamic driver of change, not a reluctant passenger.





# WELCOME

Do you, or your clients, build the best new homes in Britain?

Then we proudly invite your entries to the WhatHouse? Awards 2020 – the oscars of the housebuilding industry and now in their 40th year and renowned as the most prestigious accolades in new homes.

A WhatHouse? Award is a highly respected symbol of prestige and excellence, giving winners the ultimate sales and marketing edge over their competitors and reassuring buyers they are purchasing from Britain's best housebuilders.

The housing crisis is deeper than ever – derailed by petty politics – but the joined-up thinking to solve it remains as fractured as ever. It is a crazy situation that a consensus cannot be found for transforming housing provision.

The statistics in terms of under-delivery of housing for all tenures are as damning as they are tangible, but perception – an intangible – still plays a key part in slowing down solutions.

The industry is working hard to state its case and turn the tide of public opinion – an opinion that can lead to crass, uninformed and grossly generalised assumptions about the poor quality of the new build market.

Yes there is poor quality that urgently needs to be addressed, but there is great quality too, showcased and amplified year-after-year by the new homes that triumph at the WhatHouse? Awards – houses large and small, social, rented and private and from a wide variety of housebuilders and housing associations across the UK, backed by the very best suppliers of supporting products and services.



New homes output has increased significantly, despite the roadblocks of planning. Affordable housing provision, jobs created, tax revenues generated, supply chain spend and local infrastructure improvements – all derived from the housebuilding industry - are hugely positive figures.

These facts and figures need to be 'sold' better to win hearts and minds and change perceptions.

The WhatHouse? Awards honour enterprising, customer-focused housebuilders, large and small, as well as housing associations, working alongside an equally innovative supply chain to produce top-quality housing across the price range.

Our Awards sponsors are all leaders in their fields and best in class, hugely committed to and responsible for the success of the new-build market.

Good luck and thank you for your support.

**Rupert Bates**  
Editorial Director

To view the 2019 Awards highlights go to: <https://vimeo.com/whathouse>



**Book your tickets for the Gala Luncheon now on 0207 940 1070**



## WINNING

All winners will receive a plaque signifying a Gold, Silver or Bronze award for each category. The prestigious Housebuilder of the Year has only one award.

## TAKING PART

Any number of entries, including multiple entries in the same category, are invited from housebuilders, developers and housing associations, large and small. Judges are looking for information that clearly and concisely tells them of the quality of the product, backed up with photographs and why the entry is worthy of being considered for the industry's top accolades. Please refer to Conditions of Entry on page 8 for details of what is required in your presentation.

## THE JUDGING

When all entries have been received, an extensive panel of property experts, including architects, surveyors, property writers and industry specialists, will prepare their own shortlists of the best entries in each category.

These shortlists are not published in advance of the presentation ceremony. Selected entries will then be visited where applicable and a detailed report drawn up before judges reach their final decisions. Up to three awards – Gold, Silver and Bronze – will be made in each category (apart from Category 1).

Where entries are deemed of insufficient merit, the number of awards may be reduced in that category.

Written reports detailing the judges' decisions will be made available at the conclusion of the WhatHouse? Awards presentation luncheon. The judges' decisions are final and no correspondence will be entered into.

## PUBLICITY

Award-winning housebuilders and developments, through an integrated PR campaign, will receive widespread national, local, trade, digital and social media coverage, promoting the builders of the best new homes in Britain, including a supplement in the industry's leading trade magazine,

Show House, and extensive online coverage on Showhouse.co.uk and WhatHouse.com.

## SPONSORS

There are still a limited number of sponsorship opportunities available. For further information please contact Adrian Talbot on: 020 7940 1070 email: [at@globespanmedia.com](mailto:at@globespanmedia.com).

## GALA PRESENTATION LUNCHEON

The housebuilding industry's event of the year, in the presence of the biggest and most influential names in the property market, will be held at London's JW Marriott Grosvenor House, Park Lane, on Friday 20 November 2020.

To book your table download the booking form at: <https://tinyurl.com/WHA20-Lunch-Form>

## 2020 SPONSORS



Bathroom Culture since 1892 [www.laufen.com](http://www.laufen.com)



Download more entry forms at [www.whathouse.com](http://www.whathouse.com)

#WhatHouseAwards

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Barratt – Housebuilder of the Year



Hayfield – Best Small Housebuilder



CALA – Best Apartment Scheme

## CATEGORIES

### 1. Housebuilder of the Year

No entry is required for this category, as the award will be made exclusively from entries received in categories 2, 3 and 4.

This is our top award and the most coveted prize in British housebuilding – the ultimate new homes accolade.

**It is important that all housebuilders, large, medium and small, enter into either category 2, 3, or 4 to be eligible for the top award.**

As well as the quality, design and range of the houses built, all aspects of the housebuilder's performance will be assessed, including: the influence of senior management, staff values, recruitment & training, sustainability initiatives, marketing, homebuying assistance schemes, aftersales service and customer care.

This is not an award for the biggest or most conspicuous; it is an award for the best and is open to all housebuilders, large or small who enter categories 2, 3 and 4.

### 2. Best Large Housebuilder

(1,000 units or more a year.  
Please state number)

**This is an important category for all volume housebuilders in the UK to enter. If you do not enter your company into this category you will not be eligible to compete for Housebuilder of the Year.**

As well as the quality, design and range of the houses built, all aspects of the housebuilder's performance will be assessed, including: the influence of senior management, staff values, recruitment & training, sustainability initiatives, social impact, marketing, homebuying assistance schemes, aftersales service and customer care.

This award is only open to companies building at least 1,000 units a year.

**All entrants in this category will automatically be considered for the Housebuilder of the Year award.**

### 3. Best Medium Housebuilder

(100-999 units a year. Please state number)

**This is an important category for all medium-size housebuilders in the UK to enter. If you do not enter your company into this category you will not be eligible to compete for Housebuilder of the Year.**

As well as the quality, design and range of the houses built, all aspects of the housebuilder's performance will be assessed, including: the influence of senior management, staff values, recruitment & training, sustainability initiatives, social impact, marketing, homebuying assistance schemes, aftersales service and customer care.

This award is only open to companies building between 100 and 999 units a year.

**All entrants in this category will automatically be considered for the Housebuilder of the Year award.**

### 4. Best Small Housebuilder

(Less than 100 units a year.  
Please state number)

**This is an important category for all small housebuilders in the UK to enter. If you do not enter your company into this category you will not be eligible to compete for Housebuilder of the Year.**

As well as the quality, design and range of the houses built, all aspects of the housebuilder's performance will be assessed, including: the influence of senior management, staff values, recruitment & training, sustainability initiatives, social impact, marketing, homebuying assistance schemes, aftersales service and customer care.

This award is only open to companies building less than 100 units a year.

This is an opportunity for brand new companies having recently completed their first developments, or established small, niche housebuilders.

**All entrants in this category will automatically be considered for the Housebuilder of the Year award.**

### 5. Housing Association of the Year

This award is open to all housing associations, large and small, with judges looking at all aspects of performance, including design and build, value for money, management and marketing. Judges also want to see innovative solutions to assist buyers on to the home ownership ladder or into rented accommodation, according to needs and status. Housing associations should illustrate, through a mix of tenures and equity schemes, how they are spreading the affordable and social housing options as wide and as flexibly as possible. Joint ventures with private sector housebuilders can also be included in entry submissions.

### 6. Best Build to Rent Project

This category recognises the significant growth of build to rent schemes in the private rented sector.

Entries should offer high standards of design, interactive social hubs, office space and leisure facilities and dedicated onsite management services to fulfil the needs of the development's tenants, be they single professionals or families.

Cutting-edge technology and innovative partnerships should also reflect the mobility and flexibility of the residents across a variety of needs.



**Book your tickets for the Gala Luncheon now on 020 7940 1070**



As well as details of the scheme built specifically for rent, entries should include a statement of management ethos, including customer care policies, focus on community vibe and any other supporting material relating to the functionality and design of the building that makes it worthy of winning an award in this exciting category.

Institutions and investors, who should be credited in entry submissions where applicable, are invited to encourage their developers to enter.

### 7. Best Starter Home Scheme

With ever increasing mortgage criteria to meet, the judges are looking at starter homes – either standalone developments or within wider housing schemes – that not only offer quality, value-for-money properties for entry-level budgets, but also give first-time buyers a variety of options and initiatives to help them onto the first rung of the housing ladder.

Affordable housing schemes from housing associations, shared equity initiatives, mixed-tenure projects and joint ventures between private and public sector are all eligible.

### 8. Best House

The Best House award is for middle-market houses with that something extra – a high-quality family home of exceptional standard. Between the first-time buyer and the big-money executive lies a mass new homes market. What judges are looking for is a house that combines comfortable family living at a realistic price, but with the edge to lift it above its competitors. Not too big and not too small, both affordable and aspirational.

### 9. Best Apartment Scheme

This may be a block of one-bedroom apartments at a budget price for first-time buyers, a luxury waterfront apartment scheme, or a stylish high-rise development. Judges will be looking at the internal layout, elevational treatments and architectural innovation, while considering the relative price range and the overall quality of the scheme.

### 10. Best Luxury House

A one-off bespoke house on a single plot or a luxurious, individually designed property on a small, exclusive development. This is the brand new home that has everything – and a little bit more, that twist that lifts it above its peers. Luxury and quality, but value for money in an exalted price range. Entrants should provide details of price and size.

### 11. Best Renovation

This award recognises enterprising development of dated or derelict property. Exterior and interior appearance as well as interesting adaptation of original features will be considered. Before and after images are key.

### 12. Best Development

Is your site the Best Development in Britain? Judges will be looking for a stylish mix of original designs, top quality site layout and landscaping, a variety of external elevations and plenty of design flair inside and out. This is not an award for luxury, but an award for a mass-market development lifted above the ordinary by the quality of its component parts, be it geared to first-time buyers, the middle market, or a mix of properties across the price range.

### 13. Best Partnership Scheme

This award is designed to highlight the excellent partnerships, or joint ventures, forged between developers and other bodies, be they housing associations, local councils, retailers, energy companies or any other sectors or institutions partnering with housebuilders to meet housing demand.

### 14. Best Luxury Development

This category is for a top-of-the-range development of executive homes, with an unswerving commitment to design, finish, landscaping, security, sustainability and customer care. Top houses for top people at premium prices, be it swanky riverside apartments, or a millionaires' row of new-build mansions, set in luxurious surroundings. The development should offer value for money, albeit in an exalted price range.

### 15. Best Mixed Use Development

This category recognises the increasing importance and number of mixed-use schemes. Judges will be looking for developments with a range of different facilities and amenities and how they contribute to the economic and social enhancement of the neighbourhood.

The development could be a large urban scheme, or a smaller scale, local mixed-use project. All developments must have a residential element, combined with commercial, retail, leisure, or other relevant uses.





Cardiff Living – Best Starter Home Scheme



PegasusLife – Best Retirement Development



Urban Splash and Places for People – Best Renovation

### 16. Best Retirement Development

This award will be presented to the company that has produced the best overall package for elderly customers. The design of the development, including accessibility and adaptability, will be considered, as well as the quality of additional services and amenities in delivering outstanding homes and care facilities. The developer's overall commitment to the promotion and enhancement of retirement living is also important.

This category covers age-restricted housing, sheltered accommodation, assisted senior living, retirement villages and developments offering a full range of care options to residents.

### 17. Best Sustainable Development

This category will reward housebuilders developing schemes that are an exemplary response to cutting carbon emissions, be they large urban projects or rural housing of two or more homes. The development must be innovative and demonstrate sustainability from land acquisition through planning, design, supply chain, materials and building. The winning development will not only be energy efficient, but will also support biodiversity and the local community. The housebuilder should be committed to embracing sustainability throughout its business.

### 18. Best Regeneration Scheme

Awards for developers who demonstrate a commitment to the inner city and urban renewal, or rural regeneration, including new build on derelict land, brownfield sites or refurbishment of existing housing stock. Regeneration of brownfield sites is at the forefront of the housing debate and this category should provide outstanding examples of the housebuilder as an engine of growth and renewal.

### 19. Best Interior Design

This category recognises both interior design and interior architecture – the quality of the internal layouts, as well as furnishing and specifying trends and interpretations. How has the space been best utilised and has the full potential of the finished product been expertly showcased to the consumer?

Interior designers and architects, who should be credited in entry submissions, are invited to encourage their housebuilder clients to enter.

### 20. Best Exterior Design

This category is for the best looker. A striking housetype, façade or development profile, oozing kerb appeal and style. It does not have to shout loudly or show a lavish face and could be in the vernacular style of the area, or thoroughly modern and mould-breaking architecture.

### 21. Best Public Realm

This category embraces every aspect of public realm, including the vital commitment to biodiversity across both urban and rural landscapes.

Judges are looking for the housing developments that support and enhance nature, wildlife and habitats, showcasing conservation and ecology and working in partnership with experts and other key stakeholders.

As well as the natural environment, entrants must also champion civic pride and public open space, be it through commissioned works of art, cultural attractions, parks or community projects.



***"To win at the WhatHouse? Awards is a great achievement which reflects the hard work and dedication of everyone in the business. It underlines the high standards our teams deliver day-in and day-out."***

*David Thomas, Group Chief Executive, Barratt Developments*



**GLOBESPAN**  
MEDIA

Fifth floor, 291-299 Borough High Street,  
London, SE1 1JG  
Telephone: 020 7940 1070

# OFFICIAL ENTRY FORM

Further information and additional entry forms can be downloaded at [www.whathouse.com](http://www.whathouse.com)

**Closing date for entries:** Friday 31st July 2020

Please complete and include within each individual entry



## DETAILS OF SUBMISSION

**Category entered (only one entry per form; entry forms can be photocopied)**

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**Developer (the name to appear on the winning plaque):**

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**Name and address of development or scheme entered (where applicable)**

**Name of development:**

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**Address of development:**

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**Contact telephone number:**

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**Approximate date of completion of building work (month and year)**

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**Contact details for person responsible for entry:**

**Name:**

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**Position:**

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**Tel No:**

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**Email:**

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**Company:**

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**Address:**

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**Postcode:**

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**Website:**

**I enclose (please tick entry requirement boxes)**

**Plans** (where applicable) ☐

**Photographs** on USB stick ☐

**For use in the Audio Visual at the Gala Presentation.**

(Digital photography MUST be minimum resolution of 300dpi. These are separate from the main entry and will not be seen by the Judges)

**Logo** ☐

(High resolution digital copy of developer's logo for use on award-winning plaques on same USB stick)

**Costs**

Each individual entry will cost £450 + VAT.

Please remember that any number of entries can be submitted in all categories (except categories 2, 3, 4, & 5) and all housebuilders should enter categories 2, 3 or 4 to be eligible for the top accolade of Housebuilder of the Year.

Cheques should be made payable to Globespan Media Ltd and be sent to the address below.

BACS transfers can be made to sort code 51-50-03.

Account number: 66764491. A receipted VAT invoice will be sent promptly.

Download more entry forms at [www.whathouse.com](http://www.whathouse.com)

**Please send entries to:**

Derek Smith, WhatHouse? Awards,

Globespan Media Ltd, Fifth floor,

291-299 Borough High Street, London SE1 1JG

Telephone: 020 7940 1070 Email: [ds@whathouse.com](mailto:ds@whathouse.com)

**All material should be submitted in either an A4 wallet or folder.**

**PTO for Conditions of Entry**

# CONDITIONS OF ENTRY

1. The work entered in any category should have been largely completed or due for completion between 1 January 2019 and 30 June 2020. Individual units on a partially completed site, where the submitted work was completed between the above dates, are eligible. In categories where whole developments are entered, at least the first phase or a significant part of the development, must have been completed between the above dates. Essentially, there needs to be sufficient work completed for the judges to be able to form a considered opinion

## HOW TO ENTER

2. All entries must be submitted with the attached official entry form (which can be photocopied). Written material, photographs and relevant plans should preferably be submitted in an A4 size wallet or folder. Property prices, room sizes and total floor areas should also be given where appropriate.
3. The entry forms must be completed in full and the conditions of entry strictly adhered to. Every individual entry will cost £450 + VAT payable by cheque or BACS.

BACS payments can be accepted by sending the appropriate fee to Globespan Media Ltd, sort code 51-50-03, account number 66764491. One payment to cover multiple entries is acceptable and a receipt will be issued promptly afterwards. Please make cheques payable to Globespan Media Limited.

4. All entries in categories 2, 3 & 4 will automatically be entered into Housebuilder of the Year for no extra charge.
5. Housebuilders may submit as many individual entries as they wish in all categories (except categories 2,3,4 & 5). Please note, if the same development or house is entered in more than one category, the entire entry presentation must be duplicated, so there are separate, individual submissions for each entry. This does not apply to Categories 2, 3 and 4 where the entries will also be considered for Category 1 – Housebuilder of the Year.
6. Please note that an AV presentation will take place at the Awards luncheon. All entries must be accompanied by a small selection of pictures – on USB stick – of the submitted unit or development. Please ensure all pictures are clearly labelled and placed in a separate envelope marked with the name of the company and development. **We also need your company logo, this can be supplied on the same USB stick.**

7. Entry to the WhatHouse? Awards will be taken to admit the right to publish photographs, descriptions and other particulars of participating schemes.

## DESCRIPTION

8. Judges are looking for clearly presented material, that concisely informs them of the product or work of the housebuilder and why the entrant is worthy of an award. There is no restriction on the number of words written within the entries, but it is advisable to keep them concise and to the point bearing in mind the object of the entry is to capture the judges' attention as quickly and succinctly as possible. The same applies for the accompanying photography, where any number of pictures can be included within the entry and good quality images are important. Entries should not include original documents or photos as their safekeeping cannot be assured.

The entry folders are aids to help judges draw up their own shortlists in their respective categories, before selected entries are visited and detailed award-winner reports drawn up.

Please note that we do not publish shortlists in advance and the Awards results are only announced at the Presentation Luncheon on 20 November at the JW Marriott Grosvenor House hotel.

9. In Categories 2, 3, 4 and 5, extensive details of companies are required, giving judges the complete picture as to the product, size, make-up, philosophy, history and sphere of the company's operation, supported by relevant photographs and testimonials, as well as headline figures, results and data.
10. In all categories, postal addresses and telephone numbers of sites submitted are required, as well as the name, email and telephone number of the person responsible for your award entry.
11. Products & Services. Housebuilders are encouraged to acknowledge key suppliers and products, which have gone into the home, scheme or initiative and contributed to the award-winning potential of the entry. For example, the name of the interior design/architecture company in Category 19.
12. Please note, the name of the housebuilder appearing on your supplied company logo will be the name used on the WhatHouse? Award plaque in the event of a successful entry.



**ENTRY DEADLINE: FRIDAY 31ST JULY 2020**

**FOR ALL AWARDS ENQUIRIES PLEASE CONTACT DEREK SMITH**

**Tel: 020 7940 1070. email: ds@whathouse.com**