



# **BEST NEW HOMES IN BRITAIN**



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## THE BEST NEW HOMES IN BRITAIN



Among the many regrets – all of course mere inconveniences when set alongside what so many people have gone through in 2020 – of not being able to

hold a physical awards event because of the pandemic, is we cannot rise as one in a crowded, boisterous, room full of peers and colleagues, competitors and clients, partners and suppliers to applaud the very best of our industry and pay due homage to the WhatHouse? Awards winners and all they have achieved this year.

We may have been forced to praise them remotely due to the havoc wrought by Covid-19, but the shouting needs to be louder and longer-lasting than ever.

There is much wrong with British housebuilding that needs to be urgently addressed and the necessary remedies sort and recompenses made.

But there is a lot right too and every housebuilder and every cog in their supply chains deserves huge congratulations or their efforts in adversity and a refusal to be bowed.

Also, it is an industry that cannot afford to be bowed, for there is much to be done and the list of challenges, in terms of delivery and reputation, is long and requires resolve and a robust facing up to responsibilities.

But, for now, let us celebrate the best new homes in Britain and those who created them – the people, the products and the services.

Romesh Ranganathan was our first-ever 'digital' host as the Awards hit 40. Fortunate to meet him in the flesh, I can confirm the comedian, television presenter and writer was a delight to work with; funny, engaging, but also fully tuned into the trauma so many people have endured this year and choosing to donate his entire fee to charity.

If we had had a physical event at our spiritual home, the Grosvenor House Hotel, you'd still be having selfies with him. He's that sort of person and such a shame he couldn't stand on stage and walk the floor. A full house at the awards would have been the ultimate Ranganation.

"Jack Whitehall hosted your Awards two years running. Why not me?" Indeed Romesh, why not indeed?

We would like to thank all the housebuilders, suppliers and other industry colleagues and, of course, our sponsors and judges; particularly this year, for continuing to support us in the face of the most extraordinary and challenging of years.

**Rupert Bates**  
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Globespan Media is the organiser of the WhatHouse? Awards and also publishes the leading trade title for the housebuilding industry Show House. Its sister consumer-facing business is WhatHouse.com, the leading new homes portal.

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## HOUSEBUILDER OF THE YEAR

Hill

The greatest prize in British housebuilding, against the backdrop of the most extraordinary year most of us have ever experienced, goes to Hill, based in Waltham Abbey, Essex.

Hill continues to build, to partner and to impress with panache and passion across a myriad of locations and house types. Its commitment to product and people is unwavering and laser-focused, eye never off the ball, learning from the past, building in the present, planning for the future – a sustainable future, where building change must lead the way in combating climate change.

A special year for the business – Hill's 20th – was marked with the launch of Foundation 200, out of its newly formed subsidiary the Hill Group Foundation.

Foundation 200 is a £12m project to provide 200 modular homes for homeless people over the next five years across the communities Hill builds in.

The project was conceived before the pandemic, but the crisis of homelessness has ratcheted up several notches since, not to mention the added burden of supporting charities naturally struggling for funds and resources as all helping hands were requisitioned to fight the virus.

"We chose to deliver positive change and to act as a role model for kindness and compassion through positive action," said Hill founder and CEO Andy Hill.

It has always been a community-led company, recognising the importance of relationships and a collaborative spirit from planning to completion.

Staff are as important as customers, with the culture of the people transmitting through to the quality of homes and service.

Hill is committed to addressing the acute skills shortages; investing in future generations and is a platinum member of Women into Construction, helping to create a gender-balanced workforce in the industry.

A placemaker and a people builder – a powerful combination that wins Hill the industry's highest accolade five years after its first triumph.







## GOLD

### Berkeley Group

Any review of the Berkeley Group's year has to start with the death in June of its legendary founder and chairman Tony Pidgley. Among the many tributes paid to the man who, in 1976, founded one of Britain's most respected companies was one from a fellow giant of the industry, Steve Morgan, founder of Redrow. "Tony was unique – probably the greatest leader the housebuilding industry has ever seen or is ever likely to."

Berkeley continues to be a pioneer of placemaking. Best known for its London work, delivering more than 10% of London's new private and affordable homes, its reach and reputation also covers the south and the West Midlands.

A big company, which delivers on the ground and on the balance sheet, Berkeley sets its sustainable bar high too as a carbon positive business, committed to net biodiversity and renewable energy, embracing the imperative for the industry to acknowledge and proactively respond to climate change.

Berkeley always thinks in terms of communities, not just homes, with a holistic approach, connecting and engaging to establish and nurture long-term relationships with all stakeholders.

Like so many across the industry, Berkeley has channelled its resources into helping people impacted by Covid-19 – be it the supply of PPE to local hospitals, delivering food and support to vulnerable residents and providing parking spaces to keyworkers, with the Berkeley Foundation donating more than £250,000 in emergency grants to partner charities.

## SILVER

### Miller Homes

An eighth successive year of growth for Miller Homes saw the opening of a new regional office in Teesside for the Edinburgh-based housebuilder.

Miller is swift to react to not just market movements, but customer needs and trends, with a flexible range of product, giving purchasers plenty of options, with designing in working from home an increasing requirement.

Miller has always prided itself on its digital marketing innovation, which proved invaluable during lockdown in terms of the ability to continue to engage and progress.

Miller was the first housebuilder to allow online reservations via its website and it has also introduced a live chat facility and virtual meetings with customers; not to mention the evolution of the My Miller Home app.

One example was a virtual sales meeting with a member of the armed forces in Afghanistan, leading to a purchase, while new marketing campaigns have been run out across multiple channels.

Miller invests in its own people too with training and development programmes, as well as mental health awareness training. There are also sustainability initiatives around carbon reduction and renewable technology.



## SILVER

### Places for People

A formidable all-rounder, Places for People is growing its position and prestige in the housebuilding sphere with an infinite variety of product, focused firmly on placemaking and the environment, aiming to deliver net zero carbon homes on all its new developments from 2025.

It is a big business too, with a pipeline of over 25,000 homes to be built both traditionally and via MMC. The group as a whole is more than 20 companies and over 12,000 people.

Places for People is committed to energy-efficient building solutions and has launched the Innovation Lab with European partners, looking to identify innovative technologies.

Customer service is an investment too, with Places for People developing a People First strategy around the homebuying process and interaction with customers.

The company builds homes for sale and rent and accommodation for students and older people, as well as managing properties and providing care and leisure facilities.

## BRONZE

### Redrow

Redrow continues to deliver strong results, and in 2020 it was quick to respond to the pandemic at all

levels. It appointed designated Covid-19 supervisors on all sites and virtual 'hard hat' tours for buyers to view homes at first-fix stage via a video call with the site manager, as well as home preview tours for customers through iPad technology.

The virus has seen housebuilders responding to new priorities too when it comes to the home environment, especially the increased emphasis on creative and practical outdoor space, as well as areas and facilities for working from home.

Redrow, having opened a Thames Valley division last year, now has 14 operating divisions across England and Wales, amounting to some 130 active sites.

The company introduced The Redrow 8, a set of placemaking principles around both sustainable living and the wellbeing of residents, be it through community infrastructure, social interaction, or enhancing the development's nature and wildlife, driven by Redrow's strong commitment to biodiversity as a key component of both mental and physical health and a 'doorstep nature' approach to its schemes.

Design, homes with classical faces and contemporary features, remain a key focus, as is the emphasis on staff training, encouraging training and apprenticeships throughout the business, inspiring the next generation to build.







## GOLD Hill

Mr Consistency strikes gold again with its array of schemes and skill sets that sees the company triumph in an incredibly high-quality field of housebuilders.

Hill is as comfortable with city centre apartments as it is with rural family homes, all underpinned by robust sustainability.

From Chelmsford to Chichester, Poplar to Plumstead, Hackney to Harrow, Cambridge to Oxford, the geography is as varied as the elevational treatments and innovative features.

As well as standalone private sale product, Hill is renowned for its local authority and housing association work through partnerships, be it with familiar

names such as Peabody, Anchor Hanover and Origin, or with a garden centre – Scotsdales in Fordham, Cambridgeshire – or an aerospace company – Marshall Group in Cambridge.

Hill has first-class honours degrees, in housebuilding reputation, from both Oxford and Cambridge, always conscious of a light, but right footprint in areas where it has laid down roots with pride and purpose.

Hill hit five stars for the third successive year in the HBF Customer Satisfaction Survey, reinforcing its credentials as customer service driven throughout the business, further endorsed by strong testimonials from buyers across demographics and locations. Ambition undimmed; standards unrelenting.

## SILVER Bewley Homes

As it heads towards its 30th anniversary, Bewley is reinvigorating its long-standing reputation for consistent quality, augmented by a restless mind, eager to innovate.

The 'people first' philosophy has not changed over the years, whether applied to customers, staff or suppliers.

Bewley responded to customer feedback in launching its Garden Village Collection – a portfolio of 30 house designs, working with external architects – while the interior look and feel of its homes is a strong focus: flexible, functional

and stylish. Bewley has also forged successful partnerships with RSLs.

Bewley responded to the pandemic with great effort and empathy to support both customers and staff, including site and show home videos, putting both health and safety front and centre of its operations.

The company also introduced a Blue Light card, offering £10,000 discounts on a selection of homes for NHS staff and other keyworkers.

Bewley offers the Bewley Bond – a commitment to giving customers 12 weeks to sell their current homes and customer care has always been a company strength.

For its own staff, there is a big commitment to training younger employees, taking them through both higher education and apprenticeships.

## SILVER William Davis Homes

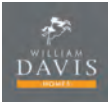
One of the Midlands' most highly respected housebuilders has been delivering for its communities for 85 years, building homes and building trust with plenty of panache, bags of energy and always evolving.

Winning an HBF Five Star rating for the fifth successive year, William Davis' wide portfolio ranges from two-bedroom apartments and bungalows to five-bedroom detached houses.

Elevational treatments chime with the local streets and landscapes and its supply chain is drawn from







the best in the industry, be it kitchens, bathrooms or appliances.

William Davis, led by managing director Guy Higgins, grandson of William Davis, is embedded within its region, with sites all within 100 miles of its headquarters in Loughborough, Leicestershire, covering five core counties and 68% of materials purchased are from Leicestershire-based suppliers.

The company now runs to more than 400 staff and its commitment to training and nurturing the next generation has been industry-leading over many years, investing heavily in programmes, be it for apprenticeships, including its own Apprentice of the Year competition dating back to 1971, or developing future leaders.

Sustainability initiatives include an eco-friendly insulated roof panel system (Smartroof) and plenty of tree-planting, with biodiversity a strong company ethos. Marketing is another strength, as are customer care and community engagement.

## BRONZE

### Churchill Retirement Living

Covid-19 quickly and ruthlessly entered our lives, but also shone a spotlight on business values, revealing how companies responded to the crisis; not just in terms of financial realities in a harsh economic climate, but more importantly and poignantly in the way it looked after its staff and customers.

By definition if you are a retirement homes developer, your customers, your residents, are the elderly and vulnerable.

Churchill's response was swift, with safety the lead driver, introducing protocols to support owners, as well as reassure and engage, led by the lodge managers, who effectively became frontline health workers.

Churchill was third in The Sunday Times Top 100 Best Companies To Work For, testimony to its culture and also was awarded the highest industry score in its latest HBF Five Star customer Satisfaction Survey rating.

During the year Churchill launched a 24-hour careline support service, as well as an in-house training company and expanded the Hampshire headquartered business with a new northern regional office.

As ever, Churchill, with a marketing review focused on the customer journey, was a loud and compelling voice in lobbying for its sector, always aware of the wider industry issues that need addressing.

## BRONZE

### Hayfield

A step up in numbers, but no let-up in class and commitment from the Solihull-based housebuilder, which is still only four years old.

Last year Hayfield won gold in the Best Small Housebuilder

category of the WhatHouse? Awards and continues to impress and currently has eight live sites

in Warwickshire, Bedfordshire, Oxfordshire, Buckinghamshire, Cambridgeshire and Wiltshire.

Design, both exterior and interior, is a key part of Hayfield's appeal and success, supporting its 'art of home making' mantra.

Sustainability sits at the heart of its schemes, be it fabric-first insulation, air source heat pumps, solar panels, or electric charging points, while public realm adds aesthetics to its developments and residents' wellbeing.

Senior management sets the bar and the example and training and nurturing staff as the business grows is central to Hayfield's continued success as it emphatically loses what managing director Mark Booth calls its "newcomer badge" and new funding in place "to realise our aspiration to become an established medium-sized housebuilder of note".







## GOLD Esquire Developments

A huge success in this prestigious and highly competitive category for childhood friends Paul Henry and David Braddon, who completed their first house seven years ago, with a projected 95 homes to be built next year by the north Kent housebuilder, based at Longfield, near Dartford.

Esquire set out its stall to be community- as well as design-led, working with local councils and engaging with residents and other stakeholders to ensure a reputation for positive collaboration through the planning, build and delivery process.

Esquire Developments helped widen that net by establishing an SME Developer Network in Kent, which has proved an invaluable support group, especially during the pandemic, sharing problems, sourcing solutions and working closely with local authorities.

Bespoke design in the local vernacular is an Esquire mantra – no cookie cutting here, but fresh, bright,

architectural innovation, be it building brand new, or sensitive restoration projects, and working closely with Canterbury-based Clague Architects.

Customer satisfaction is writ large across Esquire's ethos, which in turn triggers further endorsement from purchasers to family and friends.

There is clearly a strong team ethic running through the company, with staff welfare paramount.

There is plenty of ambition to grow the business despite the economic uncertainty, with the health of SMEs, not to mention their qualities and attitudes, vital to the industry's future.

## SILVER Horgan Homes

Horgan Homes, based in Dudley, has been building in the Midlands for more than 25 years. The company was founded by bricklayer John Horgan, who was later joined in the business by his daughter Sophie Horgan, armed with her HND in building studies and a degree in construction

management. The two Hs in the Horgan logo tells its own story.

Over the years Horgan's geographical sphere has seen it develop across Worcestershire and Warwickshire and in towns such as Halesowen and Stourbridge in the West Midlands.

Premium products match the premium locations, with exceptionally high specification standards and a drive for excellence. Staff training ensures standards remain high, with

employees handpicked and a low staff turnover as a result.

Director Sophie Horgan regularly gives construction talks in schools, looking to influence the next generation, especially when it comes to encouraging more women into the industry.

Horgan's carbon footprint is light and its latest scheme has charging points for electric vehicles, with recycling and reclamation important throughout the construction process.



## SILVER Rose

Rose has a fascinating history, dating back four family generations to 1896, when this north-east Essex business was founded by H.L. Rose, the great-grandfather of the current managing director Steven Rose.

Testimonials from local authorities, housing partners and purchasers speak volumes for its regional







reputation, embedded in the communities in which Rose builds and where most of its own staff live.

Recruitment and training are founded on diversity and Rose has two female construction ambassadors, promoting careers through schools, colleges and local events. The company regularly takes on apprentices; it has its own joinery shop and runs its own groundworks and civil engineering teams.

Rose champions sustainability, looking at wind, solar and battery energy alternatives and takes a fabric-first approach to construction and designing out waste. The builder is also researching the future use of cement-free concrete.

Consultation with local stakeholders and giving back to the community through support for charities and sports clubs further strengthens its foothold in its Essex heartland, as well as ever-evolving sales, marketing and customer care initiatives.

## BRONZE Galion

Glastonbury is best known for the eponymous music festival, but a housebuilder is also creating quite a noise in and around the Somerset town.

Galion is the name and the homes shout architectural integrity, craftsmanship and innovation. The company was founded five years ago by Angus Macdonald. On top of the usual diligence around cost, feasibility, planning and delivery, Galion asks itself a series of less tangible questions around whether the scheme, in the eyes of potential purchasers, is likely to inspire enjoyment and capture imaginations.

Community consultation – a feature among entrants in this category, highlighting the need for local builders to engage at all levels in their own backyards or risk alienating their fan base – is



key throughout the planning and design process.

Attention to detail runs through the business, but imbued with individuality, combining traditional and modern techniques as the scheme and location demands, underpinned by sustainability and aesthetics – it has to do good and look good.

Utilities are drivers of added value, not just the bare necessities, be it high speed broadband, or the latest smart heating and lighting techniques, as part of renewable energy packages.

'Avoid the mundane and embrace the unique' is a neat mantra that Galion appears to be living up to. Glastonbury has a new headline.

## BRONZE Quinn Homes

Quinn Homes is the new housebuilding child of mixed-use developer Quinn Estates. Its homes

are bold of ambition, design and concept; refreshing in how they look and how they are conceived and an eclectic mix of properties to suit a variety of purchasers across Kent.

Quinn Homes, based in Canterbury, loves a contemporary twist and introducing pioneering new technology. The housebuilder likes nothing more than adding a dash of modernity to a period drama, without losing the history or authenticity, as comfortable with delicate restoration as brand new brushstrokes.

Legacy is important too, reviving towns and creating employment, with CEO and chairman Mark Quinn leading from the front with drive and passion and not afraid of risk.

The company, with a strong team ethic throughout, is involved in a raft of charity initiatives and, like many builders, has been hugely supportive of the communities it develops in during the pandemic.







## GOLD

### Abri

Radian Group has a history that stretches back nearly a century, but it is constantly evolving – indeed, since submitting its entry for these awards, it has undergone a rebrand and is now called Abri. With a turnover of more than £255m and a surplus of £37m, Eastleigh-based Abri is one of the largest registered providers in the south and south-west of England.

The past year has been a particularly busy one. In January 2020, Homes England awarded Radian the contract to deliver the Help to Buy Agency for the entire south of England, taking over the administration for the government scheme across 21 UK counties from Kent to Cornwall. Further cementing Radian's position as a leading affordable homes provider outside of London, the expanded contract also provides new employment opportunities locally.

In late 2019 Yeovil-based Yarlinton became a subsidiary of Radian, with both organisations operating with a shared board, executive and senior leadership team. Expanding the footprint of the new group, the partnership plans to deliver an additional 10,000 homes over the next decade.

As well as offering a wide range of rental tenures and forms of ownership including Help to Buy, shared ownership, market rent and rent buy, it also provides more than

1,000 homes designed for independent living with the added security of emergency alarm call system, monitored 24/7 for those with additional needs, such as older persons, those with disabilities and vulnerable people. The team works with expert agencies to help meet each customer's unique housing-related support needs at more than 80 schemes.

It also partners with private housebuilders on schemes, such as a major new joint venture development in Pease Pottage, West Sussex, that will see over 600 new homes built in partnership with Thakeham Homes.

The group's award-winning Employment, Skills & Training (EST) team helps residents year-round by providing opportunities to learn new skills, find suitable work, develop self-employment opportunities and attend courses. In 2019/20, it supported 785 people into employment voluntary roles or training, and 41 into apprenticeships.

## SILVER

### Catalyst

Catalyst gets the silver award after a particularly strong year, crowned by the merger with Aldwyck HA in December 2019, which helped lift the combined organisation into the big league of developing housing associations.

With ambitions to deliver 1,300 new homes a year by 2022, Catalyst is already working on several large



regeneration projects in London, as well as continuing to provide high-quality homes across the northern home counties.

The team has the capability to tackle large and complex projects – over 1,000 homes in Notting Hill, 1,000 more in Southall, 900 in Acton, and 600 at the Wimbledon Stadium site – with attention paid to design, local aesthetics and important community and environmental improvements, beyond the front door.

In difficult market circumstances, Catalyst is also working hard to maintain a proper focus on delivering affordable housing. On three new sites in Harrow, where Catalyst is partnering with TfL, the hundreds of homes to be built will all be affordable. Of the 800 homes completed in 2019/20, 75% were affordable.

Wherever possible, developments are tenure blind to avoid any

stigmatising of social tenants, while at the Southall regeneration over 500m of the Grand Union Canal has been brought back into use, as part of a 1km 'health walk' local GPs can now use for social prescribing.

Symbolic of Catalyst's instinct for the social good, it has returned to the government all the monies it received from the coronavirus furlough scheme, the first of the G15 group of large London HAS to do so.







## GOLD

10 George St, Canary Wharf, London E14

### Vertus

This scheme is one of three new buildings from Vertus, the build to rent arm of the Canary Wharf Group.

There are 327 apartments at George St marketed under the mantra 'lease it like you own it'.

Vertus has clearly identified its market and the need for flexibility around deposits and tenancies,

coupled with swift solutions to any management issues, backed by a 24/7 concierge service.

The wider Wood Wharf neighbourhood in Canary Wharf will be a thriving new district with a range of amenities, public realm and retail space.

George St residents will have access to around nine acres of green space and the latest digital technology to ensure high speed connectivity throughout the scheme.

The 27-storey building, designed by GRID architects, has balconies



providing private outdoor space, with plenty of architectural thought in terms of both form and function.

Camerich provides the soft furnishings in the open-plan apartments, while the Amber Energy billing solution streamlines the payment of utility bills.

All apartments come with hi-spec appliances and a large television.

Club Vertus is a residents' club, embracing social spaces including a bar, lounge, dining room and gym studio, while there is also an events' programme, such as barbecues on the terrace, creating a real sense of community. A worthy gold winner.

construction and operation, but with the 'end resident' always the endgame in this rising residential asset class.

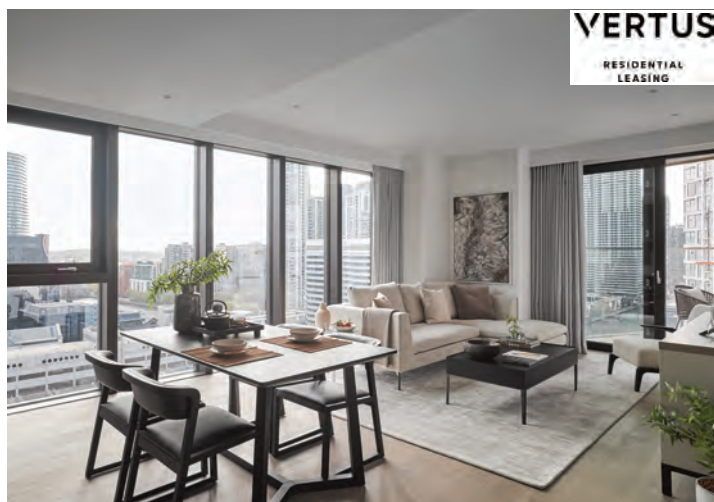
Blackhorse Mills is the company's first direct development, designing the scheme from scratch. Set in the Walthamstow Wetlands, the scheme is 479 units over five buildings, ranging from eight to 16 storeys in height and one- to three-bedroom apartments.

There is lots of amenity space for residents, including private dining areas, lounges, home working spaces, a pool and a gym, with health and wellbeing core values throughout.

The development is amenity-conscious with outstanding digital infrastructure, but also very much design-led, working with Assael architects to create a premium product in the BTR sector.

Creating a sense of place in a wider community context was important, working collaboratively to drive the regeneration of this area of London.

20% of the development is a mix of London Living Rent and keyworker housing with a 20% discount to open market, but with the same spec and service in every apartment.



## SILVER

Blackhorse Mills, Walthamstow, London E17

Legal & General Investment Management (LGIM) Real Assets

LGIM Real Assets is a huge investor in the build to rent sector to the current tune of around £1.6bn with a pipeline of 6,000 homes.

L&G has gathered an impressive skill set of specialists across acquisition, design, planning,





## GOLD

Parklands, Barking Riverside, London IG11

L&Q

L&Q is continuing apace at this 443-acre, 10,800-home site. Of the 227 apartments, duplexes and houses on the Parklands phase, 115 are built for shared ownership and 112 for Help to Buy, and it's been the fastest-selling scheme to date. While most buyers have been local, interest has been so strong that the last two off-plan launches have sold out on the day.

Figures such as £6,125 for an apartment deposit, and a full market price of £495,000 for a four-bedroom

townhouse of over 1,400ft<sup>2</sup>, demonstrate the level of affordability that is offered here for a London borough home.

Set out on widely spaced streets, the brick-led architecture, generous and well-glazed interiors, and private outdoor spaces provided with every unit have been major attractions to buyers. Three show homes demonstrate the high standard of interiors specification and L&Q also offers various furniture packs as a handy one-stop shop for the essentials a first-time buyer needs, with prices starting from £2,000.

Four schools are already open at Barking Riverside, with three more to come, which have been key to those with or planning young



families. Teachers have been a keen buyer audience here, as have keyworkers. There are numerous public open spaces and right next door to Parklands is a brand new ecology centre provided as a community facility.

As ever, this is a tightly fought category but Parklands has edged it.

## SILVER

Daedalus Village, Lee-on-the-Solent, Hampshire

Abri & Wates Residential

Watching a Spitfire take off as you take a judging tour isn't commonplace but this coincidence nicely illustrated the local heritage of this site and the neighbouring historic airfield. The red-brick designs of some of the homes here are a nod to its military past.

This tenure-blind scheme, the result of a first partnership between Abri and Wates, offers 200 homes across two brownfield sites with 40% of properties on shared ownership and the remainder on Help to Buy. Prices here start at £54,000 for a 30% share of a one-bedroom apartment, with deposits starting at just £2,700. Private sale homes start at £285,000 and are now well over 50% sold.

Many purchasers have been from within a five-mile radius of the development. The first 10 part-buy, part-rent one- and two-bedroom properties launched in July 2019 and sold out within a week. Since then, sales on further releases of apartments and houses have also been fast, the result of a high-quality specification, allocated parking and the proximity of the beach, open spaces and local shops.

Wates Residential hosted several events dedicated to Help to Buy, which has resulted in nearly 40% of purchasers opting to use the scheme. Since launch there have also been a number of other first-time buyer incentives offered, such as stamp duty and legal fee contributions, deposit match and soft furnishing packages.

Both partners have been so pleased with working together on Daedalus Village that they are



planning future projects together, and this impressive development indicates great potential for that.

## BRONZE

Lavender Walk, Carshalton, London SM5

Clarion Housing

The three-bedroom homes on Lavender Walk provide a rare opportunity to buy such house types on shared ownership within Greater London. All those offered on that tenure on that phase have now sold out, with around 75% of them purchased by buyers from Merton and the surrounding south-west London boroughs.

Set either side of a tree-lined street, common to all homes is a quality, Lifetime-standard interior specification and a striking contemporary architecture with plenty of large windows maximising natural light. Each has its own private garden. Build quality includes sustainable timber and renewable energy sources such as photovoltaic panels and a CHP centralised heating system.

There are a number of layouts to suit a variety of tastes and requirements, on things like open-plan kitchen/living rooms or separate kitchens and the size and position of bedrooms and storage. A typical example offered 1,259ft<sup>2</sup> of living space including an en suite to the principal bedroom. This is priced at £131,875 for a 25% share, based on a full market value of £527,000.

It's a quiet estate but within easy reach of Hackbridge station and local shops, and the Carshalton area has some well-regarded schools and a college renowned for its IT and creative courses. Over the road is a pleasant path along the River Wandle and within a 20-minute walk there are plenty of places for adults and kids to enjoy outdoor exercise and nature, underlining the development's appeal to a wide range of first-time purchasers.





## GOLD

The Byford at Base, Newhall, Harlow, Essex

**Countryside Properties**

Countryside Properties and its architects, Scott Brownrigg, have successfully held off all the competition this year with their Byford at Base townhouse, part of a wonderfully well-designed residential development of over 700 contemporary homes.

The Byford is a spacious four-bedroom family home, built as part of a mixed terrace development. The house features three floors of versatile family accommodation including ample storage and a carport/garage for up to two vehicles. There is a contemporary, open-plan kitchen and family area as well as a WC on the ground floor. All the bedrooms have built-in wardrobes.

The first floor is occupied by a generous living and dining area as well as two bedrooms and a generously sized family bathroom. The top floor is occupied by the large master bedroom with a stylish en suite bathroom as well as another bedroom. The fabulously large private roof terrace, accessed from the first-floor landing, and running the full length of the property, is definitely the winning feature of this house design. The specification is good but the judges felt that underfloor heating and better

lighting would have substantially improved the house.

The judges particularly liked the interesting brickwork to the front elevation, the modern take on the entrance porch, the huge roof terrace, and the attractive landscaping.

## SILVER

The Mulberry at Great Court Farm, Totnes, Devon

**Baker Estates**

This is a very attractive private development built on a former farm, consisting of 75 luxury two-, three-, four-, and five-bedroom homes set five miles from Totnes in south Devon.

The Mulberry is a stylishly designed large and luxurious house arranged over two floors spread across an impressive 2,630ft<sup>2</sup>.

The architect, Clifton Emery Design, was keen to stay in keeping with the heritage of the site and wanted to include a large, central mid storey, as is often found in classical barn designs. This has resulted in a majestic central window dominating the front elevation and providing high levels of daylight to the entrance hall and principle spaces.

Upon entering, the spectacular split staircase creates a wow factor, and the double-height ceiling gives a great sense of spaciousness. A generously sized living room is to the left and a well-designed

open-plan kitchen and family area to the right. There is also a separate dining room, a larder, WC as well as two spacious built-in cupboards. Bi-fold doors from the kitchen provide uninterrupted access out to the garden terrace.

Upstairs on the first floor, the split landing leads to all five bedrooms, two of which have en suites, and the modern family bathroom. The master bedroom also has a huge walk through dressing room giving the overriding impression of a special non-standard product.

The judges particularly liked the big window to the front elevation, the attractive stonework to the end gables, the bi-fold doors to the family room and the huge amount of space.







## BRONZE

Gifford, Tornagrain, Inverness  
ZeroC (part of Places for People) & Moray Estates

Tornagrain is a well-proportioned, new housing development of 66 terraced, semi-detached and detached houses located eight miles east of Inverness.

Gifford is one of an exclusive collection of luxury four-bedroom houses set within this unique and stunning landscape where the architect, Ben Pentreath Ltd, has drawn inspiration from traditions of the Highlands and the rest of Scotland. The properties have been carefully planned to provide modern country living

with high-quality finishes.

The ground floor consists of a generous living space featuring a wood-burning stove and a large open-plan kitchen diner including a stylish Belfast sink and bespoke kitchen from Ashley Ann. The spacious garden is accessed via both the living and kitchen areas that lead onto the garden room, an ideal space to entertain and relax.

The master bedroom is on the first floor together with an en suite as well as the remaining three bedrooms and a spacious bathroom.

Environmental impact has also been considered, as the house is highly insulated and electrical wiring has been installed to the roof spaces for connection of future solar panels.



## BRONZE

Waterfront Avenue  
Townhouse, 55 Degrees  
North, Edinburgh  
Places for People

55 Degrees North is an interesting development of 101 modern new homes varying in style, creating a diverse community.

Local architect CDA has created an urban solution by building on formerly used industrial land, forming a 'square' by positioning the Waterfront Avenue townhouses into two rows and creating an enclosed sheltered space.

The front elevation features a full-length glazed panel to the side of the front door, flooding the entrance with light. The entrance opens into an internal reception lobby and the split-level central staircase, unusual in its design, provides a sense of additional space throughout the house.

There is an internal garage that is situated on the ground floor and leads up to the living area. The first-floor split level area comprises a kitchen/dining area and a WC. There is also a bedroom and a separate bathroom on this floor. A decked terrace, perfect for the warmer weather can be accessed through the dining area.

Walking further upstairs, there are two well-proportioned bedrooms on the second floor and a spacious family bathroom. The third floor is occupied entirely by the master with en suite, ideal for privacy. All bedrooms have two built-in wardrobes and are spacious enough to fit double beds.

## BRONZE

6 Oakum Square, Stonelea  
Gardens, Leyton, London E11  
Peabody

6 Oakum Square is a modern development in east London, with stylish three-bedroom homes that have all been designed to meet the needs of a busy family lifestyle. This is a comfortable, contemporary, and, most importantly, very affordable family home packed with energy-efficient features, so it is very cheap to run. The houses have generous back gardens and are set next to the new village green.

This three-bedroom property is arranged over two floors with wonderful floor-to-ceiling windows throughout the bedrooms, providing a consistent flow of light.

On the ground floor there is a good size light lounge/dining area that leads to the fully integrated kitchen that has been designed to a good specification. There is also ample storage and a roomy guest WC in the hallway. Upstairs on the first floor there is a large, light master bedroom with en suite shower room as well as another two double bedrooms and family bathroom.

For the location, Oakum Square offers good value for money, with its own private parking space, fantastic green credentials and, for the price, the specification is extremely good. This is the most eco-friendly house with the highest green credentials of all the winners this year. Each house even has its own solar photovoltaic system installed providing the residents renewable and free electricity during daylight hours.







CANARY WHARF RESIDENTIAL

enhance external views, while creating a flexible, easy-to-manage space. The thoughtful inclusion of internal pocket sliding doors facilitates both open-plan or cellular layouts. Each is finished to exacting standards throughout including comfort cooling, underfloor zoned heating and a fire alarm linked to the concierge service. The stylish kitchens, elegant bathrooms and bespoke bedrooms are beautifully appointed and come complete with fixtures and fittings from leading

manufacturers and suppliers.

Soon to be available for all resident's exclusive use is an 8000ft<sup>2</sup> state-of-the-art Third Space fitness centre, the first offering of its kind in London. This will provide exercise classes led by industry-leading personal trainers, with a spa, hydrotherapy pool and lounge.

There is secure underground car parking available by negotiation, some with electric charging points, and lockable cycle storage racks are provided for residents' use.

## GOLD

10 Park Drive, Canary Wharf, London E14

Canary Wharf Group

10 Park Drive is the first residential for-sale building to open in Canary Wharf's newest district, Wood Wharf, and it has proved extremely popular, with over 80% of the 345 apartments already sold.

Set in a picturesque waterfront location amid newly created boardwalks, gardens and walkways, the main tower structure is 42 storeys in height, connected to which is a further building of 13 storeys. This is topped by the Sky Terrace, a landscaped oasis with extensive views over the surrounding waterways, London and distant countryside.

From the Sky Terrace, glazed double doors provide access into the residents' club, which includes a large, fully fitted kitchen with coffee machine and wine dispenser, a media/screen room and two lounge areas. For residents wishing to organise their own function, the club can be booked privately for free.

The beautifully decorated double-height entrance reception area houses the 24-hour concierge desk, lifts to all floors and a number of furnished enclaves where residents can meet up with visitors.

Each apartment's interior and balcony area has been designed to maximise available natural light and

a bend of the River Thames, the unique design of the scheme creates a panoramic 360° view of London, encompassing many of its historic and iconic landmarks.

On arrival, residents step into a palatial, double-height reception area that's dressed to impress and where the concierge is always available to welcome owners and guests or take in the occupant's deliveries if requested.

The building houses a choice of apartments, including studios, one-, two-, three- and four-bedroom accommodation. Their extremely functional and flexible living space and high standard of specification is evident in all the properties. The apartments are also given an extra feeling of space because of the generous expanse of full-height glass windows fitted to each unit.

Located on the 12th floor are two residents' lounges, a private dining room and a beautifully landscaped garden. There is also a pool room, tenpin bowling lane, a private cinema and screening room. Residents also have access to other health and fitness facilities in The Corniche, which is connected via a short, linked internal walkway, including a state-of-the-art gym, 15m swimming pool, vitality pool, sauna, steam room. In addition, on the 19th floor is the Skyline Club, which has a bar, lounge and open-air terraces ensuring that not only does The Dumont offer some of London's most luxurious living space and views, it also benefits from some of London's finest fitness and relaxation space as well.

## SILVER

The Dumont, 27 Albert Embankment, London SE1  
St James

The Dumont comprises 180 homes and is the third and last of three prominent buildings that make up the Albert Embankment by St James, a scheme of buildings with varying orientations and heights from 12 to 30 storeys. Located on

## BRONZE

250 City Road, London EC1V  
Berkeley Homes

250 City Road is located in the heart of highly desirable Islington, conveniently situated between Old

Street and Angel tube stations, just across the road from the pleasures of Regent's Canal.

This highly impressive scheme is on a 5.5-acre site, just under two acres of which is made up of beautifully landscaped communal gardens – all wifi enabled. The development is cleverly planned, seamlessly integrating a number of low- and high-rise buildings, which provide a comprehensive choice of spacious apartments, plus a small exclusive selection of stunning penthouses.

The centrepiece of the scheme is a magnificent duo of towers standing at 42 and 36 storeys high. With elevations predominantly of glass, each apartment benefits from masses of light and far-reaching views over London and beyond.

The specification is of an exceptionally high standard: stylish timber entrance doors, zoned underfloor heating, comfort cooling, flooring and carpeting throughout, fully fitted kitchens with a full range of appliances, and beautifully appointed bathrooms and bedrooms are all part of the package. Telephone lines, TV/FM points, wiring for Sky Q multi-room and UHD-ready television, plus high-speed broadband are all included. The apartments also have mains-powered smoke and heat detectors, fitted security alarm and video entry phone connected to a 24-hour concierge service.

There is a fully fitted gym, 20m pool and spa, steam, sauna rooms and yoga suite, as well as a residents' lounge and screening room, which can be booked by owners for private functions.

Secure underground parking is available by negotiation, some of which have electric charging points, and a car club will be available to residents. The car park also houses lockable cycle storage racks. For extra piece of mind, there is 24-hour CCTV coverage provided throughout the estate and regular security patrols.



St James Designed for life



Berkeley Designed for life





## GOLD

Hampton Place, Wentworth Estate, Surrey

Octagon Developments

Octagon takes the title of Best Luxury House with its 32nd house on the prestigious Wentworth Estate. Raising the bar for luxury living, Hampton Place has full air conditioning and underfloor heating throughout its 11,000ft<sup>2</sup> of accommodation and the 3m ceilings provide an unambiguous sense of space.

The elegant reception hall creates a first impression of comfortable opulence with hints of Art Deco styling, which linger throughout the six grand reception rooms and six bedroom suites.

The principal bedroom has two dressing rooms, each leading to an en suite bathroom finished in generous slabs of book-matched marble and a discreetly integrated TV. A private first-floor terrace accesses the first-floor gym, which in turn leads down to a leisure suite complete with steam room, shower room, jacuzzi and swimming pool with ultraviolet purification and underwater lighting. Full-height, multi-folding doors open out to immaculate gardens.

The three floors are served by a sweeping marble staircase and a Gartec lift, and the high specification guest/staff apartment lies above a triple garage, finished to showroom standards. Curved walls to the breakfast area overlooking the pool adds interest without intrusion.

Octagon's hallmarks of elegant design, immaculate finish, and understated luxury are all on display here. The achievement of creating such an outstanding property in this challenging year is inspirational.

## SILVER

Seascape, Littlestone, Kent  
Sunningdale House Developments

The striking contemporary architecture of Seascape is set against panoramic sea views across the English Channel. The modernist design incorporates steel, glass and sandstone brickwork and although Seascape is imposing, it's still very much a home.

The layout has been thoughtfully planned to ensure all principal rooms enjoy the coastal views through extensive triple glazing,



## BRONZE

Devonshire House, Manor Gardens, Clent, Worcestershire  
Horgan Homes

where the reflective glass aids temperature regulation.

Each of the five bedrooms has its own en suite, and the principal bedroom, as well as having an extensive balcony, has a wall predominantly of glass to its internal en suite so the owner can bathe in luxury while gazing at the horizon.

The interior of Seascape incorporates walnut doors and a walnut-clad staircase with steel inlays. A full complement of appliances, from wine fridge and coffee machine to twin ovens and combi-oven/microwave, is incorporated in the bespoke kitchen where mood lighting sets the scene and smoked glass upstands reflect the light, the space and the sea.

A double garage, games room, boot room, and generous storage space make up the lower ground floor, which is ideal for parties and housing watersports equipment.

Sunningdale House Development's finishing team has achieved impressively high standards throughout this seafront home, which is now ready for its new owners to sit back and enjoy the view.

As the original show home at Manor Gardens, a development of nine substantial houses in a semi-rural setting, Devonshire House attracted three offers on the launch weekend. Horgan Homes clearly knows its customers' tastes and reflected these throughout the design and furnishings.

Accessed via electric gates, Devonshire House blends traditional elevations featuring herringbone brick detail and a contemporary interior.

Director Sophie Horgan extensively researched trends for the bespoke specification, which incorporates an elegant kitchen finished with faux ray-skin handles and fitted with Siemens appliances including teriyaki hob, drinks fridge and a combi-oven with Bluetooth connectivity.

Each of the four bedrooms has its own design identity and while bathrooms are not generous in size, they are impeccably finished. Above the triple garage is a further first-floor suite of some 6m by 4.5m, which could become an alternative principal bedroom, playroom or home office.

Against a neutral Farrow & Ball backdrop at Devonshire House, furnishings provide a boost of rich, jewel colours in textured fabrics for a heightened sense of luxury. The result is both practical and glamorous, with a nod to country living.

Horgan Homes has focused on customer service to build its reputation from the ground up. The ground crew are directly employed and many of the subcontractors have worked with the company for more than 20 years.





Taylor Wimpey

## GOLD

### Beaumont Gardens, St Albans Taylor Wimpey

This is a fabulous Dutch gabled factory building that has been brought back to life by Taylor Wimpey and Saunders Architects

The project demonstrates good, sensitive detailing, is well landscaped and robust. The modern approach to the interiors reflects the industrial heritage of the building very well.

The roof line of the new build scheme behind was inspired partly by the original factory building, and we viewed this as a positive contribution to the immediate townscape.

The original roof lights in the factory has clearly driven a design that creates lofty, interesting, modern spaces, and this is to be applauded

as it is rare to find projects of this type with double-height spaces and ample daylight.

We also enjoyed the use of industrial metal windows, which complemented the heritage of the original, rather unique building, making for a very attractive scheme that deserves this award recognition.

## SILVER

### Caley House, Wimbledon, London SW19 West Eleven

West Eleven and Jo Cohen Architects have created a good modern build alongside an Edwardian renovation.

We were impressed by the modern building and its reference to the original gabled Edwardian building, in design and detail, without resorting to pastiche. The



Taylor Wimpey

modern aspect of the project both enhances and complements the Edwardian element and the two buildings sit well together.

Internally, interesting and thoughtful modern design has created some wonderful spaces with easily accessible amenity spaces. We admired the red brick and tile detailing, and the elegant dormer window design of the modern wing.

This is an example of sensitive and elegant architecture with attention to detail, which is to be applauded. This was an exceptionally good entry, which almost snatched gold.

## BRONZE

### The White Building at Chapel Gate, Basingstoke, Hampshire Barratt Developments

This is a stylish industrial building from Barratt and architect FSL

group. We admired the exterior finish, common areas and the sensitive design of the modern apartments, which fitted well with the overall Art Deco character of the building. The metal windows and design respond well to the existing industrial building, which clearly has bags of history and charm.

Although we feel the scheme is a little let down by the car park structure, this aside it is a very well-executed project, with a clear admiration for the buildings' heritage and past life, which shines through in the final design of the conversion from factory to apartments.

The external landscape treatment is attractive and makes a positive contribution, not only to the apartments but also to the surroundings, providing much-needed amenity space.



West Eleven







## GOLD

Mosaics, Oxford  
Hill

Mosaics is part of the Barton Park project being developed by Grosvenor and Oxford City Council and is the first stage in the 885-home regeneration scheme. There are a wide range of property types, from one-bedroom apartments to family homes, offering city living on the edge of the countryside. Developed as four distinct areas punctuated by green spaces, its wooden walkways and water features integrate the architecture and landscape to create an attractive neighbourhood that belies the high density achieved.

The crisp building lines, subtle variety in materials and simplicity of the geometry complements the naturalistic landscaping. The beautifully landscaped social spaces, when viewed alongside the clever yet understated homes, showcases the best of modern residential design.

Sydlings Park, at the entrance to the scheme, includes three apartment buildings and a crescent of six townhouses. Across the road are Gladstone Park and Gladstone Gardens, a collection of courtyard houses and a crescent terrace. Elsfeld House, an apartment building, is striking, with contrasting silver/blue reflective brickwork and geometric fenestration with deep reveals and inset balconies. Finally, The Greenway is a natural barrier that separates Mosaics from Bayswater Park, a leafy lane with walkways, a play area and cycle path, and Bayswater Brook, which has been preserved as a link to the surrounding countryside.

Sustainability was designed into Mosaics from the outset. Villas include solar panels, natural ventilation and light, airy internal environments, while high-efficiency boilers, top-rated appliances and low-energy lighting combine to reduce energy usage and environmental impact. An excellent project and a worthy winner.

## SILVER

Lambton Park,  
Chester-le-Street, County  
Durham

Miller Homes

This is an impressive development on the Earl of Durham's Lambton Estate near Chester-le-Street.

In the Victorian style, the scheme is superbly detailed with a confidence and quality that is hard to match. The impressive main boulevard forms a gateway to a magnificent residential development of apartments and houses, with office and retail space and community uses. The site layout takes symmetry to perfection, not only in its design but also in the spatial qualities and landmarks it creates.

Layouts are well thought through, as is the interior design, albeit there is less of that past period about either.

But what makes this outstanding is the proportioned appearance and detailed architecture. There's not a single lack of judgement in the detailing of fenestration, entrances, string courses, roof profiles, dormers or chimneys. It is a brilliant essay in the Victorian style. Landscaping is simple and effective, while walls and railings add to the Victorian palette. Materials are well chosen and complement the design excellently.

It is not a concept that reinterprets the site's heritage in a contemporary style; it is a 'repro' design, faithfully reproduced externally yet presenting somewhat of a dichotomy. But it is outstanding and we congratulate Miller on its achievement.



## BRONZE

Taplow Riverside, Taplow,  
Maidenhead  
Berkeley

This is a large scheme on the brownfield sites of a former paper mill, hotel and gasworks, which have been combined to provide a great redevelopment opportunity; one that Berkeley has seized with some 211 homes on the bank of the River Thames, a new county park complete with trim trail, and a new footbridge connecting with Maidenhead some two miles away.

The scheme comprises a variety of new-build architectural styles as well as the converted hotel, cottages, and Grade II listed Glen Island House. It's a lot of ingredients in the mix, perhaps a few too many, but the whole is very pleasant and well thought through.

What particularly impresses is the design of some of the new build areas, particularly Jubilee Mill, a reflection of the earlier mill buildings, and the Waterfront Villas, the latter being a confident, well-proportioned modern infill, excellent in its striking composition in a more contemporary style. Other areas are less striking but nevertheless very pleasant.

Landscaping is superbly designed, well executed and complements what is a lovely setting to the River Thames. There is plenty of private amenity space, including balconies. Layouts are simple, uncluttered and effective and the conversions have been well handled. Internal detailing and finishes are excellent.

## BRONZE

59 Lansdown, Cheltenham,  
Gloucestershire  
CALA Homes

A former police HQ is the setting for this flagship development, where CALA, the Office of the Police & Crime Commissioner, and Cheltenham Borough Council have created a new community, taking inspiration from the character, charm and Georgian architecture of this Regency town for its collection of 25 villas and 42 apartments.

The apartments are housed in three grand period-style buildings providing an attractive frontage to the development and the three-storey villas are arranged in a curved terrace to the rear. The urban design follows the traditional architectural hierarchy of the local area, with the use of a plinth, middle and top floor in the apartment buildings mimicking the traditional ordering of Georgian villas.

The architects have forgone overly elaborate detailing, instead favouring careful elevational layering and feature framing. There is a simple palette of materials with Cotswold stone, buff brickwork, natural slate roofs and dark cladding and fenestration, which reinforce the simple, clean design.

Internally within the villas, full-height aluminium windows, high ceilings and elegant cornicing combine to give the modern, period-inspired properties character. The predominant west-east orientation of the scheme ensures homes benefit from natural daylight.

The site has many mature trees, to which new planting has been added to create a new area of landscaped green space. Charging points are installed in garages to encourage the use of electric vehicles, and secure cycle storage is also provided.

There is an attention to detail and quality that runs through all aspects of this project – a credit to those involved with conceiving and delivering it within one of the UK's most sensitive cities.







## GOLD

**Lime Quarter,  
Bromley-by-Bow, London E3**  
**Vistry Partnerships &  
Newlon Housing Trust**

Lime Quarter in east London is a vibrant development resulting from a 50:50 joint venture between regeneration specialists Vistry Partnerships and the Newlon Housing Trust, and also partnering with Workspace to provide onsite employment opportunities. This development is the final phase of the regeneration of Devons Road, an eight-year project that has now delivered over 540 homes, with 35% affordable housing, of which 118 are for social rent for residents of Tower Hamlets. By providing a diverse range of tenures – private sale, affordable units and commercial space – the development is helping to boost local supply that reflects people's differing needs as well as creating a thriving new community.

The development comprises two residential blocks and a co-working space, all linked and grouped around a new public square. The three-storey Lime Quarter House comprises 10 apartments, while the 20-storey Lime Quarter Tower provides 114 apartments, all with balconies and expansive views across the capital, particularly so from the duplex penthouses, which, with extensive terraces, command incomparable views of Canary Wharf, the City and Stratford. The architect, KSS, has brought high-quality, highly articulated architecture to this landmark tower, and the linked new Workspace office campus, providing 40,000ft<sup>2</sup> of affordable co-working facilities including lettable offices,

meeting spaces, plus 94 studios, completes a remarkably sustainable community project.

However, its particular USP is provided by its links with the wider London community. With the DLR station adjacent, and Stratford, the Westfield shopping centre, the Olympic Park, Canary Wharf and the City just minutes away, but with Bow purchase and living costs, the attractions of this socially beneficial scheme are manifest.

## SILVER

**Motion, Lea Bridge, London E10**  
**Hill & Peabody**

Motion is a striking development of 300 homes that has been developed by 50/50 joint venture partners Hill and Peabody, and designed by award-winning architect Pollard Thomas Edwards. Located on Lea Bridge Road, the scheme marks the beginning of the regeneration of the Lea Bridge neighbourhood, with a landmark statement of three modern high-rise buildings and six surrounding mansion apartment blocks. As well as the 300

contemporary homes, it also has 18,000ft<sup>2</sup> of commercial units that will house a shop, gym plus more.

The studio, one-, two- and three-bedroom apartments cater for a range of occupants, such as first-time buyers, couples or young families. Each property, whether private, affordable or rental, has extraordinary levels of space, light and comfort. The frontages of the three magnificently sculptural towers are cleverly oriented to maximise sunlight in the apartments, with views towards the Olympic Park, central London and Lea Valley, and all apartments benefit from a terrace. It is actually quite staggering to stand in a 17th floor, 1200ft<sup>2</sup> two double-bedroom, two-bathroom apartment, with a 400ft<sup>2</sup> open-plan living room and extensive terraces to be told that this is not, as might be expected, for private sale for some million-plus pounds, but Peabody social housing. Extraordinary, and something to lift the spirits.

The private courtyard at the centre of the development provides additional outdoor space and there are also green planting and leisure areas on the roofs of the five-storey blocks defining the central courtyard. There are 60 parking spaces in the basement car park, where there are also 516 bicycle storage spaces to take advantage of the local cycle paths and pedestrianised routes.

The delivery of Motion has been a soaring success, with the first phase over 90% sold. Its proximity to the newly opened Lea Bridge station, one stop from Stratford, and its high-quality finish and specification positions it as an appealing choice.

## BRONZE

**Rochester Riverside,  
Rochester, Kent**  
**Countryside Properties  
& Hyde**

Rochester Riverside is truly a tour de force: a £419m joint venture between Countryside and Hyde, in partnership with Medway Council and Homes England, which is transforming a 50-acre brownfield site into a new riverside destination for the area, providing around 1,400 new homes. Delivered through an innovative partnership, this flagship regeneration project is breathing new life into a forgotten area of Medway and creating a new community on the banks of the River Medway; completing in 2030.

Previously derelict brownfield land and the site of the old Rochester gas works, Rochester Riverside was identified as a priority site for redevelopment by Medway Council at the start of the millennium. Following the investment of substantial funds from Medway Council and Homes England in site assembly, flood defences, remediation and engineering works to enable the site's detailed redevelopment, this flagship regeneration project is delivering a sustainable, successful mixed-use community, including 2.5km of river walkway for public use that links into the train station and town centre.

Community amenities are all located at a new public square, which offers an inviting new gateway to Rochester Riverside from Rochester station, enhancing the accessibility of the development, and immediately adjacent to the housing. The homes, which are of a varied and very attractive architecture, reference the Medway's maritime heritage, and are connected by a network of green spaces, walkways and tree-lined streetscapes, all of which underlines the high quality of this development rooted in community and representing an exemplar of partnership ethos.







## GOLD

Sandgate Pavilions, Encombe, Sandgate, Kent

### Sunningdale House Developments

You can't really quarrel with a cliché, particularly our own industry's 'location, location, location', and when you put together Sandgate cliffs and a striking landmark development, you have gold. The Sandgate Pavilions scheme of 36 one-, two- and three-bedroom apartments, across three stunning blocks, epitomises the hedonistic dream of luxury seaside living.

Sited high above the English Channel, the highly articulated architecture, by OSM architects, of the three five- and three-storey units, predominantly finished in powder-white zinc cladding, with dark zinc to the top-floor and natural stone to the ground floor, creates a striking landmark cliff-side development.

However, if the exterior is impressive, the interiors are even more so. The elegance of the exterior is reflected by that of the spacious, high-specification interiors, fitted with every high-tech convenience to provide gracious living. And OSM's ingenious planning provides open-plan south-facing living rooms to every apartment with seascape and shoreline views through the enormous plate-glass windows. Additionally, each apartment offers, through sliding glass doors, a large open-air seating area, whether that be gardens on the ground floor or the extensive sun terrace balconies, allowing full advantage of the stunning views across the landscaped gardens to the sea and, beyond, the shores of France.

Sunningdale House must be congratulated, not only on building a

development of outstanding quality, but also finishing it in such testing times. At least the residents of Sandgate Pavilions, even if subject to being confined to home by post-Brexit traffic jams in the Channel ports and pandemic lockdowns, can console themselves that they couldn't be in a better place.

## SILVER

Pavilion, Inverleith, Edinburgh  
AMA Homes

Pavilion is an apartment block comprising 16 individual units and located in Inverleith, one of Edinburgh's most prestigious districts. The developer, AMA, is already a WhatHouse? Award winner, and the architect for the Inverleith development is multi-award-winning architectural practice Richard Murphy Architects.

The frontage of the block presents a high-quality and stylishly understated elevation, with three storeys finished in natural sandstone, above which a set-back penthouse floor is clad in zinc. However, it is the sculptural rear elevation that provides the wow factor to this development. From ground-floor to penthouse, each

apartment's south-facing elevation is fully glazed with patio doors opening out on to large balconies, which are staggered to ensure privacy, with views over the adjacent playing fields to the stunning skyline of the Edinburgh city centre and castle. Set below these four floors is private garaging and two large garden apartments, enjoying exceptionally large terraces and private gardens.

Every apartment has a unique layout, but all have in common large open-plan living areas with wall-to-wall patio door glazing opening on to extensive southerly, outdoor, living space designed for relaxed modern lifestyles. All have heated porcelain floors and high-quality finishes and fittings. The same high quality pervades the rest of the apartments, with large bedrooms and spectacular bathrooms. A particular feature is the extensive storage, provided with the wealthy downsizing demographic of potential purchasers in mind.

AMA's Pavilion provides exclusive and sophisticated city living, and Richard Murphy Architects has yet again provided a worthy architectural setting.

## SILVER

Forbury, Blackheath, London SE13

### Berkeley Homes

Forbury is an exclusive development of 24 luxury homes, comprising 14 apartments and 10 villas in the historic village of Blackheath.

The site, formally occupied by a BMW dealership, is located in the Blackheath Conservation Area, and



the developer, Berkeley, and its architect, EPR, have had to work within the constraints set by the London Borough of Lewisham and the Blackheath Society, which they have done with spectacular success, creating an ingenious layout providing a unique sense of place.

The layout provides a secluded environment, shielded by the four-storey tower block along the whole of the street frontage and with private entry at only one point by way of a grand porte-cochère. Behind the apartment block are four smaller villas in semi-detached form, grouped around central rear gardens and, beyond, a grand terrace of six larger townhouses. All are four-storey, with three-storey frontages and a lower ground floor with a kitchen/dining/family room with bi-fold doors opening onto a private sunken garden. At ground-floor there is a formal living room, study and cloaks, with two floors providing four bedrooms above. The top floor of the terrace also provides a south-facing terrace to the master bedroom.

The interiors provide for gracious living. This is replicated in the elevational treatment, which echoes the forms and proportions of Georgian architecture while being unmistakably modern. The materiality is also formally restrained and limited throughout to high-quality stock bricks, Portland stone and bronze. This formal and symmetrical architecture is complemented and softened by profuse landscaping, and the scheme's eco-credentials are further enhanced by rooftop photovoltaic panels and the provision of electric car charging points.

Forbury is a sustainable development in every sense and a positive addition to historic Blackheath.







## GOLD

Lime Quarter,  
Bromley-by-Bow, London E3  
Vistry Partnerships

Lime Quarter completes a major redevelopment of this Tower Hamlets site right next to Devons Road DLR station and only 10 minutes' walk to Bromley-by-Bow Underground station. A small public piazza connects transport, residential, retail and the commercial aspects of the development.

The 130 apartments are very competitively priced for London, ranging from £365,000 for a one-bedroom to £900,000 for a three-bedroom duplex with huge roof terrace and balconies with panoramic views over London.

At the heart of this phase of the development is the 40,000ft<sup>2</sup> Lock Studios. A business centre hub operated by Workspace comprising over 90 commercial spaces within a six-storey building. A café on the ground floor has a very industrial aesthetic and a constant buzz of residents and locals nursing their coffees and working away on their laptops.

Tenants of these commercial spaces benefit from excellent wifi, secure bike storage, high-quality lockers and showers. They include established local businesses, new businesses, relocations from other parts of London and, more importantly, residents, who now benefit from a very short commute. It was this integration into the residential development of live/workspace that the judges found commendable.

## SILVER

The Old Fire Station, Clifford Street, York  
London Ebor Developments & The Helmsley Group

Located right on the banks of the River Ouse and with views over Grade I listed Clifford Tower, the redevelopment of the old fire station offers a range of luxury homes including townhouses and apartments right in the centre of the historic city of York.

Although not listed, the developer retained the historic facades of the Trinity Chapel & School House on Peckitt Street, very much to the benefit of the development. The architect, Vincent & Brown, has successfully developed an architectural language in response to the retained elevations and include York stone and elegant brick details.

The principal elevation on Clifford Street also includes two commercial units at ground floor, one of which is



occupied by patent and trade mark attorney Secerna and the other is currently under offer. This mix of business and residential feels appropriate for this development and avoids any potential conflict between the residents and food-and-beverage-focused retail space.

The four-bedroom townhouses with views of the river, private parking and external terraces are competitively priced from £1.3m, while the apartments range from one to three bedrooms; a three-bedroom duplex penthouse apartment is priced at £1.25m with generous terraces and views of Clifford Tower.

It was the attention to detail, whether this was the external brickwork detailing or the bespoke kitchens, different in every residential unit, that caught the judges' eyes.

## BRONZE

London Dock, Wapping,  
London E1W  
St George

The comprehensive redevelopment

of the old News International site by the developer St George and its architect Patel Taylor is very much still a work in progress but already a success, with the completion of each subsequent phase contributing to the transformation of this industrial neighbourhood into a thriving residential quarter.

The feature 26-storey tower of phase four is still under construction, but when completed will frame the public square, which includes bespoke art pieces by artist Gordon Young and water features with 'dancing' fountains. Like everywhere, the retail is still struggling to establish itself in the current climate and while development is still in progress; however, the majority of the commercial retail units face this public space and fully integrate themselves into the development.

Historical listed warehouses along Pennington Street contain commercial workspace along with the potential for retail, cafés and restaurants. Currently the only tenant is an architectural practice, which has utilised the character of the old buildings to its advantage. This part of the development is currently isolated from the residential development, which has started at the west of the site and is working its way eastward towards Tobacco Dock.

The apartments are of high quality, as you would expect from St George and the location, only a stone's throw away from St Katharine Docks. With prices ranging from almost £600,000 to almost £3m, this is at the luxury end of the market, but owners do get the use of the residents' clubhouse, which includes squash courts, swimming pool, private cinema and a virtual golf suite.







## GOLD

Audley Cooper's Hill,  
Englefield Green, Surrey

**Audley Group**

It is impossible to ignore Audley. There is a frisson of excitement when it launches a new village. Every one of its retirement schemes to date has been packed with wow factor. Each one different from the last.

Cooper's Hill is no exception; it is exceptional.

The interiors are so uplifting and stunning with a vibrant colour palette that combines a lavish film set with a 'at homeness' designed to make owners feel special and happy. And in a post-Covid world this is key if you are selling to wealthy retirees who may well be spending a lot more time in their new environment.

Audley has renovated an imposing 19th-century building that was part of Brunel University as the centrepiece of the village and built further buildings in keeping, to create 128 apartments within 67 acres of the historic Magna Carta park.

Unashamedly luxurious, Audley has paid extraordinary attention to detail to wellbeing and care services and something that pleased judges was the inclusion of ergonomically designed furniture, masking any hint that its scheme is designed for older people.

Apartments are generous, ranging from 74m<sup>2</sup> to 130m<sup>2</sup> with all mod cons to keeping owners safe. There are pressure mats in bedrooms and en suites that can detect if someone has fallen over and so automatically alerts the Audley Care team, if necessary.

Cooper's Hill is also Audley's first village that will be powered by green energy by 2021. A stunning entry and outstanding winner.

## GOLD

Waterton Green, Walton,  
Yorkshire

**LIFeStyle by ENGIE**

Waterton Green is an outstanding scheme, with an ethical approach to age-exclusive living for those on a fixed income.

LIFeStyle by ENGIE has created an innovative development of 129 homes in the village of Walton near Wakefield, offering a variety of housing options from single-storey two-and three-bedroom bungalows, to dormer bungalows, houses, and luxury apartments.

The scheme really puts the owner at the centre of everything. Innovative technology such as interchangeable level worktops in the kitchens and a hidden capacity to enable single-transfer hoist from bedroom to bathroom shows that real thought has gone into Waterton Green. There is also onsite support provided by the LIFeStyle team.

Waterton Green is a fantastic example of an inclusive development that not only integrates with the local and wider community but reaches out and has provided much-needed facilities where few are available.

Its dementia-friendly community hub, which houses a library, is open to locals. There is also space available for a pharmacy, a podiatrist, or beautician. The hub has also attracted visits from school children, some of whom have been inspired to consider a career in the housing industry. These visits also benefit residents, who love having the youngsters around.

Waterton Green will also soon launch the UK's first automated EV car share service, offering vehicle access by the hour at an affordable price to avoid social isolation and



also contribute towards a carbon neutral future. Another outstanding attraction with Waterton Green is that there are no transfer fees, low cost management fees and a peppercorn ground rent that is not collected.

Linking housing, health and social care, LIFeStyle by ENGIE's first retirement scheme is impressive, offering much-needed affordable retirement housing options while demonstrating innovative digital housing technology; contributing to its wider community while creating a blueprint for a lower carbon future.

## SILVER

The Folds, Romiley,  
Stockport

**Adlington Retirement Living**

An idyllic waterside setting with views over the Peak Forest Canal and towpath walks is one of the highlights of Adlington Retirement Living's The Folds in Romiley near Stockport.

The judges were impressed by the interior, which has been thoughtfully designed to blend a

contemporary feel with understated elegance and includes a table-service restaurant, lounge and separate coffee lounge, therapy suite, activities/fitness studio and hairdressing salon.

Most of the 50 spacious apartments have balconies or patios and they are competitively priced – ranging from £139,000 for a one-bedroom apartment to £434,500 for a three-bedroom unit. There's a 24/7 onsite team and emergency call system available to every homeowner when needed and care provision is flexible with a variety of buy-in services.

The scheme also has a good range of other facilities such as a mobility scooter store, bicycle store, car park and electric car charging points. A landscaped garden adds to the development's overall attractiveness and offers homeowners another outdoor area where they can go for a stroll or just sit and relax. Location wise, The Folds is within easy walking distance of Romiley town centre and on the edge of the Peak District and four conservation areas.







## SILVER

**Audley Stanbridge Earls, Romsey, Hampshire**  
**Audley Group**

Audley Stanbridge Earls near Romsey in Hampshire is set around a handsome Grade II listed manor house and 32 acres of grounds. Typically, Audley has picked a building rich in history to work its magic – one of the main house's more prestigious owners in the 18th-century was Florence Nightingale's father.

The development is packed with the Audley wow-factor, with a palette of bright, sunny colours and a grand estate feel. One of the most outstanding communal features is the bar, designed in brass to be freestanding to protect the original Tudor panelling. Statement lighting and rich, colourful hues create a cosy yet modern feel. Everything about Stanbridge Earls oozes opulence and luxury as well as an at-home ambience.

The 32 acres of woodland, including a lake, make this one of the most generous in the Audley portfolio in terms of outside space. This was a godsend for residents during lockdown and continues to be vital for health and wellbeing. Audley has made this an important focus and plans to create a woodland agility course.

Stanbridge Earls is clearly designed for those who love the outdoors and don't mind not being walking distance from the village. But they have plenty of space inside too: even the smallest apartment measures a generous 85ft<sup>2</sup>, rising to 112ft<sup>2</sup> for the largest.

Audley, renowned for its high standards of care and in-house training of its staff, is now going that step further by creating nutritional menus and bespoke fitness programmes. Listening to what residents want is evident too: linking the wifi to key fobs, so owners can be unobtrusively checked how much they have been moving around the village, has been suggested by residents and Audley is going full-steam ahead to making it happen.

## BRONZE

**Fitzford Lodge, Tavistock, Devon**

**Churchill Retirement Living**

This new development of 48 one- and two-bedroom retirement apartments in the charming Devonshire market town of Tavistock has been Churchill's fastest-selling site of 2020.

Fitzford Lodge is on the edge of Dartmoor and also opposite The Meadows public park, through



which the local river and canal flow. This 3.6-hectare green space includes a sensory garden, swimming pool, bowling club, tennis courts and a children's play area. Fitzford Lodge is thoughtfully conceived and constructed, with much attention to detail and many imaginative touches.

A sensitive regeneration of a derelict care home, the scheme's stylish interiors blend subtle colours with spacious and practical design. The owners' lounge features doors to the landscaped gardens and a café-style coffee bar. All the apartments, priced from approximately £220,000, overlook outdoor space and many have balconies or patios. There is a choice of one- and two-bedrooms.

Facilities include a mobility scooter store, home internet shopping service and 24-hour careline support system, while the mayor of Tavistock has observed that Fitzford Lodge has already become an integral part of the community.

## BRONZE

**Dundee House, Midhurst, West Sussex**  
**Lilyford**

Newcomer developer Lilyford's Dundee House in Midhurst, at the heart of the South Downs National Park, is a well-thought-out scheme of 16 one- and two-bedroom apartments.

This vibrant development wins points for its light and airy good looks, with pale wooden flooring throughout communal areas. The owners' lounge has a coffee bar and there is also a separate shared kitchen to further encourage socialising. Facilities include cycle and mobile scooter stores, as well as an honesty pantry for times when residents need essential items but don't want to leave the building.

The apartments, which start from £300,000, have a contemporary open-plan design, underfloor heating and designer kitchens by Stolz. Lilyford, a local firm, has clearly taken a thoughtful approach to every level of detail – from keeping the heating system simple to operate, to making all apartments ready for superfast broadband.

Homes on the top-floor of Dundee House have views over the South Downs National Park. Opposite is a leisure centre with swimming and other sports facilities, while also within walking distance is the Cowdray Estate, which provides acres of green space. The Goodwood Estate, home to a number of historic motor racing and horse racing events, is just 15 miles away.







## GOLD

Fairbrook Grove, Faversham, ME13

### Gold Property Developments

This development by Gold Property Developments is exemplary for a number of reasons. The developer and its architect, InsideOut, have expended considerable effort to demonstrate the highest level of sustainability credentials. A lot of work has gone into the detailed design of the building fabric, and the construction of the buildings has been researched thoroughly before starting onsite.

The effort has been put where it matters, into the basic fabric of the building, which, when completed, will meet the exemplary Passivhaus standard. In addition, the design of the homes is of the highest quality, and a lot of consideration has gone into the typologies to ensure that they are appealing to customers, without having a large negative impact on the planet.

The layout of the scheme, using shared surfaces for cars and pedestrians and a carefully designed landscape, creates a heart to this small new community and will help neighbours to get to know each other, even in these socially distant times.

The project is forward looking, using heat pumps in a development of homes for sale in advance of new regulations banning new gas connections, and the approach is one that larger developers should follow if we are to meet our collective desire to limit climate change.

## SILVER

Woodberry Down, Finsbury Park, London N4

### Berkeley Homes

Woodberry Down is an extraordinary project, a complex regeneration of a difficult part of north London that had required investment for many years. Berkeley Homes won the project competitively and understood the long-term value of the site, with good transport connections and two reservoirs on its southern side.

Many of the new buildings overlook these reservoirs, which provide stunning views and leisure amenity. One reservoir has a sailing activity

and training centre, and the other has been converted into a wildlife reserve, hosting large quantities of migratory birds as well as permanent wildlife in many forms. The Coal House cafe, a small converted building onsite, has become a popular local spot to visit after a walk through the park linking the development to the reservoirs.

The landscape design has worked very well since its inception, and the play facilities, public art and the wildlife reserve are all linked by a linear park running alongside the New River, which passes the site. The new buildings on the project have been designed by a number of high-profile architects and the design continues to set the bar for regeneration projects in London.







## GOLD

Chapel Riverside,  
Southampton  
Inland Homes

A former derelict brownfield city centre site, Chapel Riverside is becoming a thriving waterfront destination thanks to Inland Homes.

The site is central to Southampton's regeneration objectives, as one of seven 'VIP' sites forming the Itchen Riverside project. Developed as a joint venture between Inland Homes and Southampton City Council, this complex regeneration project will ultimately deliver 457 homes, public amenity space, retail units, improved flood defences and commercial buildings specifically reserved for marine-based businesses.

Inland Homes committed to raising the site level and funding the first section of a new £2.5m sea wall to protect the city in the future. This area was identified as having a medium to high risk of flooding, with Chapel Riverside sitting at the lowest point, so defences on the site boundary with the river are significant for the city.

The developer also arranged for archaeological excavations to be carried out at the northern extent of the site and, running concurrently with Phase 3, it is also carrying out extensive remedial works, as the former Town Depot left a legacy of disused buildings, contaminated ground and surface water tanks that required demolition, decontamination and relocation underground – a major civil engineering undertaking.

The design of the one- and two-bedroom apartments responds to existing building heights and uses recessed decorative brick, framed windows and projecting balconies to break elevations and highlight key architectural features. Built using MMC, including light gauge steel frames, benefits include underfloor

heating, whole-house ventilation and private outside space to many homes.

Creating cohesion as a new community and with the surrounding city and river is key to the project. The development has transformed the area already, with long-term plans for a positive, lasting legacy for the local community.

## SILVER

Fish Island Village, Hackney Wick, London E3  
Hill & Peabody

In many ways, Fish Island Village feels less like a community and more like an independent nation. This waterside development in bohemian Hackney Wick is a complete ecosystem, featuring homes, social areas and workshops that showcase the work of its creative residents. In the East End, the Thames and its man-made tributaries served as vital arteries in a bygone industrial area; this network of canals was brought back to life by the 2012 Olympics, and the developers have ensured that they will now be enjoyed for generations to come.

Rather than redesign the area, Peabody and Hill have used the area's rich history as a blueprint for a unique neighbourhood. Industrial-style architecture is a nod to the past, while local artwork celebrates the community's creative spirit. The flats come with generous outside space, sleek interiors and room to entertain.



The simplicity of the design has provided a blank canvas for artists to add their own colour. Because of this, Fish Island Village has an air of authenticity not typically seen in new schemes. The partnership with The Trampery has laid the foundation for an inclusive, sustainable community.

## SILVER

Port Loop, Birmingham  
Urban Splash & Places for People

Described as an exciting new island community for Birmingham, Port Loop is taking shape on a formerly redundant urban island, encircled by Birmingham Canal's Old Main Line and New Main Line.

Joint developers Urban Splash and Places for People, in partnership with landowners the Canal & River Trust and Birmingham City Council, are transforming the space, creating a 43-acre waterside neighbourhood with more than 1,150 new homes, workspaces, parks, green spaces and community facilities.

At the beginning of the project, the JV published a manifesto for how Port Loop would be a blueprint for future development: promoting green and blue spaces, challenging the existing norms of how people live and questioning how homes can be better designed for modern use. This manifesto is now coming to life. Some of the new island 'rules' include 'play out til tea' and 'live well by accident'.

More than 50 homes have been delivered so far with 105 properties due to be completed by March 2021. The first phase of homes, which is now complete, comprises four rows of 10 terraces; all customisable, factory-built townhouses. All these are sold, with a further 28 modular townhouses recently launched. Construction is underway on 37 brick houses, which are being built using traditional

construction methods and feature flexible and contemporary layouts.

With outright ownership, Help to Buy, shared ownership and rental options available, Places for People and Urban Splash are helping people from all backgrounds. Planning is due to be granted imminently on the next phase, which will include the first apartments at the scheme, as well as Mansion House, which will use MMC and cross laminated timber.

## BRONZE

Burrstone Gardens,  
Merstham, Surrey  
Raven Homes

Part of Merstham estate, identified as one of the most deprived areas in Surrey, Burrstone Gardens was formerly a parade of deteriorating local shops with flats above and associated garaging. Raven Homes set out to establish strong pedestrian connections; create safe, clean streets; and provide high-quality, affordable family homes.

The result is a collection of 50 new homes, comprising 17 one- and two-bedroom apartments and 33 attractive two- and three-bedroom houses, providing quality homes for first-time buyers and growing families.

Working with contractors Stack London, Raven Homes has provided spacious, airy homes combining considered design and contemporary specification. Kitchens are well equipped, and flooring is provided as standard throughout. Parking courts are served by bollard lighting as are the walkways traversing the scheme, creating safe access for residents. All houses have their own gardens, while many apartments have a private terrace or balcony.

The designs are sympathetic to the surrounding properties, enhancing the overall appeal of the area. Merstham Community Hub sits alongside Burrstone Gardens and provides support to the local community and is home to a library and café.





**Mount Anvil, better London living**



## GOLD

**Skeel Library, Hampstead Manor, Hampstead, London NW3**

### Mount Anvil

Skeel Library is part of the very popular Hampstead Manor scheme from Mount Anvil. Built in 1903, the Grade II listed Edwardian Baroque-style library of 5,200ft<sup>2</sup> has been converted brilliantly into a four-bedroom home.

It would have been so easy to get this project horribly wrong, but Mount Anvil says that “walking into this home is an adventure” and the final result by Suna Interior Design is an intertwining of the original restored library features into a home.

The interior design complements the building's architecture perfectly. In the impressive 40ft reception room Suna has not been afraid to use deep jewel colours throughout the apartments, in particular in the main reception room where emerald greens and ruby-shade sofas gleam and glow above deep parquet flooring. The amazing high ceiling with the mezzanine floor above creates a magnificent but also very functional space. Deep oyster shades have been used for the chairs in the dining room.

All this richness is soothed by a reading room, with clever touches such as using beautiful wallpaper framed by panelling, which enhances the use of warm amber tones flowing through the room. The bedrooms are mini masterpieces in themselves and the cool decor of the guest suite is comfortable, attractive and very homely. This is where your guests can stay, enjoy and never go home.

Skeel Library sold for £6.5m within days of launch, proving that attention to detail and a desire to do things differently really pays dividends.

## SILVER

**Holford House, Roehampton, London SW15**

### Richstone Properties

This is a wonderful and very pretty five-bedroom house of 5,457ft<sup>2</sup> with perfect architectural proportions built on the floorplate of an existing house and located on the edge of Richmond Park.

If you love the clean lines of classic French chateau and Swedish decoration then this is the home for you. It just oozes French class and so it should, as many of the items were selected especially for the house. The purchaser bought the house for £6.25m within days of the launch and was very specific that they wanted “everything”, right down to the magazines on the table.

David Rich-Jones, CEO of Richstone Properties, is obsessive about detail and it shows throughout this house, with timeless and classical interiors in calming neutral tones. In the main hall, the 18th century mirrors have been cut into the skirting boards and the light fitting stretches from the roof down into the hall, bathing the entrance to this magnificent home with a welcoming glow.

This is a home where you just want to put your feet up, with wonderful, soft-washed rugs or kilims, comfortable chairs and sofas and exquisite art sourced in France.

Hand-painted, bronzed Crittall doors lead into the kitchen/breakfast room, where Tulipwood joinery in



Farrow & Ball paint shades has been handcrafted by Richstone's own team. The bedrooms make the most of the location, using delicate furnishings taking inspiration from Richmond Park. Subtle traditional accents that brings out the characteristics of the architecture.

This is not an interior design scheme gleaned from design studios in Chelsea Harbour but each piece of furniture, each rug, the marble and paint choices have been designed and purchased to create an interior that matches the superb architecture of the house.

## BRONZE

**Radstone Gate, Stelling Minnis, Kent**

### Pentland Homes

Located in the village of Stelling Minnis in an area of outstanding natural beauty, local architectural firm On Architecture has designed this Pentland scheme that blends beautifully into the village environment.

Phoenix Interior design has created a clean, decluttered space that

relaxes the mind and crafts a superb family home, using wallpaper by Romo and bold summer colours to reflect the country location. The main bedroom, with its clean masculine touch, features a padded wall in deep blue with an inset bed with touches of deep grey. The lighting used in the bedroom is inspiring, with a five-globe statement chandelier and glass-topped bedside tables. The judges liked the use of duck-egg blue and stone-grey bed with black piping. The children's bedroom features polar bear wallpaper, penguin blinds and a desk for homework.

The kitchen with its large larder cupboard is particularly impressive, along with its good-sized standalone breakfast bar with very comfortable chairs and a design that ensures much-needed additional storage. Pentland Homes has installed the latest energy-efficient technology, including real log burners, larders, double glazing and many other features to make you never want to leave home or the village. This three-bedroom detached house oozes value for money at £650,000, and offers everything a family would need.







## GOLD

Lyons Place, London, W2  
Almacantar

This scheme of apartments and townhouses by architect Sir Terry Farrell has a strong and vibrant identity, characterised by the giant filling station pump motif, which gives the building a powerful street presence. In a world where tasteful and restrained modernism dominates, the building dares to be different and creates a sense of place.

The subdominant upper floors have been carefully considered with a varying brick tone to establish a rhythm of smaller blocks to break up the mass of the building, and the overall result is colourful and playful.

To the rear, the building is more subdued with a plain white façade, broken up with a composition of inset porches and balconies, giving an overall scale and articulation that relates well to the residential context.

## SILVER

Tornagrain, Inverness  
ZeroC, part of Places for People

The overall sense of place and the careful attention to traditional detailing gives this scheme a strong sense of timeless quality. All too often schemes that are designed with a traditional aesthetic will lose their identity in the transition to modern construction and regulations, but here the design team have managed to achieve a sense of authentic traditional harmony and form.



Materials have been carefully chosen, and the attention to well-articulated window reveals and glazing bars and varied traditional forms have created a sequence of streets that are entirely convincing with a sense of timeless belonging that is rare in a new development.

The commitment of the entire design and development team to

a high quality traditional scheme is apparent in the completed build and is to be commended.

## BRONZE

Lambton Park,  
Chester-le-Street, County Durham  
Miller Homes

Lambton Park has the same lead designer as Tornagrain, and it is no coincidence that the scheme expresses the same aspirations and virtues. While in a very different context, with decorative brickwork in a rural setting, it achieves the same level of convincing materiality and detail to create a set of buildings that sit timelessly and comfortably in their setting.

Set within the Lambton Estate and overlooked by Lambton Castle, the ancestral seat of the earls of Durham, the scheme mirrors the character of its unique surroundings, with the existing residential buildings on the estate providing architectural inspiration for the new apartments and bespoke homes, as seen in the red brick detailing, sash windows and decorative ridge tiles.

Creating new buildings that maintain the scale of detailed articulation and grain of historical buildings is by no means easy, and architects Ben Pentreath should be commended.



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HAYFIELD



GOLD

Hayfields, Southmoor, Oxfordshire  
Hayfield

This is a deeply impressive template for establishing and delivering public realm in the confines of a new home development, without vast acres and community assets to deploy.

Hayfields is a £27m scheme on an 11-acre former hotel site in an Oxfordshire village. The 74 homes are part of an 'ecology-led' project, designed around public open space, landscaped areas and biodiversity.

The design of the homes came next, working with the trees and landscape, as well as the architectural vernacular.

Trees such as oak, blue cedar and giant sequoia were retained practically and aesthetically by Hayfield – not as the result of any Tree Preservation Orders – and the housebuilder appointed an arboricultural clerk of works.

There is manicured, as well as natural elegance, to deliver a sense of place and arrival, as well as creating two new swales. There have been new trees planted

and the development's layout makes full use of the woodland behind it. New hedgerows and wildflower meadows have also been planted.

Resident bats have been paid due respect too and where necessary relocated to new bat barns and boxes on the scheme under expert ecological guidance.

The properties play their part emphatically, blending and interacting, with the street scenes every bit as important in the public realm.

Pedestrians take priority as part of a 'walkable new community', while offsite contributions include a host of sports facilities in the area.



SILVER

Wembley Park, Wembley, London HA9  
Quintain

Wembley Park will run to 8,500 homes once complete, adding further lustre to the area's landmark sport and entertainment reputation. Public realm runs through it too, with gardens, squares and boulevards – all part of a £2bn investment to date.

It is a big scheme, but low-density, with half being public realm, including a new seven-acre public park and lake. The public realm will come alive to a host of events and festivals.

Trees are a strong biodiversity gain for the area and the public realm comes in four defined 'districts'.

Wembley Park is packed full of retailers and restaurants to support the residential numbers, with social cohesion, community engagement and activities key to its evolution, supported by the appointment of a cultural director and an expanding collection of public art.

Sustainability is another ingredient, be it battery power, rainwater capture, or cycle networks and a lot of eyes are on the transformation of the

iconic Wembley Way approach to the famous football stadium.

BRONZE

Brooklands Square, Milton Keynes, Buckinghamshire  
Places for People

This scheme will be 2,500 homes in total, with schools, shops, leisure facilities and green spaces to ensure biodiversity and sustainability across a mixed-tenure development.

With placemaking at its core, Places for People has put infrastructure first here, creating amenity and retail and, with them, jobs. There is a primary school, nursery and gym, as well as shops and restaurants, with a public square a fulcrum for the community.

Lautier Park is developing into a recreational area, as well as providing green space, with avenues of trees and hedges acting as sheltered walkways.

The new homes include a mix of properties at affordable rent, shared ownership and low-cost housing to ensure a range of tenures, with a strong focus on family living and flexible accommodation.





## JOHN ASSAEL

John is chairman and co-founder of award-winning Assael

Architecture. He specialises in residentially led mixed-use projects, with a particular interest in the regeneration of urban brownfield sites and conservation of listed and historic buildings. He has judged the RIBA Regional Awards, WhatHouse? Awards, British Homes Awards and WAN Awards and continues to search for and reward examples of great design year after year. John is recognised as one of the industry's top employers, being passionate about the profession and looking after the next generation of architects. He is also a nationally elected member of the RIBA Council and its Honorary Treasurer, a Trustee of the Architects' Benevolent Society and the Master of Students at The Worshipful Company of Chartered Architects.



## RUPERT BATES

Rupert, one of the leading property journalists in the country, is editorial director of Show House and What House Digital and is a co-founder of the business, having covered the new homes industry and presented the WhatHouse? Awards for over 25 years.

Rupert has appeared regularly on national television and radio, giving his views on the housing market and has chaired and facilitated many industry events both at home and abroad. He also writes the property column for The Field magazine. Alongside his magazine and online journalism, Rupert wrote for The Telegraph for 20 years and has covered five Rugby World Cups.



## RORY BERGIN

Rory's role is to develop excellence in sustainable and

innovative design, enabling multidisciplinary design consultancy HTA to achieve its objective of leading the field in sustainable placemaking. He has an impact on many of HTA's projects, overseeing the practice's implementation of sustainable design and the use of appropriate sustainability tools. He leads a team of sustainability consultants, advising clients and certifying projects in the commonly used sustainable design standards.

Rory and his team are responsible for the sustainability consultancy on some of the UK's highest profile housing projects. He represents HTA at conferences regularly and is on the Advisory Board of the Active House Alliance.



## BRIDGET CORDY

With over 20 years' experience of selling and marketing property,

Bridget has worked alongside many of the country's top developers. A graduate of the Chartered Institute of Marketing, her career started as a trainee negotiator in Surrey followed by the roller-coaster markets of London's Docklands during the late 1980s, where she got the taste for new homes. This led her to gain a broad experience in new homes agency before joining the developer side of the business. After six years at director level with Charles Church and then Centex, Bridget is now a freelance property writer and a regular columnist for Show House magazine.



## CHRIS DYSON

Chris established his award-winning architectural studio in

2003. Based in Spitalfields, London, the practice has a reputation for intelligent conservation work, sensitive building design and creative collaborations with artists. Chris and his team undertake challenging projects of all scales, including historic listed buildings. He is also a design advisor to the London Borough of Tower Hamlets and the City of London Corporation. Current projects include a large-scale development for the Whitechapel Estate, a conservation and new build housing scheme within the Bishopsgate Goodyard, and a new café for Crystal Palace Park. The practice has won several RIBA Awards for its Architecture and Environmental design including a regional Civic Trust Award and Sunday Times British Homes Awards.



## JAKE EDGLEY

Jake founded Edgley Design in 2004 – an architecture and

development practice based in Clerkenwell, focused on craft and innovation in architecture. The practice has built many

contemporary private houses, residential and mixed-use schemes, mostly in and around London. The practice has been widely published and has won numerous awards. Jake also has extensive development experience and runs a parallel development company that builds high-quality residential and mixed-use schemes, based on a simple strategy of creating value through design quality.



## SIMON GRAHAM

Simon is director of Blue Sky, a freelance housing

consultancy established in 1995. He has worked in the residential property industry for over 25 years, including holding senior sales, marketing communications and corporate strategy posts with housing associations and a private development company. Simon specialises in research, marketing and public affairs projects. His clients include many of the largest housing associations in the country, trade bodies and a range of public and private sector organisations. He is also a trained journalist and has written a monthly column for Show House since 1995, focusing on government policy, the housing market and social housing issues.



## STANLEY HAINES

Stanley studied architecture at the

Welsh School, Cardiff, qualifying in 1977, and is now senior partner of Haines Phillips Architects based in central London. He has been involved with housing design throughout his career and has been awarded numerous RIBA, Civic Trust and local awards and commendations for his housing work. His practice specialises in all aspects of housing and undertakes projects for housing associations, volume housebuilders, smaller developers as well as retirement housing specialists. Stanley is formerly an assessor for the Civic Trust and a design assessor for Hertfordshire County Council.



## SORAYA KHAN

Soraya is a director at Theis + Khan whose mixed-use development

Bateman's Row in Shoreditch was shortlisted for the RIBA Stirling Prize 2010 and was RIBA London Building of the Year 2010. She was visiting

tutor at the University of Strathclyde, the University of Westminster and an RIBA judge. She is a Liveryman of the Worshipful Company of Chartered Architects, a judge for the IBP Journalism Awards and panel member of Design South East.



## OZ LANCASTER

Oz is the founder of OS Designs. She has an

interior architecture & design degree and a master's degree in furniture design from one of the leading furniture design programmes in the UK. Her diverse skills allow her to look beyond just the furnishing of a room; she also has a strong architectural background allowing her to design and further develop the architectural and structural elements of the projects undertaken by the company. Oz has successfully worked on the most exclusive developments in London and also across the continents as well as within the innovative world of aviation and yacht design.



## ISLA MACFARLANE

Isla is editor of showhouse.co.uk.

She has worked on magazines and websites across the UK, south India and the UAE covering topics ranging from business and banking to property and construction. Isla moved to Dubai in 2008 as the editor of Private Equity and Hedge Funds Middle East. She spent the next few years producing business and financial content across a variety of platforms including websites, magazines, e-newsletters, books, events, broadcast and contract publishing. She has reported on property, construction and financial markets across Europe, the Middle East, Africa and South-East Asia.



## GEORGE OLDHAM

George is a graduate of Manchester University, where he was awarded

the Manchester Society of Architects Student Medal. He enjoyed a 25-year career in the public sector, becoming city architect of Newcastle upon Tyne, winning several national design, energy and conservation awards. In 1989, he became chief architect for Barratt Developments, later setting up Oldham Associates, combining



practice with teaching design at the universities of Newcastle and Humberside. On accepting the post of degree programme director of professional practice at Newcastle, he became a full-time academic before returning to practice in 2003. His main interest, apart from serving on RIBA Council, is golf course design and writing, with two books on the subject and golf magazine columns.



#### GILL OLIVER

Gill is a professionally trained digital and print journalist specialising in property, business, finance and tech. She's written for many newspapers, magazines and digital publications including the Daily Mail's business section This is Money, the Press Association, Woman magazine, Show House magazine and The Oxford Times and Oxford Mail newspapers. Gill also writes websites, blogs and annual reviews for clients such as Oxford University Hospitals Trust, UCAS, Kingfisher City Guides and the Conran Design Group.



#### KEITH OSBORNE

Keith is the editor of WhatHouse.com and Show House Jobs. He has been involved in the new homes industry for over 15 years, both in the consumer and B2B sectors. He has provided and edited online and in print for a range of property websites and publications. For several years he worked in the overseas property industry, writing for Homes Overseas magazine and on the judging panel for the Homes Overseas Awards.



#### MICHAEL PHARE

Michael is principal of OPUS Architecture and Design. He specialises in high-quality residential projects, working closely with developers and individual clients on a wide range of projects, from small studios to substantial country houses. His work has been regularly featured in national property magazines. In addition to practising as an architect, Michael is a director of a property investment and development company.



#### GEORGE SELL

George is a freelance journalist, editor and copywriter with more than 15 years' experience of covering the UK residential property market for consumer and business-to-business publications. George is a former editor of both WhatHouse? and Show House and remains a regular contributor to Show House. He writes about UK and overseas property for a wide range of magazines, newspapers and websites.



#### JANE SLADE

Jane Slade is the founder of Retiremove, a leading retirement property and lifestyle website. She also writes about retirement property for The Daily Telegraph, Daily Mail, The London Magazine and Mail on Sunday. Her other passion is music. She plays the viola in the Hounslow Symphony Orchestra and is a member of the Battersea Choral Society. She is also the press officer for The Really Big Chorus.



#### DAVID SMITH

David had a long and highly successful career in property development. He started in the middle market sector, but then moved in the 1980s to what was, at the time, a young start-up developer that believed there was future potential in top-end new build. He moved through various roles during his four decades at the company's Surrey headquarters, initially managing sales, then moving into marketing, advertising and PR for all the company's operating regions. The many years of experience gained while being involved with these key responsibilities has resulted in David having a critical eye for detail, design and value for money.



#### MARTIN TAYLOR

Martin is an interior designer with 25 years' experience reorganising space, primarily for private clients in the residential market. Initially trained as a theatre set designer, Martin began his working career as an in-house interior designer for two architectural practices, before starting his own company in 2000.

He specialises in creating additional space, both within the envelope of the existing building, but also through the design and construction of extensions and basements. He has a wealth of experience, and huge interest, in working on period and listed buildings. He's always keen to ensure that their historical qualities are retained while being developed into properties suitable for today's contemporary living.



#### TRICIA TOPPING

Tricia is the founder of Carlyle Consultants and has built a reputation for understanding all aspects of the property industry nationally and internationally. From planning to penthouses, this knowledge has also been instrumental in assisting suppliers to the industry develop strategies to benefit their businesses. Tricia also runs Luxury Topping, focusing on the business of luxury. This understanding is now combined with a growing knowledge of the luxury goods market encompassing interior design, fashion, jewellery, art and how these disciplines can influence the new homes market at every level. In 2018, Tricia was awarded Marketing Firm Director of the Year from the A1 Influential Businesswoman Awards.



#### CAROLYN TREVOR

Carolyn is director of Trevor Lahiff Architects alongside her husband Patrick. Their practice, founded in 1995, specialises in one-off, high-end residential projects for both private clients and developers. TLA's bespoke houses and interiors are informed and stylish, attributed to Carolyn's extensive experience working as both architect and interior designer. The studio has previously won the UK & International Property Design Award for the best new residential development and the Design & Architecture awards from Design et al. Projects range from extensions, to large-scale refurbishments and to new build and refurbishments of country houses in the UK and abroad.



#### PASCAL WENSINK

Pascal, director of EPR Architects, studied architecture at Kingston Polytechnic and South Bank University with a six-month placement at Delft Technical University in the Netherlands. While studying, he joined a design studio in the East End of London, converting industrial and warehouse buildings into live/work units, bars and restaurants. Pascal then became a freelance architect, converting and adapting private homes in and around north London before joining EPR Architects. His projects range from bespoke, one-off houses to large, mixed-use developments and inner city urban initiatives.



#### MATT WHITE

Matt established MATT Architecture in 2012. The studio is based in Leicester Square and enjoys a London-focused reputation for designing award-winning projects that unlock the potential of the most complex and constrained sites – with intelligent, generous and, frankly, opportunistic architecture. Projects include one-off houses in the UK and Europe as well as regeneration and redevelopment work. Matt's residential experience includes multi-unit central London schemes for Candy & Candy as well as his own house, Number 23, which won the Daily Telegraph's Residential Design and Innovative Home awards in 2013. His own new house in Sussex has featured on Channel 4's Grand Designs.



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The team and I look forward to discussing your requirements; please don't hesitate to get in touch.

Best regards,

**Daniel Hill**

Managing director

[dh@whathouse.co.uk](mailto:dh@whathouse.co.uk)

**Whathouse.com –  
the new homes portal**







## WHAT HOUSE DIGITAL



DANIEL HILL,  
MANAGING  
DIRECTOR

WhatHouse.com, the UK's new-home marketplace and audience platform, has delivered another year of record growth, as it continues to identify and provide innovative solutions for the housebuilding industry.

We are seeing record traffic, record lead generation and delivery of local and national programmatic advertising, as well as agreeing long-term contracts with developers and housing associations, with the added value of our listings being viewed on Facebook Marketplace. We are committed to championing new homes, with unrivalled

media experience and industry relationships.

We host the annual WhatHouse? Awards, the biggest and most prestigious accolades in UK housebuilding, and we publish Show House, the industry's leading trade magazine and website.

On WhatHouse.com we publish guides, reports, advice and news on purchasing a new build home. Buyers can find detailed information on Help to Buy, Shared Ownership, part exchange, retirement and mortgages, as well as general and local information guides to buying a new home. We deliver added value to drive awareness and leads to your content, including housebuilder profiles, social media boosts, editorial features on your developments and brand, as well as coverage in email newsletters to our highly targeted and engaged audience.



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**ROCA**

SIAN LANE,  
NATIONAL  
SALES  
MANAGER

What a difference a year makes! As a long-standing sponsor of the awards, we are thrilled we have made it to the first digital WhatHouse? Awards ceremony. It is amazing to see awards going to some outstanding developers, both small and large. If we had spoken in March, I think we would not have expected to see so many

high calibre new houses and apartments completed in such a short time, especially with current constraints. Quality new homes are not only great for the country and economy, but play a hugely important role in a family and individual wellbeing, especially since we are spending far more of our time in this environment. We have seen our developers innovate and adapt their products to suit our new living requirements across the board. With the help and collaboration of the developers, suppliers and subcontractors, we are looking forward to a prosperous 2021.



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BT is a proud sponsor of the 2020 WhatHouse? Awards. With the UK's most reliable broadband technology, BT is bringing the next generation of fibre you can trust. Traditional fibre connections stop at the cabinet in the street with slower copper cables to the home. With full fibre – also known as fibre to the premises or FTTP – we run the fibre all the way to the front door of your customers' homes. No copper cable. No sharing with neighbours. New homeowners are plugged into

the greatest and most reliable network the country has ever seen, leaving more time to unpack and settle in.

BT's full fibre is up to 25 times faster than superfast fibre with up to 10 times faster upload speeds. From tablets and laptops to smart speakers and doorbells – homes are eating-up more broadband than ever before. No matter how many devices are connected, BT's full fibre can keep up.

What's more, here at BT we also have the UK's leading 4G and 5G network: EE. Part of the BT Group, EE has been named the UK's number one network for seven years in a row by RootMetrics. EE came out fastest and most reliable, with the best data performance.



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for more information, contact

**Roger Barrett**

Connells Group Land & New Homes Managing Director

roger.barrett@connellsgroup.co.uk

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# Connells group

## CONNELLS



ROGER  
BARRETT,  
LAND AND  
NEW HOMES  
MANAGING  
DIRECTOR

Connells Group is once again proud to be a major sponsor of the WhatHouse? Awards 2020, demonstrating our continued commitment to the housebuilding industry and celebrating the best in new homes in what has been an extraordinary year for UK housebuilders.

As the UK's most successful land and new homes specialist, it is clear that even with the total lockdown of the market earlier in the year, we are well on track to achieve our objective of selling 18,000 new homes over the last two years, and we pride ourselves on delivering a comprehensive service to meet and exceed the needs of landowners, builders and developers.

Through our team of nearly 100 land and new homes experts, we continue to operate in a Covid-secure environment and provide a full range of services, from initial development

opportunity identification through to selling new homes via our national network of nearly 600 estate agency branches trading under 26 well-known and trusted local estate agency names. With changes around Help to Buy and stamp duty on the horizon, we are working tirelessly with our developer clients in order to optimise the conversion of our new homes pipelines, which are at an all-time high. As a one-stop shop for clients, we offer dedicated new homes conveyancing and mortgage services and can help with assisted move options and part exchange, including via our subsidiary The New Homes Group.

Our multifaceted approach to new homes products, our understanding of the needs of housebuilders, and our ability to market new homes sites of all sizes – from single units to large developments, from shared ownership to retirement properties – effectively make us the first choice for many of the UK's leading builders and developers.

We look forward to celebrating the achievements of all the finalists at this year's unique virtual event.





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Offering long lasting cooking performance with smart connectivity, our **COLLECTION 3** range which includes ovens, hobs and hoods can help families live a healthier lifestyle.

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# Haier Europe



## HAIER EUROPE



DAVID  
MEYEROWITZ,  
CEO

Haier Europe  
is the fastest  
growing

company within the categories of Major Domestic Appliances (MDA) and Small Domestic Appliances (SDA), commanding almost 16% of the global market for household appliances.

Parent company of the Haier, Hoover and Candy brands, we are able to cover all price points and specification requirements, from budget to luxury living with freestanding and built-in appliances.

Our vision is to become the global leader in IoT for home appliances. The shared innovation and know-how synergies between Haier and the Hoover Candy Group enables us to develop some of the most trailblazing connected products and services in the domestic appliance market.

The interest and demand for connected appliances is

increasing rapidly. As European leaders in smart home appliances since 2014, we can offer the most informed and advanced solutions and make them accessible to all consumers. Connected appliances are becoming more prevalent, with a handful of manufacturers leading the way by tapping into demand for connectivity, functionality and bespoke solutions.

Following substantial investment to support key 2020 launches with major, multi-channel marketing campaigns, we have also appointed Mark Armstrong as channel director to drive contract business in the UK and ROI. We are excited to have him on board to provide a dedicated focus on housebuilders and developers. We're delighted to support this year's WhatHouse? Awards, celebrating and championing talent in the homebuilding sector and want to publicly thank the industry for digging deep during the height of the Covid-19 pandemic in its commitment to deliver much-needed new properties.





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BOYLE,  
HEAD OF  
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PROPERTY

Moneypenny is thrilled to be sponsoring this year's WhatHouse? Awards, the UK's largest event of its kind. It is the perfect opportunity to recognise and celebrate the fantastic achievements within the housebuilding industry over the last 12 months. Trusted by over 2,500 estate agents, commercial agents, housebuilders, and housing associations across the country, Moneypenny is the UK's leading provider of outsourced communications. Thanks to our dedicated team of property receptionists, we capture enquiries around the clock, providing seamless multi-channel support through our Telephone Answering, Live

Chat and Outsourced Switchboard solutions; ensuring housebuilders are capturing every opportunity in the most cost-effective way possible. As the world experiences its biggest shift yet, we've continued to develop our products in line with client demand, allowing housebuilders to think forward and satisfy the changing needs of their customers. This has included the introduction of innovative tools such as our Chat Bot, which boosts efficiency by prioritising and triaging your most valuable leads, enabling you to quickly and securely capture contact details and log key enquiry information. And our Client Services, which provides an extra pair of hands whenever you need, for tasks such as outbound calling, appointment booking, and lead handling – saving precious time and resources.



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Where the housebuilding  
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**What House? Awards**  
The biggest accolades  
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Contact Rupert Bates: [rb@globespanmedia.com](mailto:rb@globespanmedia.com)

# showhouse

## SHOW HOUSE



RUPERT  
BATES,  
EDITORIAL  
DIRECTOR

Show House magazine is the leading trade title for UK housebuilders and new homes suppliers, read by all the key decision-makers and influencers in the industry. Show House is business with personality, with an emphasis on profiling leading figures within the industry and what makes them and their companies tick, as well as covering all the latest housebuilding news and views. Show House combines hard-hitting comment with specialist features. It also showcases the very latest products and services from suppliers and gets under the skin of the latest

government policy.

It is highly regarded within the industry, not just for the depth and breadth of its coverage, but the way it combines serious debate with, where appropriate, a light touch on the tiller, making it an enjoyable and informative read.

For advertisers, the monthly magazine provides an excellent forum to promote products and services, whether a company is deeply ingrained in the industry or with a view to breaking into this multibillion-pound marketplace.

We also run a compelling and engaging events programme, focusing on key issues and helping to shape the future of the industry, including new homes debates, featuring high profile panellists and hosts in front of senior level, invited audiences, as well as specialist round tables, all with excellent sponsorship opportunities.



# heylo partnering with housebuilders and Homes England to support you through these difficult times

## Still open and contracting on new business daily

Established in 2014, heylo is a 'for profit' Registered Provider which works in partnership with national, regional and local housebuilders to deliver Home Reach. A scheme which allows housebuilders to make existing private homes affordable and more saleable by enfranchising the market with lower deposit and income requirements.

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Provides additionality by widening your customer base, including access to supplementary markets such as rental sector and cash purchasers (enfranchises 300% more buyers than Help to Buy)



Less upfront purchase costs for customers including Stamp Duty and reduced deposits easing entry into home ownership



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Proven to assist buyers to purchase and trade up to the right size home, that fits and accommodates their family's need



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Provides more effective and appealing marketing routes through property portal search engine and visually strong offers for potential buyers through reduced percentage of ownership



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Supported by the HBF, inclusion of Home Reach in the customer satisfaction surveys towards its members star rating – as housebuilder customer journey remains the same



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Homes  
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The key to home ownership

## HEYLO



ANDREW W  
GÉCZY,  
GROUP CEO

heylo is delighted to be sponsoring the prestigious WhatHouse? Awards for the third year running.

For heylo, these awards provide the perfect platform to celebrate the success and recognise the hard work of our housebuilder partners, who continue to integrate and promote Home Reach and

the part buy, part rent tenure as a main route to access homeownership.

Established in 2014, heylo has created one of the largest part buy, part rent programmes in the UK. Our Home Reach scheme is designed to increase the pool of potential buyers, accelerate sales and support build rates, with an offer similar to Help to Buy. Home Reach is currently live on over 230 developments with 60+ national, regional and local housebuilder partners. With Help to Buy's criteria changing in March 2021, it provides a real alternative.



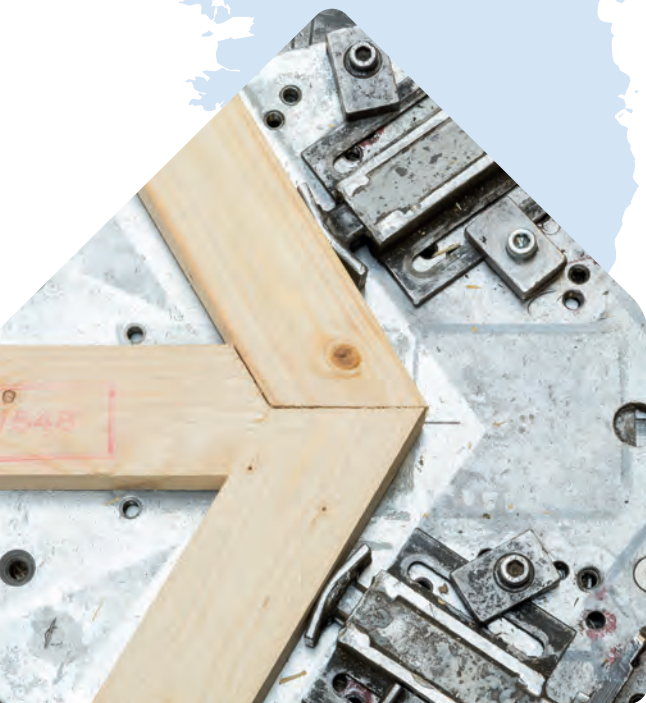


Robinson  
Manufacturing  
Limited

A light blue silhouette map of the United Kingdom is centered in the background. Six blue location pins are placed across the map: one in the north, one in the northeast, one in the east, one in the southeast, one in the south, and one in the southwest.

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## Robinson Manufacturing Limited

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SIMON  
KIDNEY,  
CEO

Robinson Manufacturing Limited specialises in manufacturing high-quality timber engineered roof trusses, floor joists and timber frames. With seven factories across the UK and an in-house delivery fleet, Robinson Manufacturing (RML) provides reliable national supply to national, regional and local housebuilders, commercial developers, architects and contractors.

The success of RML is built on our ability to build strong relationships with our customers and the personal commitment of our outstanding people, who have grown with the

company since its beginnings as a family business.

The dedication of everyone who works at RML to customer satisfaction, open communication and quality, from design to delivery, is unrivalled. We are fully ISO 9001:2015 accredited and offer dedicated customer service contacts, ongoing technical support and a market-leading design team.

We provide commercially efficient, professionally engineered solutions supported by ongoing investment in infrastructure, design and manufacturing processes as well as a proactive environmental programme to ensure sustainable manufacturing.

We are delighted to be partnering again with the sector's most prestigious Awards. Celebrating success and innovation will continue to motivate the sector and all involved with it – including us – to take pride in working to the highest possible standards.





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## TIDYWORK STUDIO



HARRISON  
SMITH,  
FOUNDER &  
DIRECTOR

At Tidywork Studio we pride ourselves on our ability to deliver the highest quality CGI, virtual tours, interactive apps, film and photography solutions for developers all over the UK and internationally.

A team of committed individuals, we have a broad in-house skillset that can deliver high production-quality services with the flexibility to craft multiple great value packages, to provide the optimum cost to our clients. Now in our eighth year as a studio, our client base continues to grow along with our wealth of knowledge of the industry and the associated technology required to fulfil client needs. In this year of

uncertainty, we have been at the forefront of digital imagery and align our offering, our resources and our thought process to cutting-edge solutions, bridging the gap between hesitant homebuyers and developments via virtual tours, animation, CGI, photography and video fly-throughs.

We are able to arm sales and marketing teams with a broad collection of collateral in order to ensure that properties are still viewed and sold in a virtual format and, where units are ready, digital image enhancements, such as soft and hard furnishings, are dropped into stock unit photography.

With a vast portfolio of projects and clients, from private developers to national housing associations, we have proven ourselves to be a resilient, trustworthy and technically capable creative studio with client satisfaction at the core of everything we do.





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## GREEN LIGHTING



ANTHONY  
OTTWAY,  
MANAGING  
DIRECTOR

Through specification, Green Lighting has successfully been supplying lighting and alarms to the housebuilding industry for over 20 years. On that journey we have won numerous awards including the Queen's Award for Enterprise twice and the Princess Royal Training Award. The benefits of having a partnership with Green Lighting include the supply of industry-leading products such as our Eco800 downlight (the most cost-effective downlight on the market at under 10p per lumen) and our comprehensive range

of lanterns for all house designs. Green Lighting's products exceed the relevant building regulations and utilise the latest technologies in lighting and alarm manufacturing. We have a proven track record of supply and reliability within the industry and offer award-winning follow-up customer care support to your homeowners. Additional benefits from Green Lighting include access to a vast range and knowledge of decorative lighting for show homes, view homes, and stock plots. This enables sales teams to take control and gain full traceability of all decorative lighting installed. A partnership with us also gives automatic access to our show home décor at [glal.uk](http://glal.uk), enabling the housebuilder to offer valuable sales incentives, as well as personal discounts to their staff.





# The blueprint for structural warranties

The Q Policy is a Structural Defects Warranty for new build, refurbishment and conversion developments. Whether you're a developer or builder, we offer sound advice, support and insight - improving standards, one house at a time. For a better and smarter way to build homes call **0333 577 2800** or visit: [qassurebuild.co.uk](https://qassurebuild.co.uk)



**THE Q POLICY**



## THE Q POLICY

### Q ASSURE BUILD



CLARE M  
THOMAS,  
MANAGING  
DIRECTOR

In what has been a challenging year for everyone, Q is delighted to have the opportunity to celebrate the very best housebuilders in the UK as a sponsor of the WhatHouse? Awards 2020.

As a structural warranty provider, Q partners with companies committed to building properties of the highest standards.

Our team has a wealth of experience and works hard to maintain focus on customer needs. We work with site teams during the construction phase, providing advice and support, to help get your new and converted homes right first time. This is good news for

developers and builders and great news for homeowners, whose new homes are built to exacting standards by companies that really put their customers first.

Through a turbulent economic landscape, our industry has demonstrated real resilience and adaptability in 2020, proving yet again to be one of the most stable and important sectors of the UK economy, driving change and innovation to build the best houses possible.

We have been particularly impressed by the way our clients have been able to adapt their site conditions this year, putting measures in place to keep their teams (and our surveyors) safe in the midst of the pandemic, in order to deliver high quality homes to consumers.

Congratulations to all the WhatHouse? Awards winners this year.



# LAUFEN



[WWW.LAUFEN.CO.UK](http://WWW.LAUFEN.CO.UK)

COLLECTION VAL  
Design by Konstantin Gröb

# LAUFEN

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## LAUFEN



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LAUFEN &  
ARMANI ROCA  
MARKETING  
MANAGER

The Laufen brand has been developing new and exciting sanitaryware with renowned Swiss precision for over 125 years. Innovators of the bathroom space, Laufen believes in great design – combining its Swiss heritage with forward-thinking designs that continue to revolutionise the bathroom sector. Its approach to bathroom solutions allows developers to create a statement yet exceed

the needs of the customer with designs that are also functional spaces.

Laufen has a long-standing relationship within the housebuilding community, creating bathroom collections that offer housebuilders products of outstanding quality without compromising on design or innovation. We are more delighted than ever to be sponsoring the WhatHouse? Awards this year. It is the leading awards for housebuilding and property development in the UK and truly celebrates the best within the industry. In this challenging year we look forward to celebrating the achievements of all the winners.





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# Alfresco

## porcelain paving

Achieve external floors in days not weeks with the N&C Alfresco porcelain paving collection, which features a series of co-ordinating 10mm indoor and 20mm outdoor porcelain tiles that have been cleverly designed to seamlessly connect any inside environment with the outdoors to achieve a smooth transition and expansion of space. This collection is perfect for external patios, terraces and balconies. Install with Nicobond Terra Level System and achieve a clean, seamless floor in days.



Order your NEW  
N&C Alfresco Porcelain Paving Now!  
[www.nichollsandclarke.com/downloads](http://www.nichollsandclarke.com/downloads)

# N&C

wet rooms • tiles • showering

## N&C



RICHARD  
HILL, SALES  
DIRECTOR

Nicholls & Clarke Group is the UK's leading manufacturer and supplier of complete wet rooms, showers, wall and floor tiles and external porcelain paving to the housebuilding industry.

Wet room usage continues to grow while also adding additional value to new homes. Today's design-conscious consumer aspires to own a wet

room and N&C offers some of the UK's largest and smallest housebuilders a warranted, British manufactured, total wet room solution for little more than the cost of a standard en suite shower tray and enclosure.

Also, with a growing focus on building for our ageing population, wet rooms offer attractive, tiled, level-access showering, adding value with prospective purchasers.

N&C has been manufacturing and distributing wet rooms to the UK building industry for decades and is recognised as the authority in wet room systems.





Most popular  
German kitchen  
brand.

# *Living in the kitchen.*

Do you like a youthful, fresh look or prefer it elegant or classic?  
Whichever – Nolte Küchen gives you all the options. Best example here is our platinum grey colour shade: exactly to your taste, you can use it to turn the kitchen into your favourite room. From Scandinavian and trendy to exclusive and elegant, ultimately it's all a matter of your personal preference.

# nolte<sup>®</sup>

## KÜCHEN

### NOLTE KÜCHEN



MANFRED  
VAN GINKEL,  
EXPORT  
DIRECTOR

Nolte Küchen has been sponsoring the Awards for 13 years. We offer next-to-bespoke designs for every taste and budget and pride ourselves on providing the right kitchen for every project.

Our Nolte showroom in London showcases the latest from Germany's favourite

kitchen brand – the title Nolte Küchen has held since 2015 – and the showroom gives a good insight into our vast portfolio, with just under 200 frontal variations and many more handleless options. Highlights include a new addition to our PORTLAND genuine cement door and platinum grey as a versatile shade covering all major finishes throughout the price groups. With authentic reproductions as alternatives for every genuine material in our catalogue, there are also new options for metallic finishes.





**Hamro Plc are innovators  
of Part Exchange in the  
retirement sector.**

When it comes to Part Exchange, Hamro is passionate and believes in making a difference.

For us it is more than just buying a property, we are motivated by building relationships.

**HAMRO.CO.UK**

 @hamroplc  @hamroplc  hamro plc

**HAMRO**

Q KHAN,  
CEO

Part exchange is a significant and valuable option to conventional property marketing. There are many benefits of part exchange, both financial and otherwise, that make it so attractive to so many

of our developers and their purchasers alike.

Hamro Plc provides part exchange for not only mainstream but smaller developers too. We are passionate and believe in making a difference.

We sincerely wish everyone can get through these challenging times and are proud to be associated with such a prestigious event in the property and housebuilding world.



# Our New SME Membership Platform

- ✓ Guaranteed Quality Leads
- ✓ Build Your Brand
- ✓ Forums and Insight



Our brand new initiative is an exciting and valuable way to deliver customers exclusively to housebuilders building up to 250 units per annum. With precision marketing and GUARANTEED lead generation.

## Membership Benefits

- Unlimited Development Listings.
- Whathouse.com will run marketing campaigns in and around the geographical locations of your developments by promoting the benefits of buying new. In addition, we will utilise our databases, perform paid search, run social media campaigns and hyperlocal programmatic advertising.
- Precision marketing and GUARANTEED lead generation.
- Telephone leads pre-qualified by our 24/7 call service partners Money Penny enabling data collection and faster sales progression.
- Featured on our weekly and monthly email newsletters. A combination of generic content promoting new builds as well as regional targeting spotlighting your company and current and future developments.
- Access to our self-serve editorial platform. Enabling members or their PR consultants to distribute news releases/promotions/launches across whathouse.com, News aggregators, Google News and our 40,000 plus and growing social media followers.
- Guaranteed sales growth, brand building, quarterly insights and forums.
- **All the above at an incredibly cost-effective subscription rate.**

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