



WhatHouse? **AWARDS** 2017

Entry Prospectus

**DEADLINE
10TH JULY**

www.whathouse.com

Grosvenor House hotel, Park Lane, London, 17th November 2017



Welcome

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

Then we proudly invite your entries to the WhatHouse? Awards 2017 – the Oscars of the housebuilding industry and now in their 36th year.

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

The new homes market has continued to make headlines in 2017, testimony to its importance politically, economically, socially and environmentally.

But beneath the supply crisis lies an even greater and deeper problem – the skills shortage. Even with every barrier to building removed, the industry simply does not have the labour force to build the houses, with shortages across the supply chain.

Housebuilding's biggest challenge is training and recruiting and while desperately trying to fill the jobs of today, the industry also has a huge job to market itself as a career of choice for young people tomorrow; to educate schools and parents on the opportunities of rewarding careers – benefits that are simply not trumpeted loudly enough.

So we are delighted to team up with former England rugby captain Lawrence Dallaglio helping the teenagers his charity helps and showing them what our industry, in all its infinite variety, can offer.

A WhatHouse? Award shouts quality and prestige and whatever the hurdles it is imperative for the industry's reputation that standards of build are maintained and enhanced.

The WhatHouse? Awards help drive up standards, with winners setting new benchmarks for quality of construction, architecture, community and public realm.

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

As Lord Hague wrote in Show House in April: 'Housebuilders have a genuine passion for creating the homes people will be proud to live in. They are one of the engines of our economy.'

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

Good luck and thank you for your support

Rupert Bates
Editorial Director
WhatHouse?





WINNING

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

TAKING PART

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

THE JUDGING

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

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

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

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

PUBLICITY

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

House and extensive coverage on WhatHouse.com.

Selected entrants will also be highlighted editorially on WhatHouse.com ahead of the Awards.

SPONSORS

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

GALA PRESENTATION LUNCHEON

The housebuilding industry's event of the year, in the presence of the biggest and most influential names in the property market, will be held at London's Grosvenor House hotel, Park Lane, on Friday 17th November 2017.

2017 SPONSORS



Download more entry forms at www.whathouse.com

#WhatHouseAwards



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CATEGORIES

1. Housebuilder of the Year

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

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

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

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

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

2. Best Large Housebuilder

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

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

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

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

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

3. Best Medium Housebuilder

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

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

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

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

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

4. Best Small Housebuilder

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

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

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

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

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

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

5. Housing Association of the Year

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

6. Best Build to Rent Project

NEW: This is a new category for 2017 acknowledging the significant growth of Build to Rent schemes within the Private Rented Sector.

With such developments primarily aimed at young professionals and families wanting to enjoy work and lifestyle flexibility and mobility, entries should offer high standards of design, innovative social hubs and leisure facilities and dedicated on-site management services to fulfil the needs of the development’s tenants.

As well as details of the scheme built specifically for rent, entries should include



Hill – Best House



Huntismere – Best Luxury House



Crest Nicholson – Best Partnership Scheme

a statement of management ethos, including customer care policies, focus on community vibe and any other supporting material relating to the functionality and design of the building that makes it worthy of winning an award in this exciting new category.

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

7. Best Starter Home Scheme

With ever increasing mortgage criteria to meet, the judges are looking at starter homes – either stand-alone developments or within wider housing schemes – that not only offer quality, value-for-money properties for entry level budgets, but also give first-time buyers a variety of options and initiatives to help them onto the first rung of the housing ladder. Affordable housing schemes from housing associations, shared equity initiatives, mixed-tenure projects and joint ventures between private and public sector are all eligible.

8. Best House

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

9. Best Apartment Scheme

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

10. Best Luxury House

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

11. Best Renovation

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

12. Best Development

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

13. Best Partnership Scheme

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

14. Best Luxury Development

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

15. Best Mixed Use Development

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

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



Audley – Best Retirement Development



Berkeley Homes – Best Regeneration Scheme



A2 Dominion Group – Best Exterior Design

16. Best Retirement Development

This award will be presented to the company that has produced the best overall package for elderly customers. The design of the development, including accessibility and adaptability, will be considered, as well as the quality of additional services and amenities in delivering outstanding homes and care facilities. The developer's overall commitment to the promotion and enhancement of retirement living is also important. This category covers age-restricted housing, sheltered accommodation, assisted senior living, retirement villages and developments offering a full range of care options to residents.

17. Best Sustainable Development

This category will reward eco-housebuilders developing schemes that show an unwavering commitment to all aspects of sustainability, energy efficiency and the environment, with an eco-ethos running through the company from top to bottom. Judges will be looking for innovative, low carbon developments that use sustainable materials and energy-saving appliances and technology throughout the supply chain.

18. Best Regeneration Scheme

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

19. Best Interior Design

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

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

20. Best Exterior Design

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

21. Best Public Realm

This category embraces every aspect of public realm in terms of landscaping, parks, open space and facilities for local residents.

Public realm includes commissioned works of art or cultural attractions and other innovations by housebuilders to enhance the public space in and around their new developments.



Dallaglio RugbyWorks

“We are delighted to partner with the WhatHouse? Awards and Show House magazine.

Dallaglio RugbyWorks is an intensive, long-term skills development programme based on rugby, through which we aim to get teenagers outside of mainstream education into sustained education, employment or training,” says Lawrence Dallaglio, the former England rugby captain, World Cup winner and founder of the charity.

“The housebuilding industry faces a massive skills shortage

and is looking to drive young people, from all walks of life, to its doors and through them. We look forward to working with the industry on employability days and other initiatives to showcase the huge variety of opportunities.”

Show House magazine regularly highlights the need to find new talent, not just today, but for generations to come.

“This year we launched a jobs board for housebuilders and the new homes supply chain - from apprentice to chief executive. With the need to educate, train, recruit and mentor, partnering with Dallaglio RugbyWorks is a natural fit and a great charity to be involved with,” says Rupert Bates, editorial director of the WhatHouse? Awards and Show House magazine.

OFFICIAL ENTRY FORM

Further information and additional entry forms can be downloaded at www.whathouse.com

Closing date for entries: Monday 10 July 2017

Please complete and include within each individual entry



DETAILS OF SUBMISSION

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

Developer:

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

Name of development:

Address of development:

Date of completion of building work (month and year)

Contact details for person responsible for entry:

Name:

Position:

Tel No:

Email:

Company:

Address:

Postcode:

Website:

I enclose (please tick entry requirement boxes)

Plans (where applicable)

Photographs (for use at the Gala Presentation)

(Digital and hard copy. Digital photography MUST be minimum resolution of 300dpi)

Logo

(Digital copy of developer's logo for use on award-winning plaques)

Costs

Each individual entry will cost £450 + VAT.

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

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

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

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

Download more entry forms at www.whathouse.com

Please send entries to:

Derek Smith, WhatHouse? Awards,

Globespan Media Ltd, Fifth floor,

291-299 Borough High Street, London SE1 1JG

Telephone: 020 7940 1070 Email: ds@whathouse.com

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

PTO for Conditions of Entry

CONDITIONS OF ENTRY

1. The work entered in any category should have been largely completed or due for completion between 1 January 2016 and 30 June 2017. Individual units on a partially completed site, where the submitted work was completed between the above dates, are eligible. In categories where whole developments are entered, at least the first phase or a significant part of the development, must have been completed between the above dates. Essentially, there needs to be sufficient work completed for the judges to be able to form a considered opinion

HOW TO ENTER

2. All entries must be submitted with the attached official entry form (which can be photocopied). Plans, written material and photographs should be submitted flat and preferably in an A4 size wallet or folder.
3. The entry forms must be completed in full and the conditions of entry strictly adhered to. Every individual entry will cost £450 + VAT payable by cheque or BACS.

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

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

PLANS

8. In all categories where the overall quality of a development or individual unit is being assessed, entries, where applicable, should include internal and external plans, landscaping, location plans and site layouts. Room sizes and total floor areas should also be given, together with prices. All plans should be reduced to A4 or A3 folded.

DESCRIPTION

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

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

Please note that we do not publish shortlists in advance and the Awards results are only announced at the Presentation Luncheon on 17 November at the Grosvenor House hotel.

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

ENTRY DEADLINE: MONDAY 10 JULY 2017

FOR ALL AWARDS ENQUIRIES PLEASE CONTACT DEREK SMITH.

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