What House? AWARDS 2025

In association with

wondrwall

ENTRY PROSPECTUS

Entry Deadline
18 July 2025

JW Marriott Grosvenor House
Park Lane, London
21 November 2025

WELCOME

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

We proudly invite your entries to the WhatHouse? Awards 2025 – the Oscars of the housebuilding industry – now celebrating their 45th year as the most prestigious accolades in new homes.

A WhatHouse? Award is a mark of excellence, recognising the vision, innovation, and customer-first approach of housebuilders, housing associations, and their partners. It honours those who, alongside an outstanding supply chain, are delivering high-quality homes across all price ranges.

Our sponsors are leaders in their fields, playing a vital role in driving forward the success of Britain's new-build sector.

We look forward to receiving your entries and celebrating the very best in UK housebuilding.

Good luck, and thank you for your support.

Rupert Bates

Editorial Director, WhatHouse?

To view the 2024 Awards highlights go to:

The WhatHouse? Awards are an industry staple – everyone in our sector knows what they are, and they know what it means to win one. We have always looked at the winners of each category not just as the best of the best, but they set a standard for the entire industry to strive towards.

Shelley West, group sales and marketing director, City & Country, Housebuilder of the Year 2024

Rupert Bates

City & Country Group

2024 host James Nesbitt

Images: Philippa Gedge Photography

Book your tickets for the Gala Luncheon now at www.whathouse.com/awards

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 online 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, brochures and videos (where available) and why the entry is worthy of being considered for the industry's top accolades. Please refer to Conditions of Entry on page 9 for details of what is required in your online presentation.

THE JUDGING

When all online 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.
Shortlists are not published in advance of the presentation ceremony. Selected entries will then be visited where applicable and a 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 online at the conclusion of the WhatHouse? Awards presentation ceremony. The judges' decisions are final and no correspondence will be entered into.

PUBLICITY

Award-winning housebuilders and developments will receive widespread national, local, trade, digital and social media coverage, promoting the builders of the best new homes in Britain, including a supplement in the industry's leading trade magazine, Show House, and extensive online coverage on Showhouse.co.uk and WhatHouse.com.

SPONSORS

There are still a limited number of sponsorship opportunities available. For further information please contact Derek Smith on: 020 7940 1070, email: ds@whathouse.com

GALA PRESENTATION LUNCHEON

The housebuilding industry's event of the year, in the presence of the biggest and most influential names in the property market, will be held at London's JW Marriott Grosvenor House, Park Lane, on Friday 21 November 2025.

To book your seats download the booking form at: www.whathouse.com/awards

2025 SPONSORS

HEADLINE SPONSOR

wondrwall

GOLD SPONSORS

What House? · TriConnex · Tobermore Hard landscaping. Made easy. · Athena Surfaces · heylo · Home Reach The Key to Home Ownership · Beko Your appliance solution partner · Roca · Mitsubishi Electric · Connells group · N&C Nicholls & Clarke Group · showhouse · Laufen

SILVER SPONSOR

WMS Underfloor Heating

BRONZE SPONSORS

Spring Make your move · moveplus · English Estates Communities & Conservation

Go to www.whathouse.com/awards to access the Online Entry

WONDRWALL: WHATHOUSE? AWARDS HEADLINE SPONSOR

We are delighted to announce Wondrwall as headline sponsor of the 2025 WhatHouse? Awards.

Wondrwall is bringing state-of-the-art solutions that enable housebuilders to build zero carbon homes and create a future where sustainable, carbon-free living is achievable and accessible. We sat down with Wondrwall's CEO, Daniel Burton, to learn more about its pioneering mission and what it is most excited for at this year's Awards.

Can you tell us about Wondrwall and what makes your technology unique in housebuilding?
Wondrwall provides a technical and financial solution to enable housebuilders to build zero carbon homes today at the same price as gas heated homes while still reducing the net monthly outgoings for homeowners.

Our Home Energy Management System (HEMS) is the only AI-powered HEMS solution that fully integrates all net-zero technologies within the built environment. Every day, Wondrwall analyses approximately 20,000 data points per home to automatically reduce energy demand from our all-electric space heating and hot water integrations. By learning household behaviours and performance, our system intelligently manages energy usage. Additionally, we incorporate tariff and weather data, enabling the HEMS to accurately predict solar generation and optimise the use of low-cost, off-peak electricity from the grid when required.

We are one of the few companies globally that offers both Amazon Alexa and SONOS integration in our hardware and the Wondrwall app allows full control over the home's lighting, heating, and security while also providing an intuitive user experience for those interested in their home's energy performance. However, thanks to our AI-driven automation, only minimal user interaction is required for Wondrwall to achieve carbon reductions and cost savings.

What inspired Wondrwall to sponsor the WhatHouse? Awards this year?
The housebuilding industry is undergoing one of the most significant transformations in a generation. Despite immense pressures, many developers are delivering exceptional work, building homes and communities where families can thrive while minimising our environmental impact.

We believe it is important to recognise and celebrate these achievements. By shining a light on these developers, hopefully we can set an example for the industry and inspire further innovation in sustainable housebuilding.

How is Wondrwall's smart technology shaping the future of sustainable living?
With homes accounting for nearly a third of total emissions and around 20% of the UK's total energy consumption, decarbonising residential properties is crucial to achieving a clean energy transition and reaching net zero.

However, the electrification of domestic heating and transport presents significant challenges. Increased demand could triple the load on the grid, which, without improvements, would require substantial investment – leading to higher taxation and energy costs, especially for those already facing rising living expenses.

Wondrwall provides a smarter solution by enabling greater distributed energy generation. Our system maximises the use of solar PV, increasing the levels of energy generated close to the point of use. AI-optimised energy storage further helps to flatten peaks in demand. Furthermore, our Energy Service Contract (ESC) funded model removes the cost barriers to this technology – accelerating the shift toward sustainable living that benefits homeowners financially in the process.

What are you most excited for at this year's WhatHouse? Awards?
As a technology company with a mission to transform how we live and consume energy,

we firmly believe that carbon-free living is achievable and should be accessible to everyone. We are especially looking forward to seeing which developers are pushing the boundaries in terms of innovation and achieving the greatest climate impact.

What's next for Wondrwall in 2025 and beyond?
We recently launched our new Air Source Heat Pump, which, when integrated with our HEMS, creates the world's most intelligent heat pump system – capable of reducing heating energy costs by over 80%. Additionally, we have introduced a new range of residential energy storage solutions, including an all-in-one battery and inverter, along with a completely redesigned intelligent EV charger. These innovations provide significant benefits for both housebuilders and homeowners, and we are excited to start rolling these out in 2025.

This year will also see the first wave of ESC homes go live. ESC enables housebuilders to install in-roof solar PV, battery storage, and EV chargers without any upfront costs. Instead, the cost is recovered through an energy management standing charge, which includes all maintenance and is designed to be lower than the energy savings Wondrwall generates.

For housebuilders, this means they can deliver next-generation net-zero homes with a higher EPC rating – at the same cost as homes built under Part L 2021. For homeowners, it ensures a higher-specification, sustainable home with reduced running costs and no future retrofit expenses.

Book your tickets for the Gala Luncheon now at www.whathouse.com/awards

1. HOUSEBUILDER OF THE YEAR

No entry is required for this category, as the award will be made exclusively from online 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.

City & Country

It is important that all housebuilders, large, medium and small, enter into either category 2, 3, or 4 to be eligible for the top award.
As well as the quality, design and range of the houses built, all aspects of the housebuilder's performance will be assessed, including: the influence of senior management, staff values, recruitment & training, sustainability initiatives, marketing, homebuying assistance schemes, aftersales service and customer care, etc.
This is not an award for the biggest or most conspicuous; it is an award for the best and is open to all housebuilders, large or small who enter categories 2, 3 and 4.

2. BEST LARGE HOUSEBUILDER

(1,000 units or more a year. Please state number)
This is an important category for all volume housebuilders in the UK to enter. If you do not enter your company into this category you will not be eligible to compete for Housebuilder of the Year.
As well as the quality, design and range of the houses built, all aspects of the housebuilder's performance will be assessed, including: the influence of senior management, staff values, recruitment & training, sustainability initiatives, social impact, marketing, homebuying assistance schemes, aftersales service and customer care, etc.
This award is only open to companies building at least 1,000 units a year.
All entrants in this category will automatically be considered for the Housebuilder of the Year award.

3. BEST MEDIUM HOUSEBUILDER

(100-999 units a year. Please state number)
This is an important category for all medium-size housebuilders in the UK to enter. If you do not enter your company into this category you will not be eligible to compete for Housebuilder of the Year.
As well as the quality, design and range of the houses built, all aspects of the housebuilder's performance will be assessed, including: the influence of senior management, staff values, recruitment & training, sustainability initiatives, social impact, marketing, homebuying assistance schemes, aftersales service and customer care, etc.
This award is only open to companies building between 100 and 999 units a year.
All entrants in this category will automatically be considered for the Housebuilder of the Year award.

4. BEST SMALL HOUSEBUILDER

(Less than 100 units a year. Please state number)
This is an important category for all small housebuilders in the UK to enter. If you do not enter your company into this category you will not be eligible to compete for Housebuilder of the Year.
As well as the quality, design and range of the houses built, all aspects of the housebuilder's performance will be assessed, including: the influence of senior management, staff values, recruitment & training, sustainability initiatives, social impact, marketing, homebuying assistance schemes, aftersales service and customer care.
This award is only open to companies building less than 100 units a year.
This is an opportunity for brand new companies having recently completed their first developments, or established small, niche housebuilders.
All entrants in this category will automatically be considered for the Housebuilder of the Year award.

5. BEST BUILD TO RENT DEVELOPER

This category recognises the significant growth of build to rent schemes, with judges looking for the best developers and operators in this increasingly significant and influential asset class.
This is for developers operating across the sector's eco-system, whether they are delivering tailored apartments, single family housing, senior living, or purpose-built student accommodation (PBSA).
Entries should showcase relevant developments and the property management companies, highlighting the importance of design, location, amenities, value-for-money, interactive social hubs, working space and leisure facilities, as well as dedicated onsite services to support the needs of the tenants.
Cutting-edge technology and design and innovative product and lifestyle partnerships will be considered, together with all aspects of the developer's performance, leading the way in the BTR sector, including the influence of senior management, staff values, recruitment & training, sustainability initiatives, marketing, social impact and customer care.

Book your tickets for the Gala Luncheon now at www.whathouse.com/awards

6. BEST RETIREMENT HOME DEVELOPER

An award for the best developers serving the retirement home community. Judges will be looking at the overall package of home support and care provided for residents. Development designs and product quality across the portfolio, including accessibility, adaptability and use of technology to support residents, will be considered, as well as the quality of additional services and leisure amenities in delivering outstanding homes and care facilities.

The developer's overall commitment and contribution to the promotion and enhancement of retirement living is also important.

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

7. BEST STARTER HOME SCHEME

With ever-increasing mortgage criteria to meet, the judges are looking at starter homes – either standalone developments or within wider housing schemes – that not only offer quality, value-for-money properties for entry-level budgets but also provide accessible pathways to homeownership. Shared ownership plays a crucial role in this, offering first-time buyers a more affordable route onto the housing ladder. The category also welcomes entries from affordable housing schemes led by housing associations, shared equity initiatives, mixed-tenure projects, and joint ventures between the private and public sectors.

Q Developments

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.

Judges want to see evidence of a minimum of three of the house types, either on one scheme or across multiple developments. Please include price, size and locations.

This is not an award for a bespoke, one-off house (see Best Luxury House category).

9. BEST ENERGY EFFICIENT HOME

This category recognises housebuilders and their supply chain who have gone above and beyond in tackling household bills and the cost of living, allied to smart, connected technology to support and augment the running and performance of the home, including renewable energy products and the best broadband provision.

The integrated home must be intelligent and efficient, but also practical and functional, meeting consumers' needs and expectations, with design and build quality still core values. Homes that marry energy efficiency with smart technology and sustainable materials.

10. 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.

11. 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.

12. 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.

Go to www.whathouse.com/awards to access the Online Entry

13. 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.

Ballymore

14. 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, or any other sectors or institutions partnering with housebuilders to meet housing need.

15. BEST LUXURY DEVELOPMENT

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

Altin Homes

16. 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, environmental 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 significant residential element, combined with commercial, retail, leisure, or other relevant uses.

17. BEST SUSTAINABLE DEVELOPMENT

This category will reward housebuilders developing schemes that are an exemplary response to cutting carbon emissions and enhancing biodiversity, be they urban projects or a rural housing development.

The development must be innovative and demonstrate sustainability from land acquisition through planning, design, supply chain, materials and building techniques.

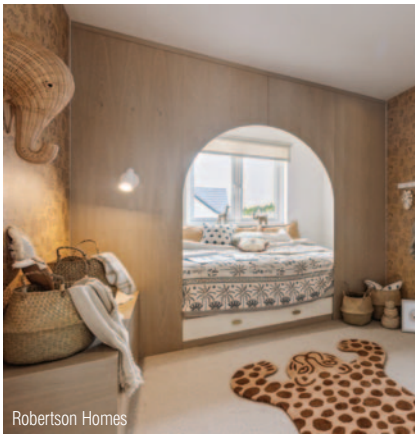
Winning projects will not only be energy-efficient but must support the environment, as well as have positive social impact. The housebuilder should also demonstrate a culture of sustainability throughout its business and supply chain.

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 remains 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. The submitted properties should be available to view and supported by extensive photography.


Robertson Homes

Book your tickets for the Gala Luncheon now at www.whathouse.com/awards

20. BEST EXTERIOR DESIGN

This category is for the best looker.

A striking housetype, façade or development profile, oozing kerb appeal, style and quality of build. 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 PLACEMAKING

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

Judges are looking for housing developments amid wider communities that support and enhance nature-based solutions, showcasing renewable energy infrastructure, conservation and ecology, working in partnership with experts and other key stakeholders.

As well as the natural environment, entrants must also champion civic pride and public open space, be it through cultural attractions or community projects and show a commitment to the health and well-being of residents.

This category is open to housebuilders, large and small, but also progressive landed estates across the country, with residential schemes, partnerships with housebuilders, as part of the estate's wider business portfolio – developers as custodians and legacy builders, seeking long-term collaboration and legacy to meet housing need across all tenures.

OFFICIAL ENTRY

We only accept online entries via the form on our website **www.whathouse.com/awards** or **www.showhouse.co.uk/what-house-awards**

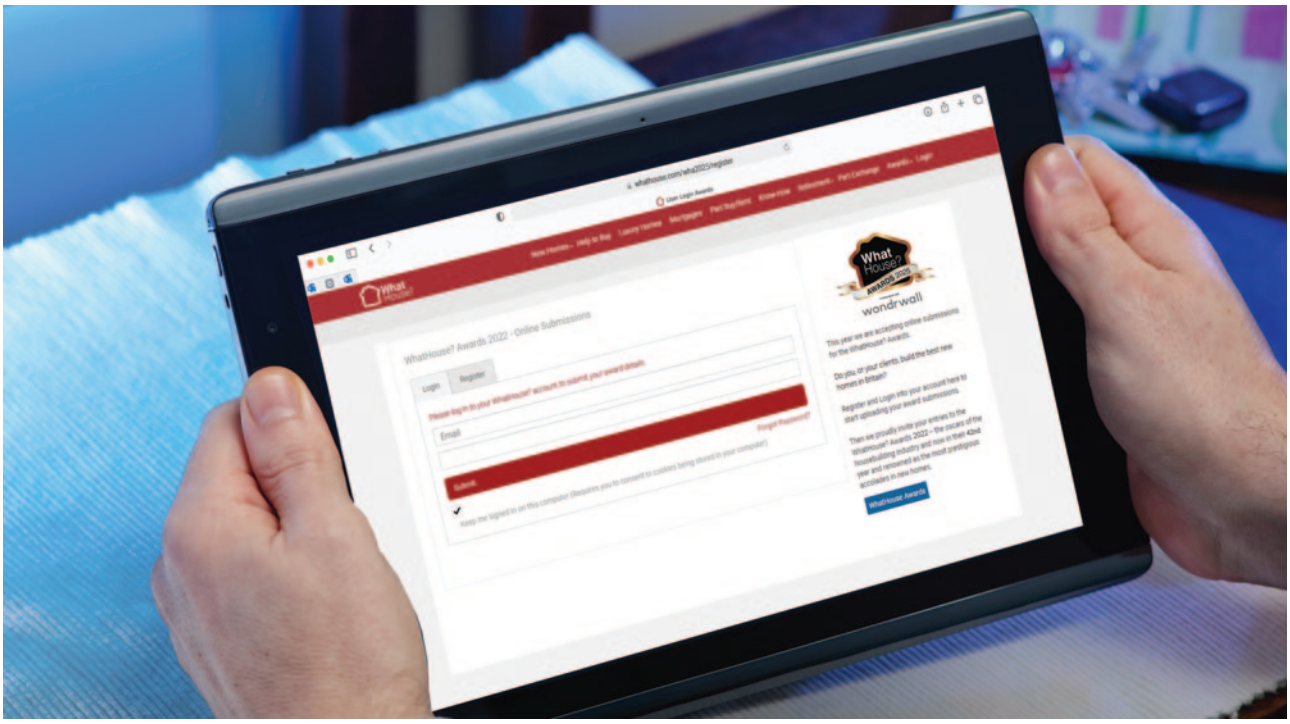
Please follow the entry instructions included on the form but if you should require any assistance with this process, please email Derek Smith on ds@whathouse.com or Angela Greenwood on angela@whathouse.co.uk

Closing date for entries: Friday 18th July 2025

What House? AWARDS 2025

In association with

wondrwall



Go to www.whathouse.com/awards to access the Online Entry

CONDITIONS OF ENTRY

1. All entries must be submitted using the online entry form available on www.showhouse.co.uk/what-house-awards or www.whathouse.com/awards

2. The work entered in any category should have been largely completed or due for completion between 1 January 2024 and 30 June 2025. 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

3. All entries must be submitted online with the official entry form available on www.whathouse.com/awards or www.showhouse.co.uk/what-house-awards. Written material, videos, photographs and relevant plans should be uploaded as instructed on the form. Property prices, room sizes and total floor areas should also be given where appropriate.

4. The online entry forms must be completed in full and the conditions of entry strictly adhered to. Every individual entry will cost £295 + VAT payable by BACS. An invoice will be sent out to you on receipt of your completed online entry. 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.

5. All entries in categories 2, 3 & 4 will automatically be entered into Housebuilder of the Year for no extra charge.

6. Housebuilders may submit as many individual entries as they wish in all categories (except categories 2, 3, 4, 5 & 6). Please note, if the same development or house is entered in more than one category, the entire online 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.

7. Please note that an AV presentation will take place at the Awards luncheon. All online entries must therefore include a separate selection of 3 to 4 hi-res pictures of the submitted property or development.

8. The company logo you supply will be the one used on the winner's plaque and the AV presentation in the event of a successful submission.

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

DESCRIPTION

10. Judges are looking for clearly presented online 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, videos, etc. where any (reasonable) number of pictures can be uploaded within the entry and good quality images are important.

    The online entry submissions are aids to help judges draw up their own shortlists in their respective categories, before selected entries are visited where appropriate and 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 21 November at the JW Marriott Grosvenor House hotel.

11. In Categories 2, 3, 4, 5 and 6, 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.

12. Please note, in all categories, existing sales brochures and videos are eligible to be uploaded to enhance an online entry.

13. 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.

14. 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/architect in Category 19.

ONLINE ENTRY DEADLINE: FRIDAY 18TH JULY 2025
FOR ALL AWARDS ENQUIRIES PLEASE CONTACT DEREK SMITH
Tel: 020 7940 1070; email: ds@whathouse.com