

PROMOTION



Foundry Field in Burnham Market

Gold standard

Holt-based house builder Fleur Developments has won an industry Oscar at a national awards event.

A Norfolk house builder has won a national award at a ceremony likened to the Oscars of the construction industry.

Fleur Developments took the Gold Award for Best Small Housebuilder in the national What House? Awards 2018 in London at the end of November.

Based in Holt with a staff of 15 and founded in 2007 by directors Juliette Hopkins and Joff Brooker, Fleur specialises in building designed homes in some of Norfolk and Suffolk's most desirable locations.

*“lovingly made
luxury”*

Fleur's entry featured five East Anglian developments: Foundry Field in Burnham Market, Parishes in Weybourne, Greencroft in Blakeney, Sea Glass in Brancaster Staithe and Lady Fisher's Field at Risby, near Bury St Edmunds.

The awards' judges were impressed by Fleur's use of quality, local

materials; generosity with space and light; attractive landscaping; and refusal to compromise on the aesthetics. They also commented on Fleur's marketing brochures, mostly created by designer Kevin Taplin at tensevenine.com, which they described as “exceptional, almost mini-tour guides”.

They said: “Landscaping, alongside design, is a key tenet of the business...a brick and flint wall here, park railings there, a hedge, a fence – Fleur's landscaping approach is the company's welcoming party.”

Founder and design director Juliette Hopkins said: “We're absolutely delighted to have won this award and to have our passion for building good-looking homes recognised nationally.

“As a design-led housebuilder, we are driven by our ethos of ‘lovingly made luxury’ and care deeply about our mark on the landscape.”

The What House? Awards ceremony was held at the Grosvenor House Hotel and was hosted by comedian Jack Whitehall and sports commentator Gabby Logan. ♦



The Greencroft show house in Blakeney



Joff and Juliette with Jack Whitehall and Gabby Logan