

What Is Gryd? The Solar Subscription Changing How New Homes Are Powered in the UK

The solar subscription, explained.

SCOTT WHITESIDE / 16 JULY 2025



The homes of tomorrow start with solar today – and Gryd exists to make that future simple, accessible, and built-in from the start.

Gryd is a solar subscription company in the UK that helps developers and homeowners embrace smart, sustainable energy without the cost or complexity of traditional solar ownership.

By rethinking how solar fits into residential developments, Gryd is unlocking a new standard for future-ready energy for new homes: one where clean energy is no longer a luxury or an afterthought, but a core part of the home from day one.

Why Gryd Exists

Most new homes today come with just enough solar to meet current minimum regulations. These systems typically cost developers around £5,000 per property, are passed on through the purchase price, and offer buyers only minimal savings – often no more than 2–3% on their energy bills.

More advanced systems – including full-sized solar arrays and battery storage – can significantly cut bills and boost energy independence. But they can add £15,000 or more to build costs, which usually translates into higher house prices, the need for larger mortgages and long payback times.

This is the gap Gryd was created to close. By removing the upfront cost and ongoing maintenance burden of solar, we enable housebuilders to deliver high-performance systems that meet both regulatory and buyer expectations, at no cost to the developer.

Instead of buying the solar system, homeowners subscribe to it. This solar lease model meets the upcoming Future Homes Standard requirements and provides immediate energy savings, energy independence, and long-term flexibility – without the burden of ownership.

How Gryd Delivers Solar That's Built In, Not Bolted On

Gryd exists to change the way solar is delivered – from a costly, bolt-on feature to an integrated, intelligent energy system that powers modern life.

Today's homebuyers expect more. They want true energy independence, price stability and clean power – enabled by smart systems that optimise usage, store excess power, and integrate seamlessly with a more dynamic grid.

Gryd's systems are built with this in mind. Battery storage is included as standard, allowing homes to make the most of their own energy. Our technology adapts in real time to usage patterns and shifting demand. And as the UK grid evolves, Gryd homes will be ready to take part in broader energy services, unlocking further efficiency and long-term value for households.

We're already working with developers across the UK to help them not just meet but exceed evolving building regulations – including the forthcoming Future Homes Standard benchmarks.

For Housebuilders: Energy That Adds Value, Not Cost

For developers, integrating solar into large housing developments can be costly and complex.

Gryd offers developers a fully funded and managed solar solution that supports compliance and removes financial risk while strengthening the appeal of every home.

With Gryd:

- There's no CAPEX – we fund the entire system.
- We provide a high-performance, compliant energy solution with no impact on build costs or margins.
- We manage everything from system design and deployment to monitoring and 25 years of support and maintenance.
- You reduce complexity, risk, and operational overhead, while delivering future-ready homes.

For Homeowners: Solar Without the Upfront Cost

Traditionally, installing solar meant paying thousands of pounds upfront – putting clean energy out of reach for many. Gryd has changed that with a simple, transparent leasing model that delivers predictable savings and peace of mind from day one.

Our model works similarly to other subscription services. Instead of buying the solar system outright, homeowners pay a predictable monthly subscription.

This model allows UK buyers to benefit from solar energy immediately without a large upfront investment.

With Gryd, homeowners benefit from:

- An optimally-sized solar and battery system included in the home
- No upfront cost. We fund, insure and maintain the solar and battery hardware for 25 years.
- A fixed, inflation-free monthly subscription.
- Immediate energy bill savings and protection from market volatility.
- A flexible model by design – transfer or buy out your system at any time, with no fees or penalties.

With Gryd, you don't have to own the panels to own the benefits of solar.

Homes Fit for the Future, Today

Clean energy shouldn't be a luxury. At Gryd, we're making high-performance solar accessible for every new home.

Whether you're building homes or moving into one, Gryd is your partner in delivering energy that's built for the way we live now, and ready for what comes next.

Want Gryd in your next home? Look for our systems in new developments across the country – or tell your builder you want Gryd's solar and battery subscription.

Let's change how homes are powered, together.

Read this online

<https://gryd.energy/hub-directions/g/articles/what-is-gryd.html>

Request a site assessment

<https://gryd.energy/hub-directions/g/request-site-assessment.html>