

**Diversifying our broken housing market
by enabling more
*Custom and Self Build housing***

A **NāCSBA** Initiative
Right to
BUILD
TASK FORCE

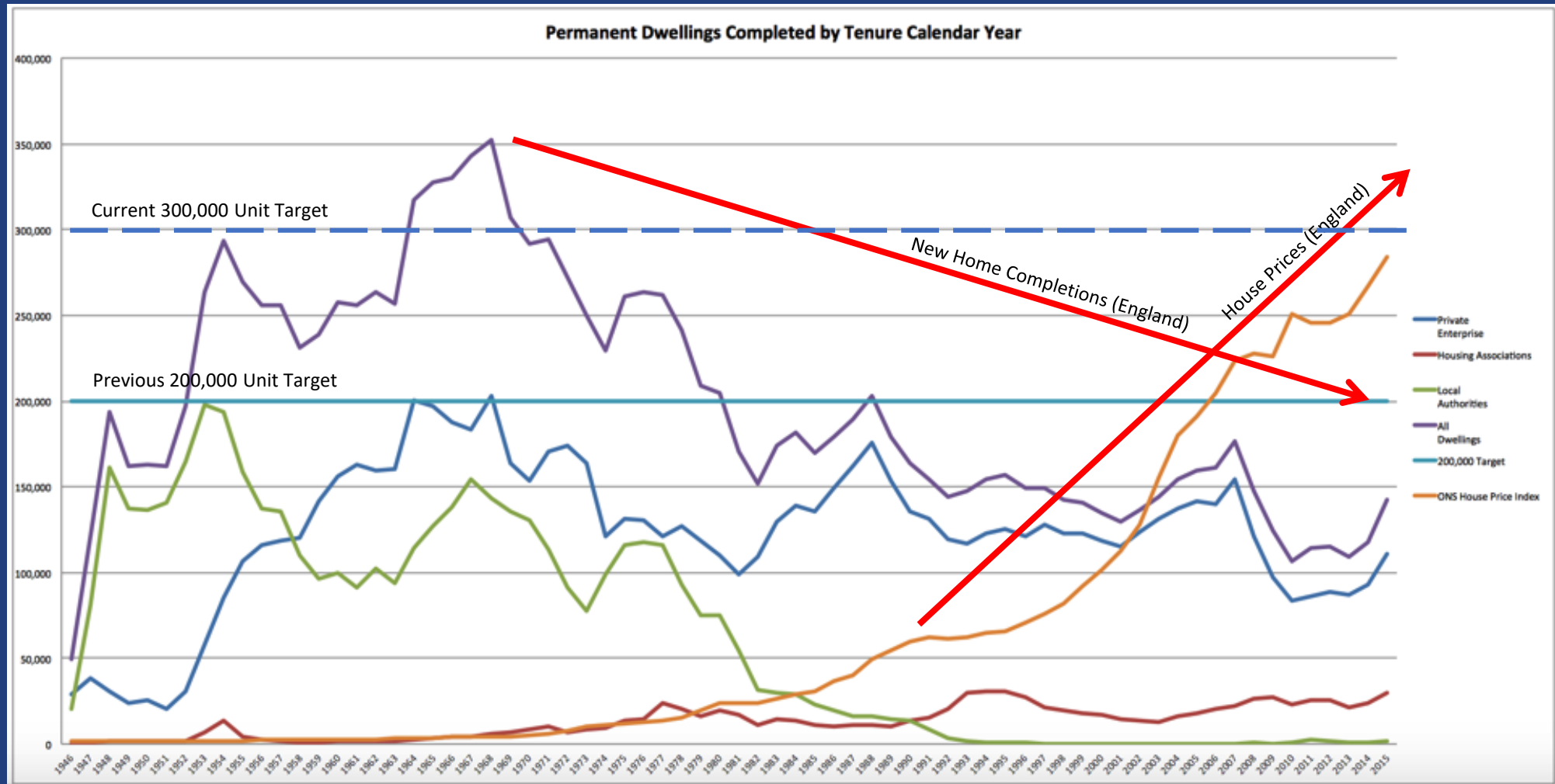


Supporting Custom and Self Build Delivery in the UK

Mario Wolf, Director, Right to Build Task Force

The supply challenge: New Home Completions vs House Price Inflation in the UK

It's hard to deny the inverse relationship



Fixing the Broken Housing Market



“...we will diversify the housing market, opening it up to smaller builders and those who embrace innovative and efficient methods”.

Foreword to the Housing White Paper from the Prime Minister, Theresa May.

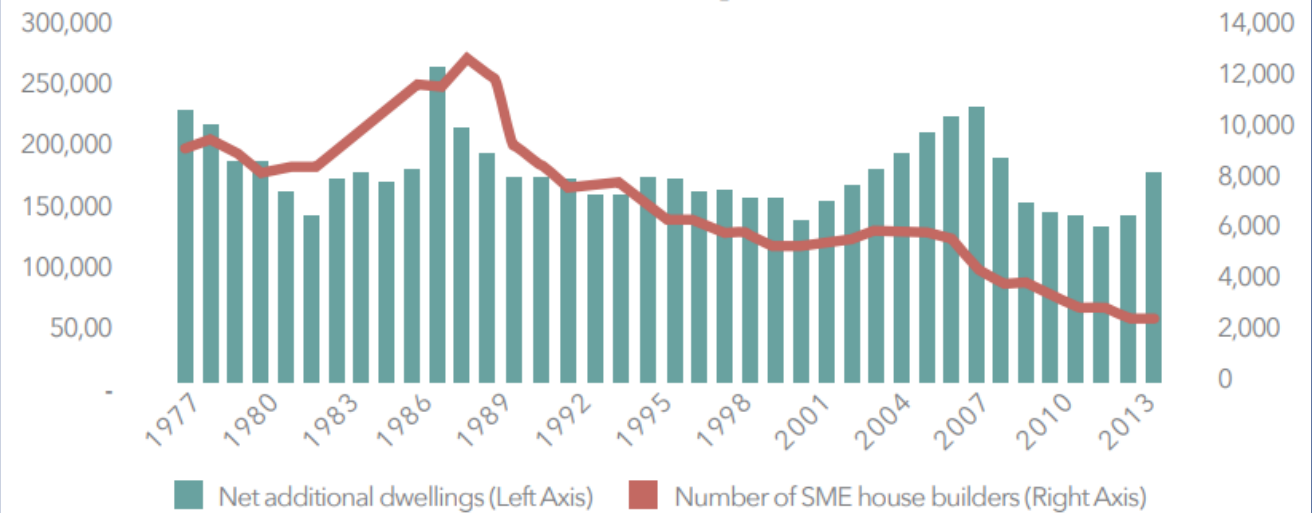
Smaller builders in decline...

(firms building <100 homes fell by half since 2008, with loss of capacity and reduced competition)

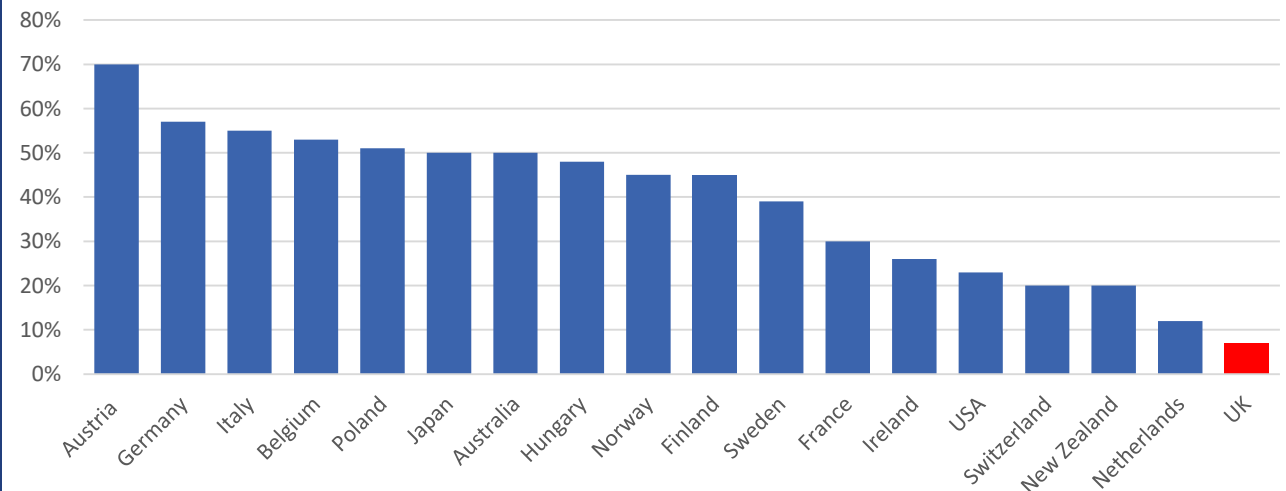
Lowest 'self build' rate in the developed world...

(8% in UK compared to Germany at almost 60%)

New homes and number of SME home builders (1-100 units p.a.), 1977-2015



International comparison of Self-build and Custom Housebuilding



Communities want more of this....



But they often get this....





'Garden Village', Saltney, near Chester (Edwards Homes)

Our broken Housing Market is failing to meet aspirations

**Demand is unable to influence
supply and... ..drive volume**



What is Custom and Self Build Housing?

Custom Build

- *Working with a specialist developer or 'enabler' to deliver homes*
- *Many sites offer ready-to-go serviced plots*
- *Less risk/faster*



Self Build

- *People directly organise the design and construction of their homes*
- *Very few actually do the main construction work*



Usually single homes, but both approaches can be used by groups of people

Right to **BUILD**

Self-build and Custom Housebuilding Act 2015 (as amended)

Benefits for Councils, Communities, Builders and Landowners

Councils

- Gets building underway quickly
- Improves housing choice/quality
- Promotes diversity
- Supports local economies and smaller builders
- Modular housing friendly
- Fewer planning objections

Communities

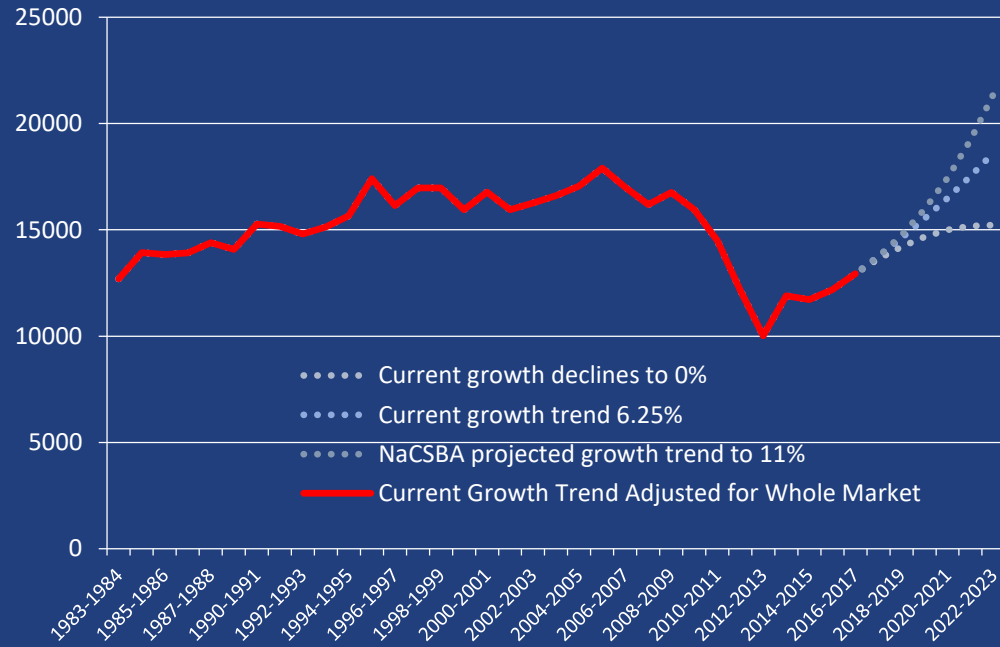
- Wider choice
- Can help with affordability
- Encourages early movers/pioneers
- More community cohesion

Landowners and Builders

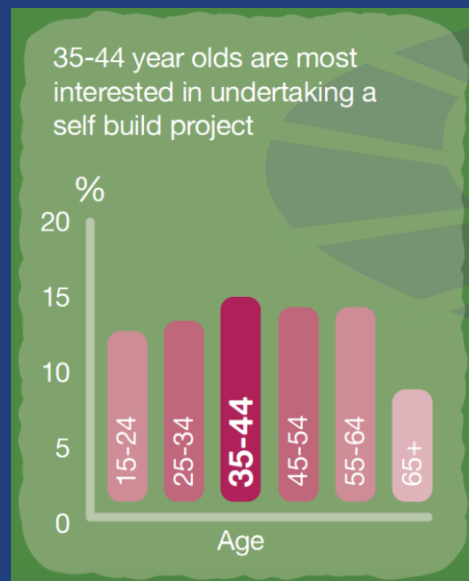
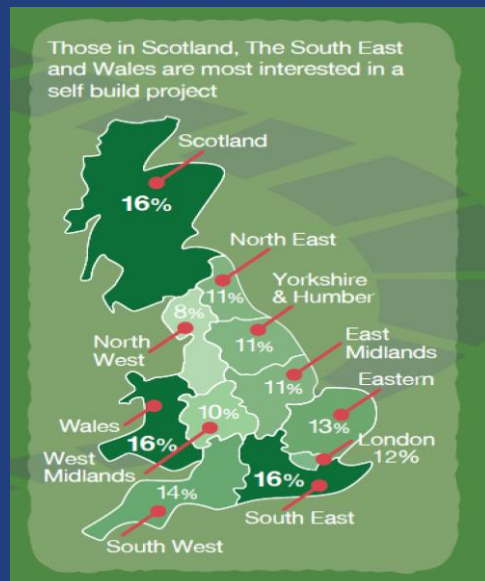
- Taps into wider demand (different offer)
- Accelerates build out (people want to build their dream home now)
- Improves site marketability (wider offer/more choice)
- Shares risk if working with specialist enabling partner
- Can improve viability and help with cashflow



The potential of Custom and Self Build housing in the UK



- 13,500 homes built in 2016/17 – 5% year-on-year growth
- Steady increase in single new home permissions
- Significant national demand – 53% of adults want to build (35-44 age group most interested)
- More than a million want to buy a site and start in next 12 months
- 1 in 4 like the idea of working collectively as a group



Some national facts ¹

- **67%** - *buyers would prefer not, or are unlikely, to buy volume builder homes* ²
- **29%** - *average uplift in value Self Builders enjoy after completing their project*
- **£1,200sqm** - *average build cost per square metre for Self Build home*
- **+80%** - *SME builders want to do more Custom/Self Build projects* ³
- **+30** - *specialist Custom Build companies in UK market* ⁴

1 HB&R Self and Custom Build Market Report 2017

2 Ipsos MORI for Home Builders Federation

3 Federation of Master Builders member survey

4 NaCSBA

Demand – National

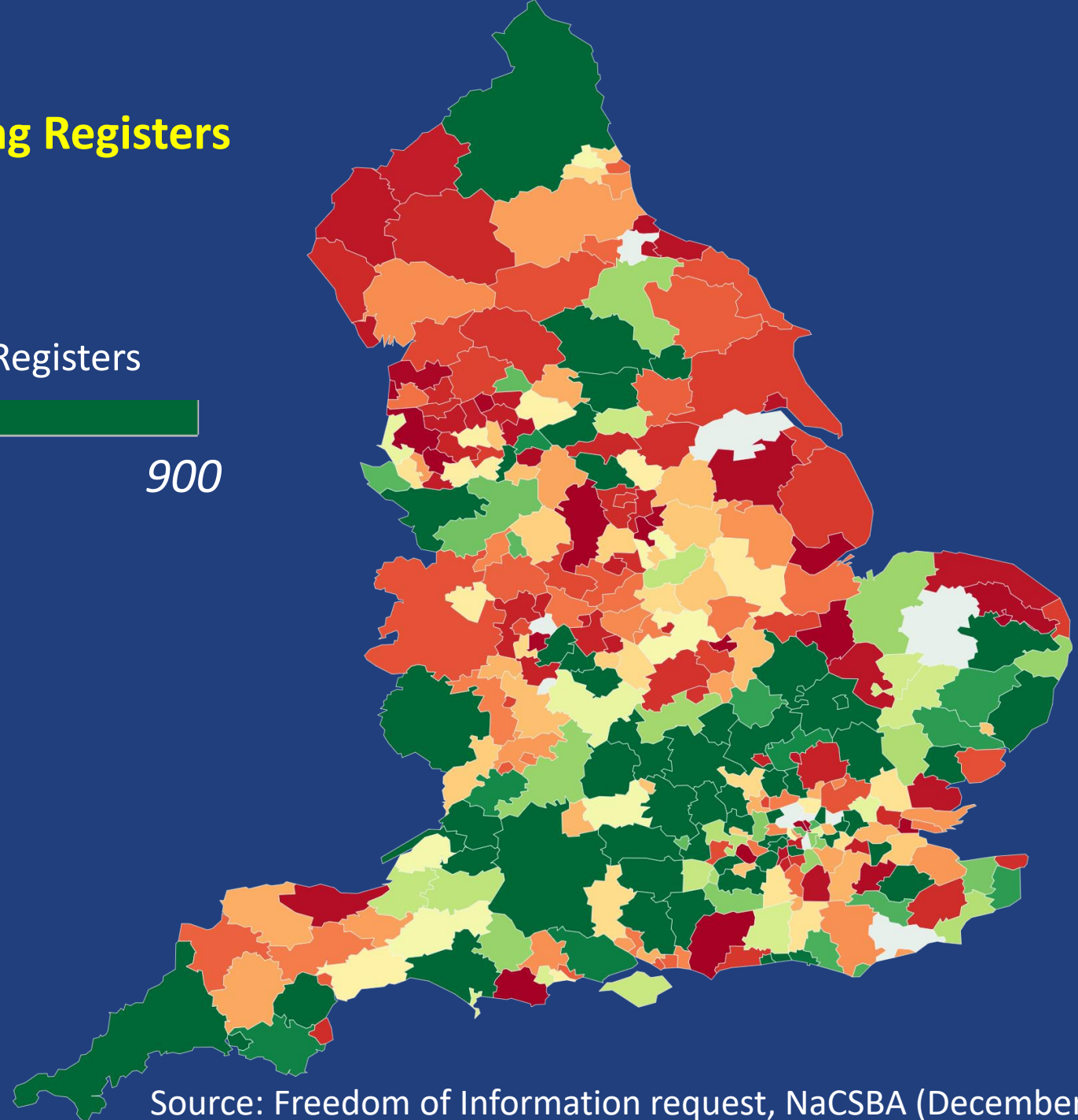
Self-Build and Custom Housebuilding Registers under the 2015 Act

Total individual entries on Local Authority Registers



40,000+

(Number of people on local registers)



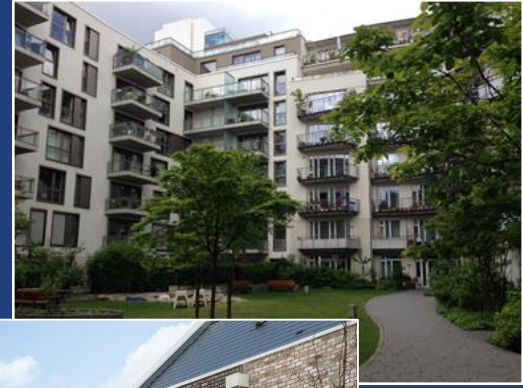
Source: Freedom of Information request, NaCSBA (December 2018)



**Form and type of
Custom and Self Build housing
enables diversity and choice**

Possible Development Types

- *Single, detached plots*
 - *Smaller homes on small plots*
 - *Family homes on larger plots*
- *Serviced plots on larger sites*
- *Terraced properties*
- *Apartments*



Possible Development Models

- *Serviced/self build plots on smaller parcels*
- *Custom build 'turnkey' homes*
- *Self-finish homes*
- *Starter homes*
- *Affordable homes*
- *Community-led Self Build projects*



Courtesy of Carillion-igloo, HomeMade™ Homes and HTA Design

Different approaches nationally

How are local authorities meeting demand



Planning policy/Guidance

- Local Plan policies promoting housing mix with general Custom/Self Build references
- Permissive policies on edge of settlements
- Large site 'percentage' policies
- Supplementary Planning Documents
- Promotion through Neighbourhood Planning (work with communities)



Strategies and Delivery Plans

- Housing Strategy commitments
- Custom and Self Build Action Plans



Affordable Housing-led initiatives

- Policy (e.g. Rural Exception Sites)
- Delivery by working with Housing Associations & Community groups



Projects and landowner/builder engagement

- Pilot projects on own land
- Join ventures (e.g. Homes England)
- Forums/events with landowner, agents and developers



Financial support

- Mortgages and development finance/deferred payments

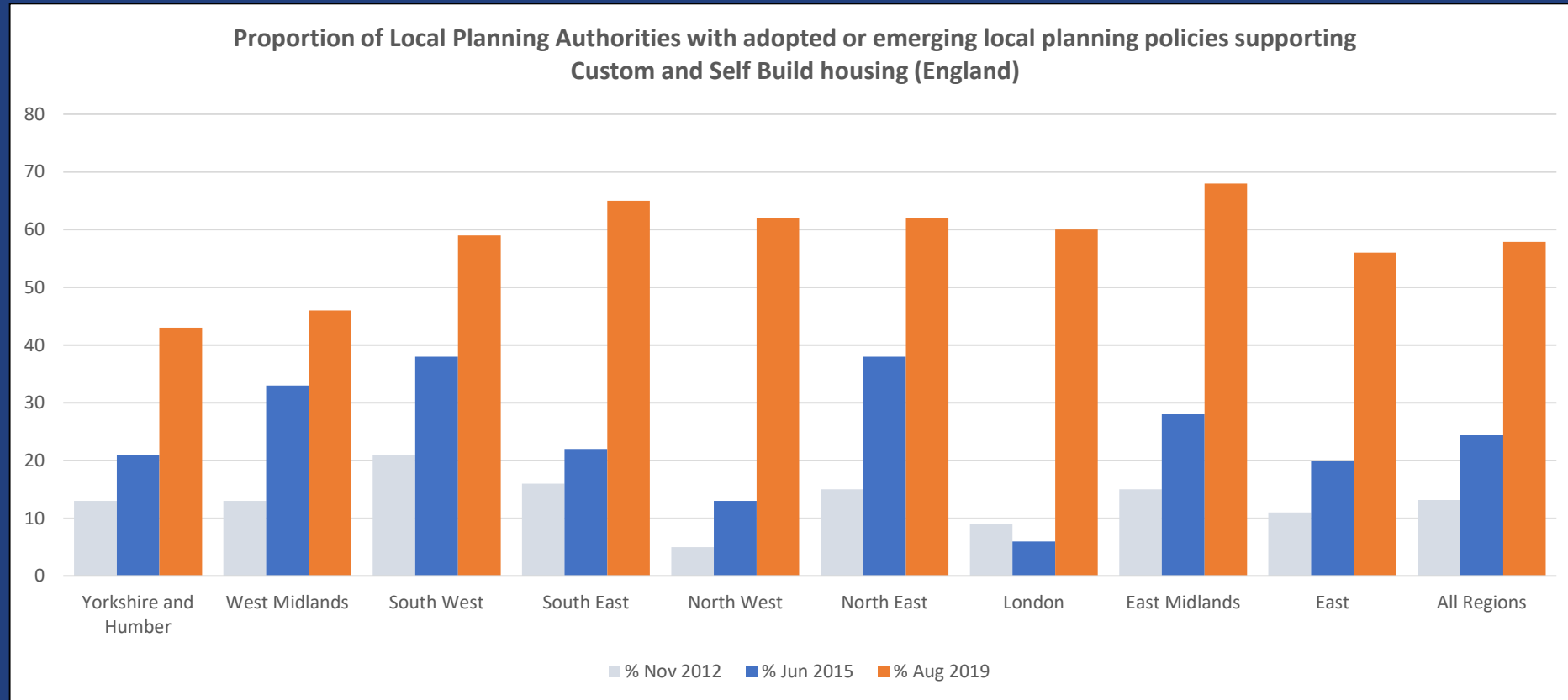


Land

- Disposals
- Acquisitions



Progress across England (adopted and emerging Local Plans)



Source: Assessment of all Local Plans in England, Right to Build Task Force, August 2019, unpublished

Tresham Garden Village

1,500 new homes

Strong demand

Revised target of up to 20%
Custom and Self Build housing
opportunities across all phases
(300 plots)



West Carclaze Garden Village



Emerging Phase 1 proposals at West Carclaze Garden Village, Cornwall

Aylesbury Woodlands (part of Garden Town)

Buckinghamshire Advantage

At least 165 plots on 1,100
home scheme (15%)

Final quantum, mix,
location still being
considered



Planning permission remains flexible about final number, subject to local demand/viability

Delivery at scale: Graven Hill, Bicester (Cherwell District Council)

- *About 1,900 plots for new custom and self build homes*
- *First phase of plots released – most already reserved*
- *Local Development Order gives planning permission*
 - *Detached homes on serviced plots (including small Pocket Plots)*
 - *Shell Build on terraced and mews homes*
 - *Tailored Finish homes*
 - *Shared ownership and rental, in partnership with Housing Association*
 - *1-2 bed apartments with bespoke individual finish from a range of options*





Wynyard Park, County Durham

(alongside Taylor Wimpey, Story Homes, Avant Homes, David Wilson Homes)

Self Build plots available in three main developments: Manorside, The Beaumont and Wellington Gardens. Manorside has 28 premium plots reserved for 'Grand Self Build residences'.

Design Code specifies approval process and other requirements, including need for buyers to consult landowner at early design stage and submit designs and materials for approval within 3 months of plot purchase (consultation fee payable)





WYNYARD



Serviced plots with pre-approved house types



Reiver Homes, Derwent Forest, Broughton Moor, Cockermouth
24 Serviced Self-build Plots in Cumbria, Plots from £88,000
5 approved house types, design code



Serviced plots for large 'Self Build' homes



Plot Area:	1008m ²
Build Zone:	304m ²
Footprint:	230m ²



Key

- Plot Boundary
- Additional Area to be Included in plot
- Build Area Boundary
- Portage Build Area
- 2m Maximum Build Height
- 3m Maximum Build Height
- Car Parking
- Contractor Site Compound
- + Material Storage Area
- Site Cabin Facilities
- Boundary Ownership
- Tree Protection Areas (TPA)
- Construction Exclusion Zone

NOTE: Illustrative only

NOTE: Illustrative drawings not to scale. All dimensional information shown are indicative and are subject to detailed design and boundary confirmation.

Custom Build Homes, Long Four Acres, Mulbarton, Norfolk

Serviced plots on large housebuilder sites



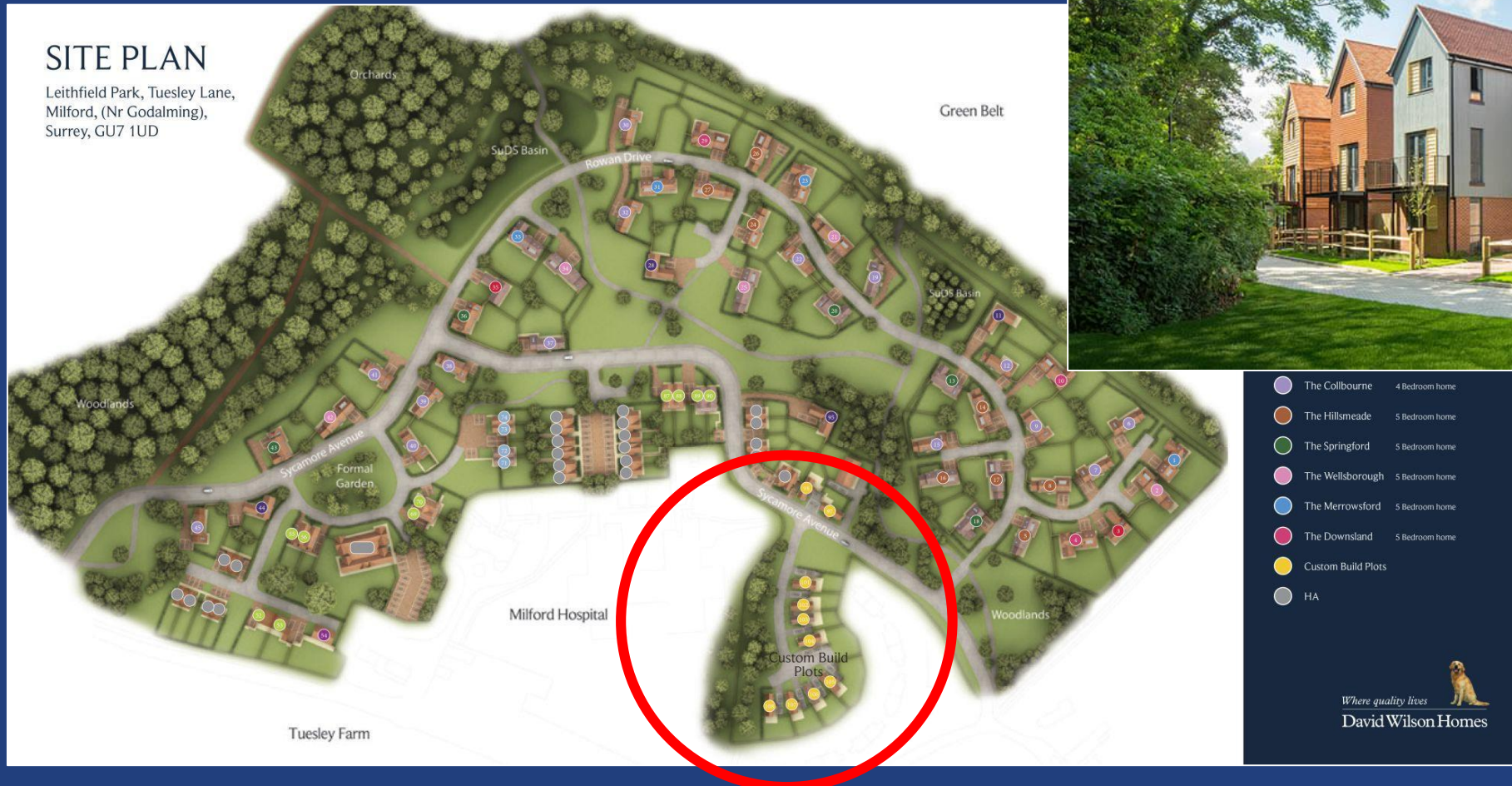
Charles Church, Newcastle Great Park
39 serviced plots from 390-981 sq m

(460 sq m plot costs £170,000)



Popular with new homeowners

Custom Build on large housebuilder site with Homes England



David Wilson Homes, Leithfield Park, Milford, Surrey

10 Custom Build plots on 108 home site (9%)

Choose plot, house type + room configurations + specification packages. Popular with buyers.

Custom and Self Build as proportion of overall mix



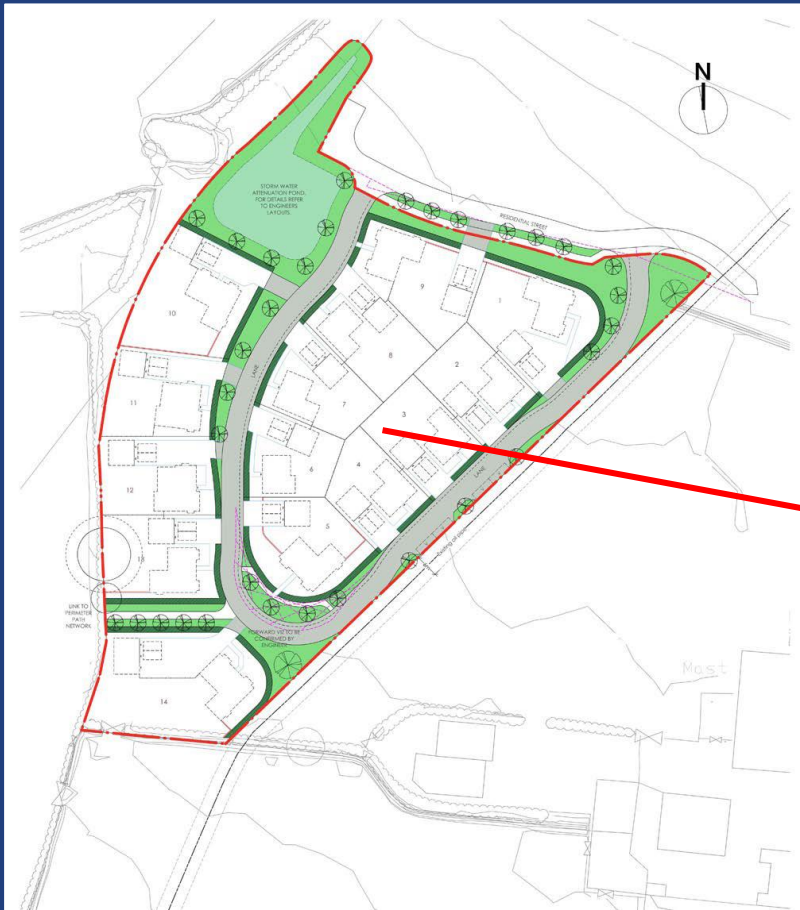
Image credit: Custom Build Homes

Lowfield Green, York
6 plots for sale subject to design code + 19 home co-housing development with ancillary community facilities and car parking

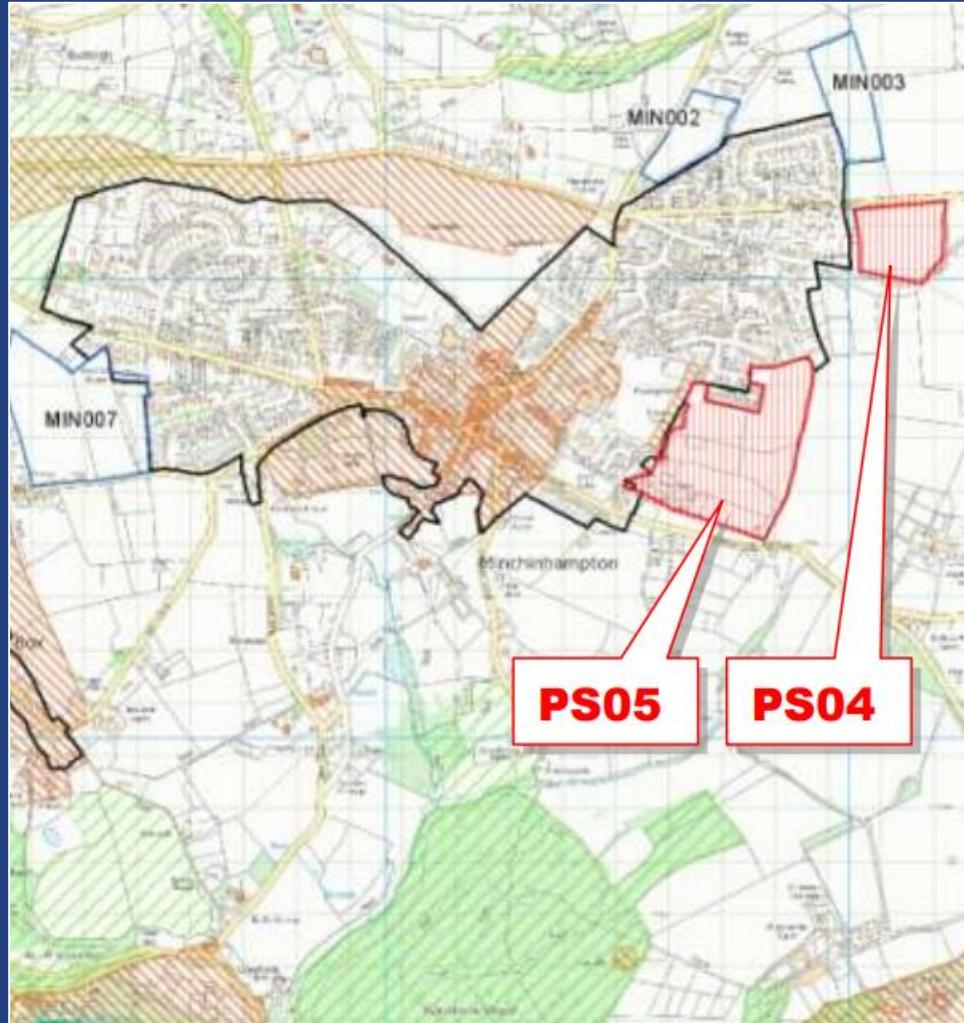
Partnerships and Joint ventures

Tadpole Garden Village, Swindon

Potton in partnership with Crest Nicholson
14 Custom Build plots

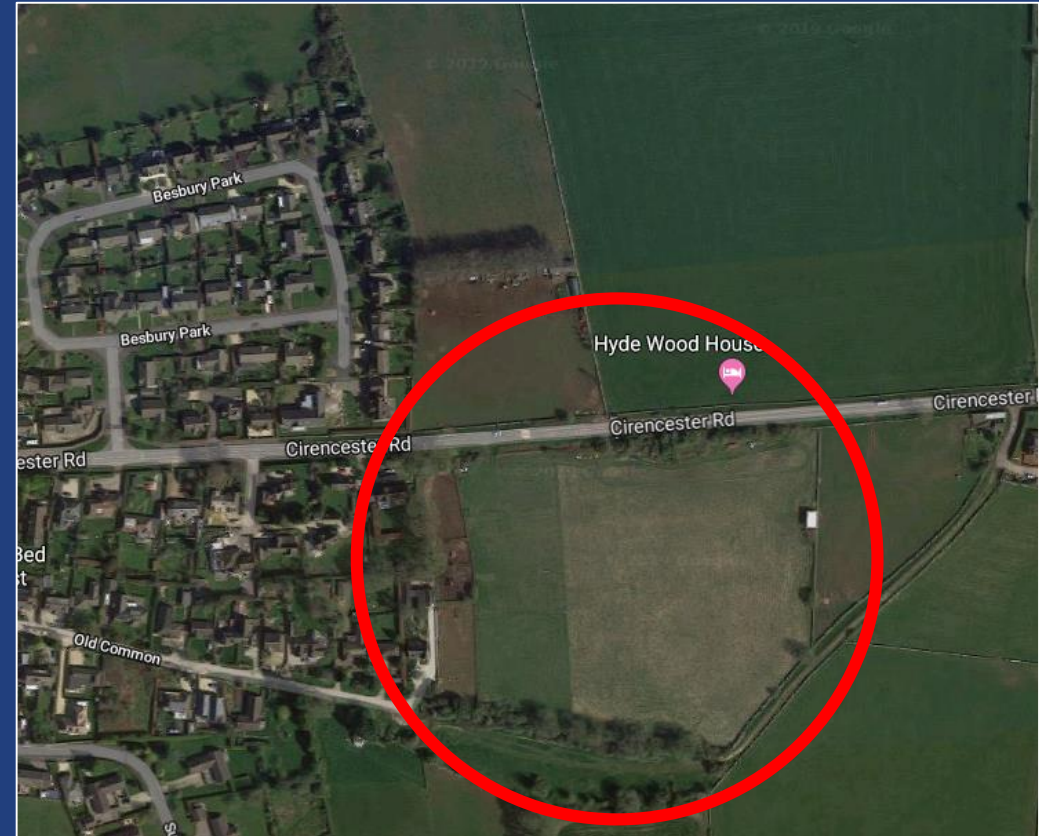


Landowners increasingly coming forward with new opportunities



Minchinhampton, Stroud

(PS04) Edge of village site opportunity up to 50 homes



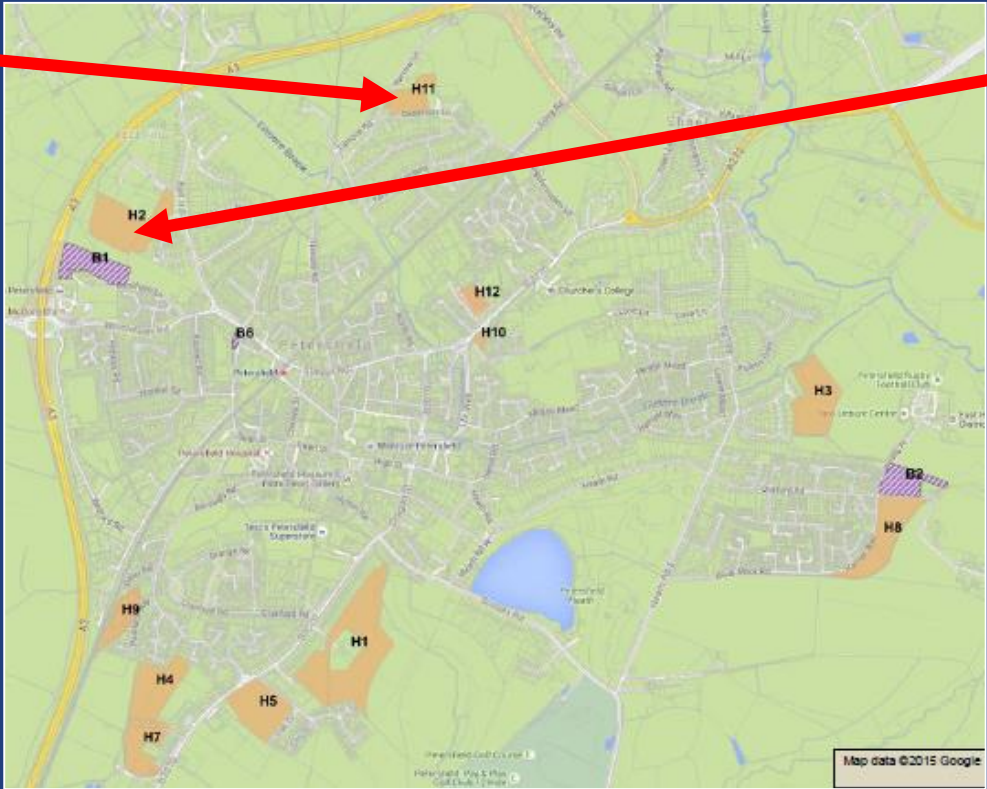
Important that Councils and developers engage with landowners to maximise opportunities to deliver the most suitable form of Custom and Self Build to meet demand

Communities are responding too...



11 homes

Petersfield Neighbourhood Plan Allocation for 112 Custom and Self Build homes



101 homes

'Affordable housing' policy compliant models



Community Land Trusts

Discount market sale

Shared ownership



Affordable and social rent

Opportunities as part of affordable housing mix on larger sites

Custom Build Starter Homes in partnership with Homes England



Teignbridge District Council: Outline planning permission for 20 homes, Howton Field, Newton Abbot

Bristol City Council CLT projects



Two projects – 12 new affordable homes on former school site, and another larger project at Lockleaze for a mix of homes

Co-housing projects

K1 (Marmalade Lane), Cambridge's first cohousing community

40 sustainable low cost homes built by developers TOWN for a cohousing community

Members own freehold or long lease and jointly own the freehold 'estate'



London Borough of Croydon

*Releasing public land for community-led housing
with development company acting as builder*

K1 (Marmalade Lane), Cambridge



Homes for older people and downsizers



Cohousing for older people, High Barnet, London

First senior cohousing community in the country- 25 flats for older women. Most owner-occupied, some social housing

Small homes for small households



*Tiny House opportunities at Almere
9,000 visitors to Council Expo over two weekends.
Affordable innovative housing with plots rented from the Council*

Almere, Amsterdam

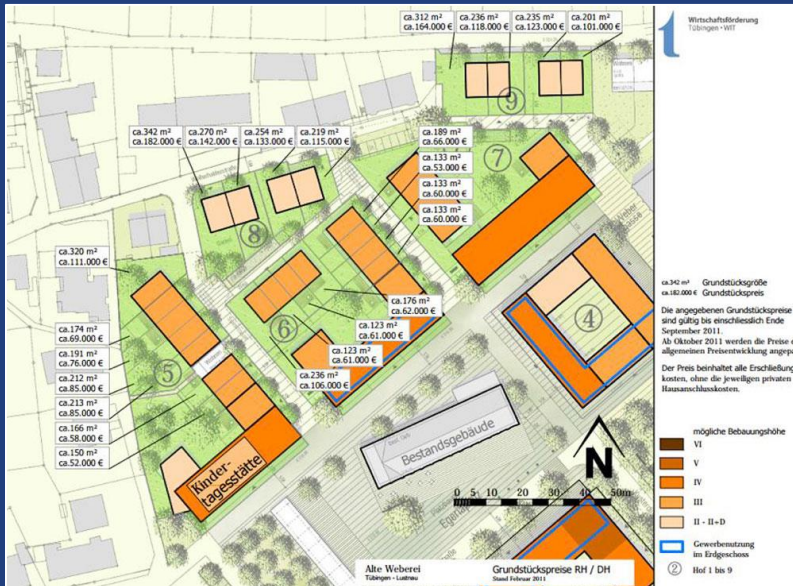




One third Custom and Self Build housing as part of city regeneration project of over 800 homes (consents on plots given in two weeks in accordance with design code)



Mixed approaches on larger sites...



Tuebingen, Germany



Tuebingen, Germany



Graven Hill, Bicester

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We can help, please contact us at:

taskforce@nacsba.org.uk