



# Enabling custom build housing.

[custombuildhomes.co.uk](http://custombuildhomes.co.uk)



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# Hello.

As the UK's first national custom build housing supplier, we have prepared this brief introduction to our services to give you a better understanding of this emerging and fast-growing part of the housing market. Over the next few pages, we will briefly explain what 'custom build' housing means and how it can be effectively enabled through the products and services we provide when you choose to work with us.

[custombuildhomes.co.uk](https://custombuildhomes.co.uk)



## What we do

We are passionate about creating homes and enabling others to do so. What sets us apart is our ability to capture real world data to create design-led homes, that homebuyers really want, in areas they really want to live in.

We work closely with landowners and developers to create and deliver new, customisable homes and communities at scale, that buyers can then make their own.

# Getting to know us.

# What is custom build housing?

Custom build is a new form of housebuilding, where homebuyers are given flexibility to have an input into the design of their home to create living spaces that suit their lifestyles and future needs. While people have been self-building homes on individual plots for decades, 'custom build' involves homes built by builders and construction companies on behalf of new homeowners on serviced plots of land on large and small sites which have planning permission.

Custom Build Homes has a comprehensive database of local planning authority activity across England and Scotland which enables us to advise our clients on the best course of action to take in a particular area.





Custom Build developments are often overseen by an appointed enabler who understands and can manage the end-to-end process on behalf of the landowner to get sites built out quickly and maximise value. Custom housebuilding was formally introduced in England through the Self-build and Custom Housebuilding Act 2015.

Local authorities are now legally required to grant enough planning permissions for custom and self-build housing to meet consumer demand in their areas year on year. More land is therefore coming forward for custom build housing than ever before, driven by local plan land allocations and policies which typically ask larger sites to set aside land for this form of housebuilding which is then secured through section 106 planning agreements.

Schemes which include custom and self-build housing are also given increased weight in planning terms, which enables landowners to win valuable planning permissions where speculative market housing would likely be refused.

## Building the future together

We enter Enabling Partnerships with landowners, developers, housebuilders and others; in which we provide a series of professional, design and construction services to progress custom build developments on their land.

Our services are split across five key delivery stages; including early consultancy work to shape a possible project, and four stages of development; from securing planning permission through to delivery of new homes on site.

A few partners we have collaborated with:



## Our key delivery stages

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### Early stage consultancy

- Pre-application submissions
- Feasibility studies
- Demand Assessments
- Preparation of Enabling Plans
- Development plan representations

### Delivery Management Stage 1

- Urban design (incl. design codes and, if needed, plot passports)
- Architecture
- Planning

# 1

### Delivery Management Stage 2

- Detailed design
- Infrastructure and servicing
- Development finance
- Legal documentation (e.g. plot sales contracts)

# 2

### Delivery Management Stage 3

- Sales and marketing
- Consumer finance (incl. access to Help to Build)

# 3

### Delivery Management Stage 4

- Housing delivery (construction with contractors)
- Interior design and fit-out
- Project management
- Customer management

# 4

## Who we work with

No matter the size of land in your ownership, Custom Build Homes makes it simple and stress-free to enable it for custom build development.

Our expert team helps you maximise the value of your land by selling serviced plots for customisable homes direct to purchasers. You're in full control of the process, the prices and retain ownership of the land until it's time to sell.

For more information or if you have land to develop, email: [land@custombuildhomes.co.uk](mailto:land@custombuildhomes.co.uk)

# Delivering developments together.

## Private landowners

Developing privately owned land for custom build homes can maximise land value, while keeping development costs low. We offer an alternative to entering long-term options with land promoters or selling land to local builders.

## Housebuilders

Land allocations for custom build housing secured by section 106 planning agreements are increasing in every region across England. We work with housebuilders to bring forward suitable parcels of custom build housing on small and large sites. Our homes are often more viable than selling land to third-party developers as we enable direct sales to homebuyers at an increased plot value and can achieve a return of up to 40% of GDV.

Our homes can be open market or affordable, therefore, if positioned correctly, custom build can be utilised to deliver an element of the affordable housing requirement simultaneously, meaning additional value can be realised. It can also be delivered on exception sites where other housing may not be possible.

## Developers

Developers are choosing to partner with us to bring forward our homes on land under their control. Our service enables them to achieve development receipts at the sale of serviced plots, helping to accelerate their cashflow by up to 36 months. Custom build is exempt from the Community Infrastructure Levy, meaning in certain areas our developer clients have increased their margin by up to £1 million.

## Land promoters

Strategic land promoters benefit from our consultancy to position custom and self-build effectively as part of larger developments to improve the benefits of a scheme to the local area. Smaller promoters recognise the opportunity of retaining their interest in land for longer, by working with us to sell our product direct to consumers, which in most cases results in serviced plot sales direct to homebuyers which maximises land value.

## Local authorities

Local authorities work in partnership with us to bring forward public land for custom build homes, or identify opportunities as part of larger settlements. Some two in three planned garden communities now include aspirations for custom build housing. It often provides the best value for the land and serves as a direct supply of plots in response to demand as required by legislation.

## Why work with us

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Achieve planning permission by harnessing pent up consumer demand & local support

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Sell land direct to consumers at 35 – 40% GDV

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All professional services delivered by experts

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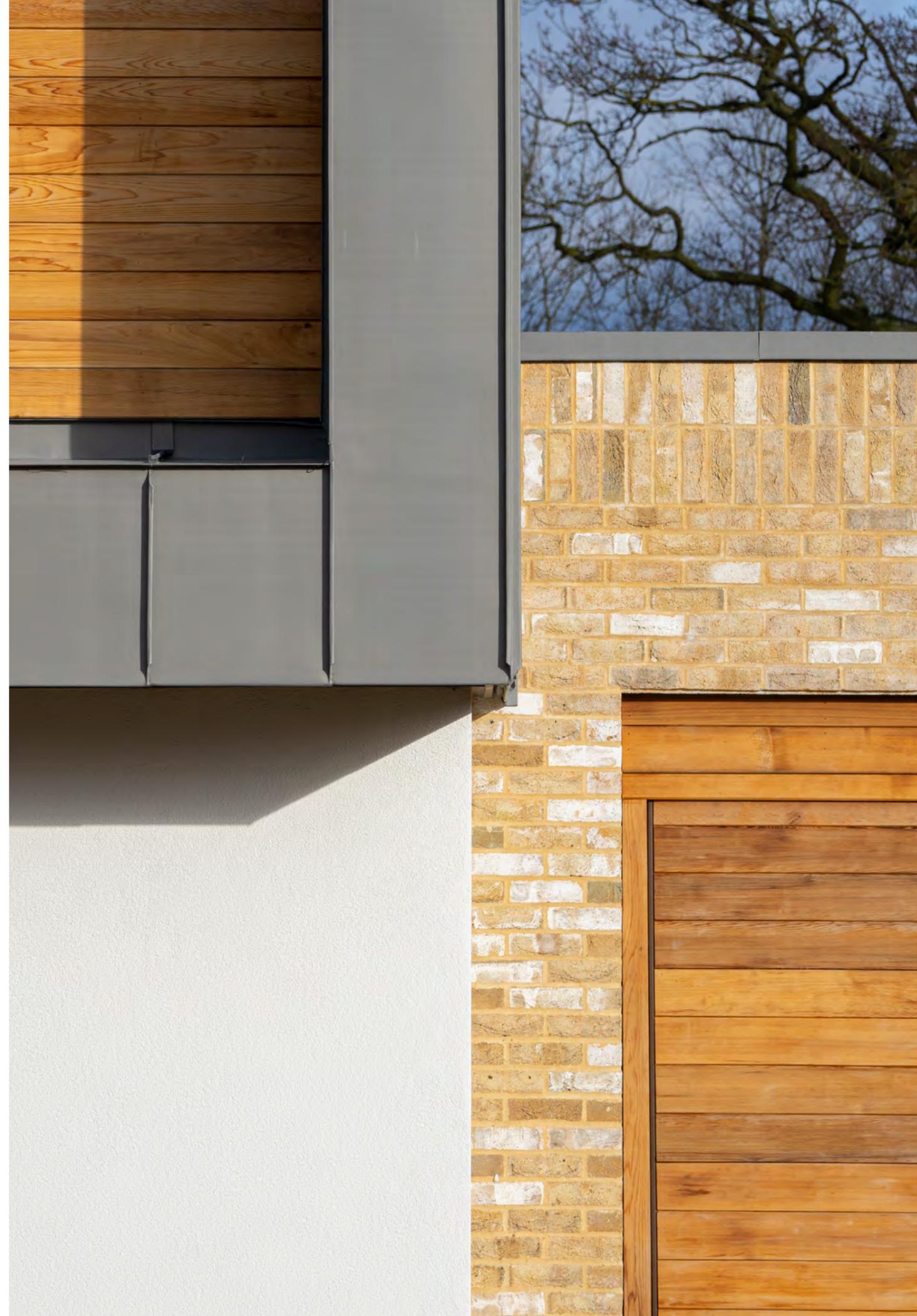


Retain ownership of land through to sale of serviced plot

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Access to a range of development finance solutions including the Homes England Home Building Fund



## Our unrivalled database

We operate a large database of consumers looking for plots, with insights on the living preferences of over 100,000 people. As part of our Enabling service, we provide up to date demand assessments that inform and support our planning cases, to not only ensure planning is approved where at all possible, but that the planning permission is for a community and homes that meet the needs of an established, and largely under-supplied audience of homebuyers.

Our data lifts the lid on what is important for homebuyers in every location. We can inform the design of development projects by knowing how many people want homes of a certain size and type, whether an affordable housing tenure is required, or whether other aspects of the building or its surroundings are of importance, such as garden space, work from home spaces and eco-friendly or smart technologies.

Our demand assessments are increasingly recognised at planning appeals as an important data source to demonstrate local demand in line with Government Planning Practice Guidance.

For more information on Demand Assessments email: [demand@custombuildhomes.co.uk](mailto:demand@custombuildhomes.co.uk)

# We know what our buyers want in a home.



The custom and self-build housing sector now benefits from considerable Government support, not only in England but also increasingly in Scotland and Wales. This is because it is seen as an essential element to help drive up housing supply, increase consumer choice and diversify housing markets.

The scalability of the custom build market has most recently been recognised in the Government commissioned Bacon Review into scaling up self-build and custom housebuilding which concluded that the market could, and should, be delivering up to 120,000 per year.

# Government support.

## Key Government initiatives

- A legislative 'duty to provide' on councils in England to permission enough serviced plots to meet annual demand
- Exemption from the Community Infrastructure Levy in England
- National Planning Policy asking councils in England to plan to meet the need of people who want to commission or build their own homes
- A new Help to Build equity loan helping home owners in England access mortgage finance with a low deposit, similar but less restrictive than Help to Buy
- Repayable development finance via Homes England
- Legal requirement for Scottish Councils to prepare and maintain a list of anyone interested in acquiring land for self-build across their area
- Loan Fund to help with construction fees for projects in Scotland
- Scottish Planning Policy support for custom and self-build housing to help with housing supply, sustain communities and support smaller builders in rural and urban areas with plots capable of being classed as affordable housing
- Scottish National Housing Strategy ambition to see numbers of self-provided homes increase year-on-year
- Welsh Government support for projects through the Self Build Wales scheme
- Planning policy Wales asking councils to allocate sites for the custom and self-build housing

## Homes unique as their owners

Our homes are designed to be customised internally by homebuyers with the support of our technology. They are available as detached, semi-detached, terraced and apartments, with all construction undertaken by our appointed contractors or builders. Homes are delivered to buyers as "Blank Canvases" that are fitted out by buyers as part of a swift and supported experience.

All homes are designed to reflect consumer demand in the local area and housing market. We use this data to leverage planning permissions, inform the urban design and placemaking of new communities as well as the design and mix of homes that are made available for purchase. We work with a series of third-party contractors, manufacturers and suppliers to create homes that are sustainable in their delivery and green in perpetuity. We achieve this by adopting a fabric first approach to design, off-site manufacture, and eco-friendly optional upgrades.



# Greater choice for better living.

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### Our home range

- Detached
- Semi-detached
- Terraced
- Apartments

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### Tenure mix

- Market sale
- Discount market sale
- First homes
- Shared ownership\*
- Affordable rent\*

\*Where we can secure the support of a housing association

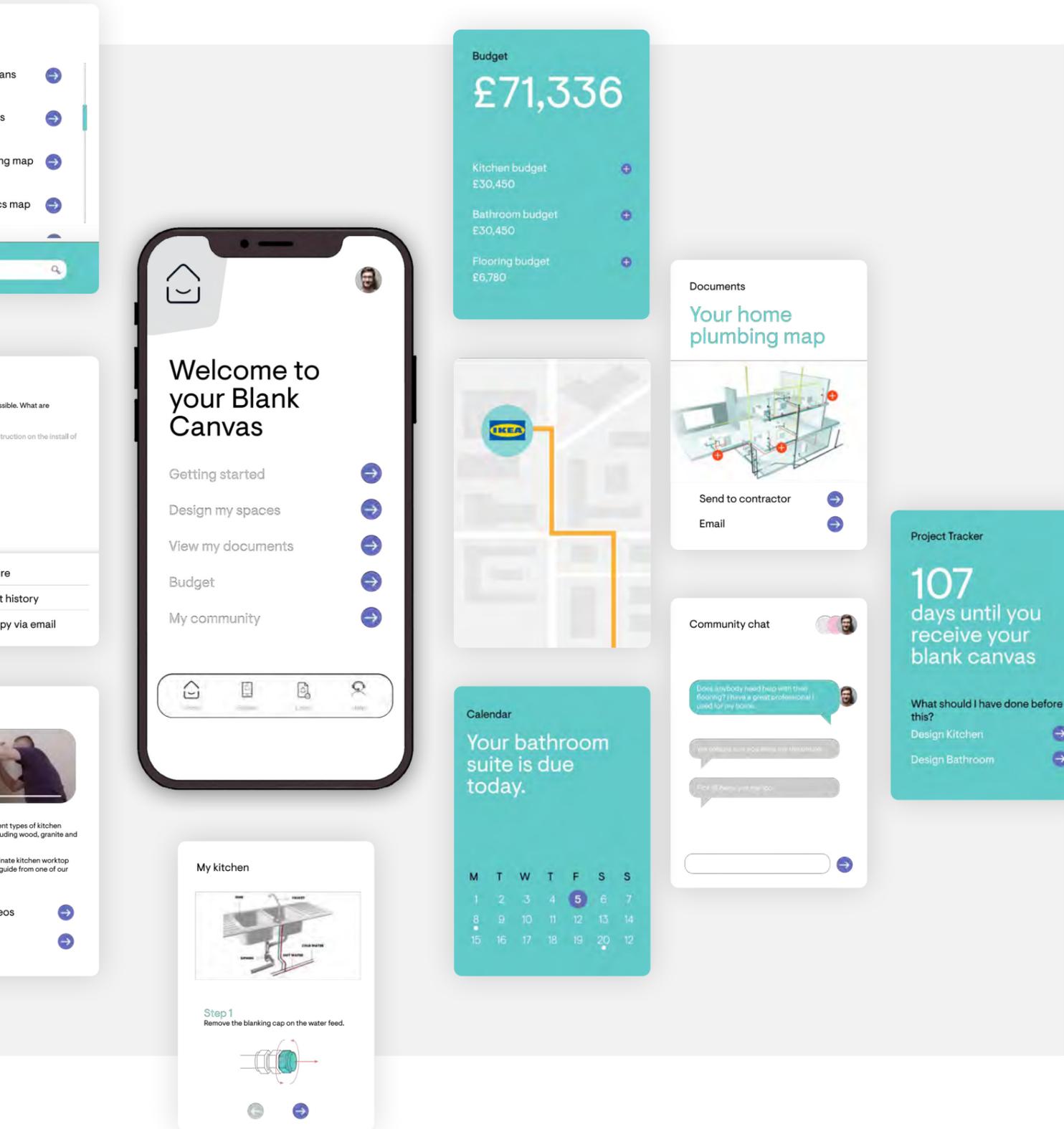


# Design built on real data.

## Fast, effective delivery

Our technology serves to make the process of marketing, selling, and delivering custom build homes fast!

- we analyse data from real people to make sure the urban and home design used on our schemes respond to an established audience
- our digital sales process enables homebuyers to customise their homes, made to order, entirely online
- with access to their own digital toolkit, our immersive self-finishing experience makes fitting out new homes fun while keeping projects on budget. Through our parent company BuildStore we are able to assemble a panel of lenders for our sites to enable homebuyers to access the funds to complete their home to meet their needs.



# An experience unlike any other.

## Digital finishing

Our Finishing App will guide homebuyers through the final steps of their journey. All our open market homes are built to Blank Canvas, then people fit out their interiors as part of a fun and supported process. This can include liaising with designers and trades or doing some of the work themselves.

For the more adventurous, we provide how to videos and instructions for everything from fitting flooring to installing bathrooms.

## Case studies

We have a growing pipeline of projects in the development pipeline across the country and an increasing network of clients. Further details of projects are on our website.



Ten detached internally customisable homes with private garden space and one car garage options, all within fifteen minutes of Edinburgh's city centre.

Midlothian, Edinburgh

# The Sidings.

-  • 2 House type options
-  • Up to 18 layout combinations

The Sidings is a small development of ten plots near Shawfair, Midlothian. Designed in collaboration with the current land owner, we created two house types from which homebuyers could choose and then internally customise to their own specific needs. We also built in many sustainability options for each home such as electric charging points, PV panels and grey water recycling, helping to future proof the development going forward.

The site of a former shoe factory, this development will deliver five customisable homes with an array of options for homebuyers to choose from that reflect their lifestyle.

Wantage, Oxfordshire

# The Limes.



- 2 House type options



- Up to 27 layout combinations

The Limes is a small-scale development in Wantage, Oxfordshire with full planning permission for five detached homes. Utilising our flexible home design system, each home's floor plan can be customised to achieve a layout that best reflects the needs and wants of our homebuyers. Each architect designed home is not only modern in style but also in sustainability – homebuyers can choose from a range of 'green' technologies to future-proof their home.



## Testimonials

**Custom Build Homes' friendly and knowledgeable approach has helped us develop our first custom build project.**

### Heather Orton

Project Development Team Leader  
Development and Housing, Regeneration,  
Economy and Growth, Durham County Council



**Custom Build Homes has an unparalleled knowledge of the custom and self-build sector. They have supported us at every stage, helping us deliver our first ever serviced plots.**

### Tim Moon

Community Custom and Self-build Officer  
City of York Council



## Experts in enabling custom build housing

We have a strong multi-disciplinary team of experienced professionals to support our clients throughout the development process, including;

### Tom Connor

Founder & CEO



### Chris Phillips

Chairman



### Mario Wolf

Director of Planning  
& Strategic Engagement



### John Baird

Senior Enabling Manager



### Ellie Burroughs

Urban Designer



# You're in good hands.



For more information on custom build home building or if you need any help understanding the process more, please call or email.

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Custom Build Homes is division of the BuildStore Group, the UK's leading supplier of financial services to the self-build and custom housebuilding market.

#### Disclaimer

The illustrations shown within this document are artist's impressions only and do not accurately depict landscaping, gradients or street furniture. Whilst every effort has been made to ensure that the information contained in this document is correct, it is designed specifically as an introduction to our services and Custom Build Homes reserves the right to amend the specification as necessary without notice.

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