



## SURVEY SHOWS INCREASE IN SELF BUILD INTENTIONS AS PLANS FOR NATIONAL CUSTOM AND SELF BUILD WEEK 2014 ARE UNVEILED



For release: 00:00:01 27 February 2014

There has been a year-on-year increase in the British public's intention to get a custom designed home built for themselves. That's the result of an exclusive Ipsos MORI poll commissioned to mark the launch of this May's National Custom & Self Build Week (NCSBW).

The survey found that one in seven (14%) Brits (around 7 million people) will research how to build a home for themselves within the next 12 months; this is an increase from 2013, where one in eight was undertaking the same research. The poll also suggested that around one in 50 expect to buy a building plot, obtain planning consent or start construction work on their own new home during the coming year or so.

This growing interest in the sector is one of the reasons why the focus of this year's event has widened to include Custom Build, alongside Self Build. The week is organised by the National Self Build Association (NaSBA) and runs in conjunction with the Grand Designs Live exhibition (3-11 May). Many of the main events will take place during the Grand Designs Live show at London's ExCeL, though there will also be scores of other activities happening all around the country.



The Government is very keen to see the self and custom build sectors grow, which is why Housing Minister Kris Hopkins MP has welcomed the promotional impact of the week; he comments: "The events that are organised during NCSBW will showcase the many ways people have turned their dream of building their own home into a reality. All the evidence shows that there are millions of people who want to be involved in building a home for themselves in the UK.

"National Custom & Self Build Week 2014 will give people the inspiration they need to build their own home. With a growing number of custom build solutions now emerging it will particularly shine the spotlight on this new approach to securing a home. But it will also highlight the many ways individuals can deliver a 'self-build' and the growing number of community-led self-build opportunities that are emerging", he said.

Over the last couple of years a small army of specialist firms have set up to help people get a custom build home. Some of these companies specialise in finding land and selling off serviced plots to would-be self-builders; others provide a range of home designs that people can adjust to fit their precise requirements. There are also specialists setting up as 'enablers' to help community groups build apartments or affordable terraced homes.

Among the many custom build projects already in the pipeline include:

- Approximately **80** innovative homes in **Cornwall** where people will be able to choose a basic house type from a wide spectrum of options and then adjust the layout and specification to exactly suit their requirements
- A project in **Devon** that will deliver **91** super low energy ultra-flexible kit homes
- A series of projects in the **South West** that are being progressed by Hab – Kevin McCloud's custom build business
- A project that aims to build **8** new apartments on the roof of an existing block of flats in **East London**

- A development near **Doncaster** where **30** custom build homes are planned
- A scheme in **Lancaster** where **14** new canalside homes will be constructed later this year
- A development near **Barnsley** where **23** homes are currently underway
- A project in **Newcastle** where more than **40** serviced building plots are up for sale

The Chair of NaSBA, Ted Stevens, comments: "These projects will help to put custom build on the map during 2014 and should help people build a better understanding of the role custom can play in the future. They will also demonstrate the many ways custom built homes can be delivered.

"In addition to these developer-led projects there are a growing number of schemes being facilitated or promoted by local authorities – we believe around 50-60 councils are now supporting our campaign to help people build their own homes. And, collectively all these initiatives add up to around 4,000 additional self or custom build opportunities in the future pipeline."

During NCSBW there will be series of high-level debates and other events at Grand Designs Live featuring Ministers, alongside TV presenters Kevin McCloud and George Clarke. The winners of the Grand Designs Live 'Self Build on a Shoestring' design competition will also be demonstrating how it is now possible to build a modest home for less than £50,000. And one of the days will look at how 'building groups' work in Europe, for example, in Berlin, one in ten of all the new homes built are currently being delivered (very cost effectively) by groups of self-builders.

British architect and television presenter George Clarke is a supporter of the week. He said: "I'm proud to be associated with National Custom and Self Build Week. Self building your own home has to be one of the most rewarding things you can do in life. It's an opportunity for people to create something truly unique, a building that that they can truly call their very own."

A detailed **Organisers Handbook** is now available to help individuals, schools and businesses associated with the self and custom build sectors to organise their own events as part of the Week. This can be freely downloaded from NaSBA's website ([nasba.org.uk](http://nasba.org.uk)). Over the next few weeks the website will also provide a detailed list of all the national and regional events taking place in 2014. And there are lots of pictures of the activities that happened last year, which you are free to use.

**ENDS**

**NOTES:**

1. For further information contact:
  - Ted Stevens at [chair@nasba.org.uk](mailto:chair@nasba.org.uk) or 07860 336087
  - Bonnie Turner at [granddesignslive@publicasity.co.uk](mailto:granddesignslive@publicasity.co.uk) or 020 7632 2400
2. The Ipsos MORI survey questioned 1,956 people between 17 and 27 January 2014. The survey also suggests that one million people expect to move from the 'researching' to the 'action' stage, and expect to buy a building plot, submit a planning application, start construction work, or complete construction work on their self build home in the next 12 months. Despite all this interest, in 2013 only around 10,000 Britons managed to build a home this way. And the UK's self-build output is a fraction of that delivered by most European countries.

*One of the key aims of the initiative is to help more people understand the many ways it is now possible to get a home built. For example the Week will help explain what a Custom Build Home is; it will showcase some of the more innovative ways local authorities, specialist developers/enablers and others have been pioneering the delivery of self-build homes; and it will provide lots of practical advice for would-be self builders.*

*The Ipsos MORI survey questioned nearly 2,000 people about possible self build activities. Those polled were given a range of options to identify how far they expect to progress their plans in the next 12 months. These ranged from, at one extreme, simply expecting to watch a TV programme on self building, while at the other expecting to complete construction work on their home.*

*The results also show that 28% expect to watch a television programme on self building if it comes on, indicating that they have a passing interest in self building. One in seven (14%), around 7 million people, expect to move on to the next step and actively research how to build a home for themselves in the next 12 months.*

*The survey revealed that 2% expect to move beyond researching to the action stage in the next 12 months or so - that is they expect to buy a building plot, submit a planning application, start construction work, or complete construction work on their self build home in the next 12 months or so. That represents approximately one million people.*

**Technical Details:**

- The research was conducted on Ipsos MORI's Capibus study between 17th and 27th January 2014. The question was asked face-to-face of 1956 adults aged 15+ across Great Britain. The survey data are weighted to the known population profile. This research was conducted for the first time in January 2013.
  - Full data tables are available at [www.ipsos-mori.com](http://www.ipsos-mori.com). The tables include full question text, the options presented to respondents, and show the definitions of the combination codes used here ("Research/planning" and "Action").
  - For a sample size of 1956, where 10% give a particular answer, the chances are, 19 in 20, that the "true" value (which would have been obtained if the whole population had been interviewed) will fall within the range of  $\pm 1$  percentage points from the survey result (i.e. between 9% and 11%). This assumes a purely random sample, and therefore the margin of error for a survey such as this will be slightly wider.
  - Grossing calculations are based on 51 million people aged 15+ in Great Britain (taken from Census sources). These calculations are themselves subject to sampling tolerances (see 3. above).
3. NaSBA represents most of the businesses active in the self build sector and many individual self builders. It is a campaigning organisation that aims to at least double the number of self build homes completed in the UK each year – see [www.nasba.org.uk](http://www.nasba.org.uk)
  4. Grand Designs Live is based on the hugely popular Channel 4 TV show Grand Designs which has gained a huge following in the UK over the last 10 years. TV broadcaster and live show host Kevin McCloud will be at the London show meeting fans, chairing debates in the Grand Theatre and sharing his Grand Design experiences with visitors.

With over 100,000 consumers expected to visit the event over nine days, Grand Designs Live London will offer visitors a great day out, hundreds of innovative ideas from the home, specialist exhibitors and FREE expert advice all under one roof – making it an invaluable and unmissable event for home lovers.

Grand Designs Live London takes place from 3-11 May 2014 at London Excel - see [www.granddesignslive.com](http://www.granddesignslive.com)