

Rt Hon Angela Rayner MP
Secretary of State
Ministry of Housing, Communities & Local Government
2 Marsham Street
LONDON SW1 4DP

30 September 2026

Dear Angela

Your First Home – inclusion of custom and self-build housing

We welcome the Government's announcement of the Your First Home equity-loan scheme. Improving access to home ownership for people with regular incomes who cannot call upon the "bank of mum and dad" is an important objective, and the proposed 2.5% deposit and 20% government-backed equity loan could make a significant difference.

As the detailed arrangements are being developed, we would like to ensure that the scheme accommodates genuine custom-build homes and, where practicable, individual self-builders.

The announcement refers to first-time buyers purchasing a new-build property from a developer signed up to the scheme. Unless the eligibility rules are framed carefully, this could restrict support largely to conventional volume-built homes and inadvertently exclude customers choosing a custom-build route. That would be a missed opportunity. Custom build offers first-time buyers greater choice while supporting SMEs, broadening the housing market and adding to overall supply. It is also recognised by the Competition and Markets Authority as the fourth arm of housing delivery.

We would therefore welcome confirmation that an eligible new-build property can include a genuine custom-build home supplied by a participating developer, provided that the first occupier has primary input into its design and specification.

In designing the scheme, we suggest that the Department should consider:

- an explicit eligibility route for genuine custom-build homes, including serviced-plot and staged custom-build models;
- registration and compliance requirements proportionate to smaller custom-build developers, rather than designed solely around volume housebuilders;
- how the equity loan could operate where the customer acquires a serviced plot before entering into a build contract, and whether staged advances could support qualifying first-time self-builders;
- safeguards ensuring that homes marketed as custom build provide meaningful primary input by the first occupier; and
- involving custom-build developers, specialist lenders and mortgage advisers in the technical design of the scheme.

We appreciate that the detailed eligibility criteria and implementation arrangements are still being developed. This is the ideal time to incorporate custom build from the outset. NaCSBA would be very pleased to discuss the practical models used by our members and help develop an approach that works for government, lenders, developers and purchasers.

Could we arrange a short discussion with the officials leading the scheme before its detailed design is finalised?

Yours sincerely,



Richard Bacon
Chair



Peter Johns
Chief Executive