



Self and Custom Build

Consumer Survey of Self Build Intentions &
The Effect of COVID-19 On How We See Our Homes
October 2020

Background

Introduction

Following the pandemic's first wave, the Building Societies Association (BSA) and the National Custom and Self Build Association (NaCSBA) conducted an online survey into people's attitudes about self building, and whether COVID-19 had changed how they saw their existing home.

The research created a snapshot of the market and consumer intentions around the idea of home



The research was conducted by YouGov on behalf of



About the survey



Definitions

For the survey, we said that building your own home could be:

Self Build...

Where you find a plot of land, determine the design of your home, and then select a contractor to build it.

Custom Build...

Where you buy a pre-prepared plot of land and then engage with a specialist design-and-build contractor to construct it.



Who did we speak to?

YouGov conducted the survey...

The total sample size was 2017 adults. Fieldwork was undertaken online, between 9th–11th October 2020.

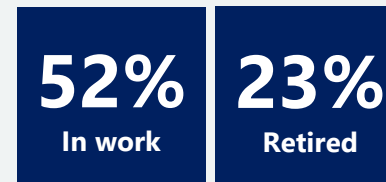
The figures are weighted and are representative of all GB adults (aged 18+).

Annual household income



The remaining people either didn't know or didn't answer

Working status



The remaining people were in full-time education or unemployed

Objectives

+ The survey was designed to understand:

- 1 Levels of interest in self building
- 2 Who wants to build?
- 3 Main barriers stopping people from choosing to self build as a route to ownership
- 4 How COVID-19 has changed our view of our homes



Lockdown & our homes



Key findings – following lockdown

1

There is **huge demand for home office space**, with almost 2 in 5 people saying this was something they needed.

2

Nearly half (48%) of people wanted more space either inside (36%) or outside (37%).

3

1 in 5 people considered moving as a result of **COVID-19**, with 1 in 20 considering building their own home to ensure the design meets their needs.

Impact of the pandemic

1

Has the lockdown made you need a home office or work space?

There is huge demand for home office space, with over half (55%) of those without a home office space saying this was something they now needed.

29% of people said that they already had a home office

!

The trend for full or part-time home working looks like it will continue throughout the duration of the pandemic - potentially **transforming the way we work in the future.**

Impact of the pandemic

2

In general, how much more a) indoor and b) outdoor space has lockdown made you want?

Overall, nearly half (48%) of people said they needed more space, either outdoor, or indoor, to meet their needs as they spent more time at home.

This was equally split between indoor and outdoor space

- 36% of people said they wanted more indoor space.
- 37% of people said they would like more outdoor space.



More indoor and outdoor space was **far more important for those aged between 25-34** (60% & 61% respectively), reflecting growing or planned families.

Impact of the pandemic

3

Has lockdown made you consider doing any of these at some point in the future?

1 in 5 people considered moving to a home with more space, as lockdown made them review what they needed out of a home.

Following lockdown, 1 in 20 adults would consider a self build to get their perfect home – possibly a reflection that a home bought on the open market may not meet all of the living requirements identified during the statutory lockdown.

IN FUTURE I WOULD CONSIDER...	
Extending my current home	7%
Making home improvements	31%
Moving to a home with more space	20%
Designing and building my own home	5%
None of these/don't know	51%

Our self build aspirations



Key findings – self build

1

1 in 3 people (32%) are interested in building their own home at some point in the future, including 12% who said they were 'very interested'.

This is lower than older figures, but NaCSBA believes it to be more robust – supported by the clear definitions of custom and self build in the survey.

2

Nearly **half (48%) of those between 18 and 24 were interested in building their own home**, compared to just 18% aged 55+.

Traditionally self build has been seen as the reserve of older members of society aged 55+, with equity in their property. The data indicates that a new, younger generation is viewing building a home as an appealing route to home ownership.

3

Awareness of the Right to Build legislation remains low, with **83% of people unaware of the self build registers.**

Introduced in 2016, the self build registers are an important source of evidence for local authorities in England of the demand for self build homes, supporting them in their policy and plan making. The registers are the first step for anyone wanting to self build.

Interest in self build

1

In general, how interested, if at all, are you in 'building your own home' at any point in the future?

Interest in building a home in the future

Age	18-24	25-34	35-44	45-54	55+
%	48%	45%	40%	31%	18%

Approximately **a third (32%) of people are interested in building their own home**, including 12% that said they were 'very interested'.

Of those who said they were interested in building their own home **9% said it was 'very likely' they would build their home in the future** and 20% said 'fairly likely'.

Interestingly, **4 in 10 (41%) of those between the ages of 18-24 who were interested in building their own home said they were 'likely' to do so in the future.**



There is a disconnect between the younger generations with the highest appetite for self build, but the least amount of savings and less earning potential, compared to those 55+.

Interest in self build

2

What are the main benefits, if any, of building your own home (selected from a list)?

ADVANTAGES OF SELF BUILDING

Being able to build a home to my exact specifications	74%
The quality of the overall build could be higher than that of a pre-built home	43%
The internal and external design could be better than that of a pre-built home	46%
Could give me value for money (i.e. worth the money I was paying)	38%
That it could meet 'my current and future needs'	50%
Less impact on the environment (i.e. more environmentally sustainable) than other options (i.e. pre-existing home or new build by established developer)	33%
That it could reflect my personality	31%
It could be located where I needed it, within reason	38%

The data shows a tailor-made home has considerable appeal.

Better design and build quality and the ability for the home to meet future needs are core motivating factors behind people's desire to self build.

Excludes those who said 'don't know / other / not applicable.'

Barriers to self build

3

Which, if any, of the following are reasons why you might *not* want to build your own home?

BARRIERS TO PEOPLE'S AMBITIONS TO SELF BUILD

Finding the time to undertake the process	39%
Not having the knowledge I would need	47%
Finding a suitable plot of land	42%
The process of gaining planning permission (e.g. that it is difficult, lengthy, etc.)	49%
Finding the money to finance the build (including getting a mortgage)	59%
It isn't something that appeals to me generally	25%
It isn't something most people do	11%
Other/don't know	7%
There isn't anything that would make me not want to build my own home	7%

The traditional barriers of land, finance and planning continue to limit activity, with **finance being the main concern for over two thirds (69%) of these between 18-44.**

A lack of knowledge and time also holds people back, but custom building can mitigate these concerns.

Researching a project

4

The data showed that those interviewed planned to do the following self build activities in the next year:

4%

Planned to investigate self build finance

15%

Planned to watch a TV programme about self build or to research self build online

3%

Planned to look for a plot of land to build on

4%

Planned to visit a specialist self build show or buy a magazine

2%

Planned to start or finish a self build

Energy efficiency

5

How important, if at all, would it be for your 'built home' to be energy efficient*?

*By 'energy efficient', we mean reducing the amount of energy that needs to be used in a home, making it cheaper to run.

A huge **60% of people** said that this was 'very important', and 29% said this was 'fairly important'.

Self Building offers people the chance of **building above and beyond Building Regulations requirements for energy efficiency** – which sets a minimum standard.

Therefore, people can choose to lower their energy bills by specifying higher levels of insulation or installing micro-renewables, such as photovoltaic and solar panels, or introduce other measures to make their home more sustainable.

89%

Said Energy Efficiency was important to them.

The Right to Build

6

We asked whether people had heard of, or signed, a local authority self build register.

Under legislation known as the 'Right to Build' all local authorities in England are required to keep a register of people or groups who would like to 'build their own home'.

They must then match the numbers of people on the register with the number of available building plots for which they then give planning permission.

Find out more about the Right to Build at www.righttobuildportal.org

83%

Had never heard
of these
registers

1%

Had signed a
register

Thank you



Research commissioned by:

NaCSBA www.nacsba.org.uk and the Building Societies Association www.bsa.org.uk

Consumers wanting to find out more about self building should visit NaCSBA's www.selfbuildportal.org.uk for help and advice or find and sign your local self build register at www.righttobuildportal.org

Find a lender for your project at www.bsa.org.uk/self-and-custom-build