



**RIGHT TO  
BUILD REGISTER**  
powered by Custom Build Homes

# Demand Appraisal

Custom and self-build housing

Request for data

September 2024

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





**Request for data**

<b>Enquiry from:</b>	Example Council
<b>Date:</b>	XX.09.24
<b>Site or area related to request:</b>	XX
<b>Local Planning Authority:</b>	Example LPA
<b>Parish Council or Ward area(s)</b>	XX

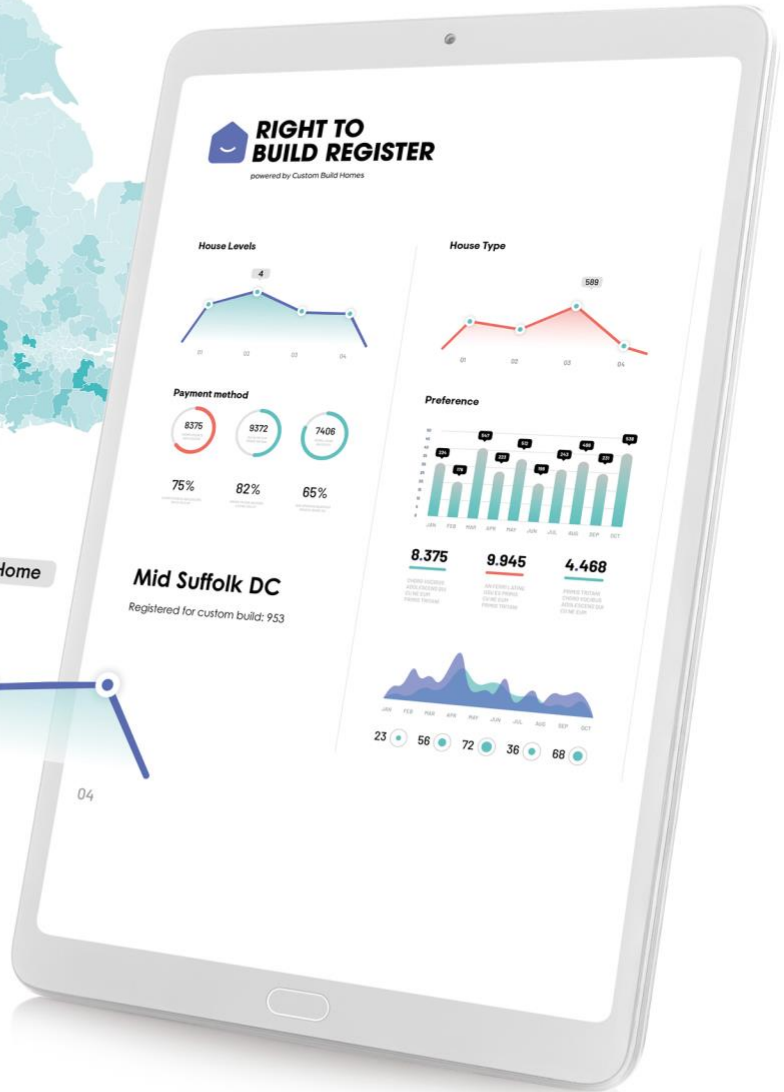
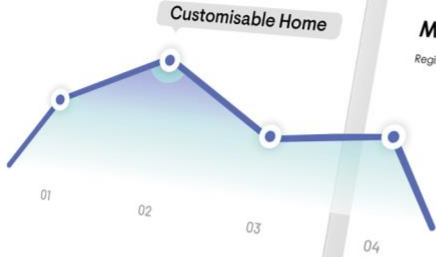
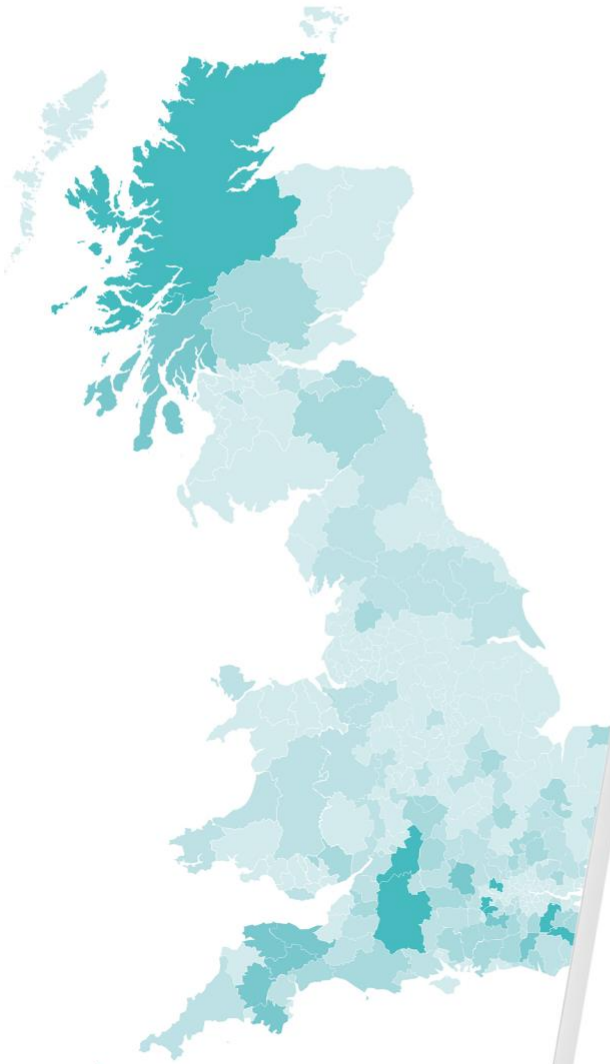
## **Demand in the area**

This Demand Appraisal comprises the number of people currently subscribed to the Right to Build Register, held by Custom Build Homes, who want to custom or self-build their home within the local authority area.

To supplement this assessment and demonstrate market demand in the wider area, demand was also assessed within a 10-, 20- and 30-mile catchment of the proposed development site (postcode XXXX XXX).

Where requested, the number of people currently subscribed who live in a specific Parish/Ward and who want to custom and self-build in the local authority area is also provided.

<b>Area</b>	<b>Number of Subscribers</b>
Example Council	200
Example Parish	50
10-mile catchment from site	100
20-mile catchment from site	200
30-mile catchment from site	300



## How is our data collected?

The data is collected by consumers signing up to the Right to Build Register at [www.righttobuildregister.co.uk](http://www.righttobuildregister.co.uk).

The data is provided voluntarily by private individuals wishing to custom or self-build their own home in local authority areas across England, Scotland, and Wales.

The Right to Build Register mirrors the statutory processes in place to determine whether an applicant benefits from the "Right to Build" as set out in the Self-build and Custom Housebuilding Act 2015 (as amended). To register, subscribers are required to confirm:

- Being 18 years of age or over
- Current address, postcode, telephone number and email address
- Being a British Citizen, a national of an EEA state other than the UK or a national of Switzerland
- Their nationality
- Seeking to acquire a serviced plot of land to build a house to be their main house of residence

## What data do we hold?

The Right to Build Register holds data including personal information, contact information and where people wish to custom or self-build their own homes. It also captures many other datasets relating to applicants housing preferences and status. These include, but not limited to:

- Preference of house type, size, and specification
- Employment and current living situation
- Budget and payment method
- Reasons for custom or self-building
- Desire to build as part of a group

Parish/Ward level demand data is derived from the number of applicants registered to live in the local authority area that are currently registered in that Parish/Ward. This data set is therefore a subset of the local authority area demand population.

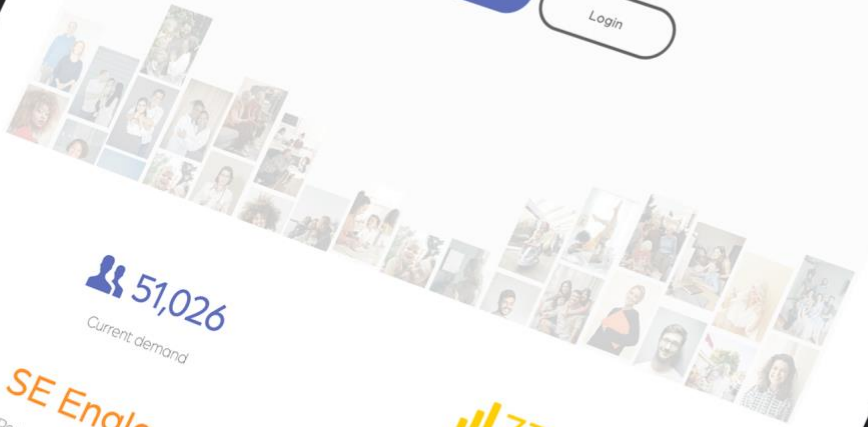
Detailed Demand Assessments and bespoke surveys can be prepared on request.

## Together we can build better

Be part of the housing "evolution", where consumer demand and primary legislation can harness the wills and skills of landowners and professional developers to enable you to custom and self-build your home.

Sign up

Login



**51,026**  
Current demand

**SE England**  
Region with highest demand

**7,715**  
New this month

**Wiltshire**  
Council with highest demand

Join the housing  
**evolution**

**Why sign up to the Right to Build Register?**

Applicants who register on the Right to Build Register receive the benefit of emailed updates on upcoming serviced plot and custom home opportunities, as well as “tips and tricks” from Custom Build Homes and BuildStore relating to accessing, delivering, and financing a custom or self-build project. These communications add value to consumers with a desire to build their own homes, they build confidence in consumer’s ability to build a home successfully and increases their likelihood of engaging with an opportunity to access a plot when they come to market.

While it is not possible to individually qualify the seriousness of every applicant, the sign-up process is robust, with a series of detailed questions that must be answered in full to complete a registration. Given our extensive industry experience, those who are not genuinely interested in finding a plot will not take the time to provide such detailed information.

Therefore, given the comprehensiveness of the sign-up process, and the fact individual benefit from being on the Right to Build Register, the dataset reflects a more accurate measure of demand when compared to local authority Self-build and Custom Housebuilding Registers which are typically not promoted, offer no specific benefit to applicants and are often subject to local eligibility criterion and/or the payment of registration fees.



## How important is this data?

All 'relevant authorities' in England have a legal duty under the Self-build and Custom Housebuilding Act 2015 (as amended) to keep a register of individuals and associations of individuals who are seeking to acquire serviced plots of land in the authority's area and to have regard to that register when carrying out their planning, housing, land disposal and regeneration functions. Unless exempt, they also have a legal duty to grant sufficient 'development permissions' to meet the demand for self-build and Custom Housebuilding in their area on an annual basis.

These duties are complemented by the policy in the revised National Planning Policy Framework which asks that local planning authorities plan for the needs of different groups with specific housing requirements as part of their overall housing need and that land with permission is developed without unnecessary delay.

Practice has shown that local authority self-build and custom housebuilding registers only provide a short-term, supply-led, picture because they rely on people knowing about the register and then registering their interest. Given its 'opt-in' nature and high dependence on publicity, promotion, registration fees and digitality criteria being applied, a local register cannot predict longer term demand for plots in an area. Indeed, the lack of local awareness of local registers was underlined in the Government-commissioned Bacon Review (Independent review into scaling up self-build and custom housebuilding report, 27 August 2020) which concluded that a very high proportion of the public (88.8%) are not aware of local registers and therefore demand for custom and self-build housing is higher than data on local registers would suggest. This is also increasingly recognised in planning appeals.

In this context, the Government's Planning Practice Guidance advises that local planning authorities should use the demand data from the register, supported as necessary by additional data from secondary sources and other wider market signals, when planning for the delivery of a sufficient supply of homes.



Right to Build Register is a trading style of BuildStore Custom Build Ltd. t/a Custom Build Homes.

It generates consumer demand data from those wishing to custom or self-build homes in local authority areas in England, Scotland, and Wales. It provides “live analysis” of the data it holds and presents this across various reports that are accessible to landowners, developers, housebuilders, consultants, and local planning authorities.

The dataset held on the Right to Build Register is industry leading. The lists are cleaned annually, and at any given time there are tens of thousands of applications from people looking for an opportunity to build their own homes in their preferred local authority areas.



Custom Build Homes (CBH) is the preeminent Enabler of custom and self-build housing development projects in the UK. It harnesses a deep understanding of the planning and delivery processes to deliver custom and self-build housing nationally on behalf of landowners, developers, housebuilders, and local planning authorities. These projects are designed to reflect the individual preferences of those subscribed to the Right to Build Register, and subscribers can offer notices of interest for new plots coming to market.

CBH was developed as a subsidiary of BuildStore Ltd. BuildStore is the UK's leading financial services provider to the custom and self-build market, having manufactured many of the mortgage, insurance, and protection services that thousands of custom and self-builders utilise annually.

BuildStore Ltd remains the single largest shareholder in CBH.



The Right to Build Register is operated by Custom Build Homes

Custom Build Homes  
Great Michael House, Office 9, 14 Links Place  
Edinburgh, EH6 7EZ

0345 223 4452  
hello@custombuildhomes.co.uk  
custombuildhomes.co.uk

Front cover photograph: 15 completed self-build homes on serviced plots enabled by Custom Build Homes at Long Four Acres, Mulbarton, Norfolk Disclaimer

**Disclaimer**

The illustrations shown within this document are artist's impressions only and may not accurately depict our products. The information detailed in this document is correct at time of issue. We operate a live database and the demand figures will change with time.

BuildStore Custom Build LTD  
Company number SC618421  
Registered office address  
8 Houstoun Interchange Business Park,  
Livingston, EH54 5DW