

Demand Assessment.

Custom and self-build housing

Land at Water Lane, Frisby-on-the-Wreake
Melton Mowbray LE14 2NR

May 2023

righttobuildregister.co.uk



Introduction.

This Demand Assessment sets out the likely local demand for a proposed custom and self-build housing development on land (the site) at Water Lane, Frisby-on-the-Wreake.

To evidence local demand the assessment reports the number of people currently subscribed to Custom Build Homes' Right to Build Register (RTBR) who want to custom or self-build their home within the Melton Borough Council area and those who live in the Frisby-on-the-Wreake Parish and within a commutable distance who are looking for an opportunity to build their own home.

It is intended to evidence the real market demand in the local area for custom and self-build housing in support of an Outline Planning Application to Melton Borough Council for the proposed development at the site.

The demand on the statutory Melton Borough Council Self-build and Custom Housebuilding Register, and how the Council is meeting this, is not considered in this market assessment.

Method

To demonstrate the anticipated market demand for custom and self-build housing in the local area, Custom Build Homes carried out an assessment to report on:

- The number of people subscribed to the RTBR who are currently registered as actively looking to custom or self-build their own homes within the Melton Borough Council area (the borough) (postcodes LE13, NG33, NG32, NG13, LE14, LE7 AND LE15); and
- The number of people subscribed to the RTBR who are currently registered as actively looking to custom or self-build their own homes and who live within the Frisby-on-the-Wreake Parish area (postcode LE14).

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 LE14 2NR).

Results.

The following table presents the number of subscribers to the RTBR who are looking to build their own home in proximity to the proposed development site, for the areas set out above.

The assessment identified a total of XX potential custom and self-builders on the RTBR who are presently looking for a plot to build their own home within the Melton Borough Council area and as many as XX with 30 miles of the proposed development site at Water Lane.

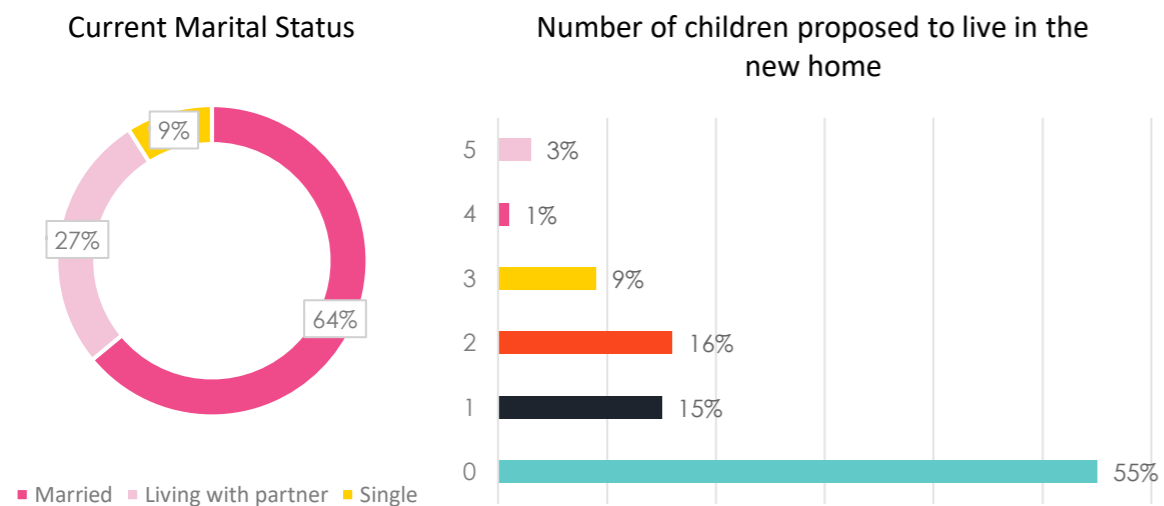
Area	Number of Subscribers
Frisby-on-the-Wreake Parish	XX
Melton Borough Council	XX
10-mile catchment from site	XX
20-mile catchment from site	XX
30-mile catchment from site	XX

The following graphs represent the profile and housing preferences of subscribers who are looking for an opportunity to purchase a building plot and build their own home in the Melton Borough Council area.

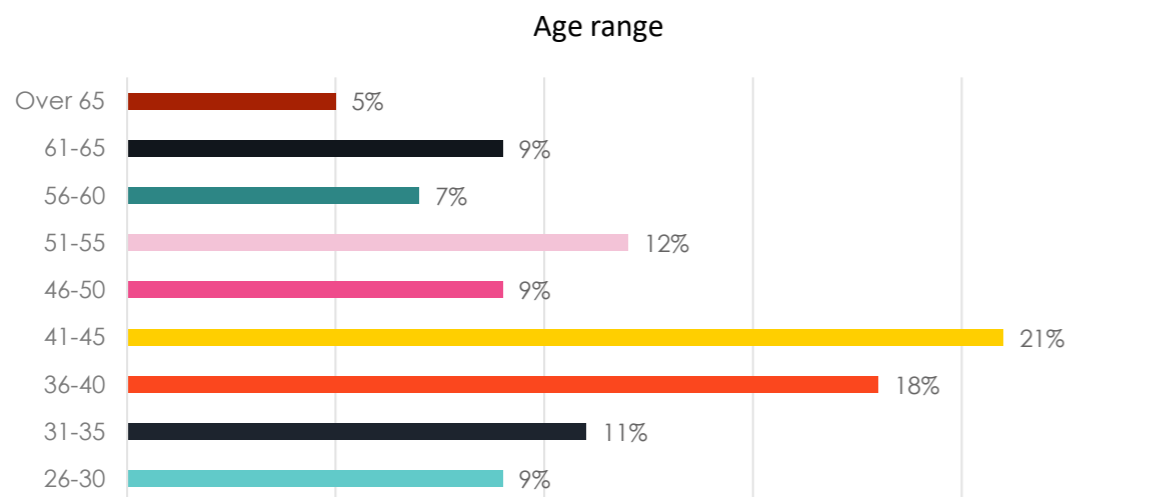
This data is considered highly relevant to gaining a better understanding of what type of custom and self-build housing would be best received by the market and is material to the consideration of a planning application for the site.

Buyer Profile.

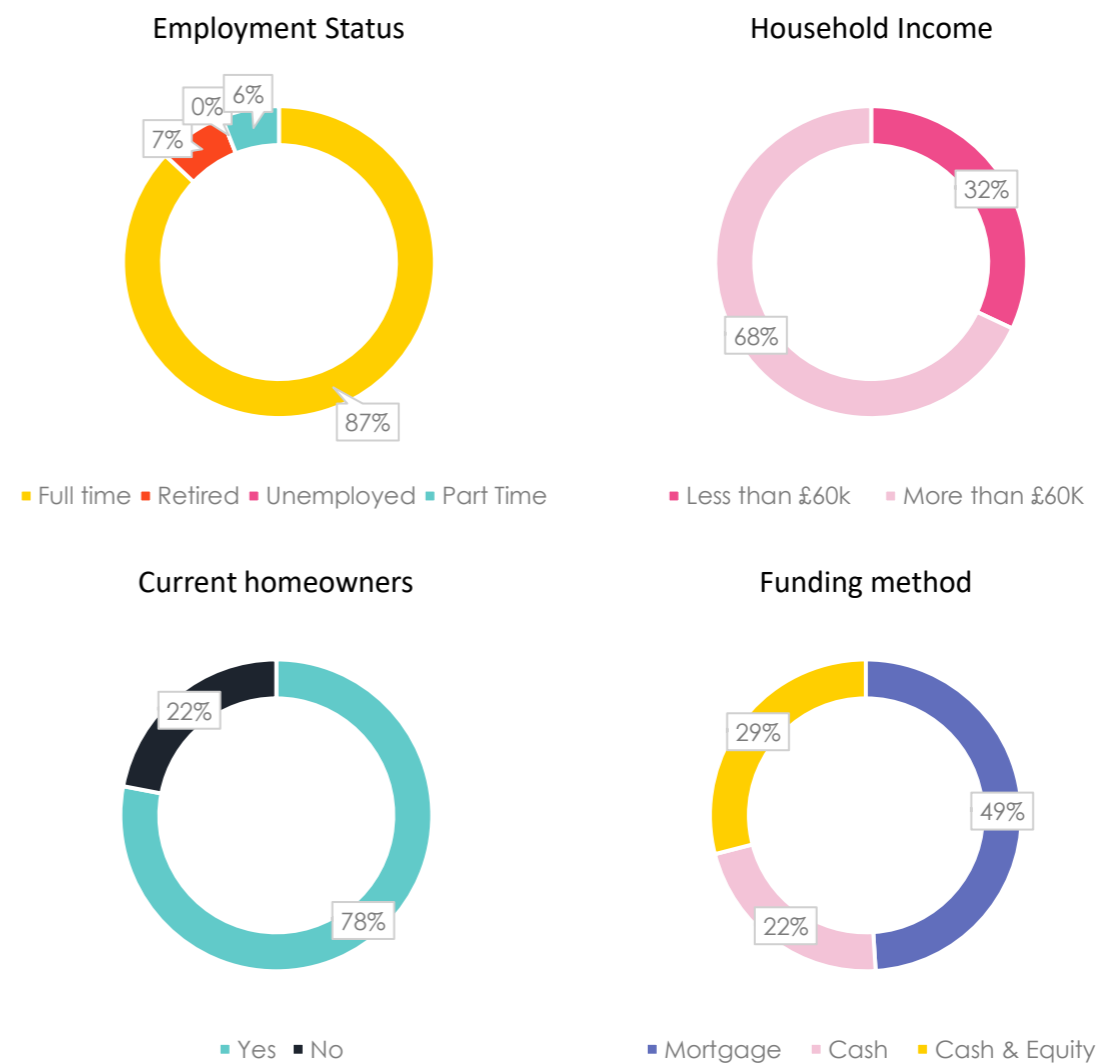
Most prospective custom and self-builders are married (64%) and 27% are living with a partner. Over half (55%) have no children.



The age of respondents varies widely, but only 20% are younger than 36. Most prospective custom and self-builders are aged between 36-60 (67%). There are a few over 60 (14%).



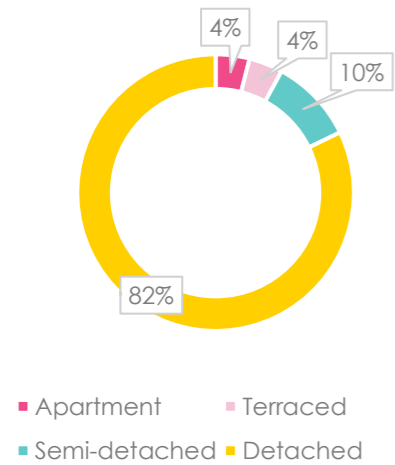
Most potential plot purchasers work full time (87%) and the majority (68%) have household incomes over £60,000. Most (78%) potential plot purchasers are asset-rich with an existing home to sell. Although, the majority (49%) need a mortgage to fund their project.



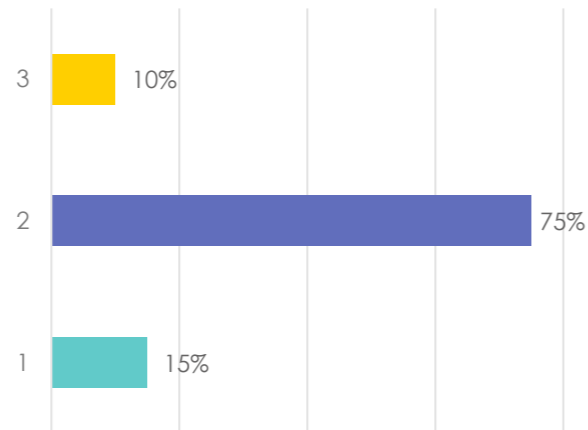
House Preferences.

There is an overwhelming number of prospective custom and self-builders that want to build a detached (82%), two-storey (75%), home. Almost half (46%) also want 4-bedroom properties and a further 33% want to build three bed properties. Most people want to build a home with a garden (24%) and garage (21%) with eco-developments (18%) also a strong preference.

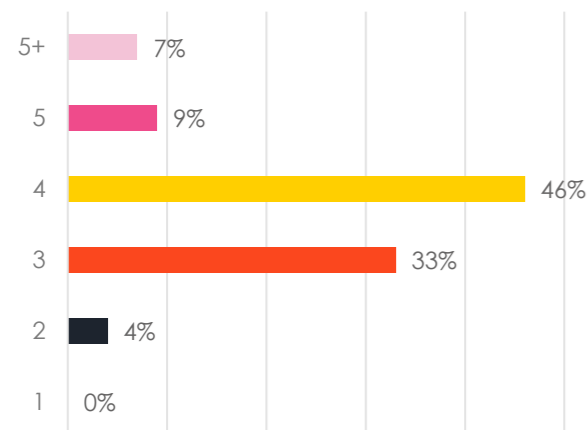
Preferred house type



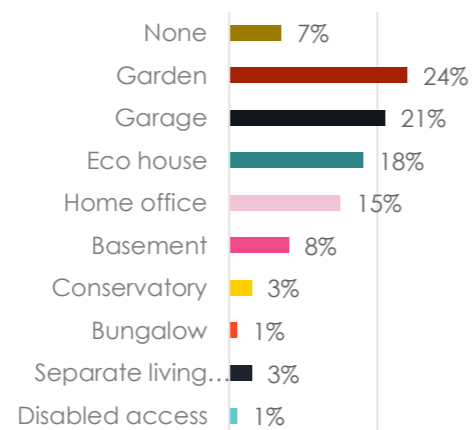
Preferred number of storeys



Preferred number of bedrooms



Property requirements

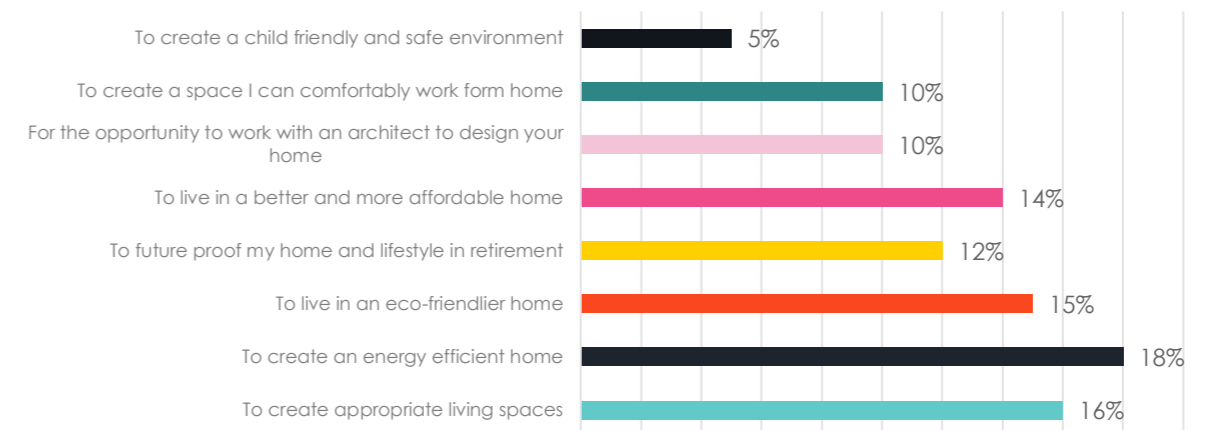


Motivations.

There are several reasons why people wish to custom or self-build a new home in the local area. The most popular reasons given are:

- To create an energy efficient home with low monthly bills;
- To create appropriate living spaces;
- To live in an eco-friendly home; and
- To live in a better and more affordable home.

Motivations



Conclusions.

There is demonstrable strong demand for custom and self-build housing opportunities in the local area. The age of prospective custom and self-builders varies widely, but most people are aged between 36-60. Most people are married or live with

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Appendix

How is our data collected?

The data is collected by consumers signing up to the Right to Build Register at www.righttobuildregister.co.uk.

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

The Right to Build Register broadly 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:

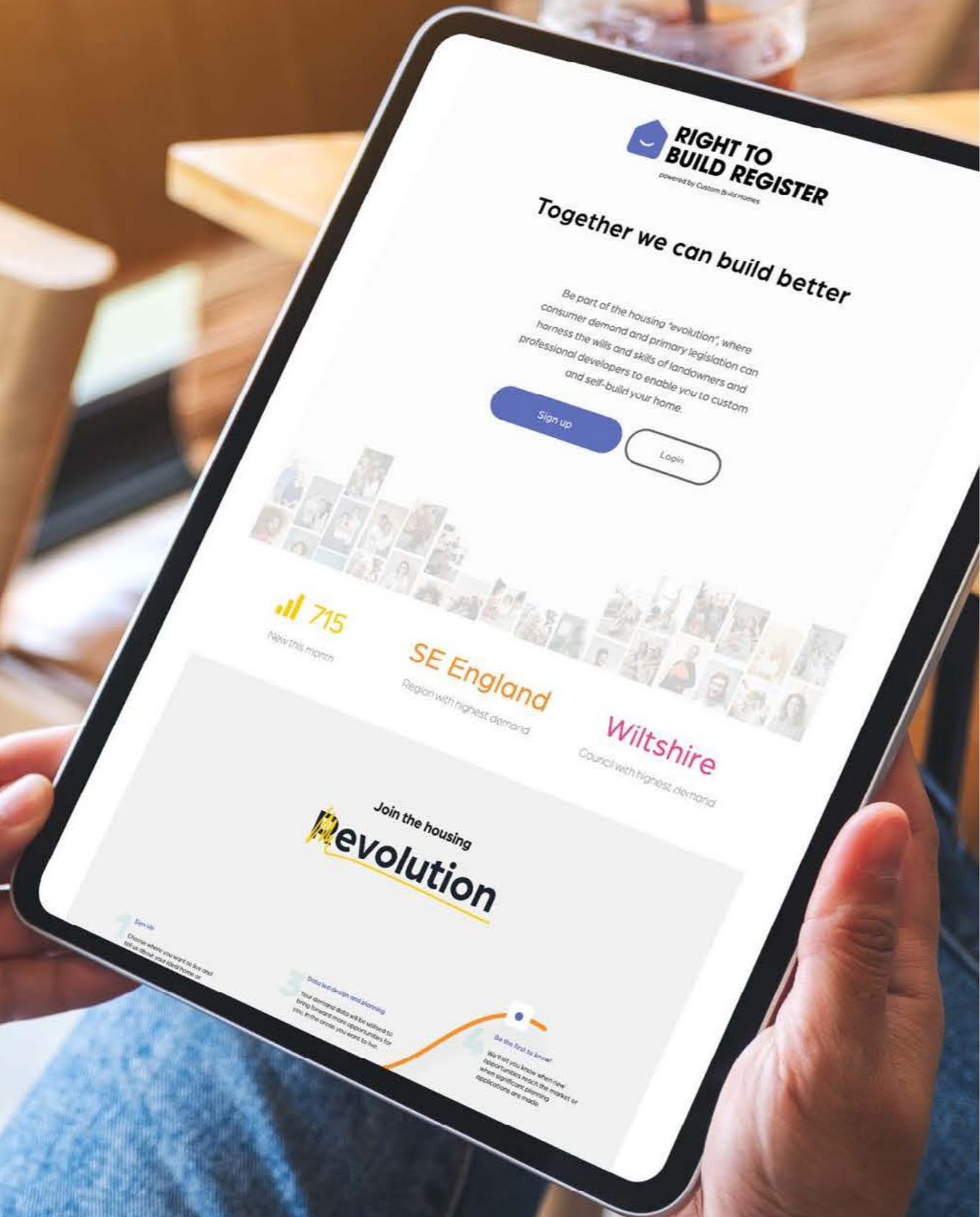
- Being aged 18 or older
- Current address, postcode, telephone number and email address
- Being a British Citizen, a national of an EEA state other than the UK or a national of Switzerland
- Their nationality
- Seeking to acquire a serviced plot of land to build a house to be their main residence

What data do we hold?

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

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

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



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

...the benefits of the Right to Build Register, including the ability to register and self-build your home. The Right to Build Register is a free service that provides you with the latest information on serviced plots and custom home opportunities. You will receive updates on new plots and homes as they become available. This is a great way to stay up to date on the latest in the market. The Right to Build Register also provides you with a range of other services, including the ability to register your interest in a plot and to be notified when it becomes available. This is a great way to ensure you are the first to know when a plot becomes available. The Right to Build Register also provides you with a range of other services, including the ability to register your interest in a plot and to be notified when it becomes available. This is a great way to ensure you are the first to know when a plot becomes available.

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

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Right to Build Register is a trading name 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 data set held on the Right to Build Register is industry leading. Subscriber 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 authorities. These projects are designed to reflect the individual preferences of those subscribed to the Right to Build Register, and subscribers can submit expressions 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 powered by Custom Build Homes

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

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.

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