

WELCOME TO THE NATIONAL SELF BUILD & RENOVATION CENTRE

HARVEY FREMLIN

29TH OCTOBER 2022

**The home of
Self Build
Custom Build
& Renovation**



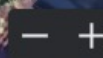


OUR TEAM





2D

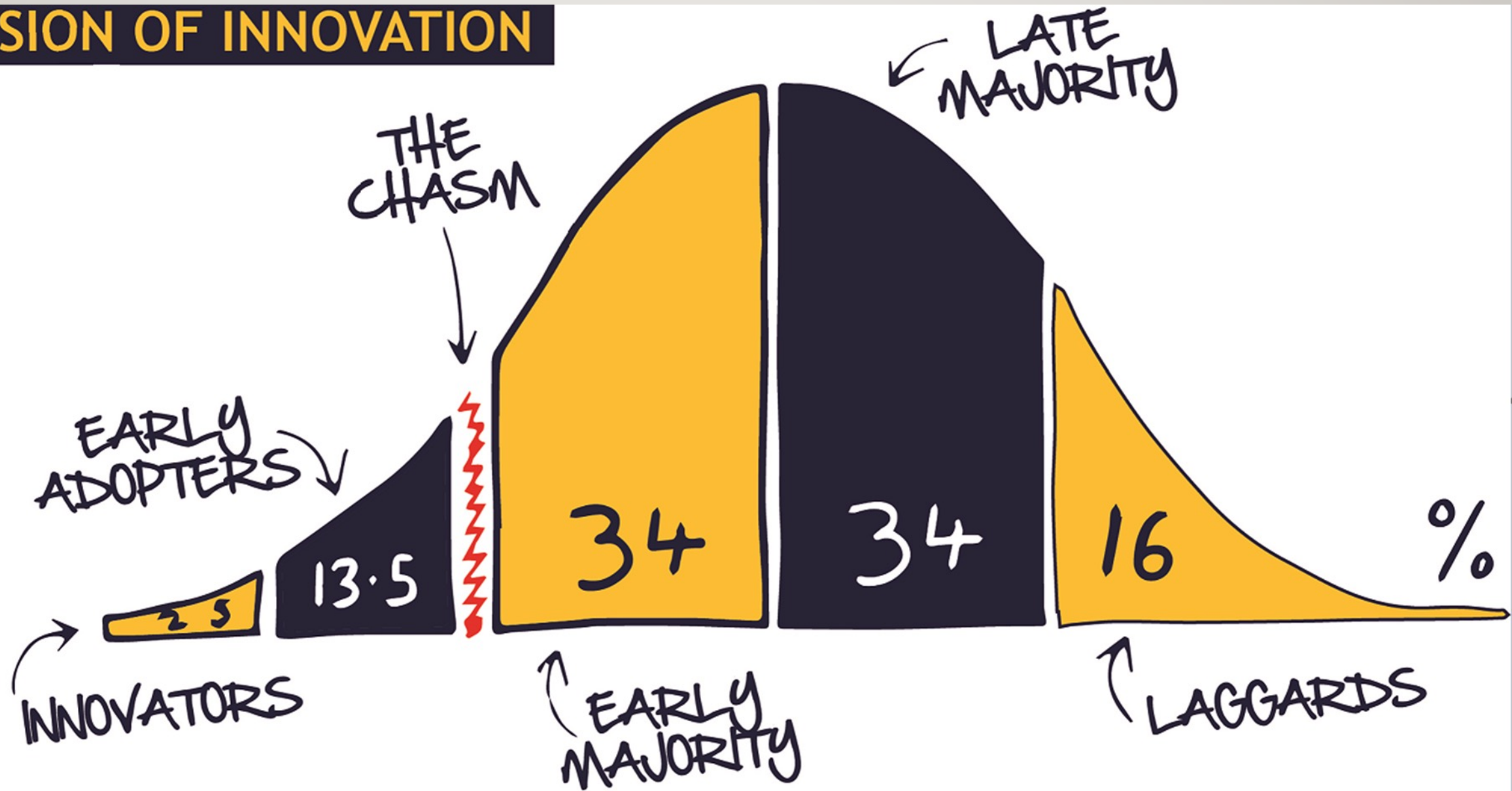


ADDED VALUE

- Free Helpdesk
- Educational Exhibits
- Shows
- Workshops (NSBRC & Online)
- Educational Courses
- Advice on website



DIFFUSION OF INNOVATION



More information about the 2022 NSBRC Survey

Our second annual survey of customers, was commissioned in 2022, in partnership with the National Custom & Self Build Association (NaCSBA). We wanted to understand **who** are the people undertaking substantial homebuilding projects, what **motivates** them, and what **barriers** they are faced with.



**We believe people deserve better homes.
We can help you create a better home by
delivering on our three key promises:**

- We'll **inspire** you by showcasing the very best building methods, trends and technologies.
- We'll **inform** you with our range of shows, workshops, courses and educational tours.
- We'll always offer **impartial** advice you can trust.

***The NSBRC is open six days a week
(Tuesday to Sunday) all year round.***



Age

55-64

- **35%** were in this age bracket
- **69%** are **55+**
- Just **13%** are **under 45**

There was no meaningful change to the data we received in 2021.

We know that many self builders are equity rich, and will likely build regardless of wider market conditions, as it's the right time for them in their lives. This is good news for local companies and local economies. However, measures like Homes England's new delivery unit for self commissioned homes and the Help to Build equity scheme will, with time, open the market up to more and more people.



Geography

OUR REACH COVERS THE WHOLE OF THE UK

Just **¼ of our audience** live in the **same Postcode area (SN)**, or that immediately surrounding (BA, BS, GL, OX, RG, SP) the **NSBRC**



Income

£50-60K

The average joint household income. **33%** earn under **£50Kpa** and **19%** earn over **£100Kpa**

The percentage of people with a joint income of under £50Kpa has reduced from 39% in 2021.



Employment Status

- **42%** of our audience are **working Full Time** - either employed or self-employed
- A further **18%** are **working Part Time** - either employed or self-employed
- **35%** are **retired**

42%

18%

35%



Type of Project

79% ARE BUILDING A BRAND NEW HOME

Of those building a new home, **81% are self building** and **13.5% custom building** (where you buy a prepared plot of land with existing services)

An increase from 73% in 2021.



Budget

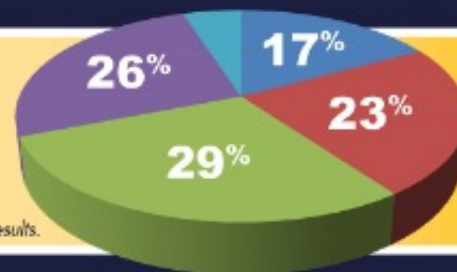
The budget for land and build shows a wide spread across the range...

Below £250K: **17%** £500K+: **26%**

£250 - £350K: **23%** £1M+: **5%**

£350 - £500K: **29%**

Budgets £500K+ have increased by 7% from 2021 results.



Hands on

47% EXPECT TO BE 'VERY HANDS ON' DURING THEIR PROJECT



Preferred method of construction

TIMBER REMAINS THE MOST POPULAR CHOICE FOR SELF BUILDERS

Timber Frame: **22%**
Pre-fabricated / Structural Timber Panels (SIP's): **22%**
Traditional Masonry: **14%**

Insulated Concrete Formwork (ICF): **10%**
Others (including Oak, Straw Bale and COB): **10%**
Undecided: **22%**





Plots

We asked people their realistic expectation for a plot

(taking into account cost, location and affordability)

- **69%** would like to live within, or on the edge of, a **smaller settlement** (down from 75%)
- **41%** would like a single plot in the **open countryside** (down from 45% in 2021)
- **25%** would like to be part of a **larger urban settlement**
- **25%** would like to be part of a **smaller multi plot development (up to 20 homes)** within or on the edge of a larger settlement (up from 22%)
- **9%** would like to be part of a plot **within a larger development (over 20 homes)** (up from 6.5%)



Quality

PERCEIVED LACK OF QUALITY IN UK HOUSING

95% said if they could not self build they would not buy a new build property!

Sustainability is very important to self-builders, with **90% of people saying they'd budgeted for higher levels of insulation.**

Top five budgeted sustainable items:

Higher levels of insulation - **90%**
A sustainable heat source (such as an air source or ground source heat pump) - **75.5%**
Micro renewables to generate energy (such as solar PV) - **74%**
Mechanical ventilation and/or heat recovery system - **70.5%**
Triple glazing - **64%**



Top 3

TOP 3 MOTIVATIONS:

- #1 To achieve **higher quality** than a standard new build (**4.7/5**)
- #2 A more **sustainable and environmentally friendly** home (**4.6/5**) (Up from no.3 in '21)
- #3 A home **built to their exact specifications** (**4.5/5**)



Top 3

TOP 3 OBSTACLES

have remained the same in 2022

- #1 **Finding a plot** (**3.6/5**)
- #2 **Planning** (**3.4/5**)
- #3 **Time** (**3/5**)

THE 'RIGHT TO BUILD' AND 'HELP TO BUILD'

21% are not aware of the
'Right to Build' legislation
(down from 29% in 2021)

50.7% have joined a Right
to Build register
(up from 43% in 2021)

44% have faced obstacles when joining their local authorities register



THE TOP 3 OBSTACLES (for people in England) **ARE:**

- #1** Perception that there is **no point joining**
as you get no help or information on plots
- #2** Could **not find information** about
their local council's register
- #3** Don't meet the **local connection test**

63% were aware of the new
'Help to Build' equity scheme

10.8% plan to use it for their own
project *(with 52% feeling they wouldn't
meet the criteria or it wouldn't help them)*

THE COST OF LIVING CRISIS

52%

of self builders say the current cost of living crisis (energy price rises, inflation and materials/labour cost increases) has affected their plans

ONLY 2%

have decided not to pursue a project while 30% have delayed their plans but still plan to build

40%

of those affected have planned for more energy saving measures

28%

plan to do more of the work themselves to offset costs



44%

had visited the
NSBRC
twice or more



76%

4.4/5

Our rating
for **Customer**
Experience

**FEEL HAPPIER OR VERY MUCH HAPPIER DEALING
WITH AN EMPLOYEE-OWNED BUSINESS LIKE THE NSBRC**



The survey was conducted by email in July 2022, sent to the NSBRC database, with a total response of 644 people. This compares to 681 responses in 2021.

If you are planning to build in the future, make sure you sign your local Right to Build register - find yours on NaCSBA's website: **www.selfbuildportal.org.uk**

WISHING YOU AN **INSPIRING & INFORMATIVE** DAY!



NSBRC
National Self Build & Renovation Centre

The National Self Build & Renovation Centre
Lydiard Fields, Great Western Way, Swindon, SN5 8UB.
M4, J16 | Telephone: 0345 223 4455 | www.nsbrc.co.uk

27th-29th January
The National Self Build & Renovation Show

PROUD TO BE A MEMBER OF
 **EOA** EMPLOYEE OWNERSHIP ASSOCIATION
BETTER BUSINESS TOGETHER



15 YEARS
Est. 2007