

# The NSBRC and how it can help

*Katy Ashcroft*





# A Warm Welcome

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The National Self Build  
& Renovation Centre



- **Number of people self-building in UK:**

Currently (post-covid) around 8-9,000

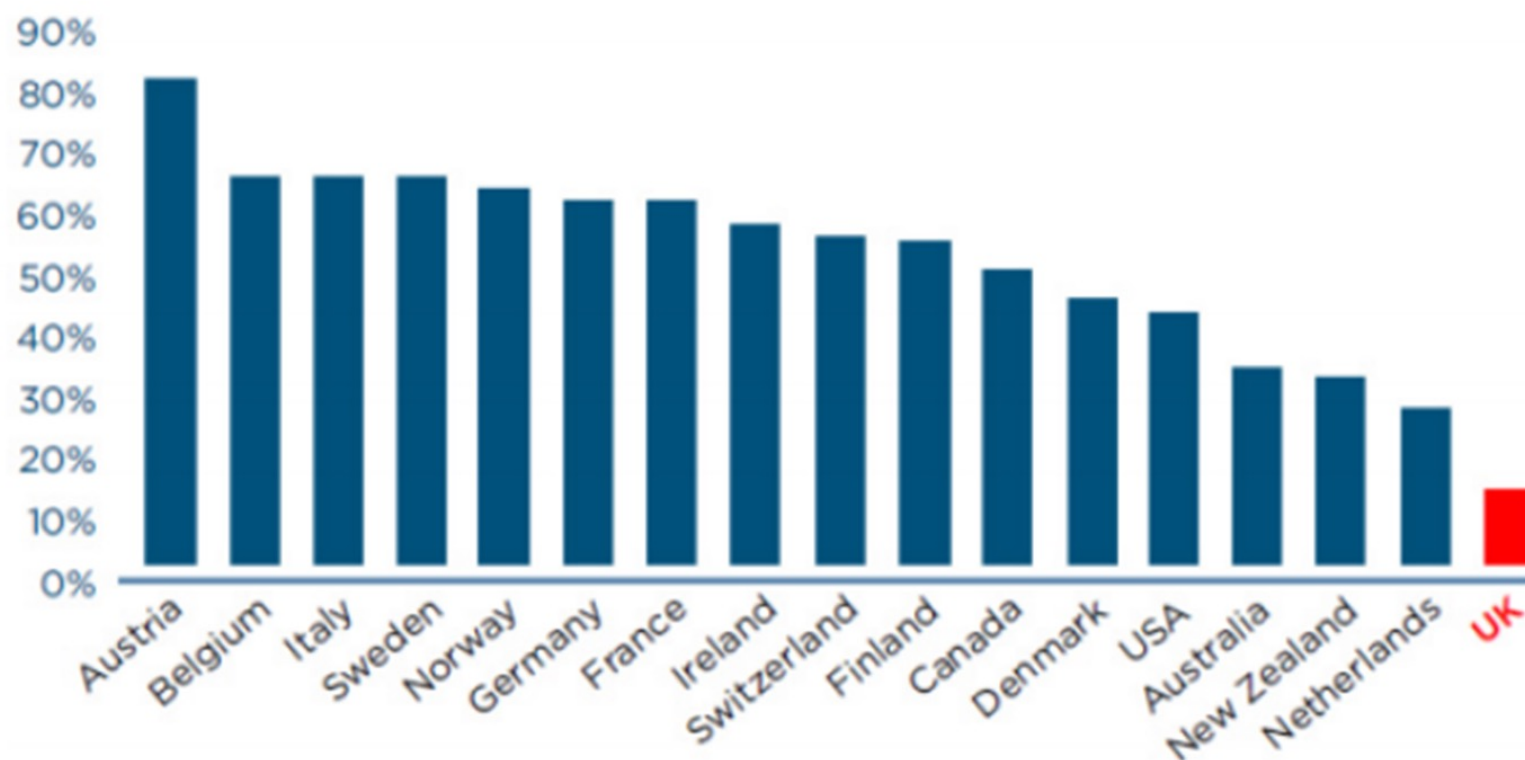
Average about 10-13,000 each year

Around 10% of the housing market

It should (and could) be more!



*Proportion of all homes delivered by self-build - illustration taken from 'An Action Plan to promote the growth of self build housing' report 2011*



















## **NSBRC SURVEY 2024**

In August 2024 we commissioned our **fourth annual survey** of our customers, 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 had 721 responses.**



**Top 3**

## TOP 3 MOTIVATIONS

- #1 To achieve **Higher quality** than a standard new build (4.6/5)
- #2 A more **sustainable and environmentally friendly** home (4.5/5)
- #3 A home **built to their exact specifications** (4.4/5)

*(All the same as 2023)*





## 55-64

- **35%** were in this age bracket. (same as '23).
- **75.45%** are 55+.
- Just **11%** are under 45 years old.

The demographic has generally slightly increased in age from 2023.



- **36.89%** of our audience our **working Full Time** - either employed or self-employed.
- A further **16.23%** are **working Part Time** - either employed or self-employed.
- **One third (32%)** are **retired** with a further **10%** describing themselves as **semi-retired**.

**36.89%**

**16.23%**

**32%**





# £69,466

The average joint household income. One third (**33.7%**) earn **under £50Kpa** and **a quarter (25.1%)** earn **over £100Kpa**.

This average is a £2,075 increase on '23. This data needs to be read in the context of the age profile (with many retirees not receiving significant income from salaried employment).



## Type of Project

**66.4%** **2/3 ARE BUILDING A BRAND NEW HOME\***

Of those building a new home, **81.7% are self building** and **5.9% are custom building** (where you buy a prepared plot of land with existing services).

The remaining responses were converting properties into a home or undecided.

*\*down slightly from 69% in 23*



## Budget

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

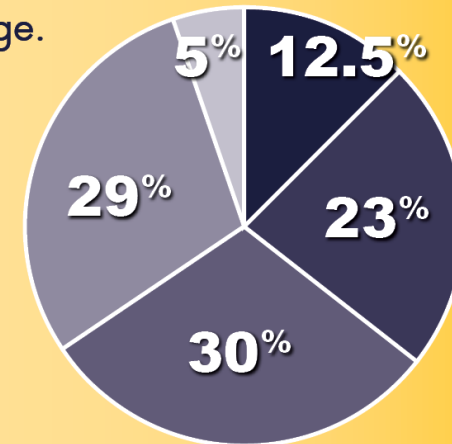
**Below £250K – 12.5%**

**£250 - £350K – 23%**

**£350 - £500K – 30%**

**£500K+ – 29%**

**£1M+ – 5%**



**2024:** The '**sweet spot**' in 2023 was between **£350K-£500K**. The trend is that this is increasing to nearer the **£500K** bracket.





### Preferred Method of Construction

## TIMBER REMAINS THE MOST POPULAR CHOICE FOR SELF BUILDERS.

We asked which building system people were choosing to build with, and **Timber Frame** came out as the most popular system once again, with **25.7%**, followed closely by **prefabricated timber panels** (Structural Insulated Panels) at **20%**. Also popular are **traditional masonry** (**17.1%**) and **Insulated Concrete Formwork** (ICF) at **7.5%**. There was also a strong interest in sustainable materials and attaining 'Passivhaus' standards.

- Timber Frame – **25.7%**
- Pre-fabricated / Structural Timber Panels (SIP's) – **20%**
- Traditional Masonry – **17.1%**
- Insulated Concrete Formwork (ICF) – **7.5%**
- Others (including Oak, Straw Bale, Steel Frame, Hempcrete) – **10.7%**
- Undecided – **19%**



**Hands  
On**

# 46%

EXPECT TO BE '**VERY HANDS ON**'  
DURING THEIR PROJECT

This is an area where individuals can make cost savings during their projects, by providing their own 'free labour'.



## PERCEIVED LACK OF QUALITY IN UK HOUSING

**91.3%\*** said if they could not self build they  
**would not buy a new build property.**

Just **2.5%** would want a new build property built  
by a national housing developer!

(Local house builders have a slightly better perception,  
with **6.2%** selecting this option)

**46%** would rather not move at all

**45.3%** would buy an existing (second hand) property

*\*This is the same as 2023.*



**Sustainability** is very important to self-builders, with **85% of people saying they'd budgeted for higher levels of insulation.**

**TOP SEVEN BUDGETED SUSTAINABLE ITEMS:**

- Higher levels of insulation – **85%**
- A sustainable heat source (such as an air source or ground source heat pump) – **71%**
- Micro renewables to generate energy (such as solar PV) – **67%**
- EV Charging Points – **60%**
- Battery Storage – **57.4%**
- Mechanical ventilation and/or heat recovery system – **57%**
- Triple glazing – **56.5%**





**Top 3**

## TOP 3 OBSTACLES

**#1 Planning** (3.1/5)

**#2 Time** (3.1/5)

**#3 Finding a plot** (2.9/5)

(has moved from number 1 in 2022 to number 3 in 2024)

*All down on 2023 – a sign of a slight upward shift in optimism?*

# Our 'Top Tips' for success...

Tip 1: **Research, Research, Research!**

Tip 2: Understand your **budget** AT THE VERY BEGINNING.

How can a designer design, without knowing the budget?

(Tom McSherry will tell you more about this, later this morning!)

Tip 3: Ensure you have the **right team** around you.

Professionals who understand the aims for your project.

Are they interested (before being interesting)?

Are they prepared to offer constructive feedback?

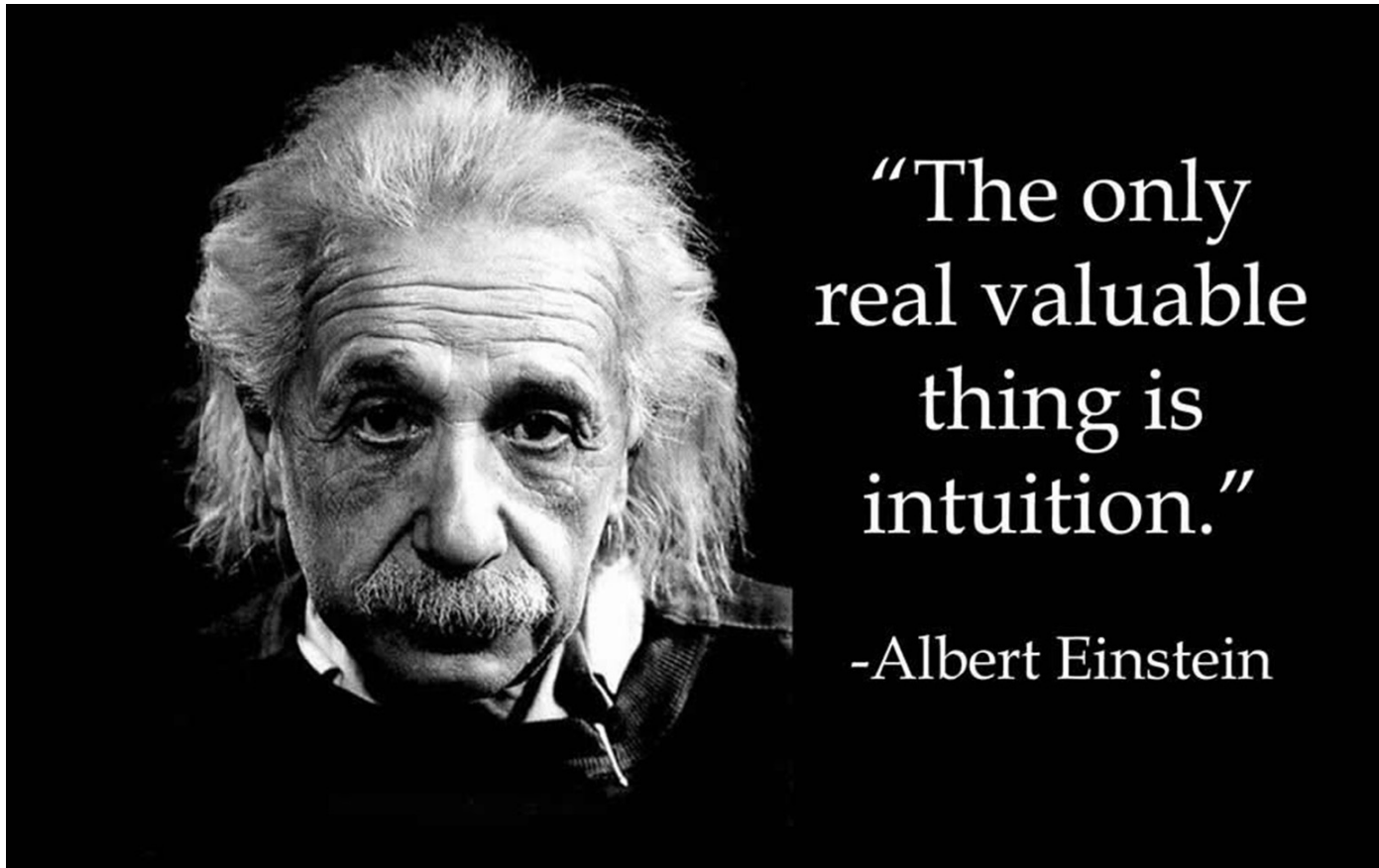
# Things to look out for

- Longevity in the market – Does the business understand self-builder's requirements and are they equipped to communicate in a way you'll understand – AND – be prepared to offer more support than a 'trader'
- Are they a member of a trade association or trusted group?









“The only  
real valuable  
thing is  
intuition.”

-Albert Einstein



### Dave & Kellie Signorelli

Dave & Kellie undertook an extension / renovation project in Swindon on a house originally built in 1929; they used block & cladding to construct a modern-style family home.

[VIEW PROJECT >](#)


### Damian

Damian  
extension  
house in  
roof to  
energy-

#### Case studies

[Advice for your self build journey](#)
[Advice for your renovation journey](#)
[Action Net Zero](#)
[The Big Dog Art Trail \(Swindon '23\)](#)

### Andy & Sam

Andy & Sam undertook a modern barn conversion project tailored to suit their needs, whilst ensuring the new design remained sympathetic to the existing structure.







**The Festival of Sustainable Homes – Fri 16 & Sat 17 May**  
Tickets are **FREE** (booked in advance) at [nsbrc.co.uk](https://nsbrc.co.uk)



# Thank you

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