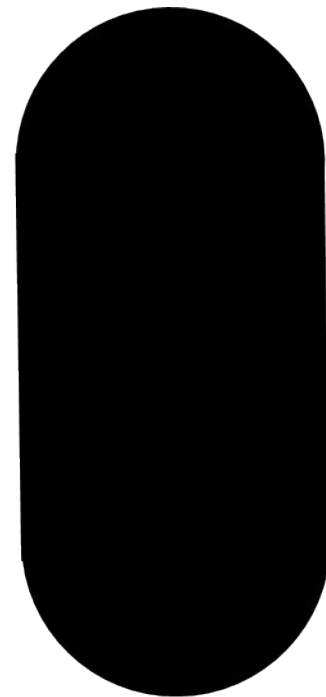
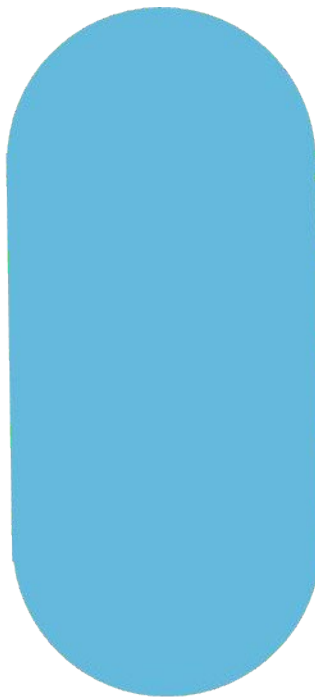




HINCKLEY & BOSWORTH AND WITHERLEY SELF-BUILD & CUSTOM HOUSEBUILDING NEED ASSESSMENT

**PREPARED ON BEHALF OF OS HOLDINGS
LIMITED**

OCTOBER 2025





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1. INTRODUCTION

- 1.1 This Report has been prepared by Marrons national socio economics team on behalf of OS Holdings Limited and provides an assessment of self-build and custom build housing need within Hinckley & Bosworth Borough and Witherley Parish, the latter being the parish in which OS Holdings proposed self and custom build housing development is located.
- 1.2 The provision of self and custom-build housing is imperative in the context of the National Planning Policy Framework (NPPF) objective to significantly boost housing supply of all types and tenures, and the provisions of the Self-build and Custom Housebuilding Act 2015.
- 1.3 Paragraph 63 of the NPPF states the *“size, type and tenure of housing needed for different groups in the community should be assessed and reflected in planning policies. These are said to include those who require affordable housing, families with children, older people, students, people with disabilities, service families, travellers, people who rent their homes and people wishing to commission or build their own homes.”*
- 1.4 The importance of meeting self-build housing need has also been identified by the Planning Inspectorate who have afforded the provision of self-build housing ‘significant’ or ‘substantial’ weight in the planning balance in several recent decisions which we discuss later in this report.
- 1.5 Very recently (5th September 2025) the Government’s self-build and custom housebuilding data reports that across England there were 64,851 individuals and 766 groups recorded on the register between 31st October 2023 and 30th October 2024, 2% and 5% increases respectively. A total of 4,302 planning permissions were granted, a decline of 18% from the previous year.
- 1.6 Furthermore, the Times recently (30th July 2025) highlighted the poor delivery of self-build housing in their article *‘How lawbreaking councils are killing Britain’s self-build dream’*. The research of the article found how self-build and custom homes account for 60% of delivery in Germany and France compared with only 5% in England.
- 1.7 The Times article also found that around 57% of English councils have failed to meet their legal duty to permit enough self-build plots. This includes 126 councils — 40% of local authorities — that missed their self-build requirement by at least half.



Furthermore, the article found that 23 councils have recorded no self-build permissions in the decade since the 2015 Act was introduced.

- 1.8 The lack of delivery nationally is therefore clear, and in this report, we assess the need more locally in the local authority of Hinckley & Bosworth and Witherley.
- 1.9 The Report is structured in the following way. Section 2 summarises Government Planning Policy and legislation relating to self-build and custom build house building, whilst Section 3 summarises the Council's most recent housing need evidence.
- 1.10 Section 4 of the Report analyses the demand for self-build and custom housebuilding plots within Hinckley & Bosworth's administrative area, and the local parish area of Witherley, whilst Section 5 examines the Council's self-build supply position.



2. NATIONAL PLANNING POLICY AND LEGAL CONTEXT

Introduction

- 2.1 Before we consider the position in Hinckley & Bosworth Borough, this section provides the legal and planning policy context for self and custom build housing in England.

The Self-Build and Custom Housebuilding Act 2015

- 2.2 The Self-Build and Custom Housebuilding Act 2015 came into effect on 26th March 2015 and sets out the initial legal framework in terms of the provision of self and custom build housing.
- 2.3 It states, *“An Act to place a duty on certain public authorities to keep a register of individuals and associations of individuals who wish to acquire serviced plots of land to bring forward self-build and custom housebuilding projects and to place a duty on certain public authorities to have regard to those registers in carrying out planning and other functions.”*
- 2.4 Under section 1 of the Self Build and Custom Housebuilding Act 2015, local authorities are required to keep a register of those seeking to acquire serviced plots in the area for their own self-build and custom house building.
- 2.5 They are also subject to duties under sections 2 and 2A of that Act to have regard to this and to give enough suitable development permissions to meet the identified demand. Self and custom-build properties could provide market or affordable housing.

Housing and Planning Act 2016

- 2.6 Following the 2015 Act the Housing and Planning Act was enacted on 12th May 2016 and set out the duty to grant planning permission for relevant authorities. This was inserted as section 2A of the 2015 Act.
- 2.7 The Act states, *“An authority to which this section applies must give suitable development permission in respect of enough serviced plots of land to meet the demand for self-build and custom housebuilding in the authority's area arising in each base period.”*



- 2.8 Section 2A set out how this would be measured, by introducing 12-month base periods over which registrations would be collected and assessed against planning permissions.
- 2.9 The first base period was determined as ending the day before section 10 of the Housing and Planning Act 2016 came into force (i.e., 30th October 2016) and each subsequent base period being 12 months beginning immediately after the end of the previous base period (i.e., 31st October 2016 to 30th October 2017 as the first 12-month base period).
- 2.10 The time for compliance and duty to grant planning permission regulations subsequently stated, *“The time allowed for an authority to which section 2A of the Act (duty to grant planning permission etc) applies to comply with the duty under subsection (2) of that section in relation to any base period is the period of 3 years beginning immediately after the end of that base period.”*
- 2.11 Relevant authorities therefore had 3 years after the end of each base period (i.e., 30th October) to grant as many planning permissions as there were registrants on its self and custom build register.
- 2.12 Under changes introduced under section 123 of the Levelling Up and Regeneration Act 2023 any demand that has not been met by an authority within the three year period will be rolled over and will remain an obligation for the authority to meet after this period has elapsed.

National Planning Policy Framework (NPPF, December 2024)

- 2.13 The National Planning Policy Framework¹ is very clear in requiring local authorities to support the Government’s objective of significantly boosting the supply of homes, and in doing so considers it important that the needs of groups with specific housing requirements are addressed.
- 2.14 To this end Paragraph 63 of the NPPF confirms that the size, type and tenure of housing needed for different groups in the community should be assessed and reflected in planning policies. These are said to include those who require affordable housing, families with children, older people, students, people with disabilities, service families, travellers, people who rent their homes and people wishing to commission or build their own homes.

¹ Ministry of Housing Communities & Local Government National Planning Policy Framework [National Planning Policy Framework](#) (December 2024)



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- 2.15 Following the revisions to the NPPF in 2024, a new paragraph was added to encourage the delivery of mixed tenure developments. This will be reinforced with future measures in the future setting a site threshold above which sites must deliver a mix of tenures.
- 2.16 Paragraph 71 states that mixed tenure sites can provide a range of benefits, including creating diverse communities and supporting timely build out rates, and local planning authorities should support their development through their policies and decisions (although this should not preclude schemes that are mainly, or entirely, for Social Rent or other affordable housing tenures from being supported). Mixed tenure sites can include a mixture of ownership and rental tenures, including Social Rent, other rented affordable housing and build to rent, as well as housing designed for specific groups such as older people's housing and student accommodation, and plots sold for custom or self-build.

Planning Practice Guidance

- 2.17 The Government has published separate self-build and custom housebuilding Planning Practice Guidance (PPG, section ID: 57) to local authorities. The publication of a specific section of PPG dedicated solely to self and custom build housing emphasises the importance which the government places on it and how it can contribute to significantly boosting housing supply.
- 2.18 The PPG confirms that self-build and custom housebuilding covers a wide spectrum, from projects where individuals are involved in building or managing the construction of their home from beginning to end, to projects where individuals commission their home, making key design and layout decisions, but the home is built ready for occupation.
- 2.19 Paragraph 57-016 of the PPG also states that in considering whether a home is self-build or custom build home, relevant authorities must be satisfied that the initial owner of the home will have primary input into its final design and layout.
- 2.20 Off-plan housing, homes purchased at the plan stage prior to construction and without input into the design and layout from the buyer, are not considered to meet the definition of self-build and custom housing. Paragraph 57-016 also confirms that the Community Infrastructure Levy Regulations (2010) allows for certain development such as self-build and custom build housing to apply for an exemption from the levy.



2.21 In assessing housing needs, local authorities should use the demand data from the register in its area, supported as necessary by additional data from secondary sources. This is used to understand and consider future need for this type of housing in their area. The PPG confirms that secondary sources can include data from building plot search websites, enquiries for building plots recorded by local estate agents and surveys of local residents.

2.22 Paragraph 57-023 goes on to confirm that local authorities must give suitable development permissions to enough suitable serviced plots of land to meet the demand for self-build and custom housebuilding in their area.

2.23 It also confirms that the level of demand is established by reference to the number of entries added to an authority's register during a base period. It clarifies that:

"The first base period begins on the day on which the register (which meets the requirement of the 2015 Act) is established and ends on 30 October 2016. Each subsequent base period is the period of 12 months beginning immediately after the end of the previous base period. Subsequent base periods will therefore run from 31 October to 30 October each year.

At the end of each base period, relevant authorities have 3 years in which to permission an equivalent number of plots of land, which are suitable for self-build and custom housebuilding, as there are entries for that base period."

2.24 Paragraph 57-014 sets out that the local authority's self-build and custom housebuilding register needs to be taken into account in preparing planning policies and is a material consideration in decisions involving such proposals.

Laying the Foundations: A Housing Strategy for England (2011)

2.25 The Housing Strategy confirmed the importance of the custom build industry to the national economy, and how there was huge untapped potential in this type of housebuilding as long ago as 2011.

2.26 Paragraph 68 confirmed that there were over 100,000 people looking for building plots across the Country as of 2011. The paragraph also referenced market research which indicated that one in two people would consider building their own home if they could.

2.27 The Government stated in paragraph 69 that by making it easier for ordinary people to build their own homes, there is the potential to deliver wider benefits of affordable, greener and innovatively designed homes to make a significant contribution to the number of new homes built across the country.



- 2.28 The Government confirmed in paragraph 71 that it wanted to make the option of building your own home a mainstream housing option, and an affordable way of building a place people are proud to call home.

House – Independent Review into Scaling up Self-Build and Custom Housebuilding (August 2021)

- 2.29 The independent review (the Bacon Review) commissioned by the former Prime Minister was led by Richard Bacon MP. In the review's report Richard Bacon makes recommendations to Government on how to support growth in all parts of the custom and self-build market, helping to boost capacity and overall housing supply in the housing market.
- 2.30 The opening letter by the former Prime Minister outlined that self-build and custom housebuilding can play a crucial role in increasing choice for consumers and ensuring people can live in the homes that they want, and that are designed to meet their needs. The former Prime Minister confirmed the intention of the review is to increase the availability of serviced plots of land across England, boosting capacity and overall supply.
- 2.31 In its response to the Independent Review, the Government confirmed that²:

“While some local authorities are pro-active in their response to the legislation, others are not and have not permissioned sufficient plots to meet their statutory duties. Lack of suitable land is a key barrier to allowing individuals and families to build their own homes and we need local authorities to play their part in both planning for and permissioning suitable land to ensure self-commissioned homes can become a mainstream housing option for people moving home.”

Self-build and custom housebuilding in the UK: An Evidence Review (January 2022)

- 2.32 The Review prepared on behalf of the Cambridge Centre for Housing and Planning Research and Places for People was published in January 2022. The Review makes several recommendations necessary to boost the development of the sector, including addressing the lack of clarity in the assessment of the share of self-build and custom housebuilding in the UK; the scaling up of Government interventions; and the constraints associated with self-build.

² Independent review into scaling up self-build and custom housebuilding: government response, June 2022



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- 2.33 In relation to the lack of a commonly agreed approach to estimating the size of the self-build and custom housebuilding market in the UK, the review recommends that the Department for Levelling Up, Housing and Communities (DLUHC) partner with organisations who hold data associated with self-build and custom housebuilding to bring together and consolidate the available evidence on the size of the market.
- 2.34 The Review presents several methods for calculating demand. Evidence presented in the Review based on VAT refunds shows that the sector constitutes between 7% and 10% of all new housing completions per year across the UK (1996 – 2011). However, this calculation potentially underestimates this proportion given that it excludes people who were either unsuccessful in their application or were unaware of the refund process. The Bacon Review (2021) notes that between 83% and 87% of the general public were unaware of the availability of VAT refunds.
- 2.35 The Review also refers to a second data-based approach drawing upon completions data from a range of sources, from which the (National Custom and Self Build Association) NaCSBA arrives at an estimate of 13,210 self-build and custom housebuilding completions in 2018-19.
- 2.36 The Review goes on to refer to a 7 year forecast by the NaCSBA, which assesses 3 growth scenarios (based upon the level of Government support). The forecasts suggest that, with the Government's full support, the cumulative impact to the sector could reach 91,000 self-build and custom housebuilding completions by 2025 (an almost 700% increase against current completions), but if current trends persist (without Government intervention) the market will add 21,500 new homes per annum by 2025 (a 162% increase against current completions) – the higher of these figures broadly reflecting the demand expressed in the Bacon Review of 100,000 per annum, significantly in excess of local authority right to build registers.



3. LOCAL PLANNING POLICY AND EVIDENCE RELATING TO SELF-BUILD AND CUSTOM BUILD HOUSING

- 3.1 The previous section of this report summarised national policy and guidance in respect of the self-build and custom build sector. This section of the report provides a summary of policy which is specific to the local authority in which the proposed development site is located, i.e., Hinckley & Bosworth alongside the evidence base which underpins the Council's development plan policies.

Hinckley & Bosworth Borough Council – Development Plan

Hinckley & Bosworth Core Strategy (2006 - 2026)

- 3.2 The Hinckley and Bosworth Core Strategy was adopted in December 2009, pre-dating the Government's National Planning Policy Framework (NPPF) and associated Planning Practice Guidance (PPG).
- 3.3 The Adopted Core Strategy makes no reference to self-build or custom house building.

Hinckley & Bosworth Local Plan 2020 – 2041 Consultation Draft (July 2024)

- 3.4 The Regulation 18 Consultation Draft Local Plan was published in July 2024 for public consultation. However, there is no reference to self and custom-build housing within the document.
- 3.5 Prior to this consultation the February 2022 Regulation 19 consultation included Policy HO06 relating to Self-build and Custom Housing.
- 3.6 Policy HO06 confirmed that self-build and custom housing will be supported to provide a mix of house types and meet self-build and custom housing needs. It further identified that sites providing 100 or more dwellings must include the provision of 5% of plots for self-build and custom housing.
- 3.7 Paragraph 7.21 acknowledged that local planning authorities are required to maintain a register of those people who have expressed an interest in a serviced plot of land for self-build and custom housebuilding, and that the Council is required to grant sufficient development permissions in respect of serviced plots to meet the demand.
- 3.8 The Plan confirmed that as of October 2021, 17 expressions of interest had been registered, of which none were registered prior to October 2018. In contrast it stated that permission has been granted for 5 self-build plots up to October 2021. The Council considered this to mean the self-build delivery requirement for the Borough



had been met up to that date, but there was a requirement to provide at least 12 self-build plots by October 2024 to meet the residual requirement.

- 3.9 We review the Council's self-build register in further detail later within the Report, however it is important to note that paragraph 7.21 is incorrect, as the Council retrospectively removed individuals from its Register in Summer 2021 (as confirmed in FOI response received in 2022 (Appendix 2)). The figures referred to in paragraph 7.21 are therefore misleading and are no guide to establishing future need.

Hinckley & Bosworth Borough Council – Evidence Base

Housing and Economic Development Needs Assessment (HEDNA) January 2017

- 3.10 The 2017 HEDNA³ formed part of the Local Plan Review evidence base. Paragraphs 9.55 to 9.59 of the HEDNA provide detail of Self and Custom Build demand, with evidence provided by Buildstore confirming at the time that some 157 people had registered as looking to build in Hinckley and Bosworth, with a further 673 subscribers to the Plotsearch service (p.151).
- 3.11 Paragraph 9.59 stated how the Report's authors would expect more new delivery to be on small windfall sites, although it considered that there was some potential through policy to encourage developers of large schemes to designate parts of these as plots available for self and custom-build housing.

Hinckley & Bosworth Housing Needs Study (HNS), November 2019

- 3.12 Section 8 of the 2019 HNS provides a detailed assessment of self and custom-build housing need up until 10th October 2019.
- 3.13 As of this date the HNS states how the Council had *"60 registered expressions of interest in a serviced plot of land for self-build and custom housebuilding; pointing towards reasonably strong demand."*⁴ (our emphasis)
- 3.14 The 2019 also consulted secondary sources of data as recommended by the Planning Practice Guidance. To do this they consulted Buildstore, who the HNS authors describe as *"the largest national database relating to the demand and supply for self and custom build properties in the UK."*⁵

³ GL Hearn HEDNA - Housing and Economic development needs assessment | Hinckley & Bosworth Borough Council (hinckley-bosworth.gov.uk)

⁴ Page 140, Hinckley & Bosworth Borough Council Housing Needs Study 2019

⁵ Page 140, Hinckley & Bosworth Borough Council Housing Needs Study 2019



3.15 The HNS states how Buildstore *“informed us that 284 people are registered as looking to build in Hinckley & Bosworth on their Custom Build Register with a further 865 subscribers to their Plotsearch service which tracks self-build land opportunities. This points to greater demand than that identified on the Council’s own self-build register. NaCSBA research also points to a need of over 1,800 plots.”*⁶ (our emphasis)

3.16 The 2019 HNS therefore found that demand was significantly higher than indicated by the Council’s register.

Hinckley & Bosworth Housing Needs Study (HNS), April 2024

3.17 The 2024 HNS⁷ for Hinckley & Bosworth Borough Council provided an update to the 2019 Housing Need Study, and the 2017 HEDNA.

3.18 Paragraphs 7.55–7.56 confirmed the assessment of the Hinckley & Bosworth self-build register over the past nine base periods up to October 2024, incorporating both pre- and post-review data (with the report published in April 2024). The findings indicated a total of 46 registered expressions of interest since May 2021, averaging 17 entrants per base period.

3.19 Additionally, the Council undertook a review of the register including contacting previous entrants to see if they still wished to be on the register. This review resulted in a decline in demand to around 5 plots per base period. The Council stated that this reflected future demand; however, conceded that if registrations increased, the supply must also rise accordingly.

3.20 The report importantly acknowledged an under-delivery of 37 plots which will need to be added to any future periods.

3.21 Paragraph 7.57 utilised demand data from The National Custom & Self Build Association (NaCSBA) which shows a need for 53 plots per 100,000 population. The report interprets this to the current size of the population in Hinckley and Bosworth (at the time of the report) (113,951 people in 2020), which totals to a requirement for around 60 plots.

3.22 The 2021 Census population for Hinckley & Bosworth was 113,642 people which results in the same level of need (60).

⁶ Page 140, Hinckley & Bosworth Borough Council Housing Needs Study 2019

⁷ Hinckley & Bosworth Borough Council Housing Needs Study 2024



- 3.23 The most recent 2022-based sub national population projections project a population of 128,459 people by 2041. This would equate to an increase of 14,817 people meaning additional need for 8 self-build plots on this basis.
- 3.24 The figures reported in the Housing Need Study provide an indication of likely demand based upon those individuals who have registered interest with the Council.
- 3.25 Furthermore, paragraph 7.59 sets out how the Self-Build and Custom Housebuilding PPG states how authorities can increase the number of planning permissions which are suitable for self-build and custom housebuilding and support the sector.
- 3.26 The report would appear to contradict the statement within the 2022 Draft Local Plan which considered that there were only 17 registrations by October 2021, with none apparently recorded prior to October 2018. This reflects the fact that the Council rationalised its register since the preparation of this Housing Needs Study, retrospectively removing individuals on its Register.
- 3.27 Furthermore, it is notable how the 2024 HNS does not provide an update to the Buildstore and Plotsearch data it referred to in its previous 2019 version, which was prepared by the same author. As we have set out above this showed 284 entrants on their register and looking to build somewhere in the Borough.

Self-build and Custom Housebuilding Register

- 3.28 The Council has a webpage dedicated to self-build and custom build housing with details of how to register⁸. We have requested further information from the Council, through a Freedom on Information Request, on how it alerts those on its Register to suitable permissions.
- 3.29 The Council has confirmed (Appendix 1) that it contacts those on its Register as follows, *“The Planning Policy Team would alert individuals on the register via email if there were any available self-build plots, however most are self-build for the applicant themselves.”*
- 3.30 The Council has also confirmed that it does not operate a local connection tests or fees.

⁸ Hinckley and Bosworth Council: Overview | The Self-build and Custom Housebuilding Act 2015 | Hinckley & Bosworth Borough Council (hinckley-bosworth.gov.uk)



Summary

- 3.31 In summary, the Council's most recent Draft Plan makes no reference to self and custom-build housing. The 2022 Draft Local Plan offered insight into its proposed policy towards self-build and custom housing but this is yet to be formalized in an adopted Local Plan.
- 3.32 The 2024 housing need study includes registrant figures up to April 2024. However, it presents conflicting data regarding expressions of interest on the register, suggesting significantly lower numbers, with the council's own review indicating just five plots per base period. However, this does not reflect the current register average for each base period (as outlined later in the report) nor consider the existing shortfall of permitted plots.
- 3.33 Furthermore, there is no update to the conclusions of the 2019 HNS which showed 284 entrants on their register and looking to build somewhere in the Borough.



4. SELF-BUILD & CUSTOM HOUSEBUILDING DEMAND IN HINCKLEY & BOSWORTH BOROUGH AND WITHERLEY PARISH

Introduction

- 4.1 There are several means by which demand for self-build and custom housebuilding can be calculated. The Planning Practice Guidance (PPG) confirms that in assessing housing needs, local authorities should use the demand data from the register in their area, supported as necessary by additional data from secondary sources. This is used to understand and consider future need for this type of housing. The PPG confirms that secondary sources can include data from building plot search websites, enquiries for building plots recorded by local estate agents and surveys of local residents.

Bacon Review (2021)

- 4.2 An independent review into scaling up self-build and custom housebuilding was commissioned by the Prime Minister in April 2021 and was led by Richard Bacon MP. The findings were subsequently published in 'House: How putting customers in charge can change everything' on 21st August 2021.
- 4.3 The review provides a helpful summary of the indicators of demand. It confirms that there are two broad custom and self-build demand indicators: survey based and Right to Build Registers, noting that the terms 'right to build' and 'self-build' are used interchangeably.
- 4.4 In respect of the Right to Build Register the Bacon Review considers that the consolidated figures show a demand of just over 16,000 registrations per year (since 2016). However, it also confirms that there are several reasons why the Register may not reflect the full extent of demand for Custom Self-Build. The Bacon Review explains that a number of local authorities impose some restrictions on joining the Register, which may present a barrier to individuals wishing to register.
- 4.5 However, the Report also goes on to confirm that not all of those wishing to custom self-build are aware of the Register. It quotes from the NaCSBA VAT Recovery Survey which suggested only 42% of respondent custom self-builders were aware of the Register, whilst between 83% and 87% of the general public were unaware according to YouGov polling for NaCSBA⁹. For these reasons the Bacon Review

⁹ <https://nacsba.org.uk/news/1-in-3-adults-interested-in-self-building/>



concludes that it is very likely that the annual demand for custom self-build is significantly higher than that reported through the Right to Build Registers.

- 4.6 The Bacon Review also outlines the survey-based approach confirming that a long time-series of general population surveys have shown a significant level of public interest in custom self-build. It confirms that studies have consistently shown that around a third of the general population are 'interested' in self-build, whilst YouGov polling for NaCSBA¹⁰ shows 12% being 'very interested'.
- 4.7 The Bacon Review considers that given that these were representative surveys, 'aspirational demand' can be gauged by assuming 12% to 33% of all households would like to custom self-build. However, the Report considers there to be a distinction between aspirational demand and effective demand – effective demand takes account of budget constraints (and availability of finance). The Report considers that the number of transactions in the housing market is a reflection of effective demand – confirming there to have been 1.1 million housing transactions a year in England (according to HMRC stamp duty data).
- 4.8 In calculating effective demand for custom self-build across England the Report applies a range of between 12% and 33% to the transactions data of 1.1 million to arrive at a demand figure of between 132,000 and 363,000 households per annum who wish to custom self-build, and have a means of doing so.
- 4.9 In concluding on demand, the Report takes account of both Right to Build Registration data, as well as survey findings, and considers that true demand for custom self-build in England is at least 30,000 a year, as a minimum, and could conceivably be as high as 100,000 homes a year (as of 2016).
- 4.10 It is possible, using the same approach as the Bacon Review to estimate demand for custom self-build in Hinckley & Bosworth. HMRC confirm that the number of Stamp Duty Land Transactions (SDLT) within Hinckley & Bosworth totalled 2,200 in 2023/24.
- 4.11 Applying the same range of between 12% and 33% of households who would like to custom self-build to the SDLT transaction (2,200 per annum) results in an effective demand within Hinckley & Bosworth for custom self-build of between 264 and 726 plots per annum.

¹⁰ <https://nacsba.org.uk/news/1-in-3-adults-interested-in-self-building/>



Bacon Review Update (2023)

- 4.12 An update to the original review report was published in July 2023. In his review update entitled 'House Extension 2023' Bacon reviews his six recommendations for government, with updates on what's happened to date, and what remains to be done.
- 4.13 The original review dealt with the challenge of scaling up custom and self-build, identifying the sector as a missing market in the UK. In the review update Bacon stands by his recommendations to help achieve this goal, reiterating his call for government to step up to make the changes necessary to support growth.
- 4.14 In reviewing his conclusions on the awareness of the possibility for self and custom build, Bacon comments *"The public remain almost completely unaware of the Right to Build or even the potential option to self-commission a home (except through the lens of Grand Designs). Surveys continually highlight the ambition to self-build, most notable amongst the young. Planning policy requires consideration of demand to self-commission, yet this is often overlooked or limited by the lack of consumer awareness. Local authorities continue to fail to promote their Right to Build Registers, which can be difficult to find and access. Most lack any clear explanation as to the duty placed on authorities under the legislation and some have even been found to omit any mention of the obligation placed on authorities."*¹¹
- 4.15 The Update goes on to state, *"In 2016 the Housing & Planning Act set out the Government's aspiration of doubling the number of self-commissioned homes being built within three years. Over 6 years after the legislation was enacted the number of permissions granted has yet to show any sustained upwards trajectory and has fallen short in every year of the numbers joining registers."*¹²

Self-build and custom build housing (England), 2017

- 4.16 Research undertaken in the House of Commons Library Briefing Paper – Self-build and custom build housing (March 2017)¹³, considered that whilst there was no conclusive figure for the number of self/custom build properties completed each year, the generally accepted estimate was that self-build accounted for between 7-10% of new housing across the UK, equating to 12,000 per annum at the time of the

¹¹ Page 5, House extension 2023, How putting customers in charge can change everything (Bacon Review), July 2023

¹² Page 6, House extension 2023, How putting customers in charge can change everything (Bacon Review), July 2023

¹³ House of Commons Library Briefing Paper, Self-build and custom build housing, Number 06784, March 2017



analysis¹⁴, a range broadly consistent with that calculation based upon VAT refunds undertaken by Cambridge Centre for Housing and Planning Research.

- 4.17 The Briefing Paper also referenced AMA Market Research¹⁵, which predicted that the self-build market was expected to grow steadily by around 7-10% per annum to 2020 (the end of the period of analysis). The research also suggested that demand was suppressed, with a significant level of unmet demand.
- 4.18 Applying the rate of self/ custom build completions referred to above (7-10%) to Hinckley and Bosworth's overall housing need (under Standard Method 2024 totalling 663 dwellings per annum), would suggest that the level of self/ custom build within Hinckley and Bosworth, should according to national averages, total some 46 to 66 plots per annum, growing by 7 – 10% per annum.
- 4.19 Separately, the Council's web site¹⁶ indicates there have been 140 individuals on the register since base period 1 up to 17th October in base period 10, an average of 15 per annum.

Custom Build Homes – Demand Assessment

- 4.20 To assist in providing a more informed level of demand within Hinckley & Bosworth and surrounding the site, we have asked Custom Self Build Homes to prepare a demand assessment, which is appended to this Report (see Appendix 2).
- 4.21 Custom Build Homes is the UK's only national enabler of Custom Build housing. They offer an all-encompassing service that supports landowners, developers and an increasing number of local authorities within the emerging custom build housing sector and have access to the UK's largest database of custom build housing demand.
- 4.22 Custom Build Homes are part of the BuildStore Group (BuildStore Ltd), and the data used to prepare their Demand Assessment has been provided by the BuildStore Group, either directly through its PlotSearch portal or via its subsidiary Custom Build Homes, which captures data through its website. This data comprises private individuals who are currently registered on the Group's Custom Build and PlotSearch

¹⁴ Ibid, original source – Build-it-yourself? Understanding the changing landscape of the UK self-build market, Centre for Housing Policy, 2013

¹⁵ Ibid, page 5 (source Self-build Housing Market Report-UK 2016-2020 Analysis (Summary), AMA Market Research

¹⁶ Latest self-build and custom housebuilding monitoring position, https://www.hinckley-bosworth.gov.uk/info/200074/planning_and_building_control/1246/the_self-build_and_custom_housebuilding_act_2015/4



registers as wanting to build their home in the area to which the data relates – duplicates are removed.

- 4.23 The data held includes personal information, contact information and where people wish to build their own homes. It also captures many other data sets relating to individual housing preference, homeownership, employment status, number of occupants planned to live in the homes and projected budget for a custom or self-build home.
- 4.24 Custom Build Homes confirm that individuals who register with these databases are required to complete an application form in the form of a questionnaire. They confirm that whilst it is not possible to individually qualify every person that registers within these databases to prove seriousness of their registration, the registration process requires them to answer a series of detailed questions.
- 4.25 Custom Build Homes therefore consider, based upon their experience, that it can be assumed that those who are not genuinely interested will not take time providing detailed information to complete their registration. They therefore confirm that it should be assumed that 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, and offer no specific benefit to registrants.
- 4.26 As detailed in Appendix 2, Custom Build Homes confirm demand as follows:

Area	Relevant postcode areas	Number of subscribers
Hinckley & Bosworth Council	CV10 0, CV11 6, CV13 0, CV13 6, CV9 1, CV9 3, DE12 7, LE10 0, LE10 1, LE10 2, LE10 3, LE10 9, LE3 8, LE6 0, LE67 1, LE67 6, LE67 9, LE9 0, LE9 2, LE9 7, LE9 8, LE9 9	329
Witherley Parish	CV9 3, CV13 9, CV10 0	42
5-mile radius from CV9 3NA	B46, B78, B79, CV10, CV11, CV13, CV7, CV9	420



Summary of Self-Build Demand

- 4.27 In summary, the Council states on its web site that there are currently 62 individuals on the Self-Build and Custom Housebuilding Register within Hinckley and Bosworth.
- 4.28 However, a previous Freedom of Information request to the Council confirmed how the register was rationalised in Summer 2021 omitting many individuals who registered prior to this.
- 4.29 A review of the Government's RtB monitoring register as shown in Table 5.1 of this report confirms there to have been an additional 78 individuals prior to the changes in 2021 and therefore 140 since 2016.
- 4.30 Survey based methods of establishing demand indicate a need of between 264 and 726 plots per annum based upon a proportion of Stamp Duty Land Tax transactions within Hinckley & Bosworth reflecting what is considered to be effective demand for Self-Build homes within the housing market.
- 4.31 Separately, national indicators of self-build completions applied to the Standard Method based housing need within Hinckley & Bosworth would suggest a need for between 46 to 66 self-build plots per annum.
- 4.32 The Demand Report prepared by Custom Build Homes indicates 329 individuals on the register across the Borough, of which 42 are in Witherley Parish. Within a 5-mile radius of the proposed development site (CV9 3NA) there are 420 registrants.
- 4.33 Whilst there is significant variation in the estimates of demand based simply upon the Council's current Right to Build Register there exists a total of 140 individuals who have, to date, expressed interest in self-build and the highest figure was recently in 2022.
- 4.34 True demand could however be far greater than this figure as our secondary source (Custom Build Homes) illustrates.



5. SELF-BUILD & CUSTOM HOUSEBUILDING SUPPLY IN HINCKLEY & BOSWORTH

Introduction

- 5.1 As detailed earlier within this Report, the Council has a legal duty to permission an equivalent number of plots of land, which are suitable for self-build and custom housebuilding, as there are entries for that base period over the following three years.
- 5.2 This is important and whilst the Council has sought to rationalise records in prior years, its legal duty is to meet number of registrants which had expressed an interest in self/ custom build during each base period. As such the Council is tested against numbers on its original register.

Self and custom build housing supply in Hinckley & Bosworth

- 5.3 The following table provides a summary of the Council's self-build register for each base period compared to the number of plots permitted in the subsequent three years, and a cumulative figure highlighting an under-supply or surplus of supply.

Table 5.1: Self and custom-build plot permissions compared with registrants in Hinckley & Bosworth

A		B	C	Base period (year ending 30th October)										D	E	F
Base Period (year ending 30th October)		New Entries	To be met by 30th October in year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Plots permitted	Annual Shortfall/ Oversupply	Cumulative undersupply
1	2016	11	2019		0	0	5							5	-6	-6
2	2017	26	2020			0	0	1						1	-25	-31
3	2018	12	2021				0	0	0					0	-12	-43
4	2019	12	2022					0	0	3				3	-9	-52
5	2020	11	2023						0	0	3			3	-8	-60
6	2021	22	2024							0	0	2		2	-20	-80
7	2022	15	2025								0	0	TBC	TBC	TBC	TBC
8	2023	10	2026									0	TBC	TBC	TBC	TBC
9	2024	7	2027										TBC	TBC	TBC	TBC
10	2025	11	2028											TBC	TBC	TBC
		137	Permissions	n/a	0	0	5	1	0	3	3	2	TBC	14		

- 5.4 As Table 5.1 illustrates, there has been a shortfall between the number of registrants and the number of permitted plots in each base year since 2016. This has led to a cumulative undersupply of 80 self-build units up to the end of based period 9.



5.5 The Council had sought to rationalise the number of registrants in each year up to 2021. But even these figures would result in a shortfall, with 61 registrants instead of 137 against cumulative delivery of only 14 units.

5.6 Furthermore since 2022 there have been an additional 43 registrants according to the Council's web site, however no further permissions have been recorded against this figure.

Appeal Ref: APP/K2420/W/25/3364808 – Land north east of Old White Cottage, 2 Newbold Road, Desford, Leicestershire LE9 9GS – 15th September 2025

5.7 It is important to note how the above appeal decision, approximately a month ago at the time of writing, confirmed the Council had not fulfilled its statutory duties in terms of self and custom build housing.

5.8 Paragraph 35 of the appeal decision states, *"The dwelling is proposed as a self-build project. The Council accepts that its supply of self-build and custom build units is such that its statutory duties are not being met, with a shortfall of 5 units."*¹⁷ (our emphasis)

5.9 Whilst the evidence in this report casts doubt on the extent of the shortfall only being 5 units, this decision confirms that there is a shortfall for self and custom build housing.

Summary

5.10 The data set out in this section highlights how there is a shortfall in self-build permissions, whichever figures are considered.

5.11 The data on the Council's web site indicates there to be a cumulative shortfall of 47 units since the introduction of the self and custom build housing act and its requirements.

5.12 However, the shortfall of 47 is based on the rationalisation of the Council's register prior to 2021. Without this rationalisation the shortfall is 123 units.

5.13 This is significantly higher than the shortfall of 5 considered in the appeal decision referred to above.

5.14 However, based on the 329 subscribers recorded by the Custom Build Homes data (Appendix 2) the demand is considered to be significantly higher.

¹⁷ Ibid, page 5 (source Self-build Housing Market Report-UK 2016-2020 Analysis (Summary), AMA Market Research



6. SUMMARY & CONCLUSIONS

- 6.1 This Report has been prepared by Marrons on behalf of OS Holdings Limited and provides an assessment of self-build and custom build housing need within Hinckley & Bosworth Borough Council's administrative area and more locally in the area surrounding the proposed development in Witherley parish.
- 6.2 The Government's self-build and custom housebuilding data (5th September 2025) reports that across England there were 64,851 individuals and 766 groups recorded on the self and custom-build register between 31st October 2023 and 30th October 2024, 2% and 5% increases respectively. A total of 4,302 planning permissions were granted, a significant decline of 18% from the previous year.
- 6.3 There is a clear failure nationally to deliver enough plots. This has been highlighted recently by The Times newspaper article titled *'How lawbreaking councils are killing Britain's self-build dream'*.
- 6.4 More locally in Hinckley & Bosworth, a very recent appeal decision¹⁸ has confirmed that the Council accept there is a shortfall in self and custom build housing delivery. However, they consider this shortfall to be only 5 units. The evidence in this report indicates the shortfall is significantly higher than 5, and the Council's own 2024 Housing Needs Study identified an outstanding shortfall of 37 units.
- 6.5 To start with the Council's Fol response (Appendix 1) and their self and custom-building monitoring web page indicates total delivery since 2016 (14 plots) which is lower than the number of registrants it has recorded, whether this is based on their rationalised list (61) or original list (137) of registrants. This means a shortfall of either 47 or 123 units.
- 6.6 In addition to use of the Council's own register, paragraph ID: 57-011 of the self-build and custom housebuilding registers section of the Planning Practice Guidance states *"Local planning authorities should use the demand data from the registers in their area, supported as necessary by additional data from secondary sources to understand and consider future need for this type of housing in their area."*
- 6.7 In this context it should be noted how the Council's 2019 HNS followed this guidance and presented secondary data from Buildstore which it stated, *"informed us that 284 people are registered as looking to build in Hinckley & Bosworth on their Custom Build Register with a further 865 subscribers to their Plotsearch service which tracks*

¹⁸ Ibid, page 5 (source Self-build Housing Market Report-UK 2016-2020 Analysis (Summary), AMA Market Research



*self-build land opportunities. This points to greater demand than that identified on the Council's own self-build register. NaCSBA research also points to a need of over 1,800 plots."*¹⁹ (our emphasis)

- 6.8 The Council did not include such data in their more recent 2024 HNS.
- 6.9 However, we have provided an update as part of this report (see Appendix 2) from Custom Build Homes, a subsidiary of Buildstore. This has shown 329 individuals who have registered an interest in self and custom-build homes across Hinckley & Bosworth, 42 of whom reside in Witherley Parish where OS Holdings proposed development site is located.
- 6.10 This suggests that the demand for self-build and custom homes is significantly higher than indicated by the Council's register. This is potentially down to a lack of local awareness of the Council register, a factor which was underlined in the Government commissioned Bacon Review (referred to earlier in this report) which concluded that a very high proportion of the public (83-87%) are not aware of Council registers and therefore demand for custom and self-build housing is higher than data on local registers would suggest.
- 6.11 In conclusion it is accepted by the Council that there is a shortfall in self and custom build housing provision. However, we consider this to be significantly higher than the five units indicated by the Council, for the reasons set out in this report. The key figures are set out in Table 6.1.

Table 6.1: Summary of Self and Custom Build Housing Need figures

Source	Self and Custom Build Need across the Borough (number of plots needed)
Hinckley & Bosworth Borough Council Housing Needs Study (2024)	37*
Hinckley & Bosworth Borough Council Self Build Register	47** to 123
Custom Build Homes Demand Appraisal	329***
Bacon Review	264 to 726****

*Under-delivery as of 2024 according to the 2024 Housing Need Study

**47 based on the Council's rationalised list of registrants on their self and custom housebuilding register

***number of registrants to Custom Build Homes register, including 42 in Witherley Parish

****per annum

¹⁹ Page 140, Hinckley & Bosworth Borough Council Housing Needs Study 2019

Appendix 1

Freedom of Information Request Response

Dear Miss Isabelle Woodville-Hill,

Freedom of Information Request - Case Ref/ HBC02548

I am writing in response to your request for information which was received on the 02/09/2025 and has been dealt with under the Freedom of Information Act 2000 ("the Act"). Further details about the way in which requests are dealt with under the Act can be found on our website at:-

https://www.hinckley-bosworth.gov.uk/info/200241/freedom_of_information_foi_requests

The information you requested is enclosed.

1. The number of individuals on the Council's Self Build and Custom Housebuilding register in each of the following base periods:
 - a. Period 1 (up to 30/10/2016) - 0
 - b. Period 2 (up to 30/10/2017) - 1
 - c. Period 3 (up to 30/10/2018) - 0
 - d. Period 4 (up to 30/10/2019)- 1
 - e. Period 5 (up to 30/10/2020) - 1
 - f. Period 6 (up to 30/10/2021)- 16
 - g. Period 7 (up to 30/10/2022)- 15
 - h. Period 8 (up to 30/10/2023) - 10
 - i. Period 9 (up to 30/10/2024) - 7
 - j. Period 10 (from 31/10/2024 to date 02/09/2025) - 10

This information is on our website. Please access this information from the website in future.

2. The number of associations of individuals on the Council's Self Build and Custom Housebuilding register in each of the following base periods:
 - a. Period 1 (up to 30/10/2016) - 0
 - b. Period 2 (up to 30/10/2017) - 0
 - c. Period 3 (up to 30/10/2018) - 0
 - d. Period 4 (up to 30/10/2019) - 0
 - e. Period 5 (up to 30/10/2020) - 0
 - f. Period 6 (up to 30/10/2021) - 0

- g. Period 7 (up to 30/10/2022) - 0
- h. Period 8 (up to 30/10/2023) - 0
- i. Period 9 (up to 30/10/2024) - 0
- j. Period 10 (from 31/10/2024 to date 02/09/2025) – 0

2. This information is on our website. Please access this information from the website in future.

3. Please can you provide a breakdown of the register by number of bedrooms specified for selfbuild and custom housebuilding projects, as recorded on the council's register in each of the following base periods:

- a. Period 1 (up to 30/10/2016) – N/A
- b. Period 2 (up to 30/10/2017) – 1 x 4 bedroom
- c. Period 3 (up to 30/10/2018) – N/A
- d. Period 4 (up to 30/10/2019) – 1 x 3 bedroom
- e. Period 5 (up to 30/10/2020) – 1 x 4 bedroom
- f. Period 6 (up to 30/10/2021) – 3 x 5+ bedroom, 12 x 4 bedroom, 1 x 3 bedroom
- g. Period 7 (up to 30/10/2022) – 3 x 5+ bedroom, 7 x 4 bedroom, 3 x 3 bedroom, 2 x 2 bedroom
- h. Period 8 (up to 30/10/2023) – 1x 5+ bedroom, 1 x 5+ or 4 bedroom, 4 x 4 bedroom, 2 x 3 broom, 2 x 2 bedroom
- i. Period 9 (up to 30/10/2024) – 4 x 3 bedroom, 2 x 2 bedroom, 1 x not stated
- j. Period 10 (from 31/10/2024 to date 02/09/2025) – 5 x 5+ bedroom, 2 x 4 bedroom, 3 x 3 bedroom

This information is on our website. Please access this information from the website in future.

4. The number of individuals on the Council's Self Build and Custom Housebuilding register in each of the following base periods specifying the parish of Twycross

- a. Period 1 (up to 30/10/2016) - 0
- b. Period 2 (up to 30/10/2017) - 0
- c. Period 3 (up to 30/10/2018) - 0
- d. Period 4 (up to 30/10/2019) - 0
- e. Period 5 (up to 30/10/2020) - 0
- f. Period 6 (up to 30/10/2021) - 0
- g. Period 7 (up to 30/10/2022) - 0
- h. Period 8 (up to 30/10/2023) - 0
- i. Period 9 (up to 30/10/2024) - 0
- j. Period 10 (from 31/10/2024 to date 02/09/2025) - 0

5. The date on which the Council commenced its Self-Build and Custom Housebuilding register?

The exact date is not known however it was March 2016.

6. The Council's entry requirements for joining its Self-Build Register.

To apply to be on the register as an individual or as a member of an association of individuals, you must be:

- Aged 18 or older
 - A British citizen, a national of the European Economic Area (EEA) ([GOV.UK](https://www.gov.uk)), other than the - United Kingdom, or a national of Switzerland
 - Seeking (either alone or with others) to acquire a serviced plot of land in the relevant authority's area to build a house to occupy as that individual's sole or main residence
- This information is on our website. Please access this information from the website in future.

7. Does the Council apply a local connection or other test to facilitate joining the Register?

Hinckley & Bosworth Borough Council currently has no local connection tests or fees. This information is on our website. Please access this information from the website in future.

8. The number of (and application references for) Self Build and/or Custom Housebuilding permissions the Council granted in each of the following base periods:

- a. Period 1 (up to 30/10/2016) - 0
- b. Period 2 (up to 30/10/2017) - 0
- c. Period 3 (up to 30/10/2018) - 0
- d. Period 4 (up to 30/10/2019) - 5 (ref 19/00657/REM, 18/00903/FUL, 18/01168/OUT, 18/00974/FUL and 18/01273/FUL)
- e. Period 5 (up to 30/10/2020) - 1 (ref 19/01359/FUL)
- f. Period 6 (up to 30/10/2021) - 0
- g. Period 7 (up to 30/10/2022) - 3 (21/00887/FUL and 21/00661/FUL)
- h. Period 8 (up to 30/10/2023) - 3 (22/01102/FUL, 23/00327/FUL and 23/00630/OUT)
- i. Period 9 (up to 30/10/2024) - 2 (24/00454/OUT and 23/01065/FUL)
- j. Period 10 (from 31/10/2024 to date 02/09/2025) - not monitored yet

This information is on our website. Please access this information from the website in future.

9. Of the above, how many had the term 'self build' or 'custom build' or variants thereof in the description of development or planning officers report in each of the following

base periods:

- a. Period 1 (up to 30/10/2016)
- b. Period 2 (up to 30/10/2017)
- c. Period 3 (up to 30/10/2018)
- d. Period 4 (up to 30/10/2019)
- e. Period 5 (up to 30/10/2020)
- f. Period 6 (up to 30/10/2021)
- g. Period 7 (up to 30/10/2022)
- h. Period 8 (up to 30/10/2023)
- i. Period 9 (up to 31/10/2024)
- j. Period 10 (from 31/10/2024 to date 02/09/2025)

Application references provided to the above question. This information is publicly available.

10. How does the Council monitor Self Build and Custom Housebuilding permissions and completions?

Monitoring is through the Development Management application process.

11. How does the Council alert individuals and associations of individuals on its Self-Build and Custom Housebuilding Register to any self-build and custom housebuilding permissions it grant?

The Planning Policy Team would alert individuals on the register via email if there were any available self-build plots, however most are self-build for the applicant themselves.

12. How has the Council publicised the existence of its Self-Build and Custom Housebuilding Register? When did this first take place?

On the website, within evidence base studies (e.g. Housing Need Study) and within the Authority Monitoring Report.

Published since it started –

https://www.hinckley-bosworth.gov.uk/info/200074/planning_and_building_control/1246/the_self-build_and_custom_housebuilding_act_2015

13. If the Council are counting CIL Self-Build Exemptions towards meeting demand, then please advise how many of these have been subject to a CIL Form 7 Part 2 in each of the following base periods:.

- a. Period 1 (up to 30/10/2016)
- b. Period 2 (up to 30/10/2017)
- c. Period 3 (up to 30/10/2018)
- d. Period 4 (up to 30/10/2019)
- e. Period 5 (up to 30/10/2020)

- f. Period 6 (up to 30/10/2021)
- g. Period 7 (up to 30/10/2022)
- h. Period 8 (up to 30/10/2023)
- i. Period 9 (up to 30/10/2024)
- j. Period 10 (from 31/10/2024 to date 02/09/2025)

The council does not have CIL.

Appendix 2

Custom Build Homes Demand Report



Demand Appraisal

Custom and self-build housing

Request for data

September 2025

righttobuildregister.co.uk





Request for data

Enquiry from:	Marrons LTD
Date:	06/10/25
Site or area related to request:	LE15
Local Planning Authority:	Hinckley & Bosworth Council
Parish Council or Ward area(s)	Witherley

Demand in the area

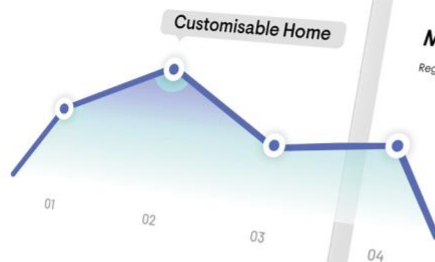
This Demand Appraisal comprises the number of people currently subscribed to the Right to Build Register, held by Custom Build Homes, who want to custom or self-build their home within the local authority area.

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.

All demand figures by specified postcode area are set out in Table 1 below.

Table 1: Demand Figures

Area	Relevant postcode areas	Number of Subscribers
Hinckley & Bosworth Council	CV10 0, CV11 6, CV13 0, CV13 6, CV9 1, CV9 3, DE12 7, LE10 0, LE10 1, LE10 2, LE10 3, LE10 9, LE3 8, LE6 0, LE67 1, LE67 6, LE67 9, LE9 0, LE9 2, LE9 7, LE9 8, LE9 9	329
Witherley Parish	CV9 3, CV13 9, CV10 0	42
5-mile radius from CV9 3NA	B46, B78, B79, CV10, CV11, CV13, CV7, CV9	420



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 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.

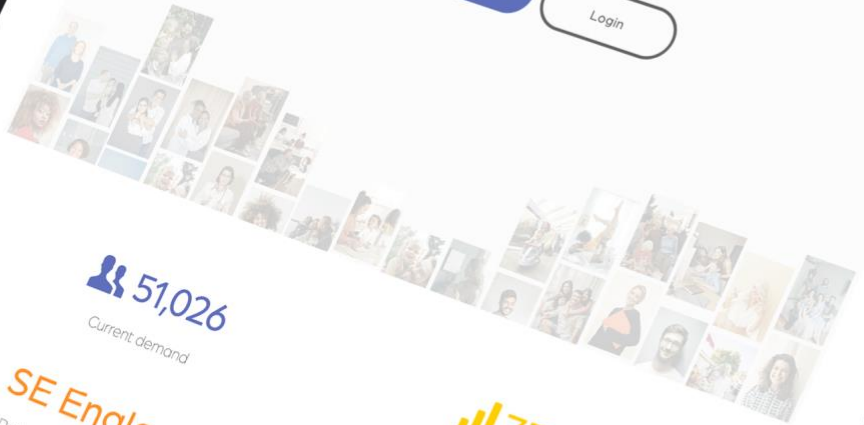


Together we can build better

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
Revolution

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 dependency on publicity, promotion, registration fees and eligibility 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, 21 August 2021) which concluded that a very high proportion of the public (83-87%) 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
8 Houstoun Interchange Business Park
Livingston
EH54 5DW

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

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 the time of issue. We operate a live database and the demand figures will change with time.

Appendix 3

Appeal Decision APP/K2420/W/25/3364808



Appeal Decision

Site visit made on 28 August 2025

by J Moore BA (Hons) BPI MRTPI

an Inspector appointed by the Secretary of State

Decision date: 15 September 2025

Appeal Ref: APP/K2420/W/25/3364808

Land north east of Old White Cottage, 2 Newbold Road, Desford, Leicestershire LE9 9GS

- The appeal is made under section 78 of the Town and Country Planning Act 1990 (as amended) against a refusal to grant outline planning permission.
 - The appeal is made by Mr G Warren of Invicta Universal Ltd against the decision of Hinckley and Bosworth Borough Council.
 - The application Ref is 24/00975/OUT.
 - The development proposed is erection of a self-build, 3 bedroom split level dwelling with landscaping.
-

Decision

1. The appeal is dismissed.

Preliminary Matters

2. The appeal form is unclear as to whether the description of development has been changed from that stated on the application form. A different description is entered which is same as that in the decision notice: *'Outline application for the construction of a 3-bedroom split-level dwelling with landscaping (Self-Build) (Scale, Landscaping, Layout and Access to be considered)'*. No confirmation has been provided of an agreed change in the description, and I have therefore used the description as stated on the application form in my banner heading above.
3. The application form clearly indicates that appearance is the only matter for which outline permission was sought. However, elsewhere on the application form, the proposed materials are stated to be reserved matters. I therefore sought clarification from the main parties. I am satisfied that before the validation of the application, the appellant made clear that appearance was the only reserved matter; and the outline application included matters of scale, landscaping, layout and access, with appearance being the only reserved matter. The application was determined by the Council on this basis, and I have therefore considered the appeal accordingly.
4. The appellant's evidence refers to the National Planning Policy Framework (the Framework). However, the paragraph numbers do not conform to the current version of the Framework, which was revised before the application was determined. For the avoidance of doubt, any reference to the Framework in my decision relates to the current version.

Background and Main Issues

5. The appeal site is adjacent to the Desford Conservation Area (CA), and adjacent to Old White Cottage, which is a grade II listed building. The appeal site is the subject of a previously dismissed appeal¹ for two detached dwellings. The evidence indicates that the dismissed scheme included a section of land serving Old White Cottage, such that part of that appeal site fell within the CA. In the appeal before me, no part of the appeal site falls within the CA.
6. The main parties agree that the proposal would not harm the setting or significance of the listed building. In the absence of any substantive evidence to the contrary and taking into account my statutory duty within section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (the Act), I find no reason to disagree.
7. The first reason for refusal (RFR) indicates that in terms of the development plan, the proposal is located within the open countryside, and this fact is not disputed by the appellant. The appeal site is adjacent to the settlement boundary, and it is not disputed that the site would be in an accessible location. I find no reason to consider otherwise.
8. The reasons and cited policies in the first and second RFR overlap to a large degree. I will therefore consider the effect upon the open countryside and the character and appearance of the area together in one main issue.
9. The second RFR refers to the statutory duty under section 72(1) of the Act. However, as the appeal site lies outside of the CA, this statutory duty does not apply in this case, as the Council's Conservation Officer notes in his consultation response to the application.
10. Each of the three RFR refer to a planning balance. While it is necessary to consider the benefits of the proposal and the position regarding the Council's housing land supply including for self-build housing, I shall undertake my planning balance later in my decision.
11. Therefore, having regard to all the evidence before me, the main issues are:
 - the effect of the proposal upon the character and appearance of the area and the open countryside, including the setting and significance of the Desford CA and protected trees; and
 - whether the proposal would provide acceptable living conditions for future occupiers, with particular regard to outlook; levels of daylight and sunlight; and private amenity space.

Reasons

Character and appearance and the open countryside

12. As set out above, it is not disputed that the appeal site is located within the designated open countryside. Policy DM4 of the Site Allocations and Development Management Policies Development Plan Document 2016 (SADMP) sets out the types of development that may be acceptable in the countryside. It is not disputed that the proposal would not accord with any of the permitted types. The policy

¹ APP/K2420/W/17/3178033

objective is in accordance with the Framework in terms of recognising the intrinsic character and beauty of the countryside. Policy DM4 also seeks to avoid creating or exacerbating ribbon development.

13. The appeal site is situated adjacent to Old White Cottage and along the northerly side of Little Lane (the lane), which is initially narrow and without a footway. For some considerable length, the narrow lane is bounded by a tall wall on the southerly side, after which the lane widens and is largely of a rough surface. There are a number of properties confined to the southerly side of the lane, sited at a higher level than the appeal site and Old White Cottage. The lane forms part of a public footpath connecting Desford to the open countryside.
14. The evidence before me indicates that the significance of the CA stems in part from its agricultural origins and topography, identified by views of open countryside between buildings, and the preponderance of woodland trees within and adjacent to the settlement. The appeal site appears as an area of woodland with established hedgerows along its south-eastern and north-eastern boundaries and it falls away from the higher sited properties along the lane. Due to its location and wooded appearance, the appeal site forms part of the wooded setting of the CA and therefore makes an important contribution not only to its setting, but also to its significance. The amenity value of the woodland nature of the site is reflected in the presence of a woodland tree protection order.
15. Drawing all the above together, the appeal site forms part of a green and largely undeveloped route to and from the settlement of Desford, despite the presence of properties along the opposite side of the lane, which are at a higher level and within the settlement boundary and the CA. Consequently, the appeal site makes a strong and positive contribution to the character and appearance of the area and the open countryside; and the wooded setting of the CA, which forms a key characteristic of its significance.
16. The proposed split-level dwelling would be sited near to, but set back from Old White Cottage, and set into the falling topography, with access farther along the lane. The proposal would include the removal of four trees, one group and two part-groups. Most trees proposed for removal are of low quality and value. However, some are category B trees of moderate value and are proposed for removal to facilitate the development and to create open garden space. Further works are proposed to trees of moderate value, including crown lifting of trees adjacent to the proposed dwelling, parking and construction works in order to provide clearance and accidental damage. These category B trees would have a reasonable life expectancy.
17. Taken together, the extent of tree removal and further tree works to accommodate and/or facilitate the development is therefore significant, and there is little before me to demonstrate any compensatory planting. Even if tree removal is largely located within the site as opposed to at the frontage to the lane, the proposal would diminish the collective amenity value of the trees as a woodland.
18. In order to achieve required parking space dimensions, the Council advises that a further metre of hardstanding would be necessary, and this is not disputed by the appellant. This could result in further encroachment into root protection areas and/or further works to trees. In addition, it is by no means certain that future occupation of the site would not result in further pressure to prune or fell retained

trees, given the proximity of the proposed dwelling and its associated amenity space, garden area and hardstanding to a category B group and other tree cover.

19. The proposal would result in the extension of built form along a hitherto undeveloped part of the lane, and it would be a form of ribbon development in open countryside, in conflict with SADMP Policy DM4. While the siting of the proposed dwelling seeks to respond to the wooded nature of the site, it would be well set back from the lane and the building line of Old White Cottage, in conflict with the Council's supplementary planning document: Good Design Guide 2019 (SPD). Views of the proposed dwelling would be restricted to some degree due to its siting, split-level nature and the retention of trees and hedgerows. However, the associated hardstanding areas including driveway and turning area would result in a residential appearance to the site, which would otherwise be open countryside.
20. The appellant draws my attention to the siting and scale of other properties on the opposite side of the lane, including Orchard Cottage. However, this side of the lane is part of the established settlement. While I have been provided with a layout plan and elevation drawing of this property and I saw it during my visit, the detailed circumstances which led to its construction are not fully before me. It seems to me that this land would form infill development between adjacent properties, and thus it would not form ribbon development, unlike the proposal before me.
21. Overall, the proposal would adversely affect the wooded character and appearance of the site. The green and rural approach to and from the village would be diminished by the proposal; and the wooded setting of the CA would be eroded. The proposal would therefore significantly undermine the positive contribution the appeal site makes to the wooded setting of the CA, which is a key characteristic of its significance.
22. The Framework sets out that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance. Further, that any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification.
23. In accordance with paragraph 215 of the Framework, I am required to balance this harm against the public benefits of the proposal including, where appropriate, securing its optimum viable use. I find the harm to be 'less than substantial' in this instance, and moderate in that spectrum, given that the wooded setting of the CA is a key characteristic of its significance, and due to the set-back siting of the proposed dwelling.
24. Although no heritage benefits are put forward, the proposal would assist in meeting the Government's objectives to significantly boost the supply of land for homes and a self-build unit would widen housing choice, if suitably secured. Temporary economic benefits would arise during the construction phase with permanent benefits thereafter arising from household expenditure. These benefits would be limited by the scale of the development. While the appellant suggests the proposed dwelling would implement sustainable building methods and materials, this is not robustly demonstrated. I note that the plans show an indicative location

for an air source heat pump and photovoltaic panels, together with an EV charging point. However, these are policy requirements of development, rather than a benefit. It is unclear how any additional tax receipts would be used to benefit the public.

25. Collectively I attach moderate weight to the benefits of the proposal. However, such benefits would not outweigh the harm that I have found to the setting and significance of the CA, to which I am required to attach great weight.
26. For the reasons above, I conclude that the proposal would harm the character and appearance of the area and the open countryside; the setting and significance of the Desford Conservation Area; and protected trees. The proposal conflicts with SADMP Policies DM4, DM10, DM11 and DM12; and Policy H7 of the Desford Neighbourhood Plan 2021. Taken together and among other things, these policies seek to ensure that the intrinsic value, beauty and open character of the countryside; that the historic environment is protected; that development respects the character and appearance of the area; that the significance of conservation areas is preserved and enhanced; and that development proposals satisfy certain design principles. I attach significant weight to this conflict.

Living conditions

27. Due to its siting and internal layout, bedroom No 2 of the proposed dwelling would be about 1.7m to the boundary with Old White Cottage. This short distance would not provide a satisfactory outlook for future occupiers. The appellant suggests that the primary use of the room would be for sleeping. However, this does not set aside the fact that bedrooms are used for other purposes, including study and play for children
28. The proposed kitchen to the ground floor would fall to be considered as a habitable room in the SPD. Its principal window would face the two-storey angled wing of the proposed dwelling, with a separation distance of about 5m. The Council relies on separation distances between neighbouring properties in the SPD to assess this distance and accepts that the view would not be of a blank elevation. In such circumstances, it seems to me that the SPD separation distance of about 14m is not relevant in this context, as the angled elevation would permit other wider angles of view towards the northerly boundary of the site. Consequently, this aspect of the proposal would provide an acceptable outlook.
29. Due to the scale, siting and layout of the proposed dwelling, the only window serving bedroom No 3 would be close to a retained tree group. The only window serving bedroom No would be close to a retained tree. Consequently, due the presence of these retained trees, which are of a considerable height and spread, bedrooms 1 and 3 would not receive acceptable levels of daylight and sunlight.
30. The Council advises that the SPD requires a three-bedroomed dwelling to provide a minimum of 80m² of private outdoor amenity space with a minimum length of 7m. A proposed hard surface amenity space is given to be greater than 7m length, but with an area of 66.7m², it would fall short of the garden size as set out in the SPD. However, the SPD concerns a guideline for garden sizes and states that this could vary dependent on design so as not to preclude innovation. The proposed dwelling is not advanced on the grounds of innovation.

31. It seems to me the hard surface area would function as a courtyard/patio space between the two wings of the proposed dwelling, while the remaining area of the plot would function as a woodland garden, albeit limited in useability terms by the presence of retained trees. In quantitative terms therefore, I find that the SPD's guideline would likely be met across the plot. However, due to the two-storey element of the proposed dwelling being towards the south and west, together with the extensive tree cover within the site, there would be limited levels of daylight and sunlight to the amenity space in the courtyard area and within the wider plot.
32. The appellant considers that the above matters arise as a consequence of minimising the intrusion into the natural elements of the site. I appreciate that the scheme seeks to work with the wooded nature and topography of the site. However, of itself, the presence of natural elements is not a sufficient justification to set aside adequate living conditions for future occupiers for their health and well-being. This would conflict with paragraph 135 of the Framework, which seeks to ensure that developments create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users.
33. I share the Council's concern that the extent and proximity of retained protected trees in relation to the proposed dwelling could result in further pressure to prune or fell such protected trees. I also accept that permission for any such works should be sought from the Council. However, such works would likely be at the expense of the wooded setting of the CA, as referenced in my first main issue.
34. For the reasons above, I conclude that the proposal would result in unacceptable living conditions for future occupiers with particular regard to outlook; levels of daylight and sunlight; and private amenity space. It conflicts with SADMP Policy DM10, which seeks to ensure that new development fully considers the amenity of future occupiers, and the objectives of the Framework to achieve well-designed places for future users. I attach significant weight to this conflict.

Other Matters

35. The dwelling is proposed as a self-build project. The Council accepts that its supply of self-build and custom build units is such that its statutory duties are not being met, with a shortfall of 5 units. Further, the Council advises that in the absence of a suitable mechanism in the form of a unilateral undertaking, a self-build unit is not secured. The Council draws my attention to two appeal decisions² in this regard, each for a different local planning authority. The appellant does not dispute these matters, nor the findings of the Inspectors in the submitted appeal decisions. In the absence of any compelling evidence to the contrary, I find no reason to disagree with those Inspector's findings. Consequently, in the absence of a suitable mechanism, the benefit of a self-build unit is no more than limited.
36. I have had regard to objections which express a range of concerns including, but not limited to the following: privacy, highway safety, and wildlife. However, I note that these matters were considered where relevant by the Council when it determined the planning application. Whilst I can understand the concerns of the interested parties, there is no compelling evidence before me that would lead me to come to a different conclusion to the Council on these matters.

² APP/G2435/W/23/3330838 and APP/F2415/W/24/3338486

Planning Balance and Conclusion

37. The Council's evidence indicates that following publication of the revised Framework, it is unlikely to be able to demonstrate a five-year supply of deliverable housing sites. The main parties agree that paragraph 11 d) of the Framework is engaged, even though neither party has provided detail as to the extent of any shortfall in housing supply. The Council has set out its position on the presumption in favour of sustainable development to the appeal, and although the appellant has had an opportunity to make final comments, no comments were made.
38. In accordance with footnote 7 and paragraph 11 d) i of the Framework, the policies of the Framework that protect designated heritage assets are a strong reason to refuse the proposal. Furthermore, the Desford Neighbourhood Plan includes policies and allocations to meet its identified housing requirement, and the plan was made in May 2021, which is less than 5 years ago. In such circumstances, the Framework makes clear that the adverse impact of allowing development that conflicts with the neighbourhood plan is likely to significantly and demonstrably outweigh the benefits.
39. Even if the shortfall in the Council's five-year supply of deliverable housing sites were to be extensive, it would not alter my finding that the presumption in favour of sustainable development does not apply in this case. Consequently, I have not found it necessary to seek detailed information on the extent of any shortfall, as it would not alter my decision.
40. For the reasons above, I conclude that the proposal conflicts with the development plan and the material considerations do not indicate that the appeal should be decided other than in accordance with it. Therefore, the appeal is dismissed.

J Moore

INSPECTOR