



Customer Choice in Housing





Who are we?



- Responsible real estate company
- Investing £1bn+ to deliver 5,000+ homes
- Seeking financial & sustainable returns
- Innovator/disruptor





Granary Wharf, Leeds



.ig





Green Street, The Meadows, Nottingham





The Malings, Ouseburn, Newcastle





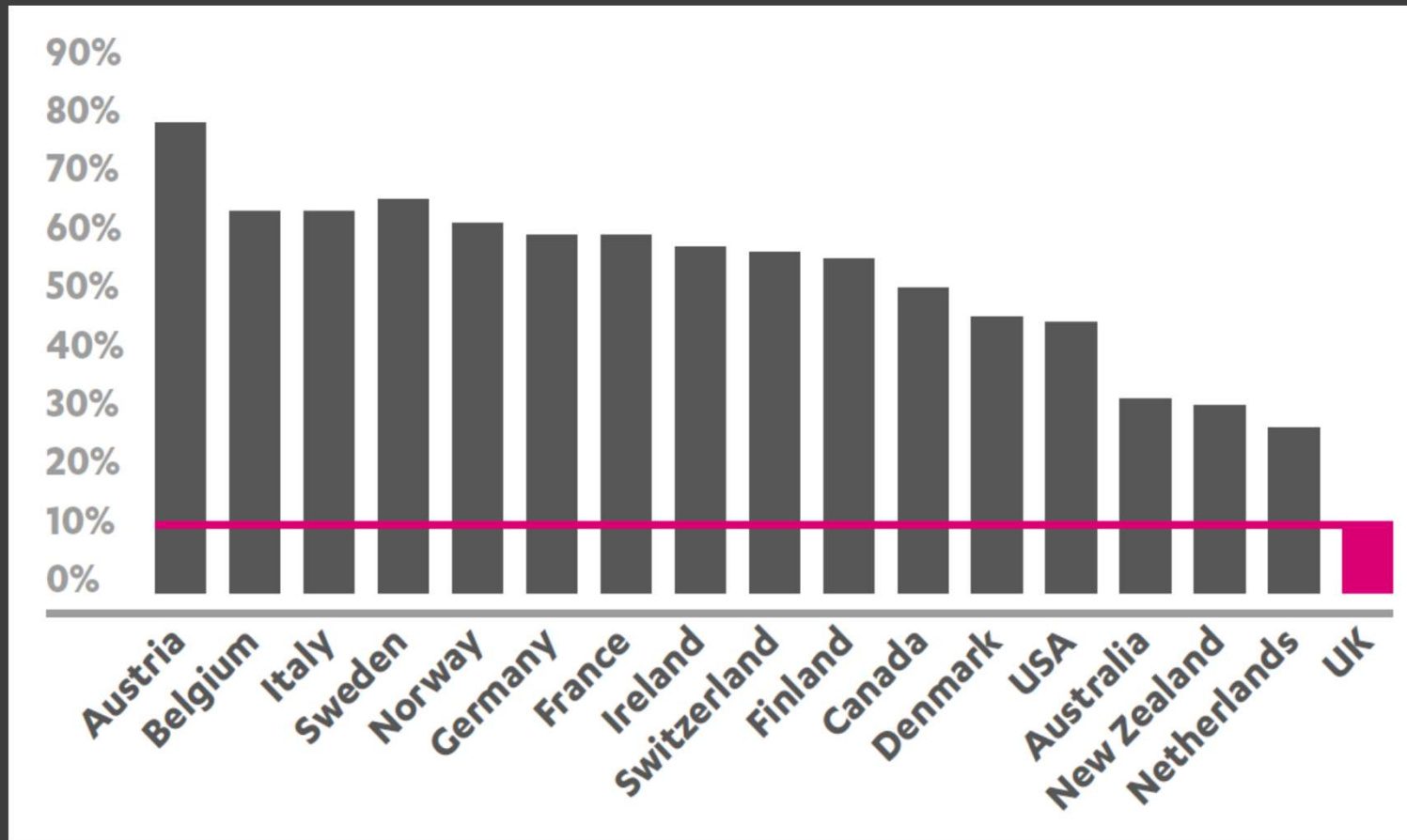
Should customers have more say in the design of their home?

- 1m homes bought/sold each year
- 75% won't buy a home less than 10 years old
- 53% want to design their own home
- Only 12,000 succeed each year = c.10% of new homes





Customer choice exists overseas





Self Build vs Custom Build

“Self Build covers someone who directly organises the design and construction of their new home...

Custom Build covers someone who commissions a specialist developer to help to deliver their own home”

Brandon Lewis MP, Housing Minister, Right to Build Debate in the House of Commons (24th October 2014)





Custom Build in Holland (Serviced Plots)





Custom Build in Holland (Plot Passport)

Gemeente Almere **Ik bouw mijn huis in Almere**

KAVELPASPOORT
HOMERUS KWARTIER

kavelgegevens

Gebied: Ik bouw met riet
Kavelnummer: HK0734
Oppervlakte: 391 m²
Prijs: € 146.625,-

Vrijgesteld van omzet- en overdrachtsbelasting, prijswaard 1 oktober 2011.

■ Bouwvlak
■ Zona onbebouwd
■ Locatie terrein
▶ Adresrijke woning

Regels voor het bouwen

- De kavel is bestemd voor de bouw van één woning.
- De woning dient grotendeels met een rietenkap te worden uitgevoerd.
- Het gebruik van kunststof- riet is niet toegestaan
- Alle bebouwing vindt plaats binnen het bouwvlak. Integrale onderdelen passend bij het ontwerp van het gebouw (zoals erkers, veranda's, balkons, luifels, dakgoten of dakoverstekken) mogen buiten het bouwvlak vallen tot 2.50 meter van de kavelgrens.
- Het kavel mag voor maximaal 35% worden bebouwd.
- De maximale bouwhoogte is 14.00 meter.
- Per woning dient minimaal één parkeerplaats op eigen terrein gerealiseerd te worden; garages worden niet als parkeerplaats meegerekend.





Custom Build in Holland (Home Manufacturers)



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Bendien/Wierenga architecten
Slingerland Bouw

SmaakvolBouwen.nl - vrijstaande woning

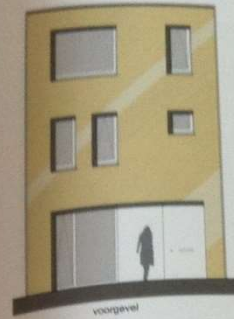
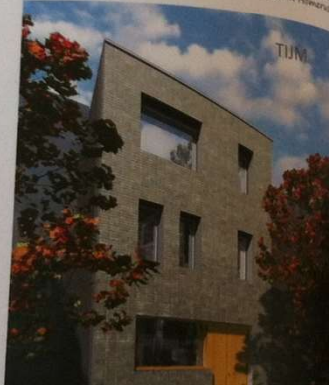
Jij bouwt betaalbaar. Je wilt een moderne woning met een eigen uitstraling, gebouwd met goede materialen. Je hebt oog voor duurzaamheid en kwaliteit. Een woning die jou past als een jas. Woon, een bijzonder huis!

Bendien/Wierenga Architecten bouwt niet voor de massa, maar voor jou – en vooral met jou. Samen komen we tot een ontwerp dat kwaliteit uitstraalt en zich voegt naar jouw specifieke woonwensen. Het resultaat is een hoogwaardige woning op maat, gebouwd onder architectuur. Een woning die precies voldoet aan je verwachtingen. Een bijzonder huis? Dat vinden wij heel gewoon! Roos Bendien en Nátaly Wierenga hebben veel ervaring met particuliere opdrachtgevers en hechten veel waarde aan een intensieve samenwerking om tot de mooiste oplossingen te komen. In Almere heeft dat tot nu toe geresulteerd in de bouw van 6 woningen.

Scan de QR code en kijk op maatwerk



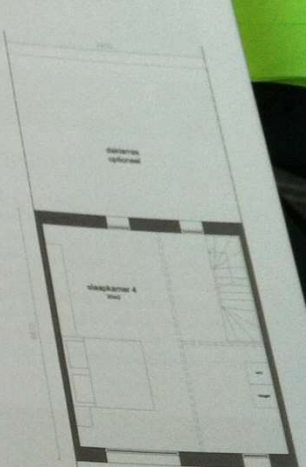
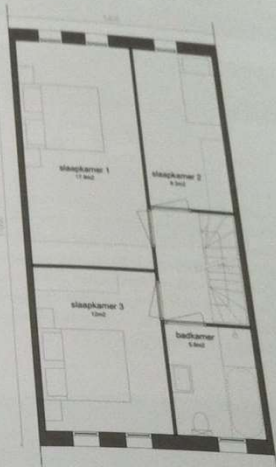
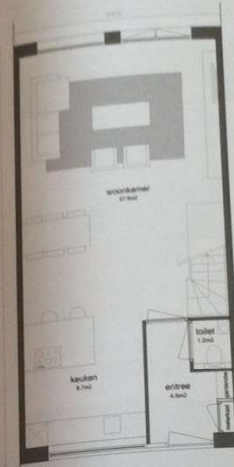
Dit ontwerp past bijvoorbeeld op deze kavels in Helderland



voorgevel



zijtereggevel



Slingerland Bouw
Bendien/Wierenga architecten
Slingerland Bouw
SmaakvolBouwen.nl
Roos Bendien
06 24 68 37 02

VRIJSTAANDE WONING SMAAKVOLBOUWEN.NL
Bouwsom tussenwoning € 158.000 (incl. btw)
Vloeroppervlak (GOB) 126 m²
Constructiemethode Beton
Gevelmateriaal Baksteen, stucwerk

- maak zelf je plattengrond op maat in samenwerking met de architect





Homeruskwartier, Almere, 2006





Homeruskwartier, Almere, 2008





Homeruskwartier, Almere, 2014





“Bungalows”





Detached Houses





Affordable housing





“Terraces”





The Alchemy

- Properties people want to buy (size/specification/appearance)
- Developer sells at serviced plot & customer funds build = lower profit
- Other savings, e.g. lower SDLT





Benefits for developers & Government

- Complements volume housebuilder product
- Faster sales rate
- Developments completed quicker
- Stronger communities





Growing the sector - Government support

- Target: 20,000 homes pa by 2020
- Policy Measures:
 - NPPF / PPG
 - 12 Pilot Sites
 - Home Building Fund
 - CIL Exemption
 - “Right to Build”





Growing the sector - Mortgage finance

- Seeking “permission”
- New lending policies & computer systems
- Getting on the radar of lenders
- Attracting new lenders to the sector





Growing the sector - Consumer awareness

HOME

16 / SELF-BUILD

KEEP IT CONSTRUCTIVE

DIY building schemes are helping buyers to plot their way out of the housing crisis.

By Melanie Wright and Alexandra Goss

1,000 sq ft. Most gardens are 540 sq ft or larger, and the houses can be detached, if you want more space, you can pump for an end-of-terrace or one of four detached plots.

Residents select the site of property – two, three or four bedrooms – then work with the home manufacturers to select the materials on the outside and the layout inside. It should take about six weeks to finalise the design and a further six to get the necessary approvals; the build will take between 18 and 26 weeks, depending on the design chosen. The developer hopes the whole scheme will be completed by the end of 2018.

Plots and houses start at about £200,000 in total, through Hundreds estate agency (01571 2 8258, hundreds.com). Buyers pay £500 to reserve a plot, a design fee of about £3,000, then the rest in instalments. The manufacturer covers the insurance during the build and will provide a 10-year structural warranty for the finished home – the same as if you bought through a conventional housebuilder.

Only people looking to use the new houses as their main home will be eligible to buy, and all residents will be part of a management company that will oversee ways of cooking, hot water, heating, hot air, and other shared services. They will also be able to design and name their village green.

"These are homes for people who want to build their own without the Grand Designs hassle," says Chris Bowen, executive chairman of igloo. "In most other countries, half of homes are constructed this way, and they put up less or more properties because people like the peace custom building

It's for people who want to build exactly what they want without the Grand Designs hassle."

The site design options at Heartlands are, from left: Double, the triple house, MyHouse, Dream, the 100 House and the 100 House. The 100 House can be built on their own plot.

to three-bedroom family homes – will be created on individual sites purchased by Home all owners.

Half of those will be built by the residents; other buyers will be able to fit out a ready-made shell or tailor the finish of a newly built house. The homes will be supplemented by amenities such as schools, shops and a pub, as well as the release of 1m sq ft of commercial space to date, nearly 1,000 people have registered an interest, and the project will generate an estimated £600m for the local economy.

Since April, all councils have had to maintain a list of people and groups who are interested in building their own homes, and are responsible for identifying and offering suitable sites. You can register your interest with your local authority via the National Custom & Self-Build Association's website (nicsb.org.uk).

Be aware that if you are considering building your own home, finance can be hard to come by – you will have to consult a specialist broker. And if you decide to follow the DIY route, there is the vast issue of finding suitable tradesmen. Look for someone who is a member of the Federation of Master Builders (fmb.org.uk), and check out the useful directory at selfbuildportal.org.uk.

For all the potential pitfalls, there are many advantages to building your own home.

"The design and standard of finish can be to your own specification, and it can be cost-effective – you can make your life on stamp duty," says Graham Kerr, self-build specialist at the mortgage lender SFS Private Clients. "In most cases, the growth in equity covers the cost of construction, and there is a real sense of achievement when it is completed."

HomeMade4u/Heartlands.co.uk; igloo.co.uk; nicsb.org.uk; fmb.org.uk; selfbuildportal.org.uk

ROYAL WELLS PARK

Stunning 5 bedroom family homes available

Kings Avenue is the latest collection of luxury 5 bedroom homes set within a gated location on this prestigious development. These family homes benefit from a superior specification, with over 2,500 sq ft of accommodation and private outdoor spaces. Royal Wells Park is perfect for families with green open spaces and children's play area, as well as the brand new 1000m² Heart Wells Primary School opening in September 2016, superbly located in the heart of Cambridge Park. Royal Wells Park is only 5 minutes from the train station, providing regular services into London Charing Cross in just 50 minutes.

Prices from £1,125,000* For further information please call 01932 888 640

Sales & Marketing Suite open daily 10am to 6pm, Calenden Park, Royal Tunbridge Wells, Kent TN4 9QT

www.royalwells.co.uk

Berkeley
Designed for life





7 homes in Nottingham - Completed May 2015





54 plots in Cornwall – Infrastructure & sales underway





Dwelle





Lightbox House





MyHouse





Potton





LittleBIG House





Balehaus





Trent Basin, Nottingham (100+ Custom Build plots)





Chapel Garth, Sunderland (100+ Custom Build plots)



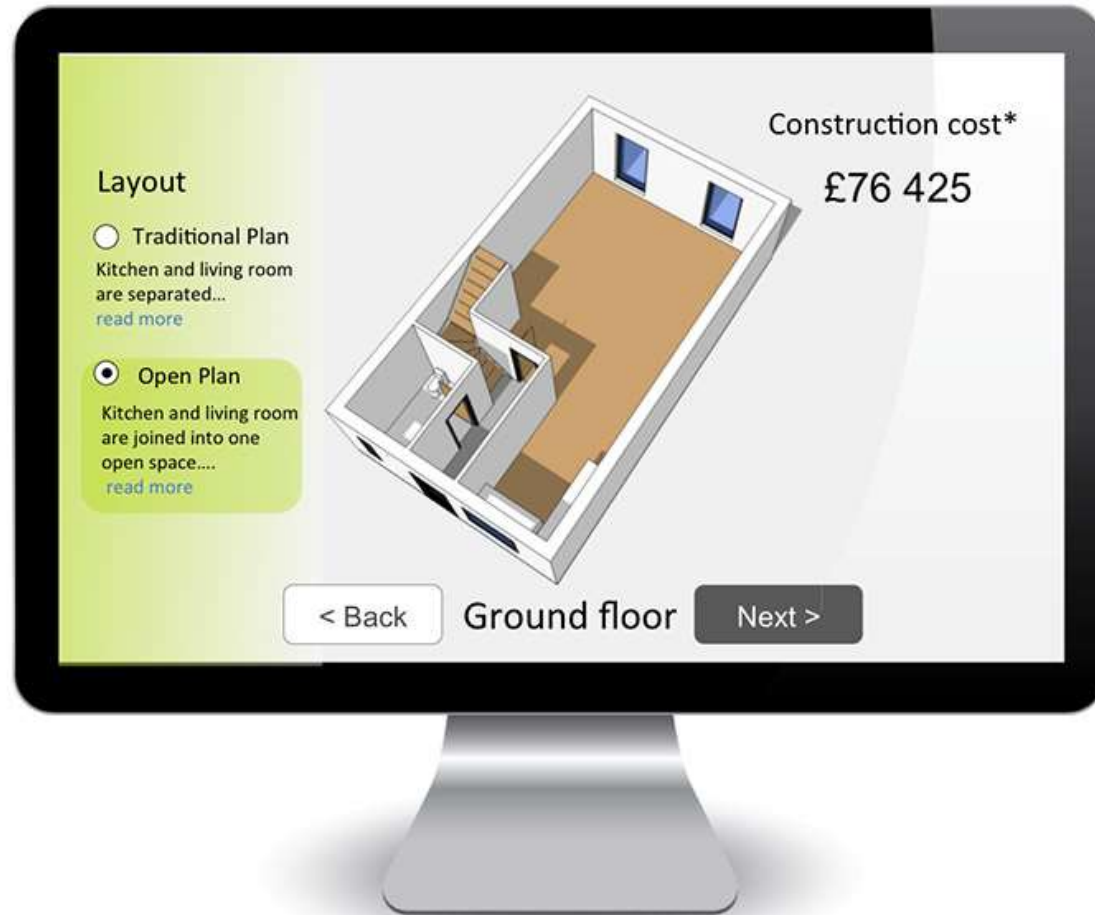


100 Acre Hill, Glasgow (100+ Custom Build plots)





Continuing to innovate - Digitising Custom Build





Further information

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[@jonsawyerigloo](#)

www.homemadeheartlands.co.uk

[@nacsba](#)

www.righttobuildportal.org

