

Bradfield Place – Stoke Ferry

Custom and Self Build

Presentation to Regeneration and Development Panel

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Custom and Self Build Background

Housing and Planning Act definition:

means the building or completion by -

(a) individuals,

(b) associations of individuals, or

(c) persons working with or for individuals or associations of individuals,

of houses to be occupied as homes by those individuals.

But it does not include the building of a house on a plot acquired from a person who builds the house wholly or mainly to plans or specifications decided or offered by that person.



Custom and Self Build Background

- Part of the governments drive to speed up house building and diversify the market
- Growth Potential – Currently accounts for around 1 in 10 new homes in the UK; compared to 1 in 6 in Germany, France and Italy
- Evidence that custom and self-builders get on and build
- Another path to home-ownership



Benefits & Barriers

Benefits	Barriers
<p>Works distributed to local market (SMEs)</p> <ul style="list-style-type: none">• Design• Build• Materials <p>Home owners build the house they want and need</p> <ul style="list-style-type: none">• Environmentally Friendly• Life Time Homes <p>Architecturally interesting streetscape</p> <p>Community building</p> <p>Lower development costs for Landowner</p>	<p>Complex affordable housing issues</p> <p>Barriers to entry for land owners</p> <ul style="list-style-type: none">• Capital• Knowledge• Time

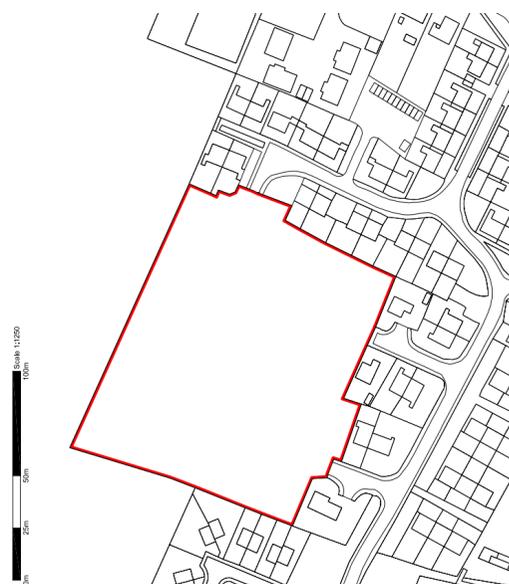
Summary

The Council's Custom and Self Build Action Plan includes an action to identify council owned land to deliver an exemplar custom/self build site in order to demonstrate to private land owners the potential for this type of development.

Land at Bradfield Place, Stoke Ferry was previously identified as being suitable and the council has explored various options regarding how to bring the site forward. The preferred option is to commission a specialist Custom Build Enabler to project manage delivery of the site and sale of plots.

The Site

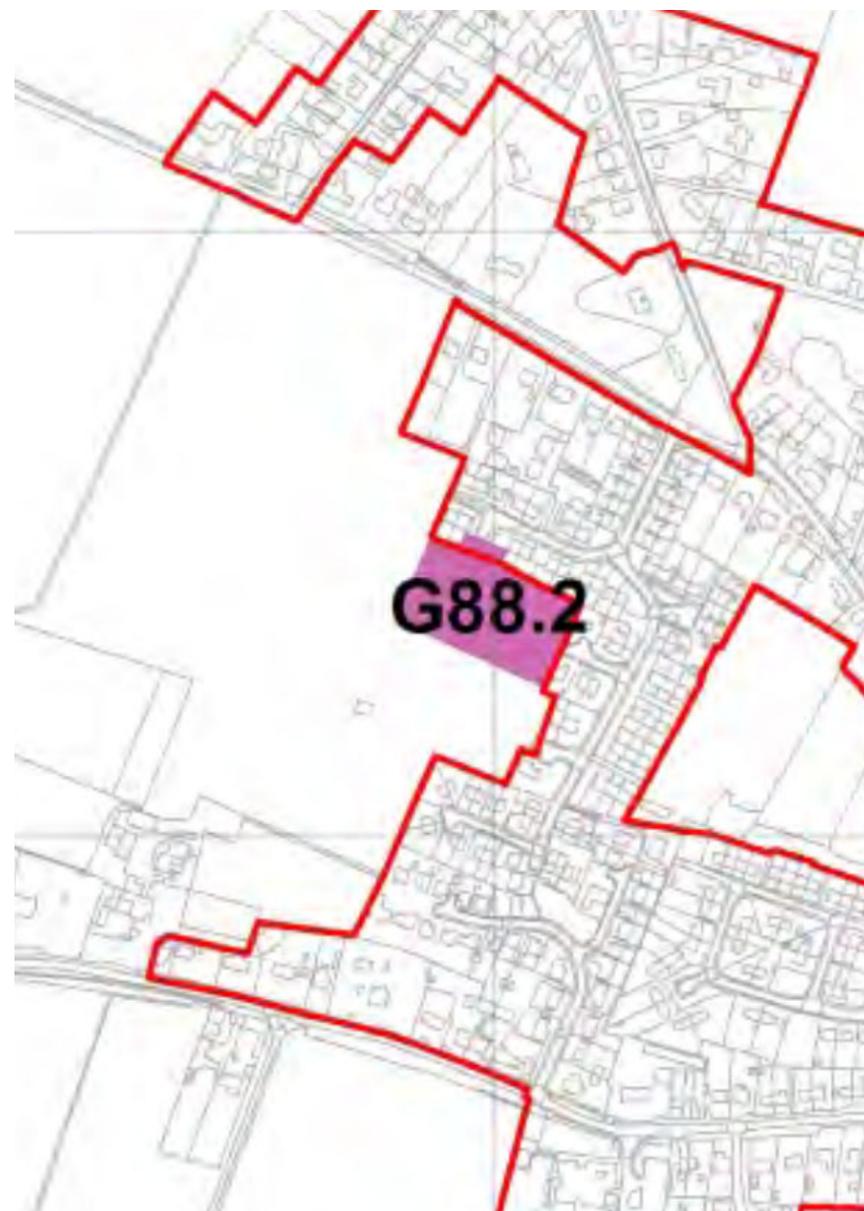
- 1.5-hectare (3.7 Ac) area of unused amenity land
- Partially allocated with 0.7ha allocated for at least 10 dwellings (Policy G88.2 Stoke Ferry - Site Allocations and Development Management Policies Plan 2016)
- Similar sized area unallocated but with the potential to deliver a further 10 dwellings
- Site to be brought forward in 2 phases
- Demand assessment for custom and self-build in Stoke Ferry was commissioned in 2020 and this identified 86 individuals interested in building their own home in Stoke Ferry



Policy G88.2 Stoke Ferry - Land at Bradfield Place

Land at Bradfield Place amounting to 0.7 hectare, as identified on the Policies Map, is allocated for residential development of at least 10 dwellings. Development will be subject to compliance with all of the following:

1. Submission of details showing how the water mains crossing the site can be accommodated within the development (including any easements/diversions) to the satisfaction of Anglian Water;
2. Safe access and visibility being achieved to the satisfaction of the local highways authority
3. Submission of details showing how sustainable drainage measures will integrate with the design of the development and how the drainage system will contribute to the amenity and biodiversity of the development. A suitable plan for the future management and maintenance of the SUDS should be included with the submission;
4. Provision of affordable housing in line with the current standards.





Example Custom and Self Build Development







Key works undertaken by project team

- Project Brief & Project Initiation Document approved by Officer Major Project Board
- Interviewed range of enablers to better understand industry, and enablers place in industry
- Visited custom and self build sites in West Norfolk & Bicester (Graven Hill - largest custom and self build site in UK)
- Taken advise from National Custom & Self Build Association on self build proposals
- Engaged Custom Build Homes is the UK's leading Custom Build specialists to undertake Demand assessment on proposed Stoke Ferry Development site

Proposed BCKLWN Approach

- Appoint an custom & self build enabler
- Undertake preliminary design process
- Obtain outline planning consent
- Construct site infrastructure
- Market & sell development plots
- Deliver directly – or indirectly – affordable housing
- Share lessons learnt with other land owners

Custom and Self Build Enablers

Agent Enabler	Manufacturer Enabler	Developer Enabler
<p>Undertake dual role</p> <p>A) Supports both the council in assessing demand, developing the scheme, obtaining consents</p> <p>B) Acts as “estate agent” offering enhanced services to buyers supporting them through the custom & self build process</p>	<p>The Borough Council work with a manufacturer that delivers custom / self-build homes.</p> <ul style="list-style-type: none"> - Supports the council with a financial / demand appraisal of the site, and co-ordinates the design / construction of infrastructure to the site - Get exclusivity of the site, resulting in all house builders having to use the manufacturers build system 	<p>The developer would acquire the site from the council and deliver a custom build development independently. The Council could impose conditions on the sale requiring the site to be delivered as custom and self-build.</p>

*Definitions created by BCKLWN Officers following interview process

Agent Enabler

Advantages	Disadvantage
<ul style="list-style-type: none">- Flexible approach that can be tailored to the specifics of the Council's goals and local custom / self-build demand- Enables the council to retain control and learn from the process	<ul style="list-style-type: none">- The council will need to undertake a competitive tender process to procure the services of an enabler- The council will be exposed to the consultancy cost associated with obtaining planning consent without the guarantee of project success

Enabler Scope

- Feasibility, Viability, Strategy, and Concept Designs
- Design / Management of Site Infrastructure works
- Design of Affordable Housing Units (depending on delivery model) and - Submitting outline planning application
- Development of design code and plot passports/strategy for Custom / Self Build building plots
- Development of legal pack for sale of plots
- Marketing strategy / Marketing of plots
- Management of plot reservations
- Engagement with Mortgage services providers/development of lender panel
- Assisting/signposting plot purchasers through the process of engaging professionals and contractors
- Overseeing of plot construction and support self-builders through build

Whilst it is inevitable that the enabler would use sub-contractors for some of this work, they would act as the overall project managers. This will ensure that all aspects of the project are tailored for custom and self-build development as well as the draw on officer's capacity being kept to a minimum.

Affordable Housing

- Proposals for affordable housing to be provided on the site (20% in accordance with policy)
- Affordable Housing Delivery can be a barrier to custom and self-build development as custom build developers business may not include building houses.
- The Council are considering alternative delivery methods for affordable housing on custom and self-build developments to break down this barrier but ensure affordable housing is delivered on site.

LG1

Slide 19

LG0 an "exemplar site" is an example, suggest BCKLWN are aiming to create an exemplar site which can be used as a model by other land owners?

Louise Gayton, 2021-11-25T08:59:18.495

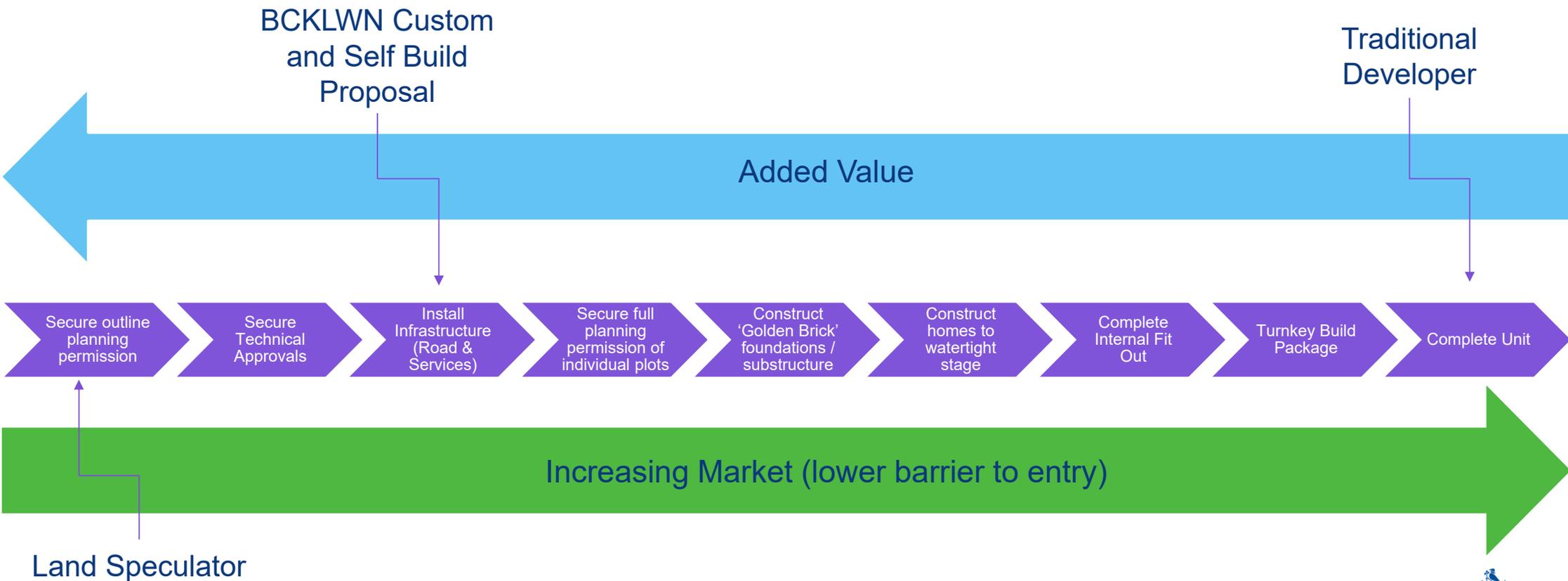
LG1 Need to finish sentence

Louise Gayton, 2021-11-25T08:59:36.043

Bradfield Place – Financial Appraisal

- A preliminary appraisal was undertaken prior to the Covid 19 Pandemic
- The original development appraisal represented a potential profit marginally greater than selling the undeveloped land, however the risk of development, market changes since to original appraisal, and the costs of the authority undertaking the works, needs to be fully considered
- Developments costs, especially materials, have increase significantly since December 2019 – especially in the last few months, due Covid 19, Brexit, and labour shortages. Experience from our major housing programme, taking advice from our partners Lovells, indicate costs increases of 10 – 12%
- Land value / house prices have also increased, with many people – now working from home – wanting to be away from larger cities and in larger homes
- As part of the report to cabinet a reappraisal of the development to ensure scheme viability, along with potential risks, will be developed
- Re-appraisals will take place throughout the scheme, once a specialist enabler has been appointed, to monitor viability and ensure project success

Adding value through development



Custom and Self Build Task Group

It is recommended that the Custom and Self Build Task Group endorses a report to Cabinet {via Regeneration and Development Panel} seeking delegated authority to procure the services of a Custom Build Enabler to project manage the delivery of the site as custom and self-build housing. The project will be reviewed at a certain point prior to any construction work being carried out to ensure that delivery of the site is viable.

Agenda Item 7 - 22nd September, 2021

AGREED: That the Custom and Self Build Task Group endorses that a report be produced to Cabinet seeking delegated authority to procure the services of a Custom Build Enabler to project manage the delivery of the site as custom and self build housing. The project to be reviewed at a certain point prior to any construction work being carried out to ensure that delivery of the site is viable.



Any Questions?

- Thank you for your time -

