



Bespoke Homes

Policy R11: Self-Build and Custom Housing

- A. To support custom housebuilding and meet local demand, custom build plots will be delivered in the following ways:
 - i. On sites of more than 100 houses, at least 5% of dwellings will be made available as serviced plots for sale to custom builders.
 - ii. On the PfE strategic allocations at New Carrington and Davenport Green (Timperley Wedge).
- B. Custom build plots must be located where suitable adopted or adoptable road access is deliverable at an early stage in the development (prior to 25% occupation of the relevant phase in which the serviced plots are located as agreed at outline planning application stage) or in accordance with relevant masterplans;
- C. Each custom build plot must be marketed for at least a 24 month period, as approved by the local planning authority;
- D. Where plots remain unsold after the marketing period, they will either be further marketed for a period of time as has been agreed by the local planning authority, or will be transferred to a Registered Provider for the provision of affordable housing at affordable housing land values; and
- E. Proposals for affordable custom build will be supported in principle as part of larger development sites and where they comply with affordable custom build requirements.

Places for Everyone Links

JP-H3, JPA3.2 and JPA30

Relevant Strategic Objectives

SO1, SO2, and SO5

- 4.40. There is an evidenced need for self-build dwellings, with 294 applicants as of 30 October 2024 on the Trafford Self Build Register. Just under half of those registered currently live outside of the borough.



- 4.41. Self-build and custom housebuilding can play a role in increasing housing supply and housing choice, as part of a wider package of measures to secure greater diversity in the housing market, as well as helping to deliver the homes people want. Self-build is where an individual (or an association of individuals) purchases land and builds their own house on a single plot. The individual or association of individuals may build the house themselves or employ a builder, architect and, if necessary, a project manager to oversee the build. Custom housebuilding is similar to self-build but facilitated in some way by a developer. This still offers the chance to have a unique home, but through a more hands-off approach than a traditional self-build. Custom build can mean a single one-off home commissioned by an individual and built by a developer, through to a group of homes, built by a developer, but with considerable bespoke design for the individual.
- 4.42. Applications for the self-build register includes several optional questions for applicants, whilst these are not completed by all applicants, they provide an indication of where the greatest demand is. The most popular Locality was the south of the borough. In addition, over half stated they would like to build a four-bedroom property.
- 4.43. Further evidence work will be undertaken as part of viability considerations through the production of this Local Plan which will provide more detailed requirements for this policy.

Consultation Question 4-19

Do you support Policy R11? Are there any changes required which would improve the policy? Please provide any supporting evidence which you think is relevant.