

For immediate release



Eco Homes Direct, part of Economic Forestry Group Ltd. (EFG)

July 31, 2023

www.ecohomesdirect.co.uk

Eco Homes Direct joins mission to bring self build and custom homes into mainstream

CARDIFF, UK: Eco Homes Direct has joined the National Custom & Self Build Association (NaCSBA), to support NaCSBA's work towards making custom and self build a mainstream choice, and to demonstrate Eco Homes' status as a trusted supplier of affordable, low energy engineered timber homes that is in full compliance with NaCSBA's code of conduct.

NaCSBA, an industry organisation funded by its members, believes that the UK's housing market is falling short when it comes to choice and value. While England has the lowest known percentage of self-commissioned homes in the world, one in three people would like to build their own home to their own design. The proportion is significantly higher among younger people with nearly half of respondents (48%) interested in building their own home.¹



Peter Johns, CEO, NaCSBA

"It is clear that the public want greater choice and control over the design and layout of their own home," said NaCSBA's CEO Peter Johns. "We have the evidence that shows that self and custom build homes are built to higher standards and more sustainable, with much greater levels of energy efficiency."

"NaCSBA is working on many fronts to make custom and self build a mainstream choice in the UK housing market to help solve our housing crisis, and put consumer control and choice at the forefront of the most expensive purchase anyone will ever make in their lives."

Eco Homes Direct is unique in the self build sector as its precision-engineered closed panel build system is the UK's gateway to the Canadian Super E® build concept, incorporating a sound approach to 'fabric first' principles and an integrated focus on insulation, airtightness and controlled ventilation to deliver truly affordable, low energy, healthier homes for all.

"It's often difficult for potential self build clients to find the right advice, decide on the best build approach for their project, and work out who will look after them properly," said Eco Homes director Ian Campbell. "We felt we needed an organisation that would give us that credibility and exposure, so we applied to the NaCSBA and after a dialogue and verification process, we were accepted."

“The NaCSBA particularly liked our unique background and experience in using the Canadian Super E® technology and build concept,” Campbell added. “This has been adopted worldwide, promoted by the Canadian government’s Super E® team, so Eco Homes Direct has the back-up of the best timber frame experts in the world.”

Eco Homes Direct has delivered more than 1,000 custom build projects in the UK including over 400 units in affordable housing projects. The system, which offers an affordable alternative to the Passive House concept, is available from manufacturers in South Wales, Berkshire, Gloucester, and Northern Ireland.

NaCSBA believes that the UK should be delivering over 100,000 self build and custom homes a year, while the UK government has put an action plan in place to increase the number of homes built in this way in England to 40,000 per year.



Ian Campbell,
Director, Eco Homes Direct



**Richard Bacon MP, Chair of the All-Party
Parliamentary Group on Self-Build,
Custom and Community Housebuilding
and Place-Making**

As part of the action plan, the government commissioned the *Independent Review into Scaling up Self Build and Custom Housebuilding* led by Richard Bacon MP, Chair of the All-Party Parliamentary Group on Self-Build, Custom and Community Housebuilding and Place-Making. Updated in July 2023², the report’s recommendations include raising awareness of the right to build, promoting greener homes, increasing the use of advanced manufacturing; and introducing planning reforms to support self and custom housebuilding.

Housing and Planning Minister Rachel Maclean MP has confirmed that the government intends to use the updated report to inform its activity around custom and self build as part of its wider housing strategy.

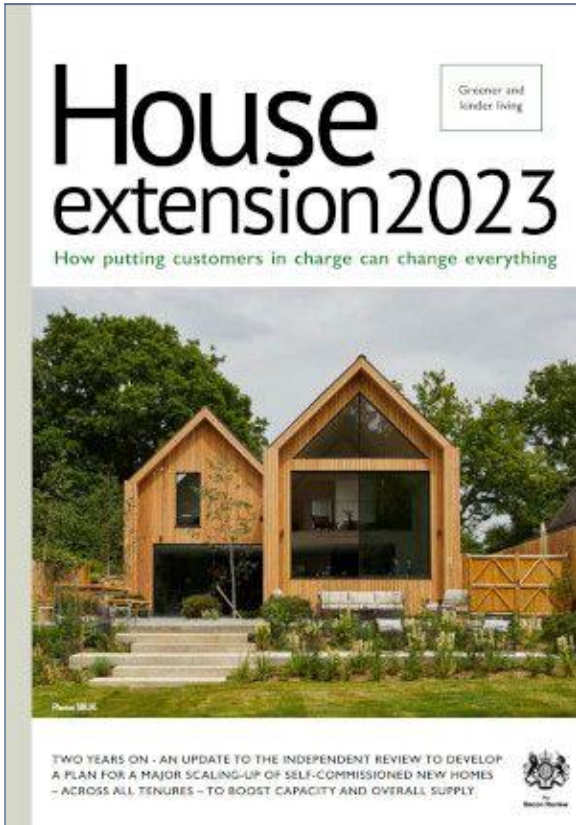
Commenting on the 2023 report, Bacon said: “At the heart of the challenge remains the failure to put the customer at the centre of the new build process. We have created a ‘market’ where housebuilders compete for land rather than on the quality of the homes that they build; perpetuated in part by an overstretched and under-resourced planning system.

“The consequences are stark. Quite simply, new housing is feared. In no other time in our history would housing be thought of as pollution,” Bacon added. To change this, we need to create the conditions in which customers are treated as if they matter the most, rather than – for the most part – scarcely mattering at all.”

This approach perfectly aligns with the ethos of Eco Homes Direct and its Super E® programme, which is to put the vision and individual needs of its customers at front and centre.

“Rather than offering a modular build system with a limited number of options, we work with our clients to create a truly bespoke design,” said Campbell. “Whatever their aspiration and budget, we work closely with them to find the optimal combination of design, build quality, energy efficiency and affordability.”





¹ [House](#), The Prime Minister's Independent Review to Develop a plan for a Major Scaling up of Self-Commissioned New Homes, 2021.

² Richard Bacon MP launched *House Extension 2023*, an update to his 2021 [Independent Review into Scaling up Self Build and Custom Housebuilding: Report](#) at a Parliamentary reception held by NaCSBA on July 10, 2023. [House Extension 2023](#) provides an update on progress and calls for the UK government to do more to develop the custom and self build market.

About Eco Homes Direct

Eco Homes Direct Ltd. is part of the Economic Forestry Group Ltd. (EFG), which spans the entire timber supply chain from forest to family home using only timber and wood products from well-managed, sustainable forests that adhere to strict environmental governance and are certified to Forest Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification (PEFC) standards. Eco Homes Direct designs, supplies and

builds eco-friendly precision-engineered low energy timber framed homes based on the tried and tested Canadian Super-E® build concept. www.ecohomesdirect.co.uk

About the National Custom & Self Build Association (NaCSBA)

As a Community Interest Company, the National Custom and Self Build Association (NaCSBA) is the voice for the Custom and Self Build industry across the UK. Its vision is to make custom and self build a mainstream choice for all those seeking a tailored home of their own. Its members work across the sector to promote and grow custom and self build opportunities. Visit www.nacsba.org.uk for more about its work or its consumer advice website www.selfbuildportal.org.uk.

Contacts

Ian Campbell

Director, Eco Homes Direct Ltd.

E-mail: ian.campbell@ecohomesdirect.co.uk

Phone: +44 7973 229705

Wendy Lisney

Global Head of Communications

E-mail: wendy.lisney@economicforestrygroup.com

Phone: +44 7802 162110

