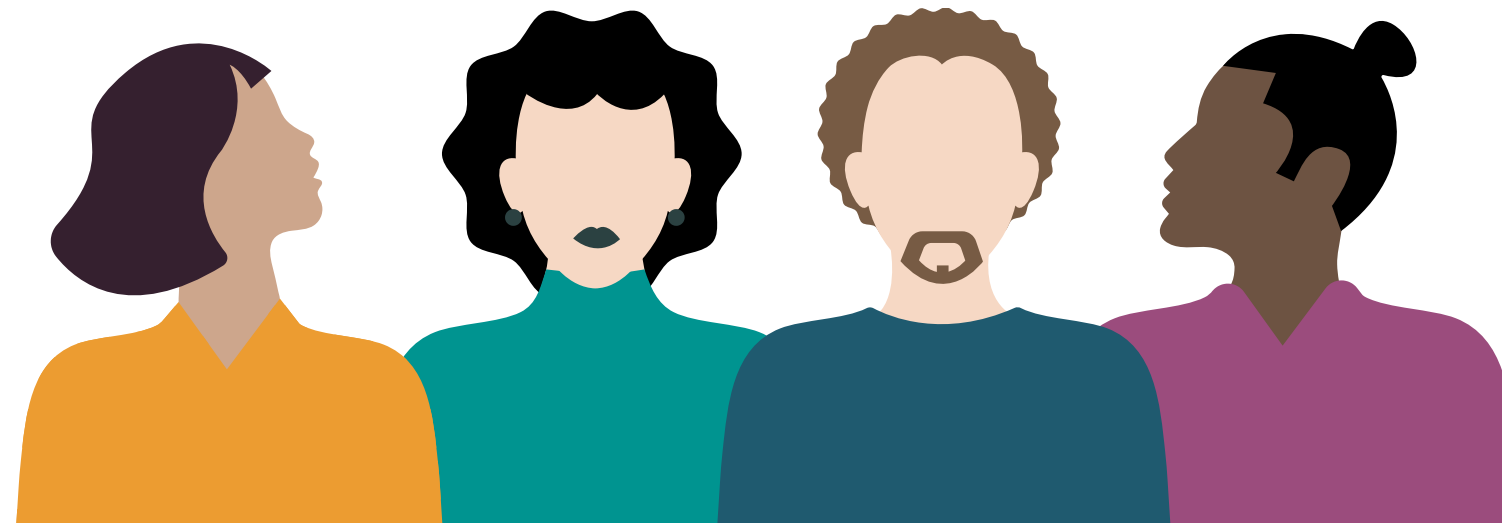


# Coliving: State of the Nation

Dr Penny Clark



**Conscious Coliving**  
MAKE SHARED LIVING THRIVE





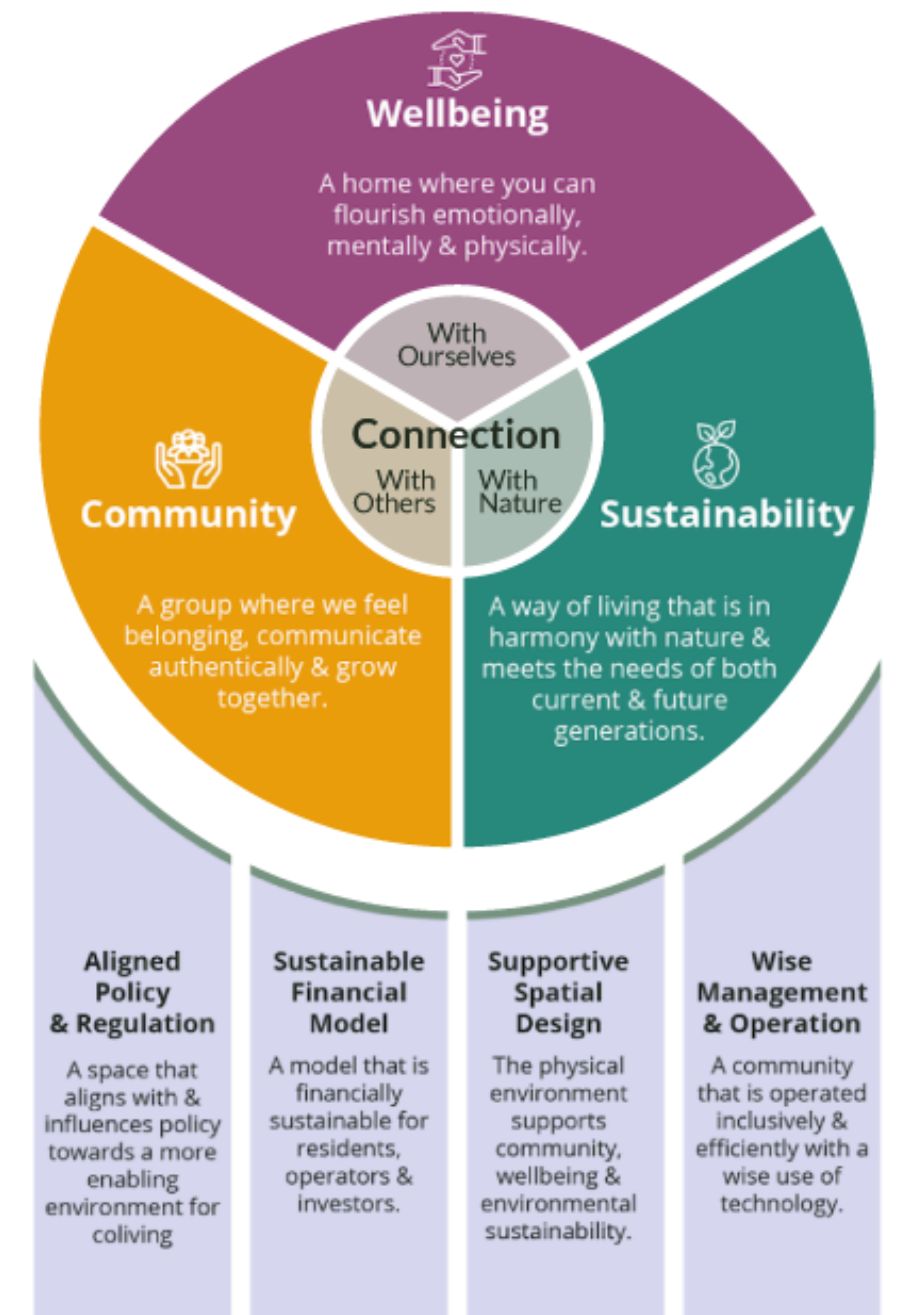
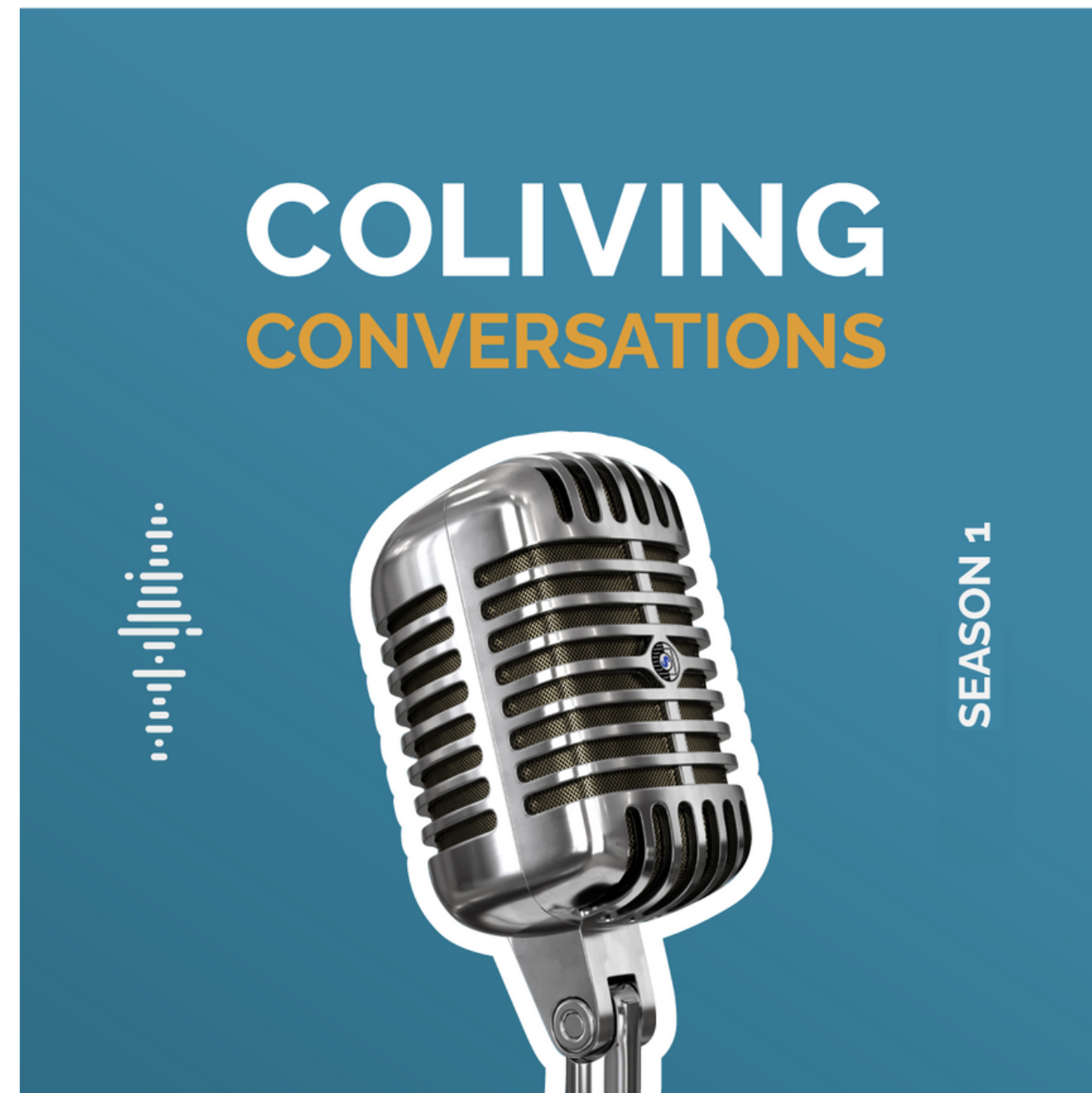
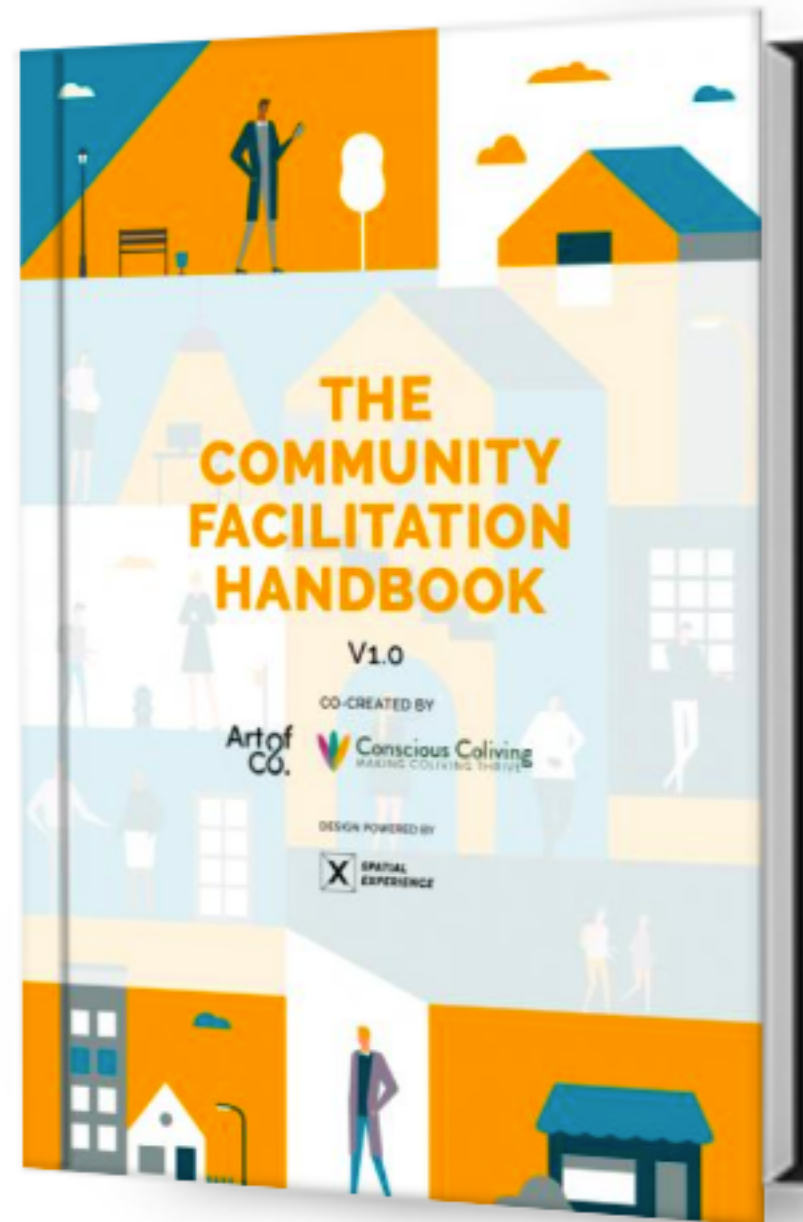
**Conscious Coliving**  
MAKE SHARED LIVING THRIVE

**Co-creating conscious  
shared living communities**

**We empower the people and businesses  
driving the global coliving movement  
through research-based content,  
education and consulting**



# Industry Resources & Thought Leadership



# Consulting Services

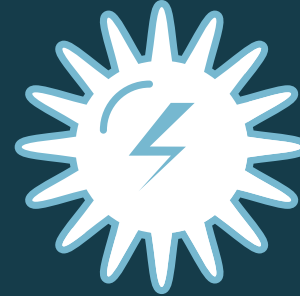
Gain support from experienced shared living specialists



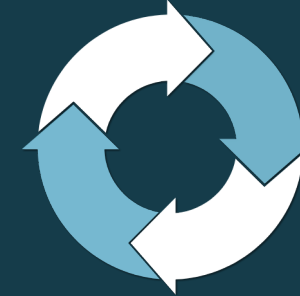
**Concept  
Development  
Workshops**



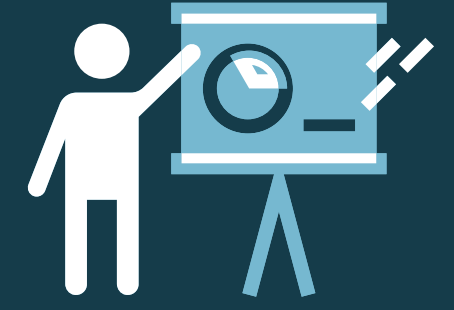
**Industry  
Research  
Reports**



**Co-create  
your Impact  
Strategy**



**Develop  
your UCX  
Journey**



**Community  
Facilitation  
Training**

**1 - What is Coliving?**

**2 - Typologies**

**3 - Demographics & drivers**

**4 - Growth and growing pains**

**5 - Current & future trends**



# What is Coliving?



## What is Coliving?



# co-living

*noun* [ U ]

UK  /ˌkəʊˈlɪv.ɪŋ/ US  /ˌkoʊˈlɪv.ɪŋ/



**the practice of living with other people in a group of homes that include some shared facilities (= areas, rooms, equipment, or services for particular activities):**

- *Co-living is a new way for people to live in cities, focused on community and convenience.*
- *Co-living as offered by our city apartments is perfect for young professionals.*

## What is Coliving?



Coliving is a form of **communal/shared living** where residents get a **private (furnished/unfurnished) studio** or room in a home/building while enjoying **shared amenities and common areas** with other residents, under strong **operations management** practices, and **flexible lease** terms.

**ULI / JLL**



# Coliving Typologies



LSPBSL



Mid-sized



# Nomad Coliving



# Hybrid Hospitality

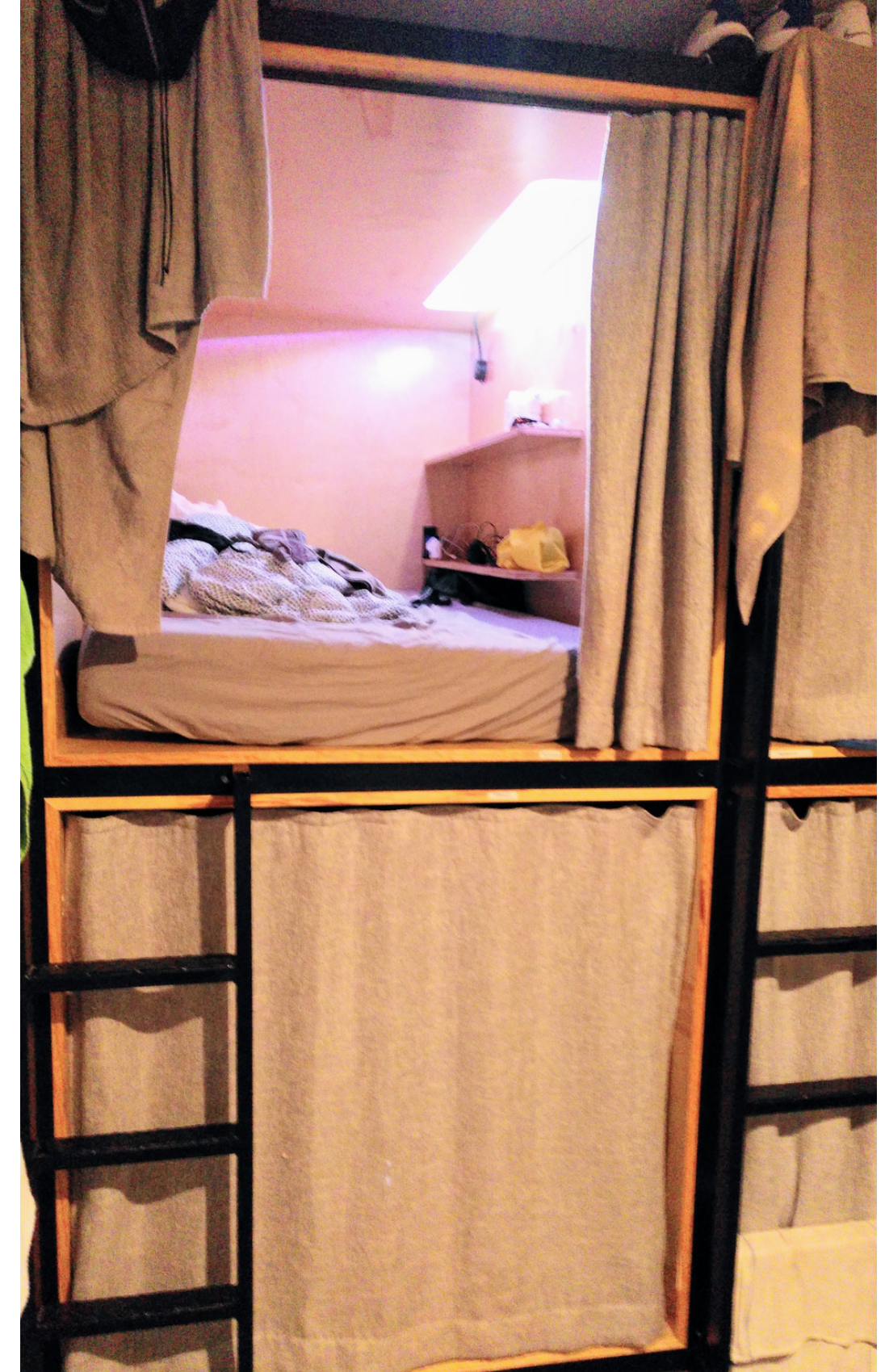


Scattered

Pollen



# Pods



# Coliving Demographics and Drivers





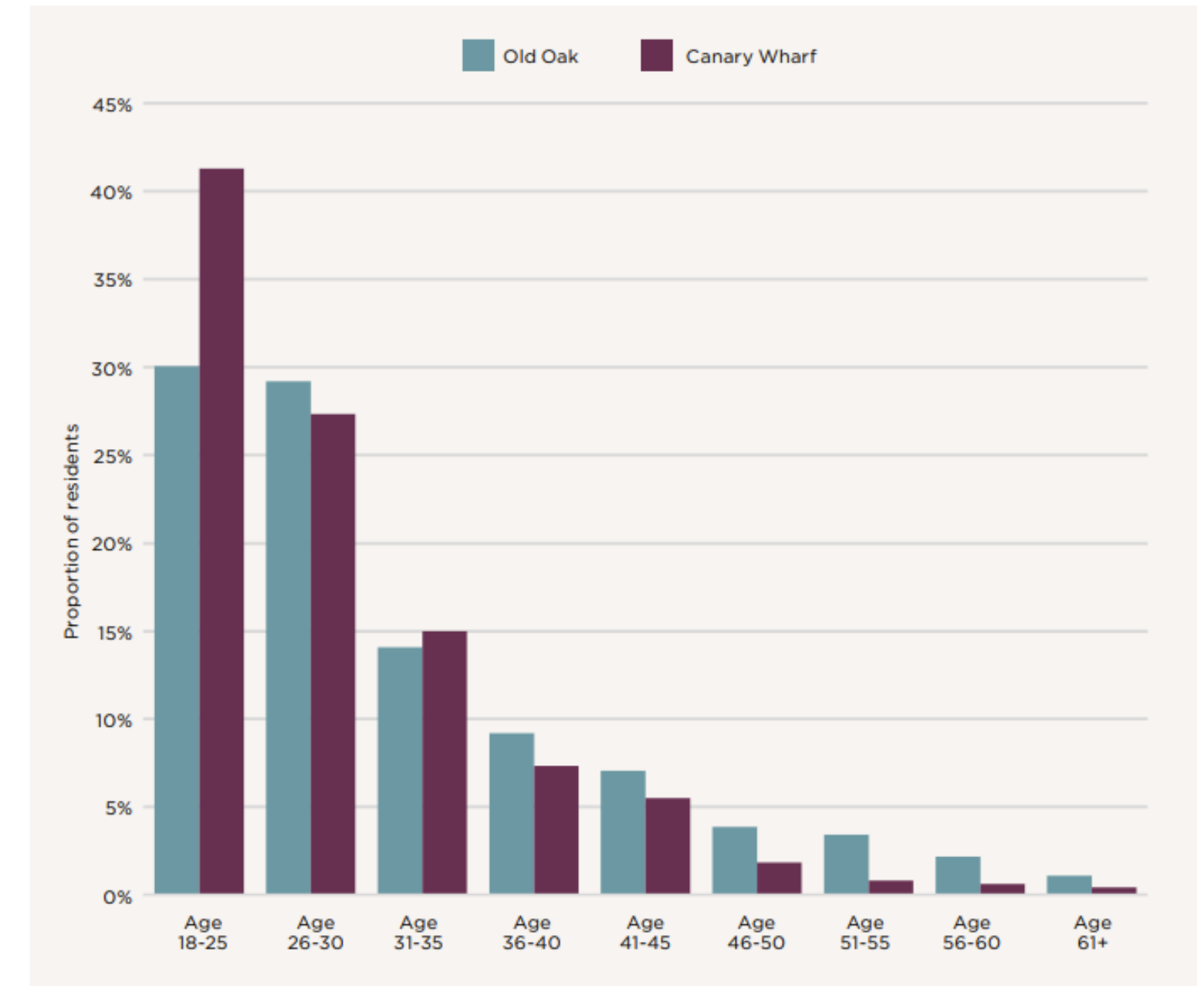
## Demographics

Tends to be young professionals with a large international base

Average to above-average earnings

Anecdotally we see a more complex picture

Age of residents in The Collective's operational schemes



Savills UK, Spotlight: UK co-living - a market poised for huge growth (May 2022)

## Drivers

**Lack of affordable and quality rental housing in urban areas**

**Changing living and working patterns**

**Normalisation of HaaS and sharing economy**

**Loneliness**



Scheme	No. of units	Lease-up time
Dandi: Wembley, London	360	3 months
Folk: Sunday Mills, Earlsfield London	315	4 months
Ark Co-living: Wembley ARK, London	300	6 months

Savills UK, 'Spotlight: UK co-living - 2023' (May 2023)



Image: Dandi, Wembley

# Growth and Growing pains



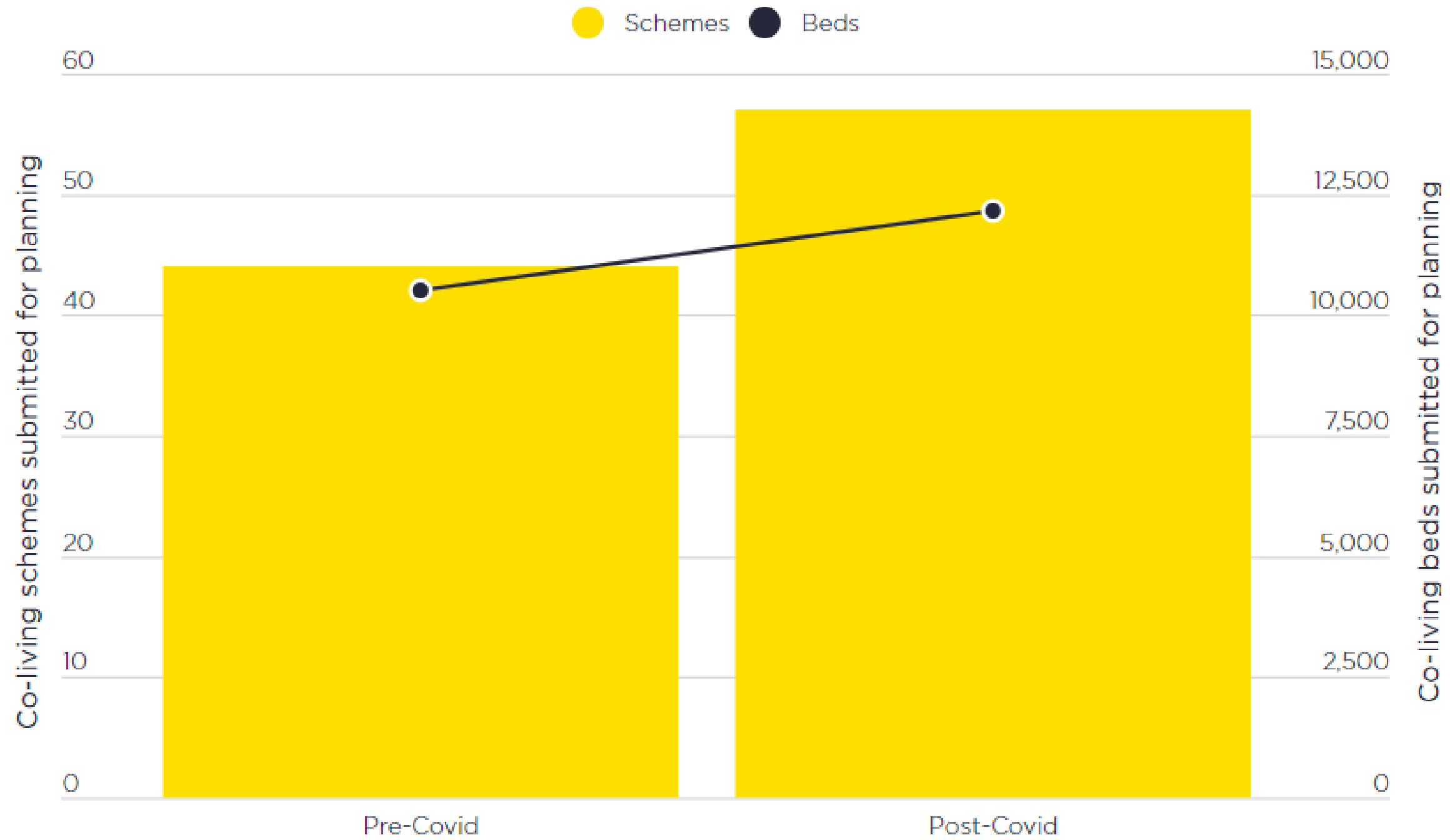
## Sector size

- **Total: 25,021 beds (operational or in pipeline)**
- **3,422 operational**
- **21,599 in pipeline**

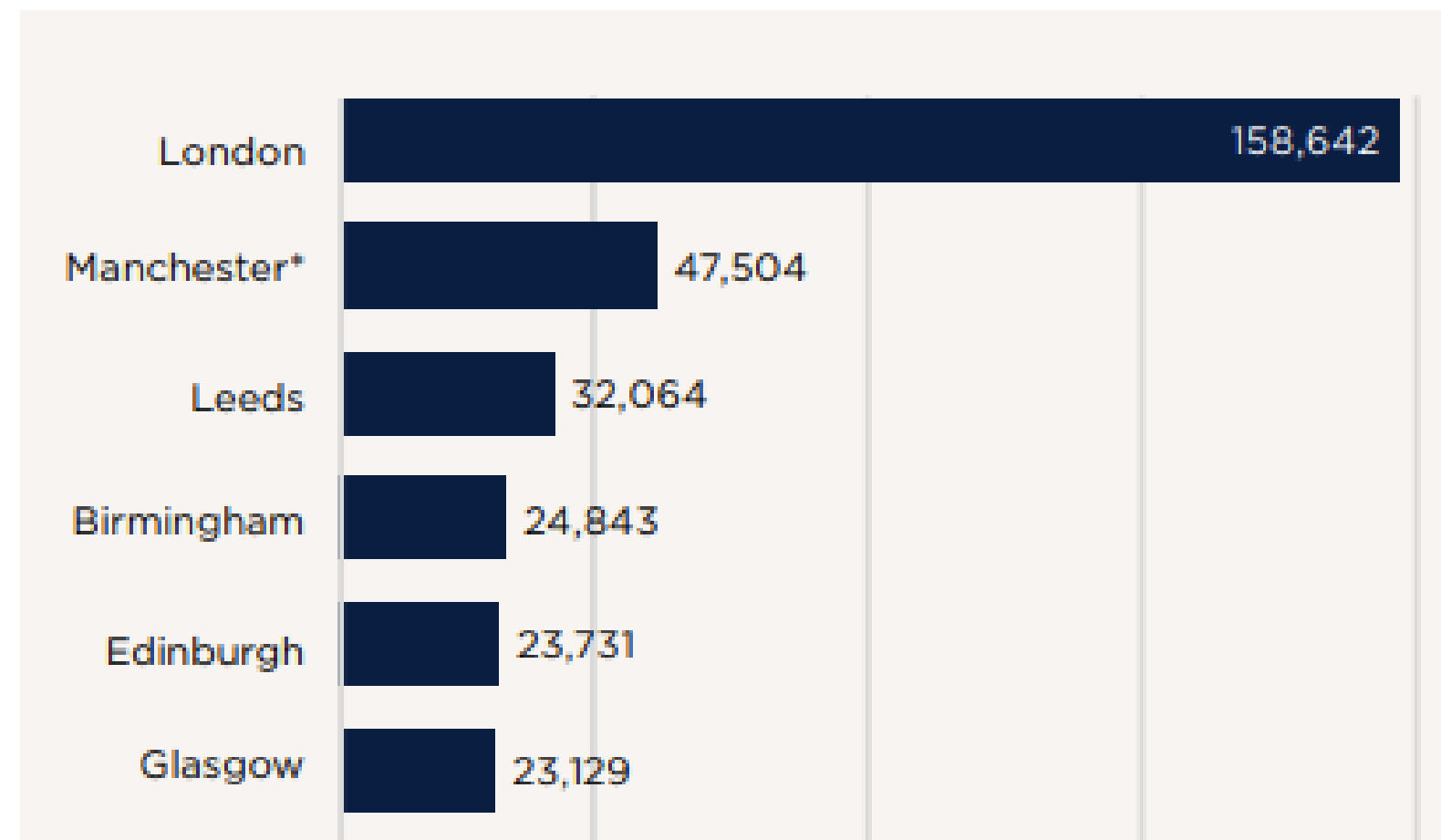
**Savills UK, 'Spotlight: UK co-living - 2023' (May 2023)**

Photo by SevenStorm, JUHASZIMRUS





**Total number of people in the  
'core target market'**



## UK Coliving Sector updates

 VITA GROUP

- Under construction: Water Street Scheme, 1676 units, Manchester



- Under construction: Square Gardens, 1518 units, Manchester



- Under construction: Rockingham Street, 1230 units, Sheffield



- Under construction: Croydon College, 817 units, London (Croydon); Castle Public House, 462 units, London (Ealing)

FIFTH STATE



WITTINGTON

- Planning consent: redevelop vacant building into 498 units, East Croydon, London



## UK Coliving Sector updates

The logo for MODA, featuring the word "MODA" in white, uppercase, sans-serif font on a black rectangular background.

- Planning consent: Penarth Street scheme, 330 units, Bermondsey, London

The logo for GREYSTAR, featuring the word "GREYSTAR" in blue, uppercase, serif font with a thin blue underline, on a white background.

- Plans for coliving/PBSA hybrid, including 249 coliving units in Bristol

The logo for OLYMPIAN, featuring the word "OLYMPIAN" in white, uppercase, sans-serif font on a dark blue rectangular background.

- Plans for 136 unit coliving building in Bristol; *and* planning permission granted for 795 units in Tower Hamlets, London



- Operating: Tribu (Eurofund Group), 63 units, Kingston-upon-Thames, London



- Operating: True North, 86 units, Wimbledon, London

## Coliving Investment

Historically opcos backed by venture capital

Return profiles yet to really be seen, but investors are attracted by high NIY

Institutional investment is on the radar

**€963mn of investment in Europe in 2022, over half of the total investment (€1.8bn) received since 2015 and 2021**

**JLL**

MPIM World Blog (March 2023) 'Investors diversity into co-living as operators expand'



**Most significant barriers  
to the success of the coliving sector**

- 1. Lack of suitable product**
- 2. Planning intervention**
- 3. Limited market awareness of product**
- 4. Finding operating partners**
- 5. Availability of land**

**ULI / JLL (2022) European Coliving  
Best Practice Guide**

## Planning rejections and hesitations

### Concerns about the following

- **Overdevelopment**
- **Transience**
- **Student housing by the back door**
- **Room sizes**
- **An untested concept**

Photo by Mathias Reding from Pexels



## Coliving policies

- London H16, LSPBSL (2021)
- Consultation on LSPBSL (2022)
- Birmingham draft planning document, 27.5sqm
- Liverpool planning advice note, 37sqm
- Manchester: coliving limited to certain areas
- Ireland: halt to accepting new planning submissions

MAYOR OF LONDON

## London Plan Guidance

### Large-scale Purpose-built Shared Living

January 2022

# Current & Future Trends



## Blended models/blurred boundaries



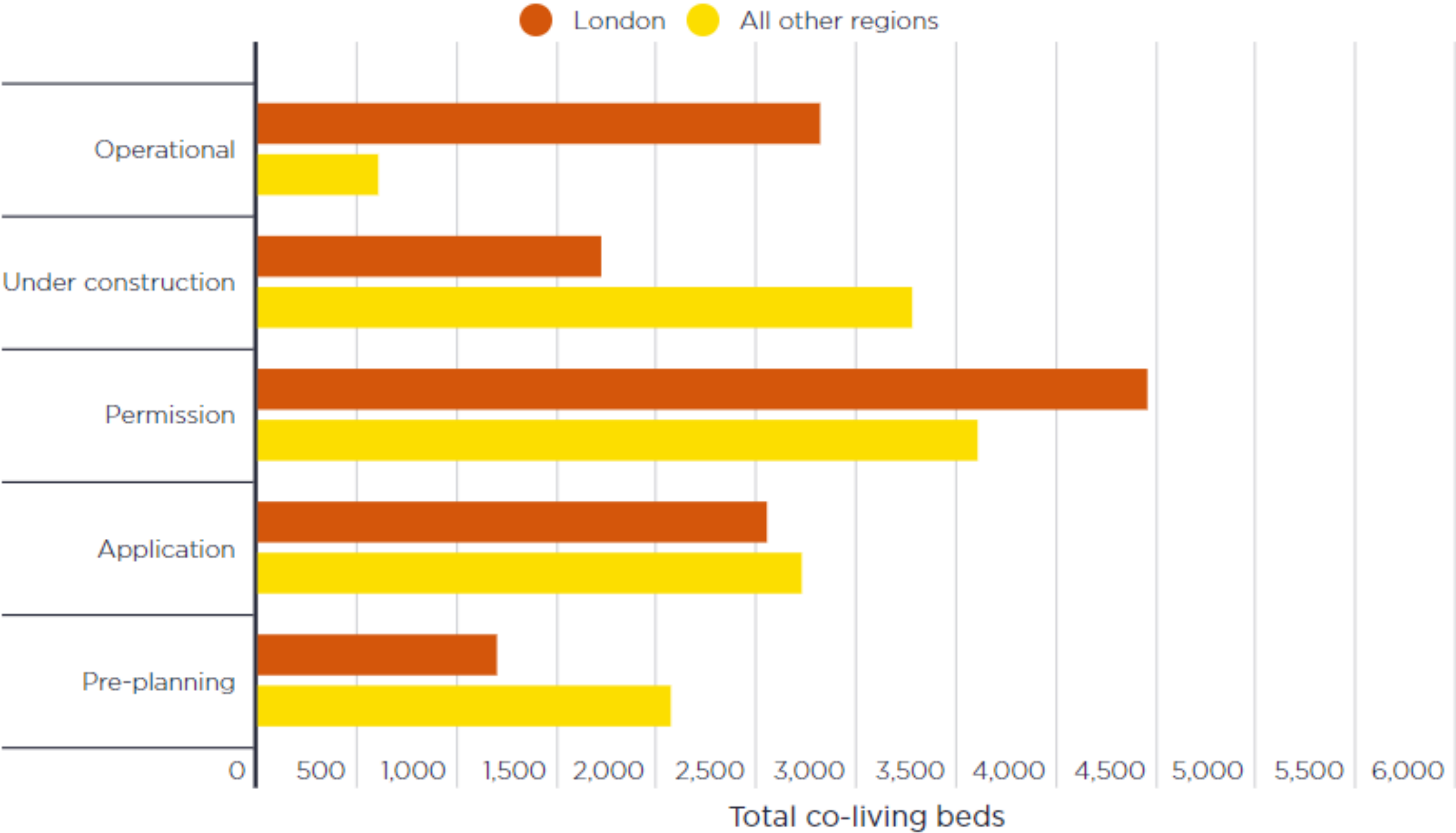
- Increase in hybrid buildings/operators spanning range of BTR models
- Less distinction between hotels / coliving / BTR / PBSA



# Coliving in regional cities

Savills, (May 2023) UK 'Spotlight: UK co-living - 2023'

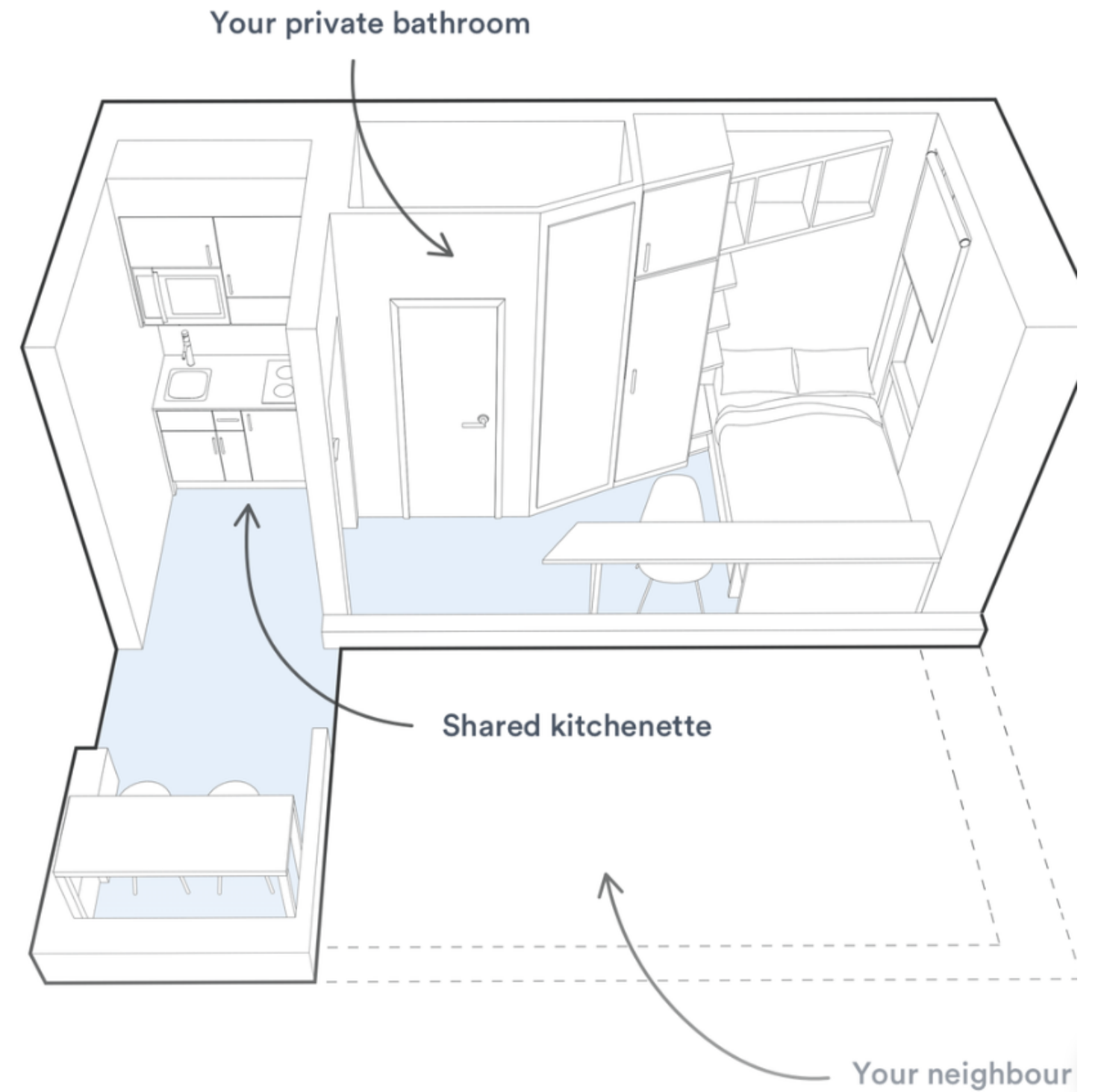
London leads the way but planning pipeline across the regions is catching up





## Larger room sizes

- Renewals higher for larger units
- LSPBSH planning document recommends 18-27 sqm
- Average room sizes of 20-25sqm



The Collective Old Oak 'Twodio', 15sqm

## Niches: coliving for seniors

- **Coliving operator and investor La Casa raised €30mn in capital for two senior coliving spaces**
- **Korian secures €150 million loan from European Investment Bank (EIB) to build senior coliving in Germany**



Auriens, Chelsea London

## **ESG and opportunities for impact investment in coliving**

### **Environmentally sustainable housing**

- **High density**
- **Sustainable travel**
- **Sharing = lower embedded emissions**
- **Opportunity to retrofit otherwise unused buildings**
- **Sustainability and tech**
- **Pro-environmental practice transitions**

**A coliving case study had operational greenhouse gas emissions that were at 32% of the average single-family home**

Clark, P. (2021) 'Practices of shared living: exploring environmental sustainability in UK Cohousing, coliving and community living'.  
University of Westminster, PhD Thesis.

## Sustainability in coliving case studies



Mason & Fifth,  
The Italian Building,  
London



The Social Hub,  
Europe-wide

POHA House, Hamburg



## **ESG and opportunities for impact investment in coliving**

### **The 'S'**

- **Affordability**
- **Tackling loneliness**
- **Neighbourhood engagement**
- **Volunteering opportunities**
- **Personal and professional growth**
- **Collective engagement**

**85% of residents feel 'less  
alone' thanks to their  
community**

Urban Campus (2022) 'New Coliving Report 2022'

**58% of residents feel closer to  
their neighbours compared to  
their previous home**

Worldwide Coliving Membership (2023) Flexible  
Living Trend Report

## Social engagement in coliving case studies

### OUR REASON WHY - URBAN LONELINESS IN NUMBERS

**40%**

**FEEL LONELY**

Out of all generations Millennials are the loneliest generation mainly because of lack of real human interactions

**80%**

**LIVE IN CITIES**

Urbanisation trend: according to the UN by 2050 the majority of EU population lives in cities

**24 MILLION**

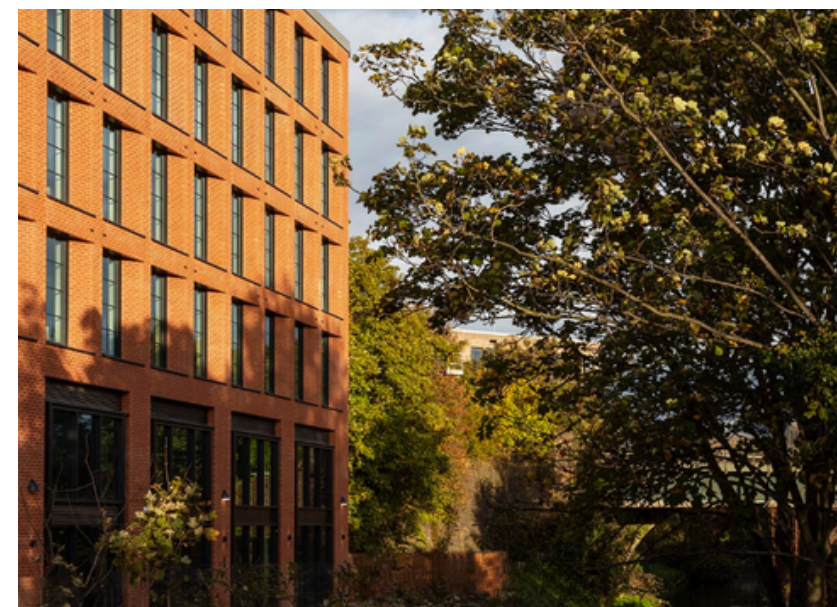
**MILLENNIALS IN EU CITIES**

The status quo: there are at least 24 million singles living in EU cities

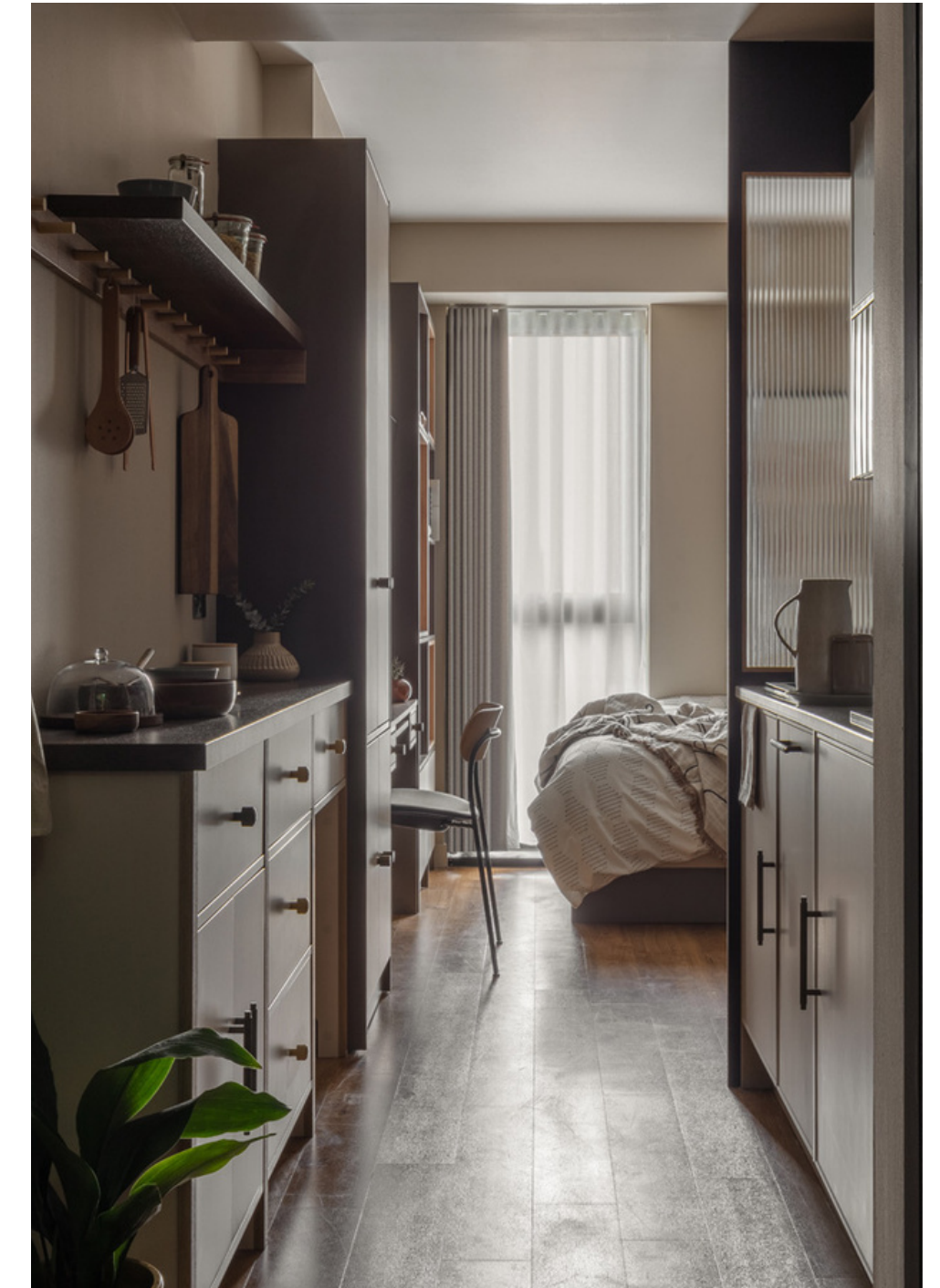
The Base, Berlin



Kley, France



Folk, London



ARK, London

# Thank You

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**Conscious Coliving**  
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