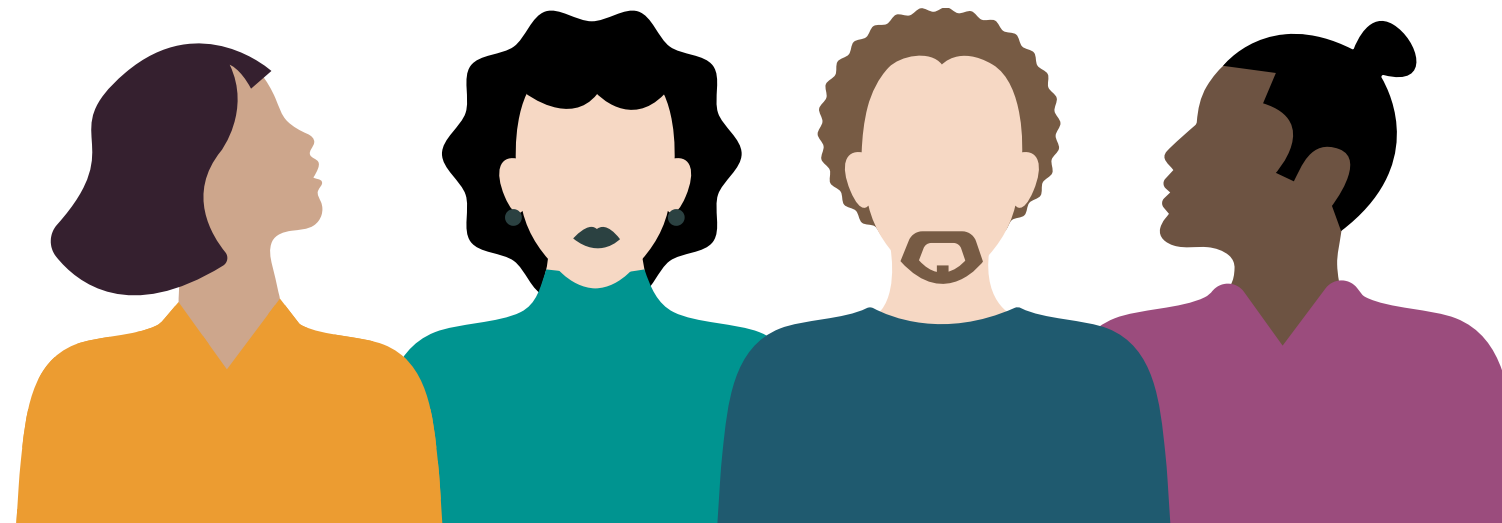


# Coliving: State of the Nation

Dr Penny Clark



**Conscious Coliving**  
MAKE SHARED LIVING THRIVE





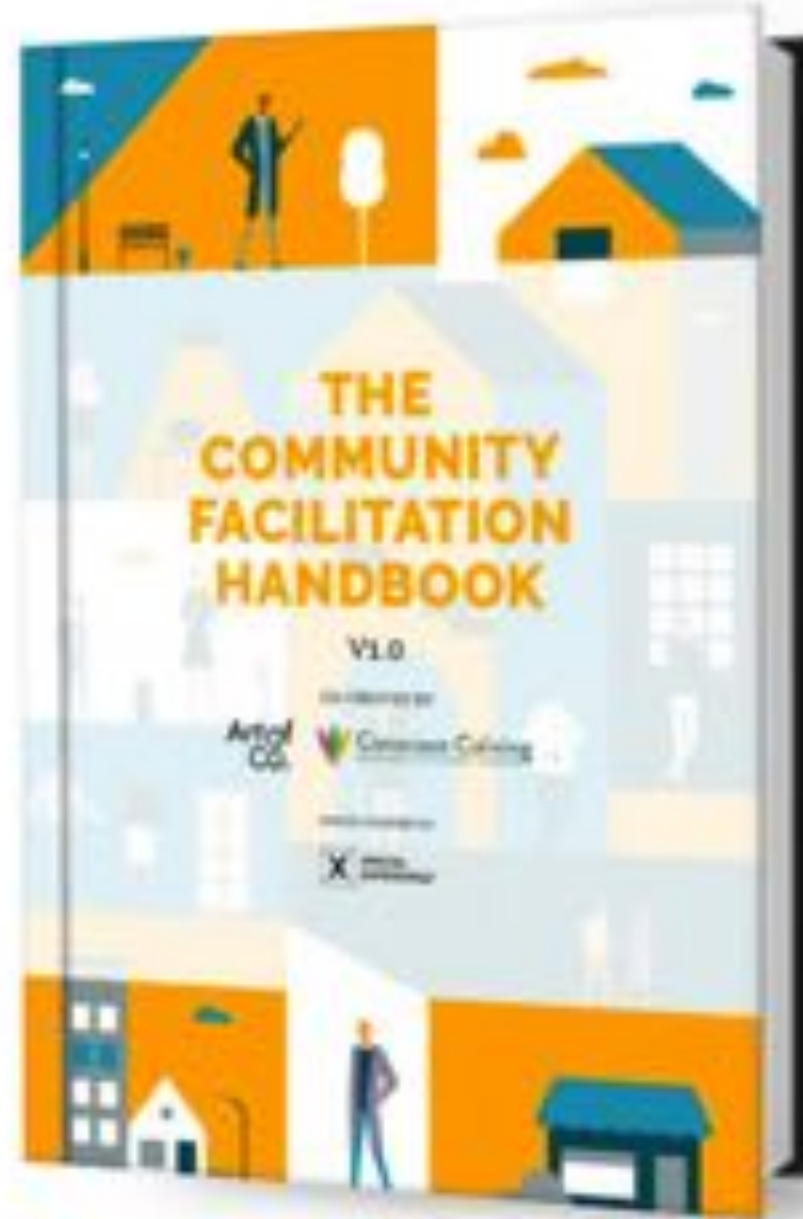
**Conscious Coliving**  
MAKE SHARED LIVING THRIVE

**Co-creating conscious  
shared living communities**

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

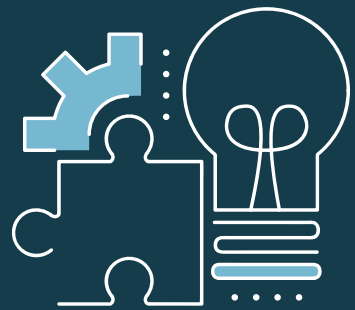


# Industry Resources & Thought Leadership



# Consulting Services

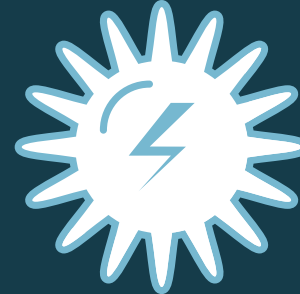
Gain support from experienced shared living specialists



**Concept  
Development  
Workshops**



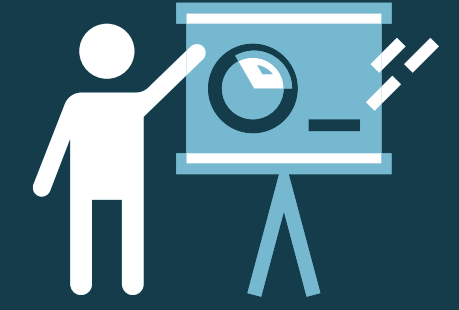
**Industry  
Research  
Reports**



**Co-create  
your Impact  
Strategy**



**Develop  
your UCX  
Journey**



**Community  
Facilitation  
Training**

**1 - What is Coliving?**

**2 - Background**

**3 - Typologies**

**4 - Demographics & drivers**

**5 - Growth and growing pains**

**6 - Current & future trends**



# What is Coliving?





## What is Coliving?



# co-living

*noun* [U]

UK  /,kəʊ'liv.ɪŋ/ US  /,koʊ'liv.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**

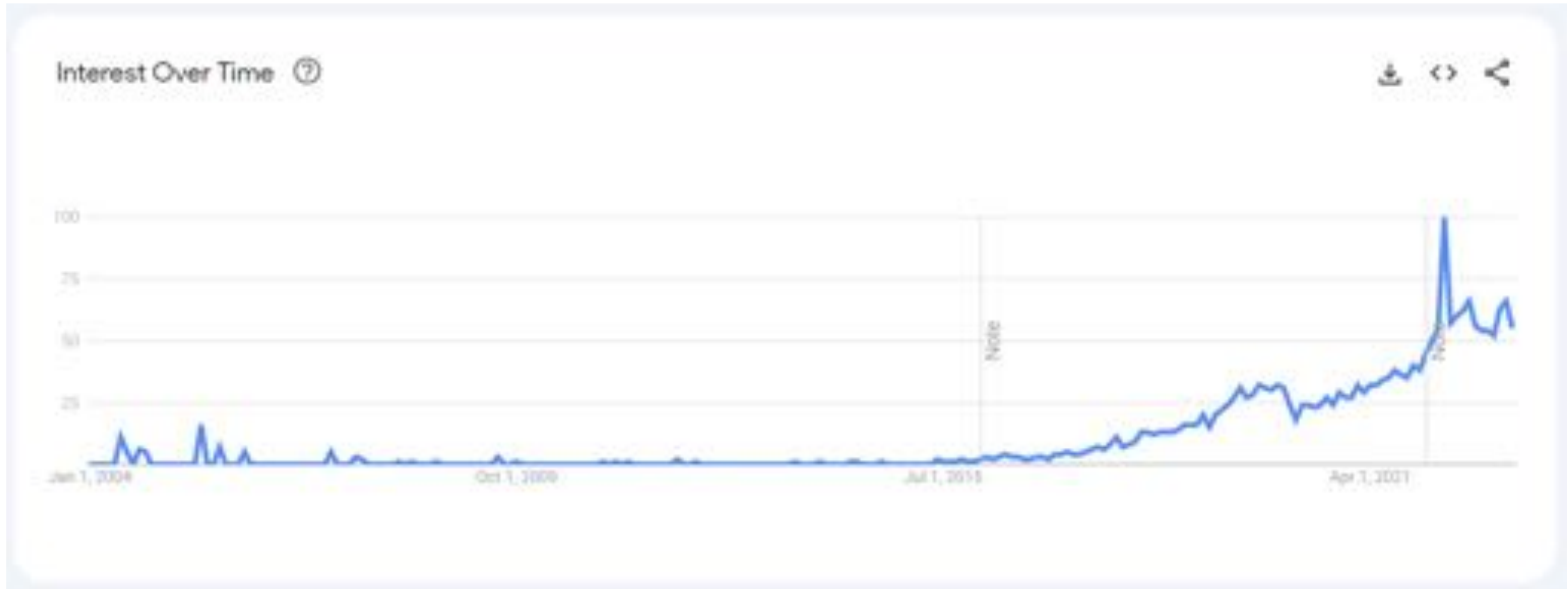


# History of Coliving



# Google Trends

'Interest over time' for 'coliving'



# Origins of coliving: (probably) San Francisco Hacker Houses

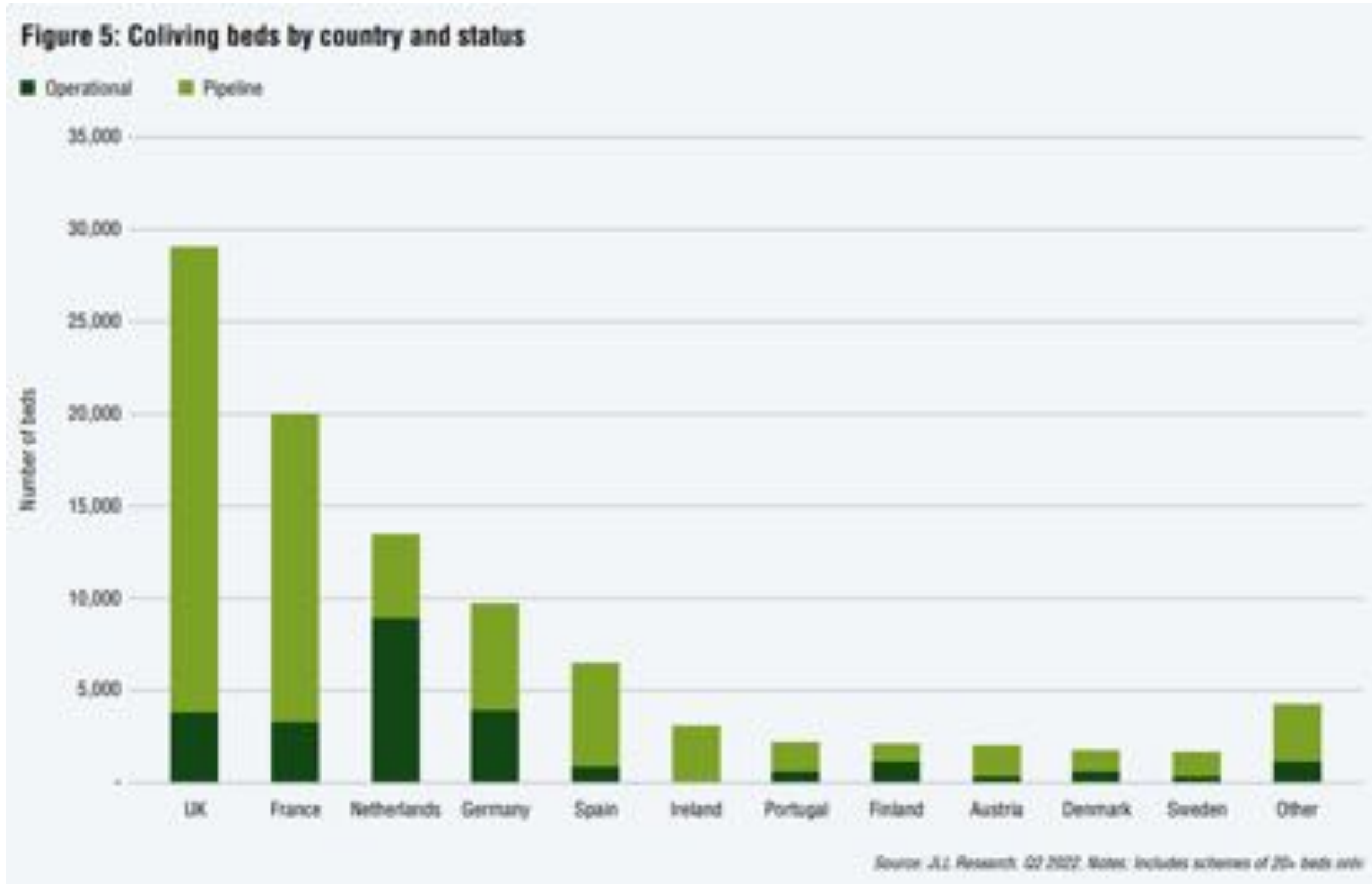


Image credit: Frawley, A. (2017) 'Bunk beds, roaches and nerdy geniuses: my year in a Silicon Valley hacker house', The Guardian, 8 September.



**Notable UK  
entrant:  
The Collective  
(Old Oak site)**





# Coliving Typologies





LSPBSL

ARK





Mid-sized





# Nomad Coliving





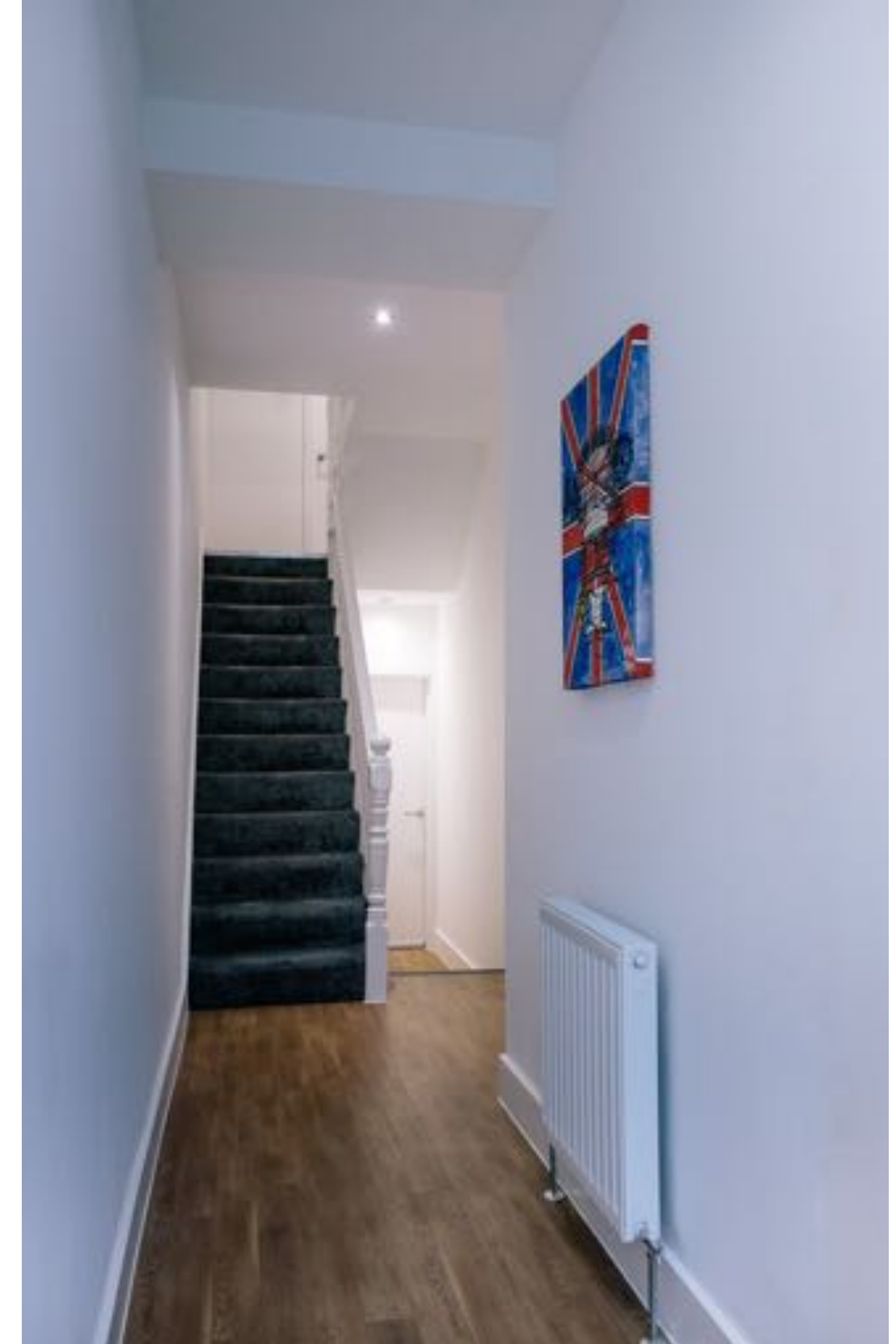
# Hybrid Hospitality





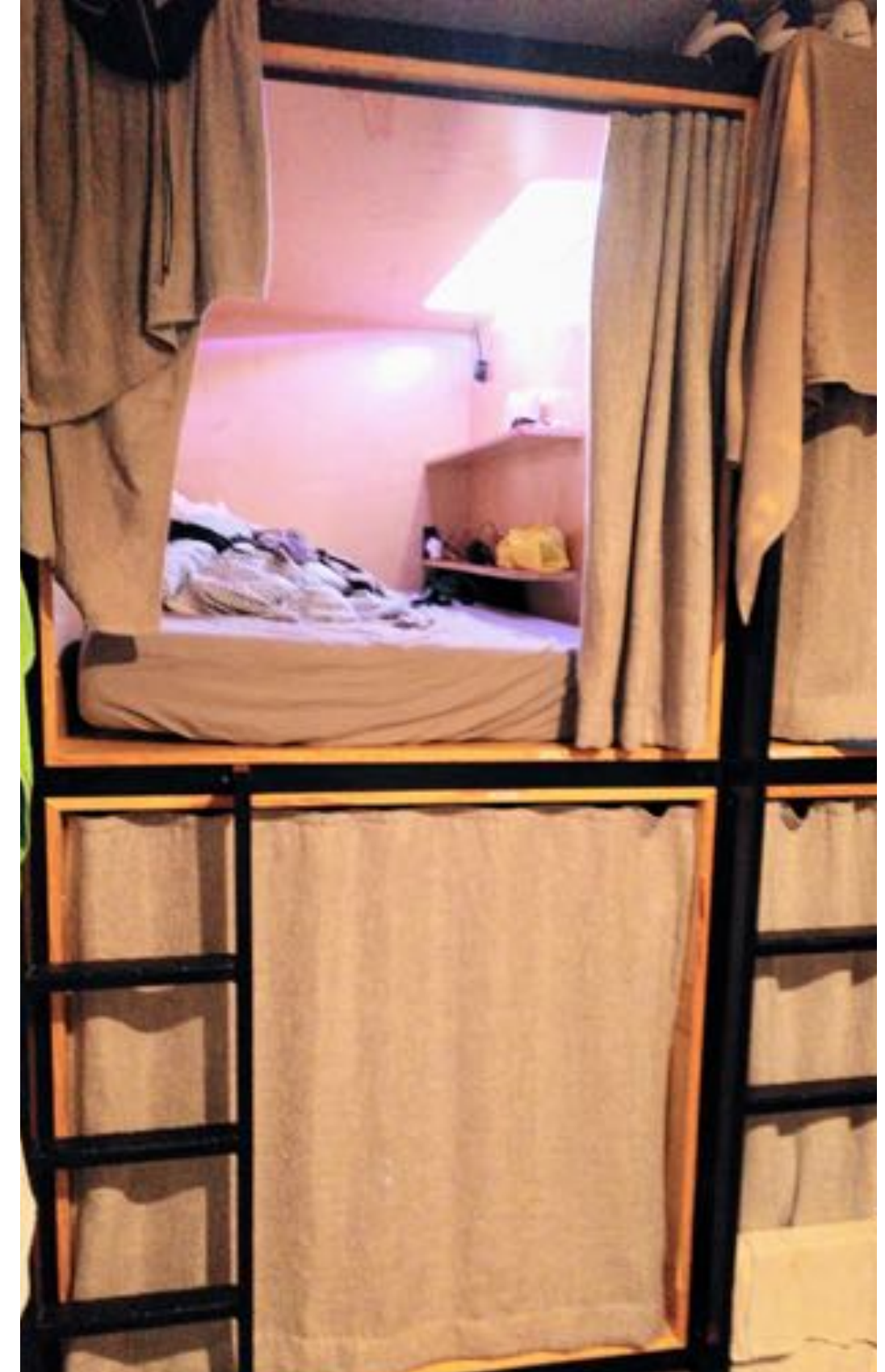
Scattered

Pollen





# Pods





# Coliving Demographics and Drivers



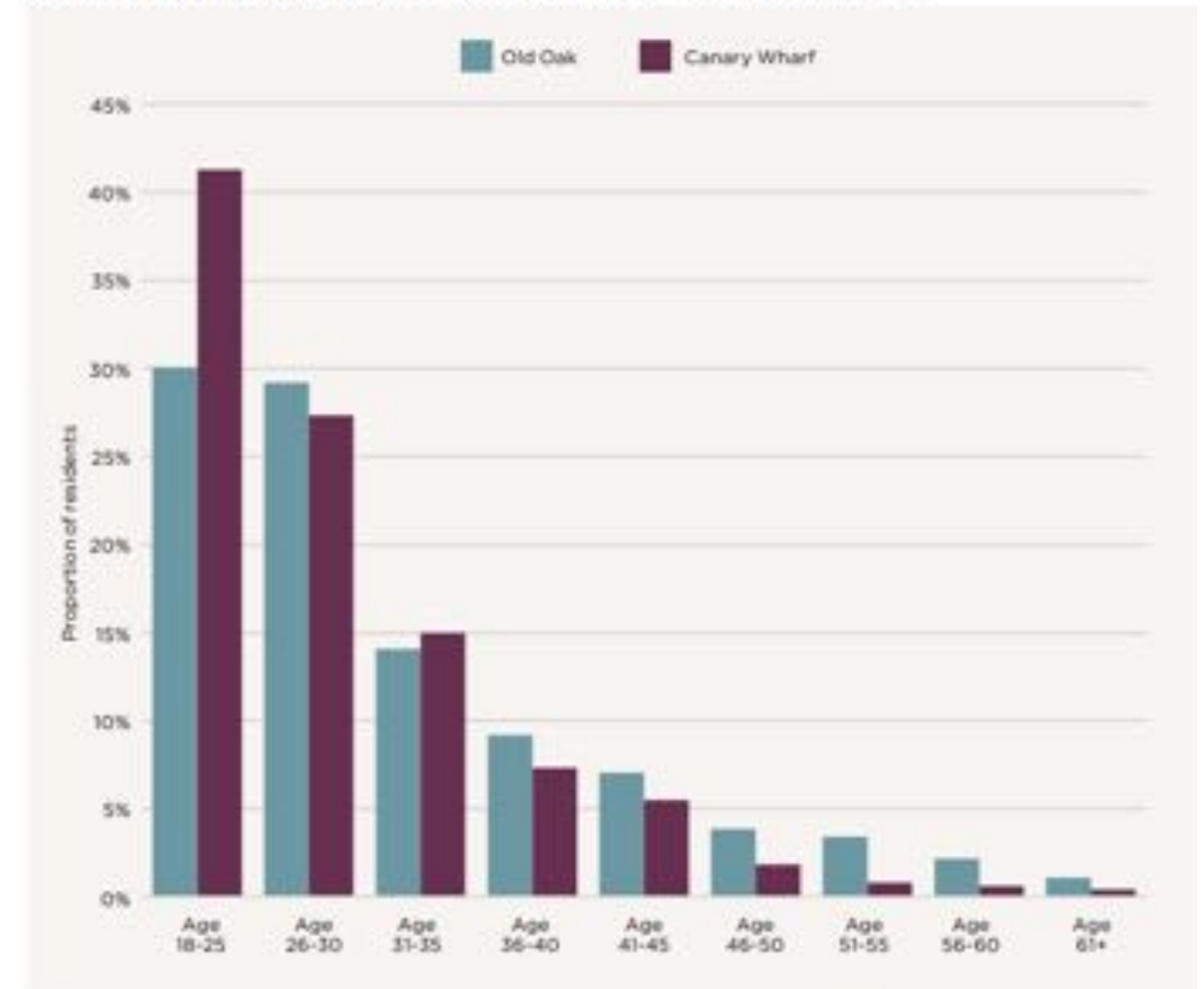
## Demographics

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**

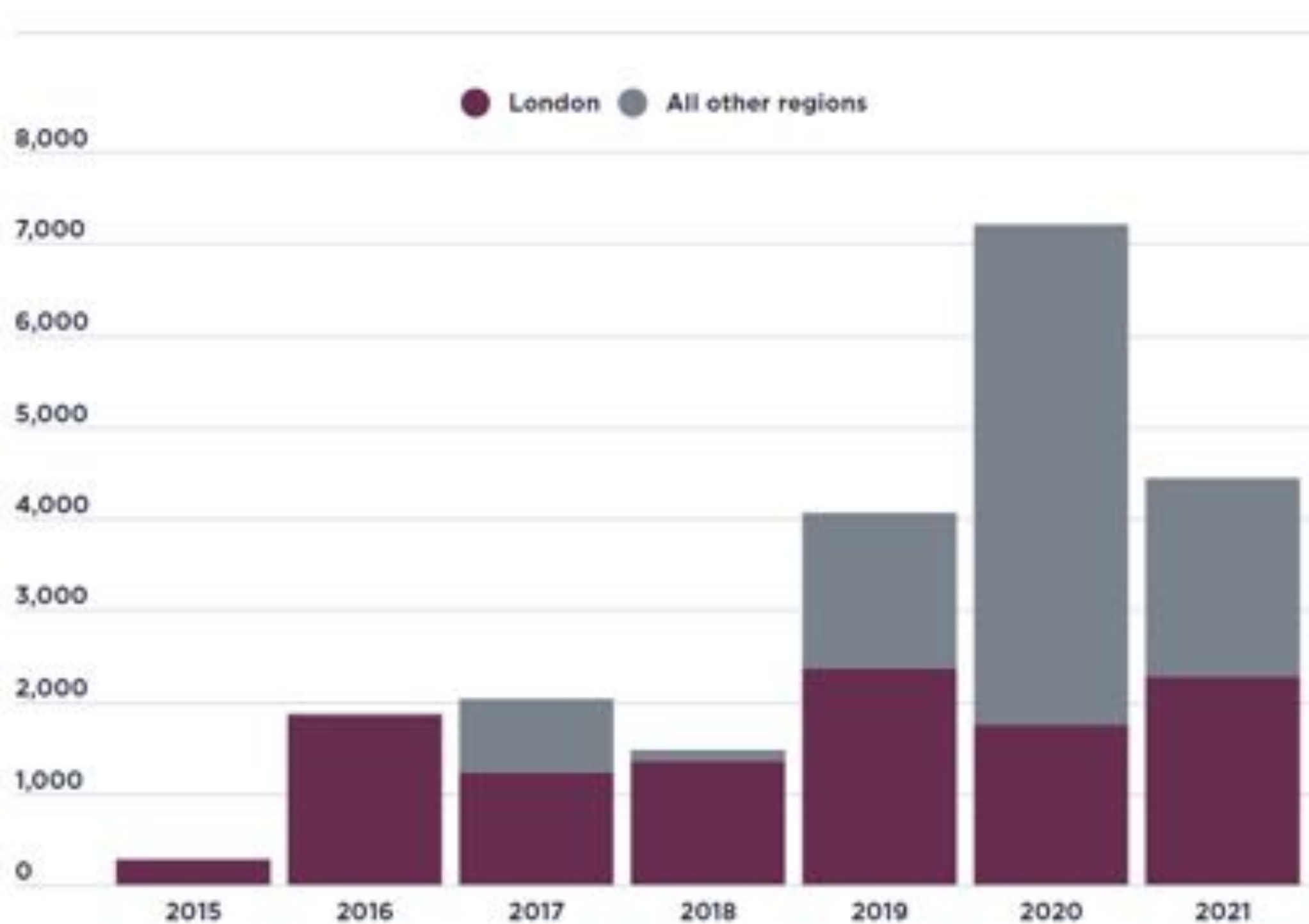
**Loneliness**



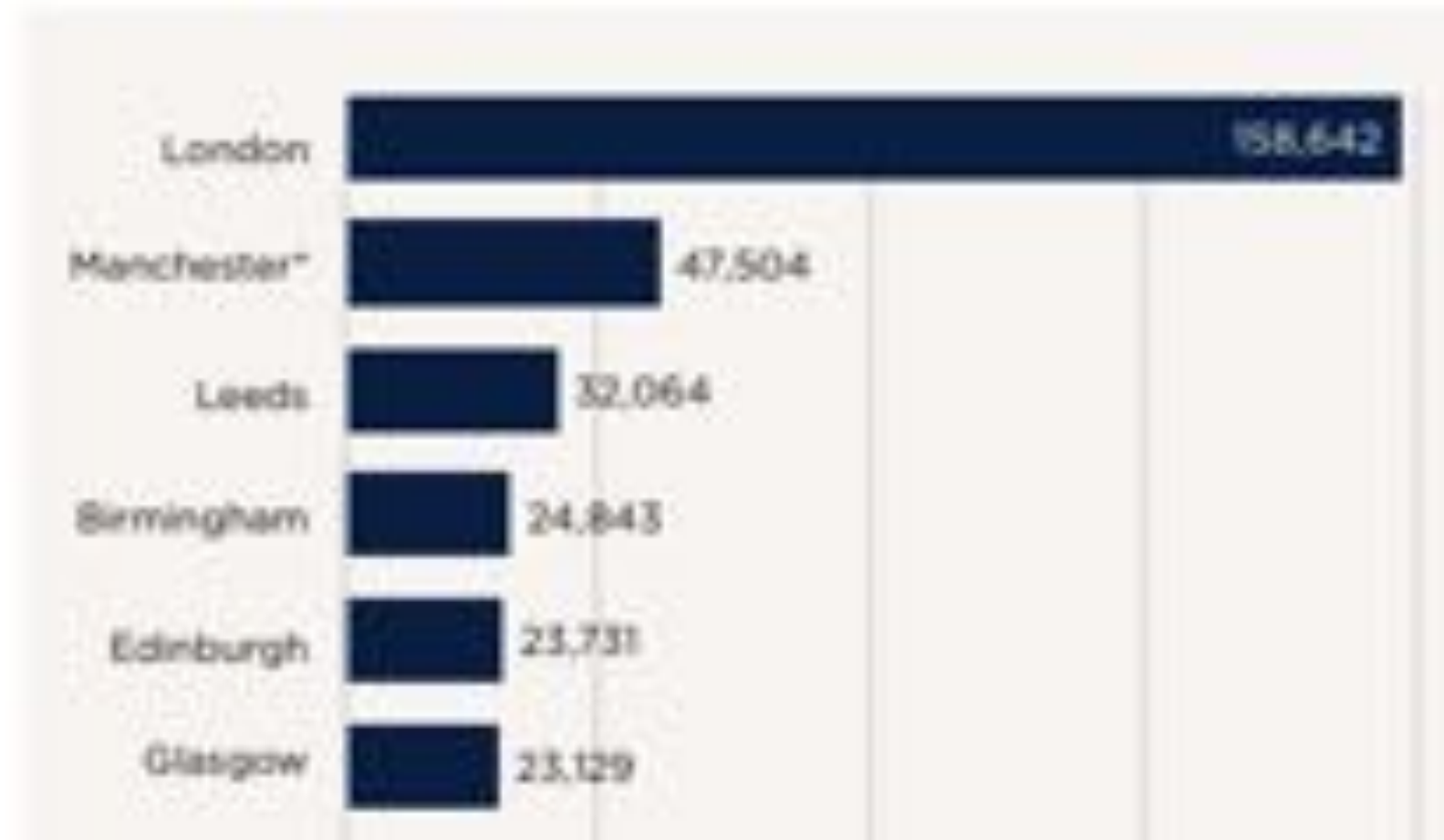
# Growth and Growing pains



*Co-living units submitted for planning*



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





## UK Coliving Sector updates

 VITA GROUP

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



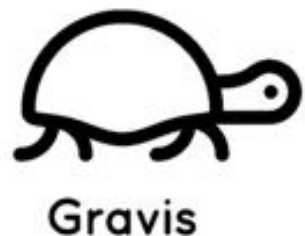
- Under construction: First Street, 1518 units, Manchester



- Under construction: Rockingham Street, 1230 units, Sheffield



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



- Acquisition: Gravis Capital acquires six units from The Collective, including two operational London sites, Old Oak (550 units) and Canary Wharf (705 units)

## UK Coliving Sector updates

**FOLK.**

- Folk Coliving becomes OpCo to take over The Collective's newest sites (The Palm House, Sunday Mills, Battersea)



- Gravity Co-Living raises €5.7 million for international expansion



- Ex-Collective employees launch ARK, Balance out Living and Halcyon in London (2022 / 2023)



- Episode (South Korea), MyTown (Philippines), Gravity (UK), Coimpact (Spain), Campus Perth (Australia), Sharehouse 180 (Japan) & POHA House (Germany) form Worldwide Coliving Membership, a global exchange programme for residents

## 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**

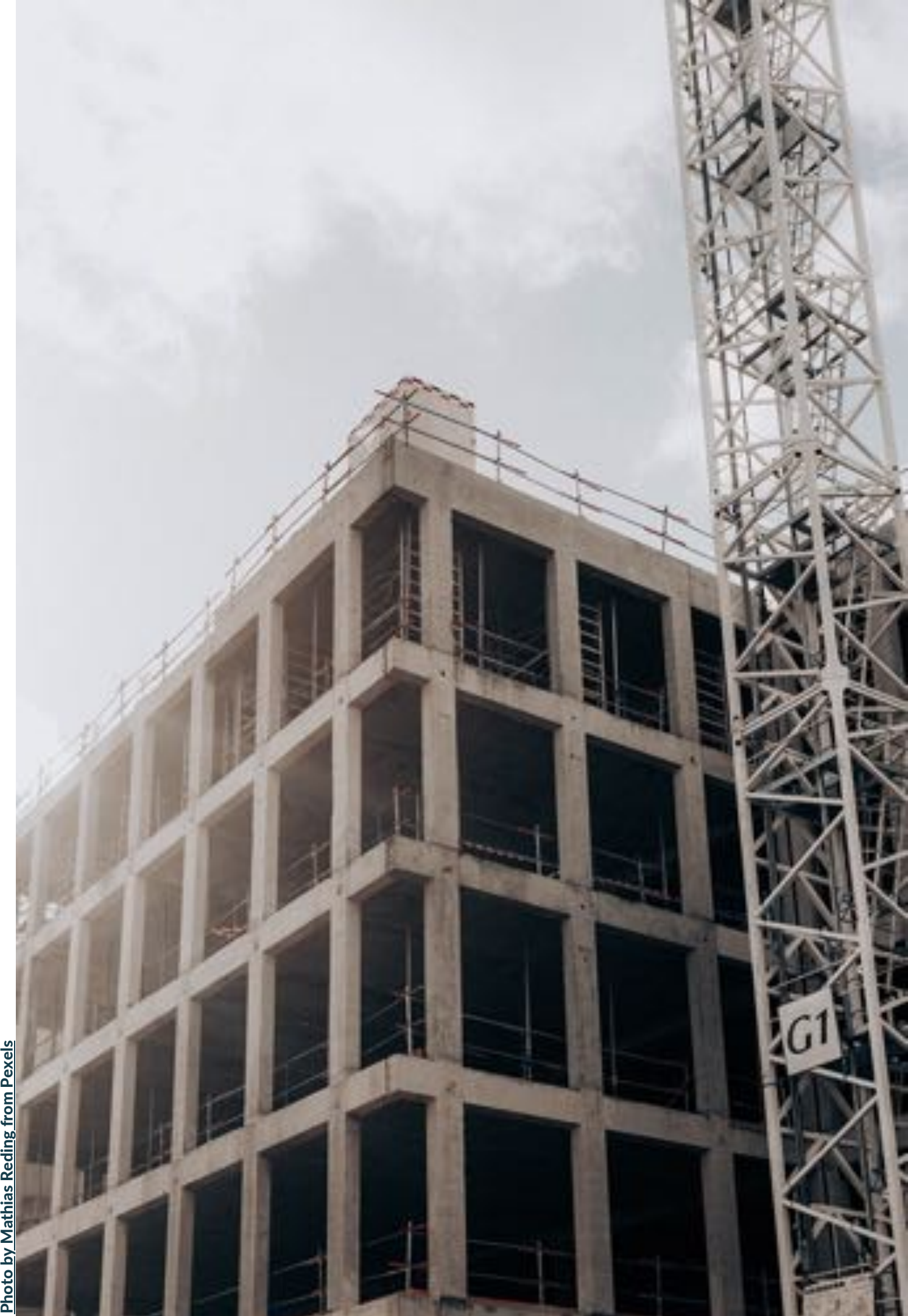
- 1. Lack of suitable product**
- 2. Planning intervention**
- 3. Limited market awareness of product**
- 4. Finding operating partners**
- 5. Availability of land**

**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**





## 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





## Coliving in regional cities

- Units in the pipeline are split 50/50 between London and other regions
- Largest pipeline is London, followed by Manchester, Sheffield, Glasgow and Birmingham

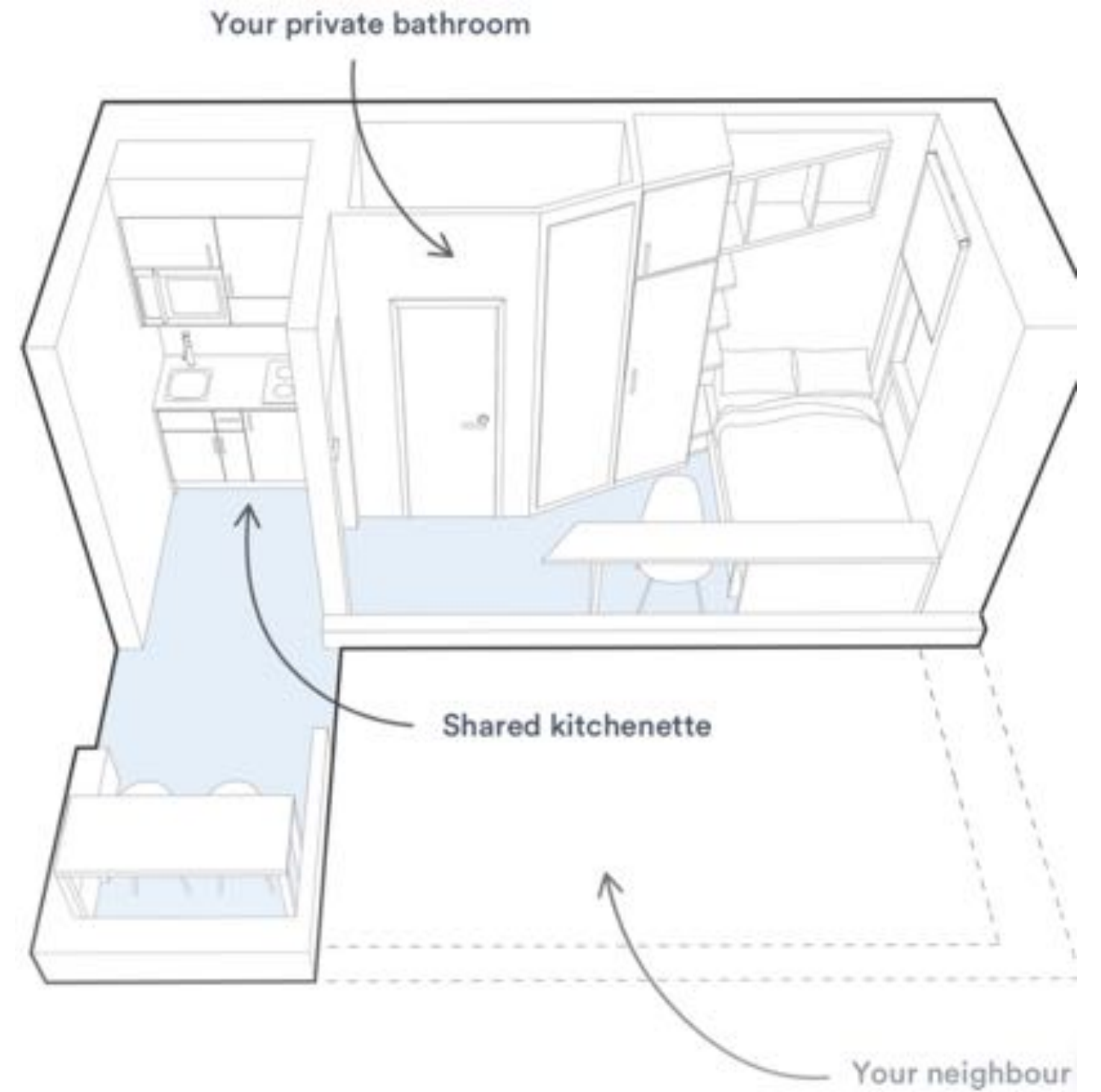
Top 20 largest markets (total number of people in the 'core target market')



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

## Larger room sizes

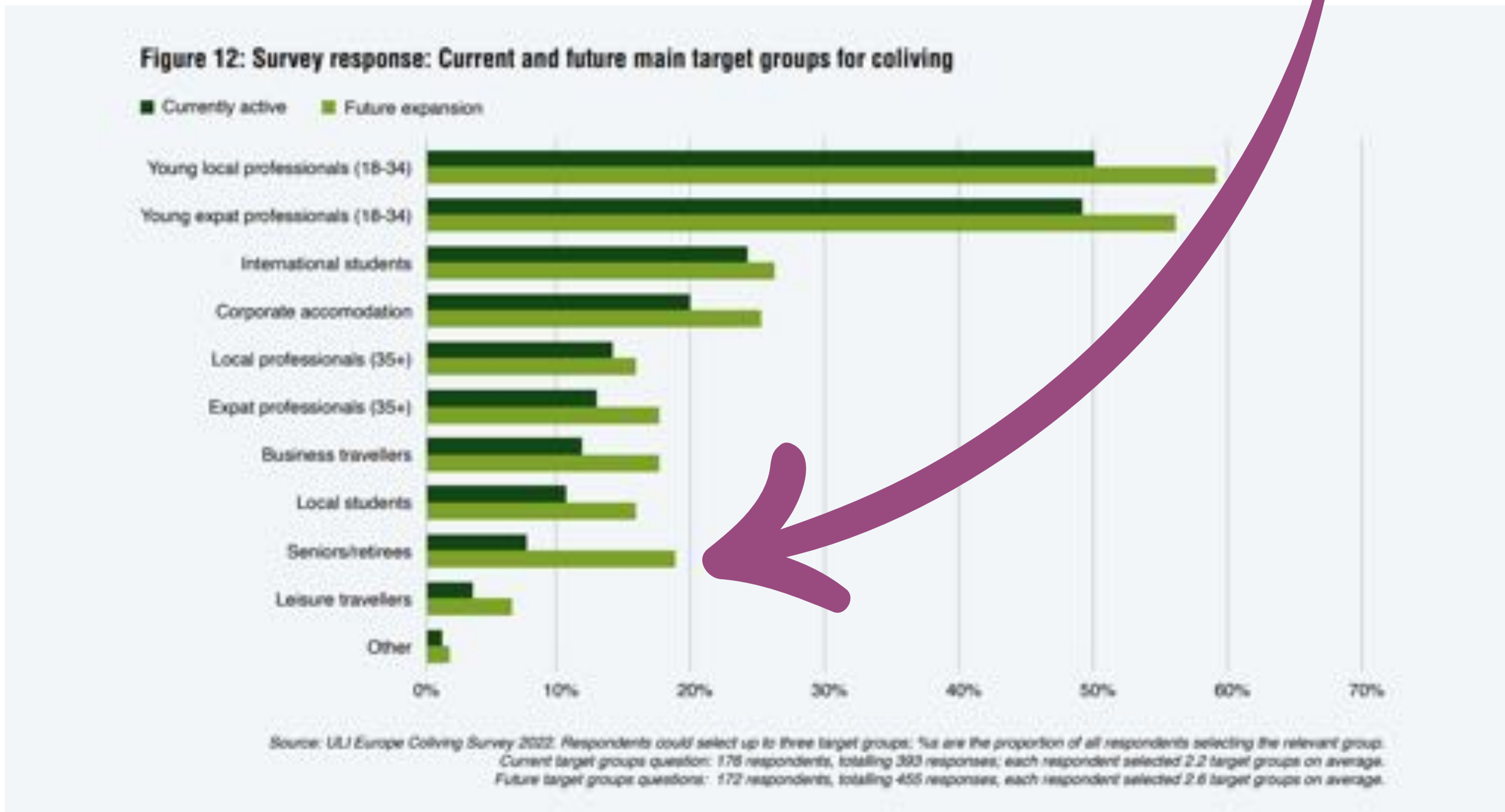
- Renewals higher for larger units
- LSPBSH planning document recommends 18-27 sqm
- Average room sizes of 20-25sqm



The Collective Old Oak 'Twodio', 15sqm



# Niches: coliving for seniors



## 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**



Komune Living and Wellness, Malaysia, ILUs

## **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**

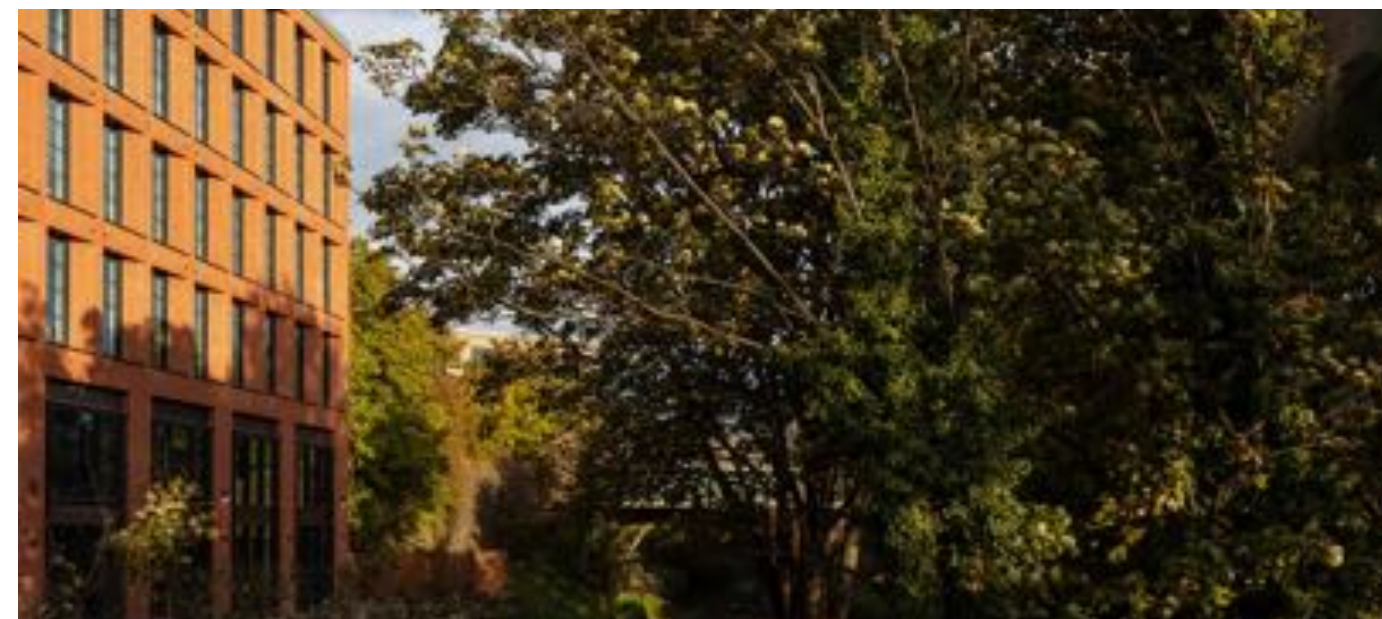
#### MILLENNIALS IN EU CITIES

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

The Base, Berlin



Kley, France



Folk, London



# Thank You

[penny@consciouscoliving.com](mailto:penny@consciouscoliving.com)

[consciouscoliving.com](http://consciouscoliving.com)



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