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Good afternoon

### **Our requested change**

**Our ask is simple, that the exception policy allowing a variation from space standards for '(homes) which compromise the delivery of elements of this policy, may be permitted if they are demonstrably of exemplary design and contribute to achievement of other objectives of this Plan', remains part of the emerging plan.**

### **Response to Draft London Plan**

We have been following the release of the new draft London Plan and the consultation with interest and are grateful for the opportunity to be able to provide our comments and feedback.

### **Who are RHP?**

RHP owns and manages over 10,000 properties across West and South West London. We are clear in our purpose of providing high-quality affordable homes to people unable to rent or buy in the local private housing market; of delivering excellent housing services to our customers, and supporting the development of strong, successful communities.

RHP has an outstanding reputation, not only for providing new homes and world-class digital services, but also for our culture of innovation. As an ambitious and growing housing provider in London we fully support the principles behind the plan: to increase housing delivery (especially affordable housing) and to develop at higher densities and on smaller sites.

We stand ready to play our part in housing even more Londoners. One of the ways we plan to do this is by expanding our offer to the intermediate market – which is where our request for change comes in.

### **Our research: Uncovering a forgotten generation**

I have attached a report that we have published this week exploring the issues facing young single people priced out of housing in London, and our proposed solution.

In summary

- The GLA's 2017 Strategic Housing Market Assessment (part of the London Place evidence base) shows there are almost **200,000 'concealed' London households**, essentially people wanting their own accommodation but currently sharing, or unable to move out of the family home.
- Our research estimates that there are around **330,000 single people in London, aged 16-34, earning £15-55,000 who are struggling with their housing options**. They are either paying high rents, sharing with others, or stuck at home. We do not feel that there is currently a suitable or sufficient offer for these people.

### **Our solution**

- Our revolutionary modular home product **LaunchPod, offers high quality, energy efficient, and most importantly, affordable homes to rent for young, priced out Londoners.**
- At 26 sqm the LaunchPod is small, but perfectly formed. With large windows and high ceilings, it is light and bright, and certainly doesn't feel its size. And **if you compare it to a single room in a shared house, it is much larger.** With a separate living and sleeping space, a full shower room, and a high specification, we felt that this was a home that young Londoners would call for.

- **85% of potential target customers said that they would sacrifice a little space to have a home they could call their own, and afford.**

The current London Plan is pretty clear on space standards, but it also has a really interesting line – that ***‘Development proposals which compromise the delivery of elements of this policy\*, may be permitted if they are demonstrably of exemplary design and contribute to achievement of other objectives of this Plan.’*** (\*Policy 3.5 Quality and design of housing developments).

We fundamentally see the LaunchPod as a part of the housing solution, not the problem. It is creative, innovative, and efficient. It is not the only solution, nor the only type of home that should be built, far from it. But for those 330,000 single people in London identified by our research, and the hundreds who told us directly, it is a far better solution than they currently have available to them.

We can deliver hundreds of LaunchPod homes across London. We can develop those smaller sites, and at higher densities, as referenced in the Draft London Plan. We can give people a home at an affordable rent, with a trusted, respected, charitable landlord, as well as an outstanding service.

We can help people have a life and a home they can be proud of.

We do not want to change space standards, and we will continue to build much needed homes to meet these standards. But we would like to make a significant difference to the intermediate market and continue to build our amazing LaunchPod homes.

#### **Our requested change**

**Our ask is simple, that the exception policy allowing a variation from space standards for ‘(homes) which compromise the delivery of elements of this policy, may be permitted if they are demonstrably of exemplary design and contribute to achievement of other objectives of this Plan’, remains part of the emerging plan.**

We hope that the above, and the attached report is of interest to you. We would be delighted to extend an invitation to you and your team to come to Teddington to see our prototype LaunchPod and to hear more about our plans.

### **Tim Willocks** **Development Director**

RHP, 8 Waldegrave Road  
Teddington, TW11 8GT



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- **fixing things fast to last**

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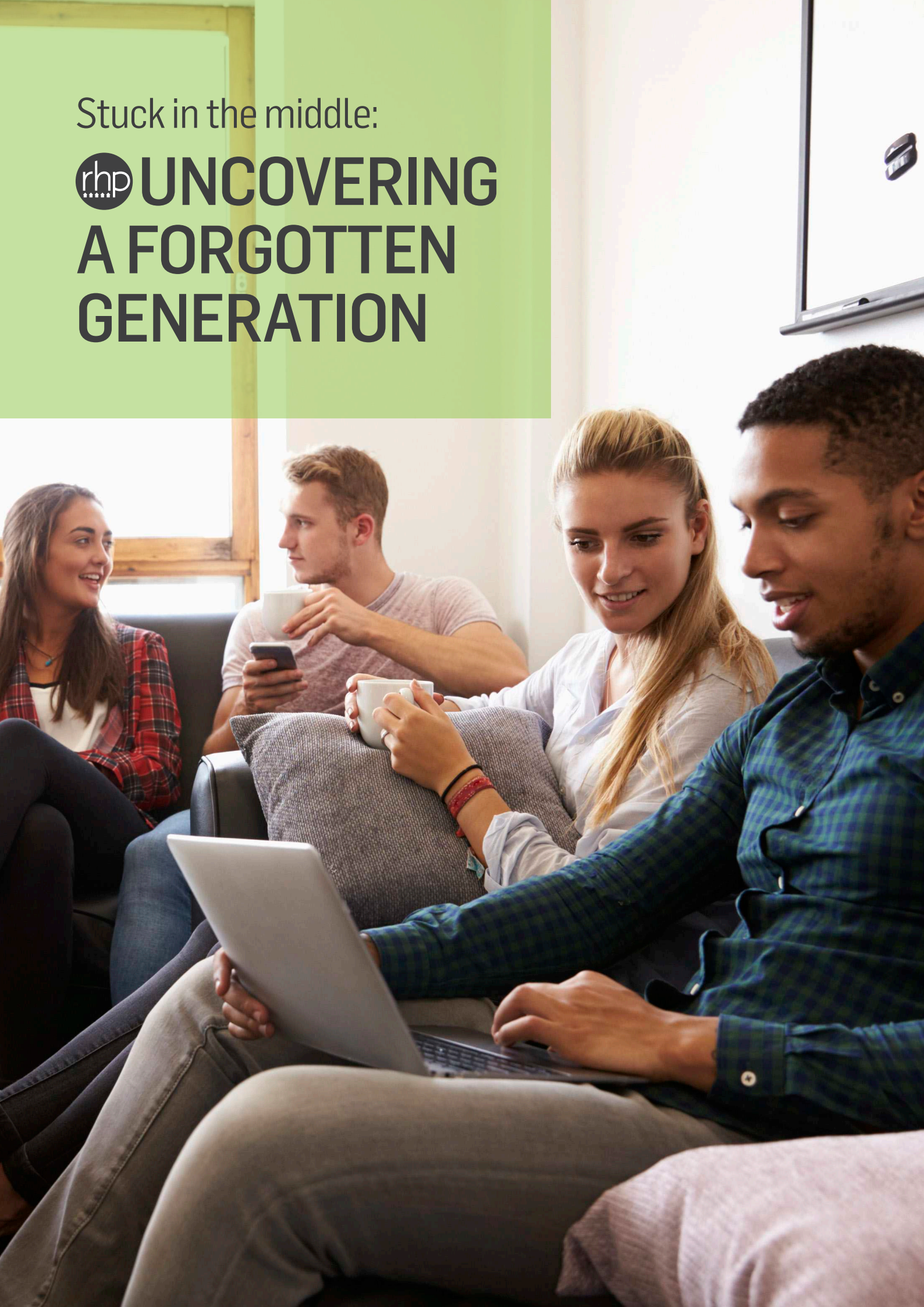
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Stuck in the middle:

**rhp** UNCOVERING  
A FORGOTTEN  
GENERATION







# INTRODUCTION

Housing has never had such a high profile with the general public, and for the first time in many years, governments at a local and national level are sitting up and paying attention.



The housing crisis crosses regions, ages, and lifestyles, but in London the statistics make for particularly depressing reading. I remember (some years ago I confess!), starting out in my early twenties, buying my first flat, and feeling proud of what I had achieved. That feeling will be alien to all but the luckiest few in London today. If you're in your twenties, working and wanting to live in this great city, then your options are few. Stay at home with family? Move away and commute? Most likely, the answer is to rent a room, perhaps with friends, maybe with strangers. Paying high rents, to share your kitchen and bathroom, and with a landlord who may, or may not, look after your home.

We have a solution which we believe could be a real game changer. Our revolutionary LaunchPod homes, designed by Wimshurst Pelleriti and built by Legal & General in their factory, offer high quality, energy efficient, and most importantly, affordable homes to rent for young, priced out Londoners. We're not claiming that these homes would provide a solution on their own to the crisis, but they could go a long way to help.

We plan to deliver hundreds of these homes, and partners are keen to add hundreds more with us. But we'll need some help. Not help in funding, we've got that covered, nor in subsidy, as we can do this without any grant. What we need is the flexibility that appears in the current London Plan to remain. These homes are smaller than space standards. We know that. We fully support the standards and don't want to see them change. But current homes do not meet the demand, and LaunchPods offer an innovative solution.

I hope you find the following interesting, and perhaps thought provoking. If you'd like to come and see our LaunchPod home and find out more about our work here at RHP, please feel free to get in touch.



## **TIM WILLCOCKS**

Development Director, RHP

 @timwillcocks

# EXECUTIVE SUMMARY

## OUR RESEARCH AT A GLANCE

- › RHP - 10,000+ homes across West and South West London.
- › Demand outstrips supply across our operating area for all forms of housing to meet the needs of people at all income levels.
- › An outstanding reputation, not only for providing new homes and world-class digital services, but also for our culture of innovation. For the past three years we've been named as the most innovative housing provider in the sector by the Dolphin Index, supported by our UK leading levels of employee engagement.



## REAL PEOPLE NOT RESEARCH

- › 42% are sharing, 23% are at home still with family (but don't want to be).
- › 75% aren't happy!
- › 63% say that affordability is their biggest issue.
- › 85% would sacrifice space for a better, more affordable home.

**“Expensive private renting even though it's just renting a room in a shared accommodation. It's expensive but low quality housing.”**

**“Cost of renting or buying closer to work is just not achievable.”**

**“There are no affordable options for a single person to live alone (not in a shared setting) and also live close to work.”**

**“Sharing a rented house in London is too unstable and inconvenient.”**

**“Single people seem to be left behind.”**

**“It makes me frustrated because I am in my mid-thirties but have to live like a student.”**

## THE FORGOTTEN GENERATION IN LONDON

- › Single people in London aged 16-34, who aren't social tenants and don't own their own home, on average earn between £15-55,000.
- › Priced out as London house prices are nearly double the national average at £563,000, almost 17 times local salaries.
- › 33,000 are renting, but have to stretch their finances.
- › 100,000 are sharing a home, but as well as affordability, have issues around insecurity of tenure and housing quality.
- › 200,000 are still living with family.
- › In all, 333,000 young single Londoners need a better housing offer.

## THE RHP LAUNCHPOD

- Small, but perfectly formed. With large windows and high ceilings, it is light and bright, and if you compare it to a single room in a shared house, it is much larger. With a separate living and sleeping space, a full shower room, and a high specification, we felt that this was a home that young Londoners would call for.
- 70% of potential customers would consider this as a solution for them.



*"Stunning, clean, compact, modern."*

*"It would be a place to call my own."*

*"Really well designed space, which would be perfect when you are starting out."*

*"This looks awesome! I'd choose this ANYDAY over a traditional room. It looks modern, plenty of space for the size of the property. You can't get much better than this."*

*"With an income of around £26,000, Savills say that the LaunchPod is more affordable (and far more accessible) than an affordable rent tenancy, and broadly comparable to (though much better than) renting with three other people in a house share."*





# WHO ARE RHP?

RHP owns and manages over 10,000 properties across West and South West London. We are clear in our purpose of providing high quality affordable homes to people unable to rent or buy in the local private housing market; of delivering excellent housing services to our customers, and supporting the development of strong, successful communities.

We operate in an area where there is a growing demand for our products and services. Demand outstrips supply across our operating area for all forms of housing to meet the needs of people at all income levels. Property prices and market rental levels are high which creates significant affordability challenges for local people. With population growth in Kingston, Richmond and Hounslow over the next 10 years expected to be amongst the largest in London, we anticipate that demand for appropriate housing, that is affordable to local people, will grow further.

RHP has an outstanding reputation, not only for providing great homes and world-class digital services, but also for our culture of innovation. For the past three years we've been named as the most innovative housing provider in the sector by the Dolphin Index, supported by our UK leading levels of employee engagement.

We aim to use our financial strength, our innovative culture and our outstanding team of people to provide additional new affordable homes along with exceptional levels of customer service. We have an ambitious development strategy that will see us grow our existing stock by close to 20% over the coming five years. We see a growing part of this as intermediate housing alongside our more traditional affordable housing.









# THE CRISIS IN CONTEXT

When we talk about the housing crisis we discuss supply (and demand), quality, and the role that associations have to play. The major factor underpinning the story of the crisis however, is affordability. Or rather unaffordability.

The National Housing Federation said in their 2016/17 Home Truths report that “unaffordable housing is one of the biggest challenges for London. The lack of new homes has driven prices out of reach for local people” Their key data highlighted that in London:

- House prices are nearly double the national average at £563,000.
- Average house prices are almost 17 times local salaries.
- A household requires an income of almost £130,000 a year to afford an average mortgage compared to average salaries of just £34,000.
- The average private sector rent is more than double the average for the rest of England.

If we look closer to home in West London, the numbers are just as astounding. In 2016 the average house price in Richmond was £780,000 and average rents were over £2,000 per month. This meant that house prices were over seventeen times the average salary of £44,000. These affordability pressures are of course particularly prevalent in the capital, but the same story plays out across the country.

The latest report from the Institute of Fiscal Studies (IFS) on home ownership makes grim reading for millennials. The number of young adults with a take home pay of between £22,200 and £30,600, owning their own home dropped from 65% in 1995 to 27% in 2016. During the same

period house prices on average increased by 152%. Their wages, however, have increased by only 22%.

With home ownership seemingly unattainable, for many people, renting a home is the only option.

The issue is pressing across all sectors of the market, but is perhaps most visible, and politically sensitive, for those people who should be starting out on their housing journey – young people aged between 20-35. Various solutions have been tried over the years in this intermediate sector, including Shared Ownership which has proven to be a long term and successful product.

But is there enough? Only so many intermediate homes are built each year, and as the affordability gap widens, even this option has become out of reach for too many.

The Mayor of London in the Draft London Plan recognises this particular challenge – the plan sets out to: “re-balance development in London towards more genuinely affordable homes for working Londoners to buy and rent”, also recognizing that “past approaches have not adequately met levels of housing need”.

Something needs to change.

At RHP we wanted to look at this group of ‘forgotten Londoners’ in a little more detail: who they are, how they live now and what their future aspirations are. After all, these are our young people, the next generation of parents, and leaders, our key workers. The lifeblood of this amazing city, London.







# INSIGHT

We've worked in partnership with Savills and Share to Buy to really understand the current target market in London. This will help shape our way forward – providing people with what they want and need.

## SAVILLS: RHP RESEARCH 2018

We commissioned Savills to look specifically at single people in London aged 16-34, who aren't social tenants and don't own their own home. We wanted to explore the scale of that market, how housing currently works for them, and what solutions, if any, are already out there.

Savills started with some market context as follows:

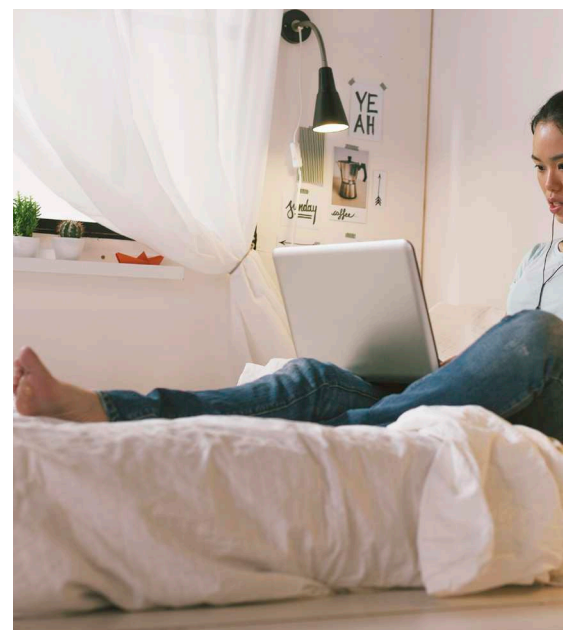
- In Richmond average sale prices are more than £820,000 (£600,000 for a flat).
- Nationally prices have risen 19% above their peak in 2009, but that figure is 57% in Richmond and 62% in London.
- The average deposit required as a percentage of annual salary rose from 50% in 2007 to 120% in 2010 as lenders tightened their requirements. In London, that figure reached 138% by Q3 2017.
- The ratio of house prices to average income has risen in Richmond from 6.4 to 17.1 in the past twenty years, and from 4 to 12.8 times across London. A lower quartile rent in Richmond for a one-bedroom flat is £1,111 per month, and £1,109 across London.

Savills then looked into the scale of the market in London and identified three key groups:

### 1. PRIVATE RENTERS

- Single person households in London have a median income of c£20,000.
- 39% earn less than £15,000.
- In the 16-34 age bracket, 48% earn £15,000 – £55,000.
- 55% of people in the private rented sector earn £15,000 – £55,000 (this equates to 44,000 people). 75% of these people spend over 30% of their income on rent, with 60% paying over £1,000 per month.

**“THIS GROUP ARE IN THE MARKET, BUT A LARGE PROPORTION OF THIS GROUP HAVE TO STRETCH THEIR FINANCES TO ACCESS THE MARKET AT CURRENT PRICES.”**





## “SAVILLS SUGGEST THAT THE POTENTIAL MARKET FOR SINGLE PEOPLE, AGED 16-34 AND STRUGGLING WITH REALISTIC HOUSING OPTIONS IS AROUND 330,000 PEOPLE IN LONDON.”

### 2. SHARERS

There are 422,000 households in London classed as 'Other multi-person' in all tenures. This includes sharers as well as multi-generational families. 74,000 of these have per person incomes in the £15-55k range, a large majority between £15k and £35k. The most common household size among sharers is four. In total Savills estimate around 320,000 people are 'sharers' in our target definition.

A third of these people are spending over 30% of their income on rent, but it is recognised that sharing is a lower cost option compared to renting alone. Overall the data suggests that this group is less financially stretched due to housing costs than those in the PRS on their own. Their issues are more likely to be around insecurity of tenure and housing quality.

### 3. AT HOME STILL WITH FAMILY

This category is the most difficult to quantify, and their motivations for living at home are likely to vary, but Savills have estimated the size of the group.

Nationally, the number of young adults aged between 20-34 living at home has increased from 20% in 1997 to 26% in 2017.

Savills assumed that the 26%

at national level is the same for London. There are around 2.3 million people aged 20-34, so this equates to 590,000 living with parents in London.

In determining how much of this group may be the active target market we must consider that the motivations for living 'at home' could include unaffordability of other housing options, proximity

to work/study, actively saving for a deposit and finally cultural or other reasons.

Only the first two of these should be considered the target market, and the second only partly so. Without any data on motivations or incomes Savills have assumed 25% in each of the four categories and only half of the second, giving around 200,000 people.



Savills looked at the solutions available for these people, identifying the key gaps at rents of around £600-900 per month.

They suggest that a single person renting a lower quartile one bedroom flat requires a 90th centile income (£44,400). This drops to 53rd centile (£25,710 per person) if sharing a home with three other people. Social rented homes require 31st centile, and affordable rent 63rd centile, but the availability of these homes for these people is very limited indeed.

Savills suggest that a single person renting a LaunchPod from RHP would require a 54th centile income, or to be on a salary of around £26,000.

**“WITH AN INCOME OF AROUND £26,000, SAVILLS SAY THAT THE LAUNCHPOD IS MORE AFFORDABLE (AND FAR MORE ACCESSIBLE) THAN AN AFFORDABLE RENT TENANCY, AND BROADLY COMPARABLE TO (THOUGH MUCH BETTER THAN) RENTING WITH THREE OTHER PEOPLE IN A HOUSE SHARE.”**



# SHARE TO BUY: RHP CONSUMER RESEARCH


After establishing the size and makeup of our target market we then set out to ask them directly about their current situation and future aspirations. With the help of Share to Buy, we surveyed single person households registered as looking for an affordable housing solution. We had over 340 responses, and some powerful stories emerged.

## WHO ARE THESE PEOPLE?


64% are aged  21-35

Over half earn  £26-£40K 13% earn over £50K


  
98% are in work 

86% are in permanent contract 

1/3 WORK IN PUBLIC SECTOR 

over 50% commute between 30-60 minutes 

15% TRAVEL 

 57%   
say they would rather live closer to work

## WHAT THEY SAID ABOUT THEIR CURRENT SITUATION



*"Cost of renting or buying closer to work is just not achievable."*

*"Money! Cost of travel, cost of rent, cost of life!"*

*"The obscene cost of living closer to my place of work, which as a single adult, seems impossible nowadays. I'd move tomorrow if that wasn't the case."*

*"Unable to afford it as a single adult."*

*"The cost of rent as I can not move out of the family home"*

*"Expensive private renting even though it's just renting a room in a shared accommodation. It's expensive but low quality housing."*



68% use public transport and 19% cycle or walk. 70% do not own a car.

The current housing situation of these potential customers was pretty much as expected – 42% share a house or flat with others, and 23% are still living at home with family. In all, 75% are not happy with their living arrangements.

50% said that it works for them but is not ideal, 34% really want to change, and 9% simply can't stand it!

We asked people if they could sum up their current housing situation in one sentence.

## HERE'S A SNAPSHOT OF WHAT THEY SAID:



*"I'm lucky that I'm able to live with my mum, but it's not what I'd planned to be doing at the age of 29!"*

*"Pitiful - I cannot afford to buy a property as I cannot save, I cannot save because I pay rent and bills that are 70% of my wages. So I have to live with people I don't want to live with at my grown age."*



*"I'm living with parents, but would love to have my own space and be more independent."*

**MORE OF WHAT THEY SAID:**



**“Broken with no solution in sight.”**

**“Exhausting.”**

**“Mission impossible for people like me.”**

**“I am trapped paying extortionate rents to share flats with people who are difficult and inconsiderate but I cannot afford to live on my own if I want to save to ever buy something – the whole thing is very depressing and hopeless and actually makes me unhappy most of the time.”**

**“I desperately want my own place but it’s not affordable.”**

**“It decreases my general quality of life.”**

**“Sharing is not always caring unfortunately.”**

**“Sharing a rented house in London is too unstable and inconvenient.”**

**“It is an unbelievable joke and I don’t know if I should be crying or laughing.”**

**“I’m too old to share a flat, but too poor to do anything about it.”**

**“Dire & miserable.”**





*“It makes me frustrated because I am in my mid-thirties but have to live like a student.”*

**“I pay £1000 for a studio with one window facing a wall. The wall is literally one metre away from my window and I don’t get any sunlight. It feels like a prison.”**

*“Stuck between not qualifying for any social housing or financial support, and not being able to afford to live on my own.”*

**“Single people seem to be left behind.”**



Asked when they want to move, 75% of people were looking to make a change this year, but only 41% thought that was realistic. 40% thought their housing situation would not improve for at least two years.

## WHAT ARE THEIR PRIORITIES?

**95%** ranked **‘affordability’** in the top 3



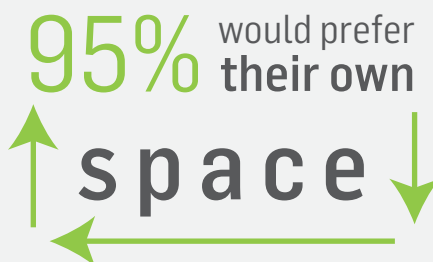
**63%** said **‘affordability’** was the **TOP PRIORITY**



**85%** would consider a smaller home



**95%** would prefer their own **space**



only **11%** happy to **SHARE** facilities





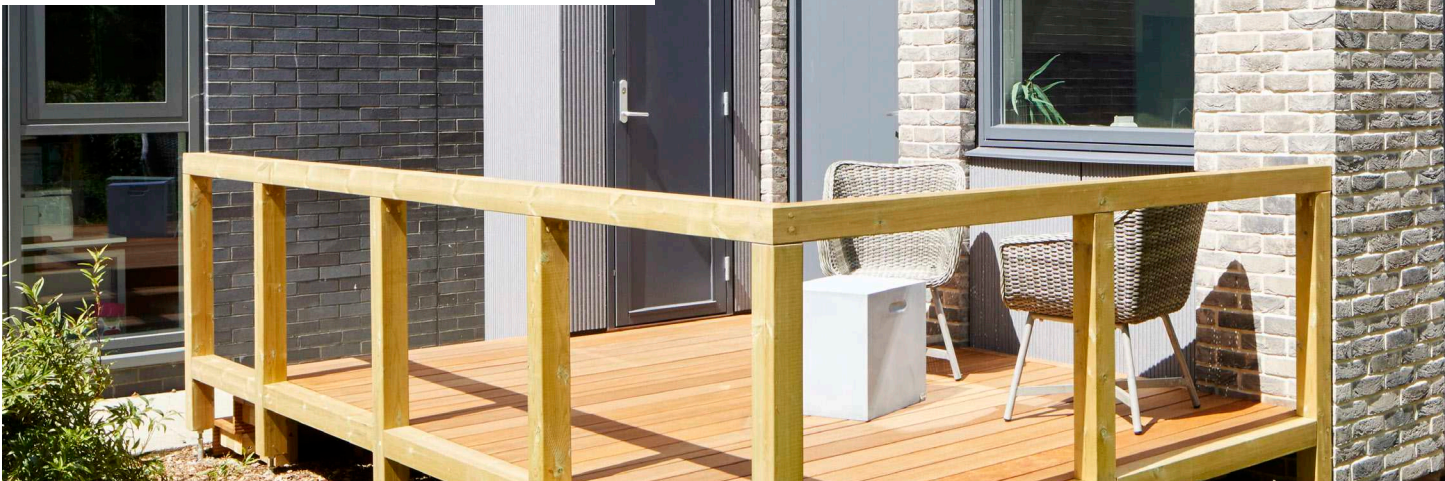
A couple of years ago, here at RHP we set out on a journey. Many in the sector and beyond were starting to look at modern methods of construction including factory-built homes, to see if they could lead to faster more efficient, and better value construction of new homes. The report 'Modernise or die', from Mark Farmer in October 2016 was seen as a catalyst for change in the sector, with pre-manufactured solutions as one of its key recommendations.

We set ourselves two challenges when developing LaunchPod:

1. Could it lead to a significant change in our delivery due to the use of technology and innovation?
2. Could we create a home that is truly cheaper and more efficient to both deliver and use – a better home for us and importantly for our customers?

We went a step further. We had identified the intermediate market challenge in West London, and saw this as an opportunity to address the problem. Considering those people currently renting a room in a shared house, often with limited space and poor quality, we asked ourselves how we could do it better. We knew that building smaller would cost less, and therefore enable us to charge a lower rent. So the architects started with the most basic of space needs, a bed. That grew with a bath or shower room, storage space, room to live, cook, study and entertain. We also wanted outside space, and creative storage solutions, not space saving gimmicks such as fold down beds.

We arrived at the solution that is the LaunchPod. At 26 sqm it is small, but perfectly formed. With large windows and high ceilings, it is light and bright, and certainly doesn't feel its size. And if you compare it to a single room in a shared house, it is much larger. With a separate living and sleeping space, a full shower room, and a high specification, we felt that this was a home that young Londoners would call for.





So we built one. We needed to overcome that challenge of seeing a real physical product, so L&G created a home and delivered it to us. It's now situated in the garden of our office in Teddington. A bit of a gimmick? No, an amazing prototype that we can all be proud of. Its allowed us to show the concept to others, whether supporters or cynics! Planning departments from local boroughs have been to have a look, before we considered pre-application discussions for our first schemes. And most importantly, potential customers have been along to tell us what they think.

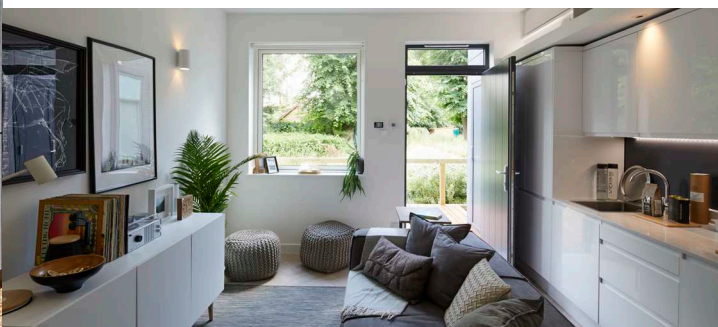
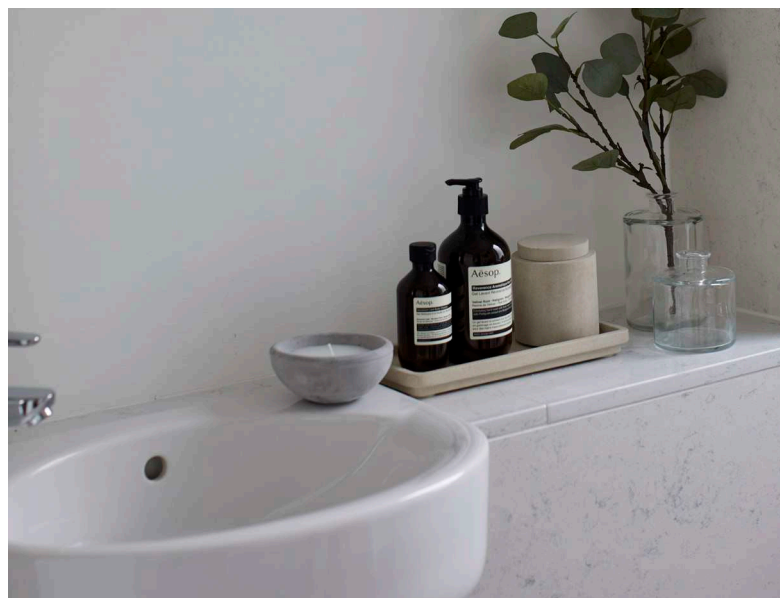
At RHP we believe that we can deliver these LaunchPod homes at scale and play our part in solving the housing crisis in London. In the coming years we want half of the new homes that we deliver to be LaunchPods, homes created for the intermediate market, for young Londoners priced out of the private market, and forced to accept second rate housing options.

We can build these homes faster than traditional construction methods, meaning getting homes available quicker, and with less disruption to neighbours where we build.

We can deliver them without any form of public grant and can use them to deliver new homes on difficult sites, smaller sites, and at higher densities.

We have had exciting conversations with partners across London and beyond, who feel that they could also introduce LaunchPods into their area, exponentially growing delivery.

But most importantly we can help Londoners, by creating high quality and affordable homes to rent that they simply cannot get anywhere else.





## INTRODUCING LAUNCHPOD

HAVING ASKED THESE QUESTIONS FIRST, WE THEN SHOWED OUR LAUNCHPOD MODULAR HOME CONCEPT, AND ASKED IF THE RESPONDENTS TO THE SURVEY WOULD CONSIDER THIS AS AN OPTION...

70% said  
'YES'  
they would









**HERE'S A SNAPSHOT OF WHAT THEY SAID:**



*“Stunning, clean, compact, modern. Feels completely fair for the price.”*

*“It would be a place to call my own.”*

*“Really well-designed space, which would be perfect when you are starting out.”*

*“These apartments look well designed and stylish. Having a separate bedroom and living room plus balcony ticks three key boxes for me. Above all, with a rent at this level I would be able to live a much better quality of life and save for my own place and contribute more to my pension.”*

*“This looks awesome! I'd choose this ANYDAY over a traditional room. It looks modern, plenty of space for the size of the property. You can't get much better than this.”*

*“I'm happy with a small flat if it is modern and bright.”*

*“I love the idea of a more affordable place that is my own space.”*

*“It's enough space for a single person. Much better than a room in a shared house. Great facilities. It's brilliant.”*







***“The space looks great and ample room for a one bed. I would love this option when renting if it was available!”***

***“It looks ideal - the combination of quality, privacy and affordability.”***

***“Having your own space that’s also affordable is unheard of in London. Compromising slightly on space is something I’m more than willing to do.”***

***“The property looks great, seems very affordable and would allow renters to save towards somewhere bigger of their own to rent or buy.”***

***“If I could have my own space and afford the rent (whilst saving to buy) I would be very interested and massively relieved!”***

***“Don’t mind if it’s small as long as it’s well built/ maintained and it’s my own space.”***



## WHAT HAVE WE LEARNT?

Yes there’s housing crisis, and if you are in your twenties or thirties (or even in your teens or over forty), living in London can be challenging. Economically of course, but also a challenge in terms of availability, security and quality of home and life.

If you earn around £25-£30,000 in your first few years of work, your housing options are limited to say the least. If the ‘bank of Mum and Dad’ are not available, then you are

likely to be still at home, in a house share, or if you have managed to get a place of your own, it’s probable you’re very stretched. The future seems bleak.

# THE LONDON PLAN

We know our LaunchPod home at 26sqm does not meet space standards, which for a single person studio home with a shower is 37sqm. But as we've found, there are lots of people who find themselves in a gap in the market, where affording even the most basic of homes is out of reach. To them, a house or flat share is the only option, so they are probably renting a space of around 12-16sqm, and sharing a kitchen and bathroom. Are they realistically going to make the step up to renting or owning independently, even with schemes such as Shared Ownership or London Living Rent? Sadly, we don't think so.

The current London Plan is pretty clear on space standards, and we fully support that. But it also has a really interesting line – that **'Development proposals which compromise the delivery of elements of this policy\*, may be permitted if they are demonstrably of exemplary design and contribute to achievement of other objectives of this Plan.'** (\*Policy 3.5 Quality and design of housing developments).

We have shown over 1,000 people around the LaunchPod (not all at the same time you'll understand!) including MPs, architects, Planning Officers, Housing Enabling Officers, Councillors, and importantly potential residents. Almost without exception, they have loved the concept, and support it. In particular, those Planning Officers and Councillors from our local boroughs in West London have seen this as an innovative solution to meeting a particular housing need – not solving all of the housing crisis, but for those priced out singles, a really great option.

The new Draft London Plan was issued in December 2017. It talks of the need to ramp up the delivery of new homes, to increase affordable housing, to develop at higher densities, and on smaller sites. All of these things get our full backing here at RHP, and we stand ready to play our part in housing even more Londoners.

Our frustration is that the exception policy around space standards has been removed. Don't get us wrong – we are not looking to remove or change space standards, and we build many more homes at these sizes. But we feel that the LaunchPod is 'demonstrably of exemplary design and contributes to achievement of other objectives of the Plan'.



# OUR ASK

We fundamentally see the LaunchPod as a part of the housing solution, not the problem. It is creative, innovative, and efficient. It is not the only solution, nor the only type of home that should be built. But for those 330,000 single people in London identified by Savills, and the hundreds who told us directly, it is a far better solution than they currently have available to them.



We can deliver hundreds of LaunchPod homes, and with partners many more across London. We can develop those smaller sites, and at higher densities, as referenced in the Draft London Plan. We can offer these people a high quality, energy efficient home, all of their own. Not shared with other people but with their own bathroom, kitchen, outside space and security. We can give them independence, and a life. And we can give them a home at an affordable rent, with a trusted, respected, charitable landlord. We can give them an outstanding service, and a life and a home they can be proud of.

We're not expecting people to live in LaunchPods for ever, realistically it is a stepping stone, but how great is that? It can be a helpful way to live, and to save, and we will be looking to help these people on in their housing journey, maybe to an RHP Shared Ownership home.

As you'd expect from RHP, we have great ambitions, and the culture, funding and ethos to be able to deliver on that ambition.

We'd love for the Mayor, and the GLA to help.

**We do not want to change space standards, and we will continue to build much needed homes to meet these standards. But we would like to make a significant difference to the intermediate market, and continue to build our amazing, innovative LaunchPod homes.**

**Our ask is simple, that the exception policy allowing a variation from space standards for '(homes) which compromise the delivery of elements of this policy, may be permitted if they are demonstrably of exemplary design and contribute to achievement of other objectives of this Plan', remains part of the emerging plan.**



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