

Build to Rent

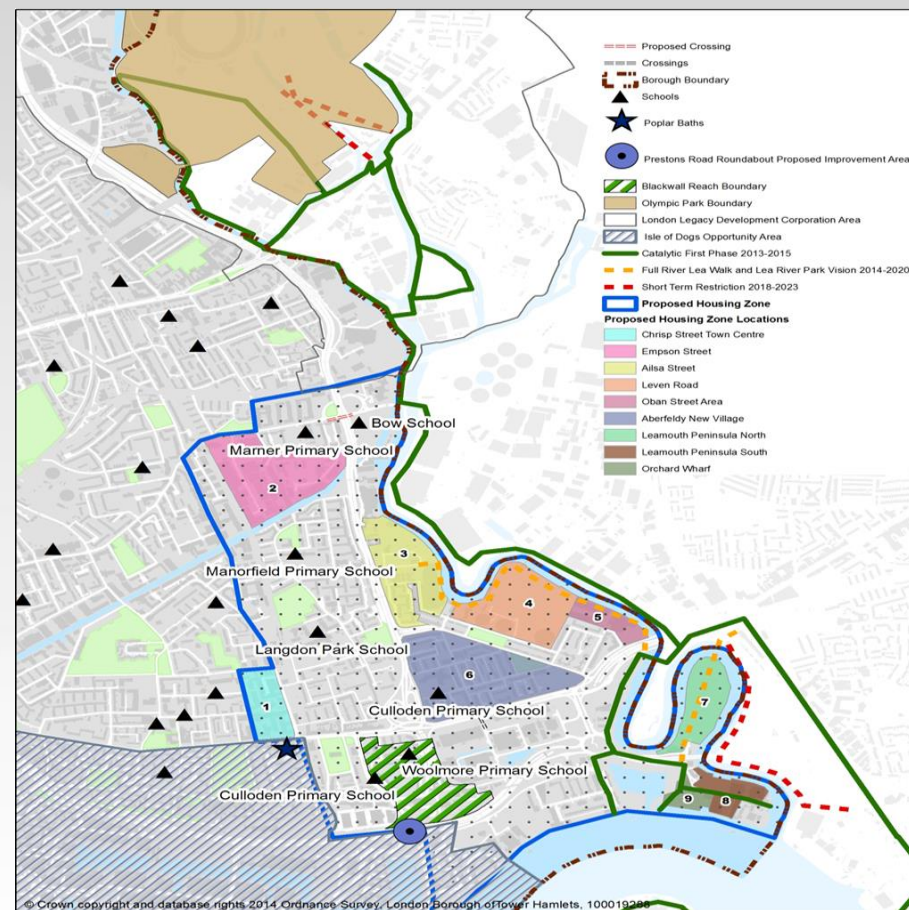
Alison Thomas

Head of Housing Strategy, Partnerships and
Affordable Housing

[Alison.thomas@towerhamlets .gov.uk](mailto:Alison.thomas@towerhamlets.gov.uk)

Setting the Scene

- Fastest growing Borough in the country population increased by 34.5% between 2004 and 2014
- Population is expected to further increase by 26%, by 2026
- 10 percent of London's future housing growth in only 1.3 percent of its area
- Over 2000 households in TA
- 44% of households in income poverty
- The average cost of a property is 15 times (£450,000) more than the median household income of just over £30k per annum



Setting the Scene

- Tower Hamlets will be at the forefront of meeting the Mayor of London's housing targets challenge with a revised proposed London Plan target to deliver 3931 homes per annum until 2025.
- This is the highest London Borough target across the capital.
- Track record demonstrates our ability to deliver
- Importance of securing supporting social and physical infrastructure to support an increasing population



Private Rented Sector

- Fastest growing housing sector in the Borough
- 18.3% in 2003 to 39% in 2014
- 2nd highest Build to Rent pipeline in London
- Lost PRS for families to HMO use
- New models catering for singles and couples
- Where now for families?

Changing Tenure

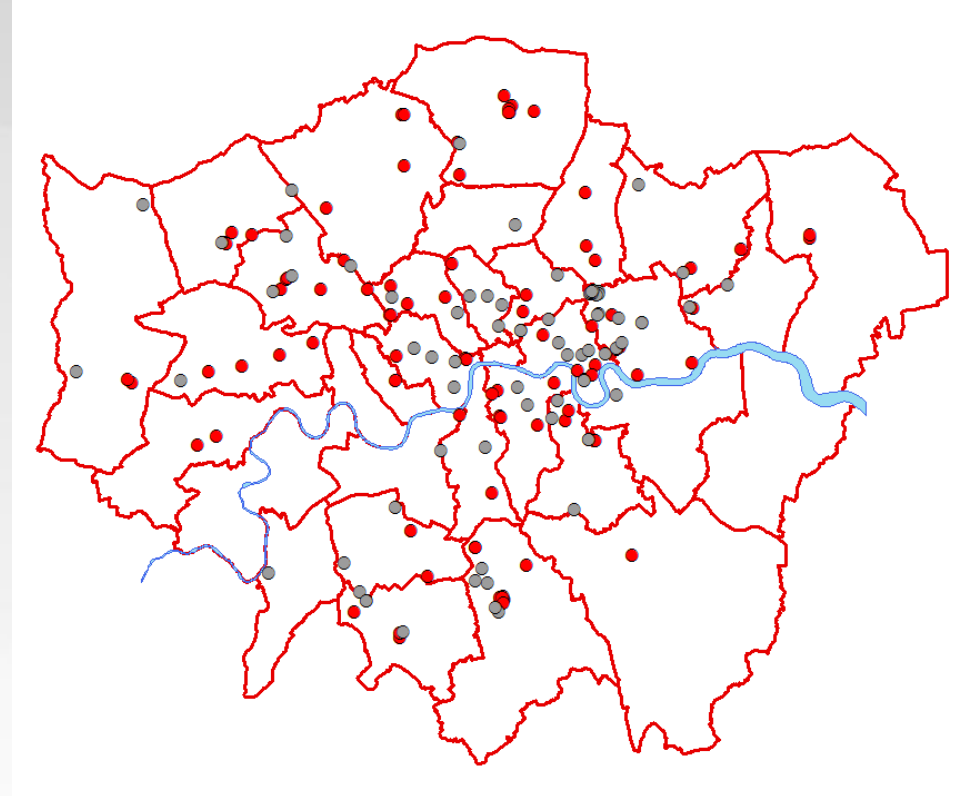
Tenure	2003	%	2011	%	2014	%
Owner occupied	27308	31%	25339	23%	27179	23%
Council owned	24200	28%	12500	12%	12087	10%
Registered Provider	17828	20%	26484	24%	30540	26%
PRS	17513	20%	41870	39%	45978	39%
Shared ownership	500	1%	2000	2%	2340	2%
Total	87349		108193		118125	

Locations

Build to Rent construction has happened in 29 boroughs - the top 5 are:

- Newham: 2,800 units
(23 schemes, 20% of total units)
- Tower Hamlets: 2,300 units
(14 schemes, 17% of total units)
- Croydon: 1,500 units
(15 schemes, 11% of total units)
- Southwark: 1,200 units
(8 schemes, 8% of total units)
- Lewisham: 790 units
(9 Schemes, 6% of total units)

Based on units under construction and completed.

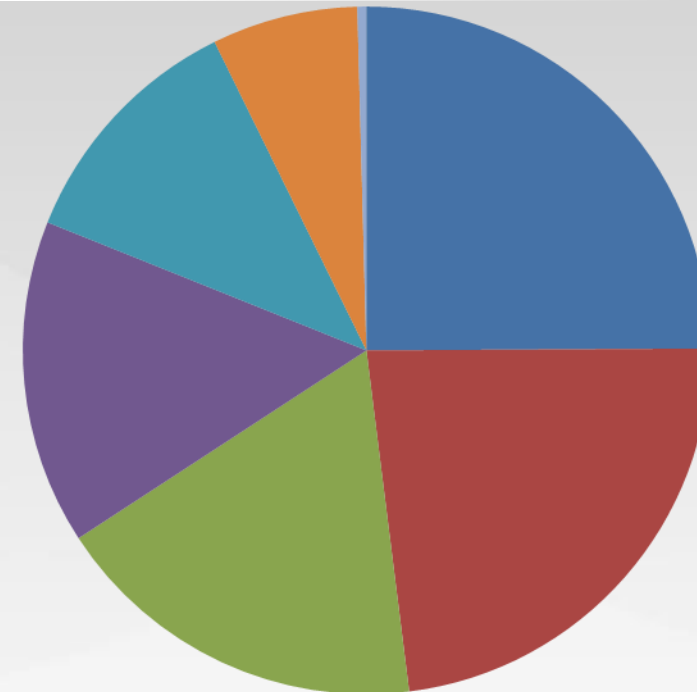


Investors

100 investors (end owners) - the top 5 are:

1. Qatari Diar Delancey: 1,440 units
2. L&Q PRS: 1,310 units
3. Criterion Capital: 1,100 units
4. Canary Wharf Group: 870 units
5. Essential Living: 620 units

Based on units under construction and completed.



■ Property Fund Manager ■ Residential Specialist
■ Housing Association ■ Property Company
■ Private Investor ■ Institutional Fund Manager
■ Local Authority

More Investors targeting LBTH

- The Collective
- Greystar
- M&G
- Be-Here
- Fizzy Living

Who are Fizzy?

Canning Town



Completed September 2012
75 x 1, 2 & 3 bed units

Poplar



Completed December 2013
45 x 1, 2 & 3 bed units

Stepney



Completed March 2014
63 x 1, 2 & 3 bed units

Epsom



Completed March 2013
63 x 1 & 2 bed units

Lewisham



Launching March 2016
136 x 1 & 2 bed units

Finchley



Planning app submitted
2015
70 x 1, 2 & 3 bed units

Silvertown Reach



Launching 2018 / 2019
348 x 1, 2 & 3 bed units

Hayes

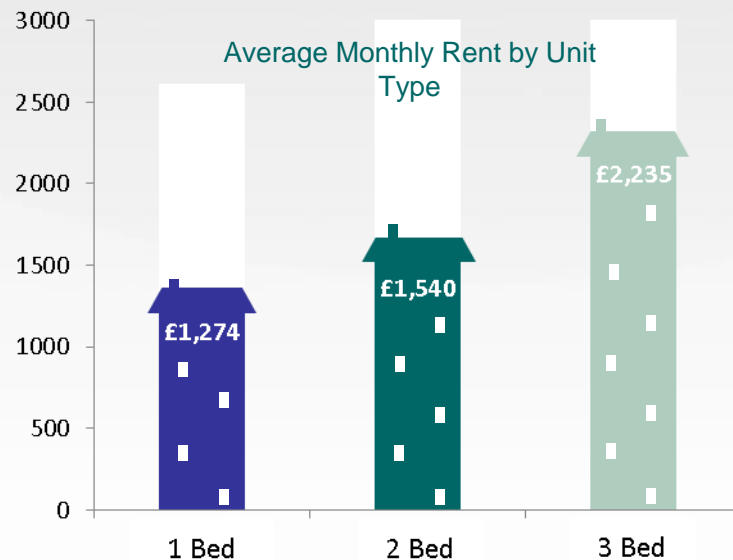
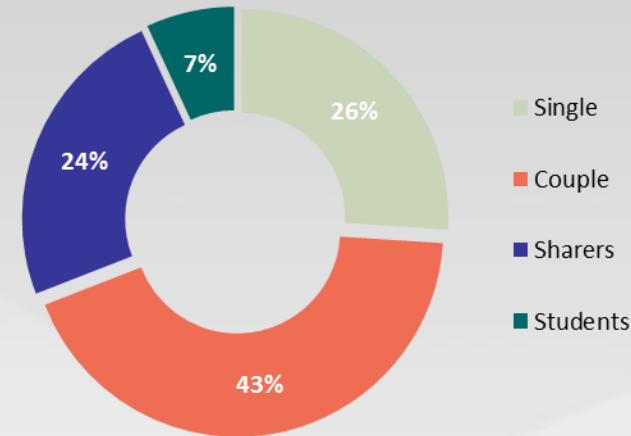


Launching 2018
189 x 1, 2 & 3 bed units

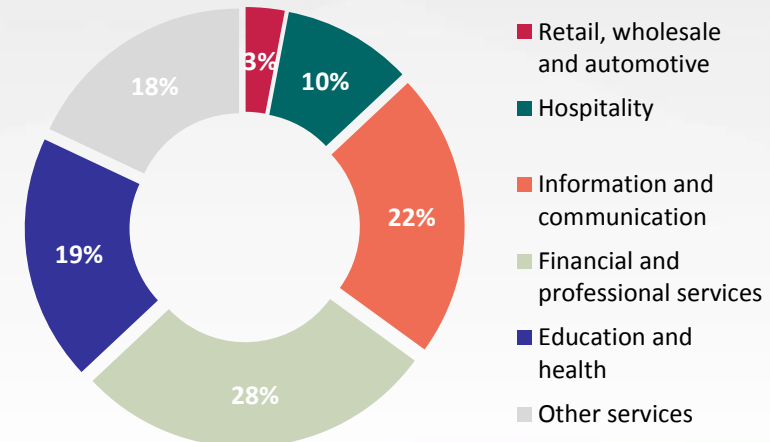
Fizzy Model

- **246** Apartments let at rents that are affordable
- **470** tenants, **19** dogs and **9** cats
- Living as singles, couples and sharers
- Diverse mix of professionals and students
- Average salary in London of **£40,500 pa**
- Salaries range from **£16,000 - £90,000 pa**
- Ages ranging from 19 to 65 with an average of **31**
- Spend **28%** of income after tax on rent

Household Composition



Employment Breakdown



Fizzy in Stepney

FIZZY STEPNEY

APARTMENT 210

DIMENSIONS


TOTAL AREA	67.2 sq m / 723 sq ft
BLOCK	E3
FLOOR	second
BEDROOM(S)	2

living / dining / kitchen
24.6 sq.m.


bedroom 1
14.0 sq.m.

bedroom 2
10.9 sq.m.

SITE PLAN




APARTMENT LOCATION



second floor

APARTMENT PLAN



FIZZY

WHAT YOU GET

- Free WiFi for the life of your tenancy
- A dedicated building manager for your building
- A secure online tenant portal with all your tenancy information
- Taking deliveries if you're not around
- A free spring clean and maintenance inspection
- Flexible lease terms beyond one year if you want

KEY

FITTED WARDROBE - W

AIRING CUPBOARD - A/C

Floor plans are not to scale.

Disclaimer: These particulars are provided as a general guide of what is being subject to contract and availability. All descriptions, dimensions, references to condition and necessary permissions for use and occupation and other details are given in good faith and are believed to be correct but any intending purchasers or lessees should not rely on them as statements or representations of fact but must satisfy themselves by inspection or otherwise as to the correctness of each time.

Essential Living

Infinity Towers

- Canary Wharf
- 395 residential units
- 2 towers 34 floors and 28 floors
- Ready to rent 2019????
- Drive through McDonalds on gf

Farrier House

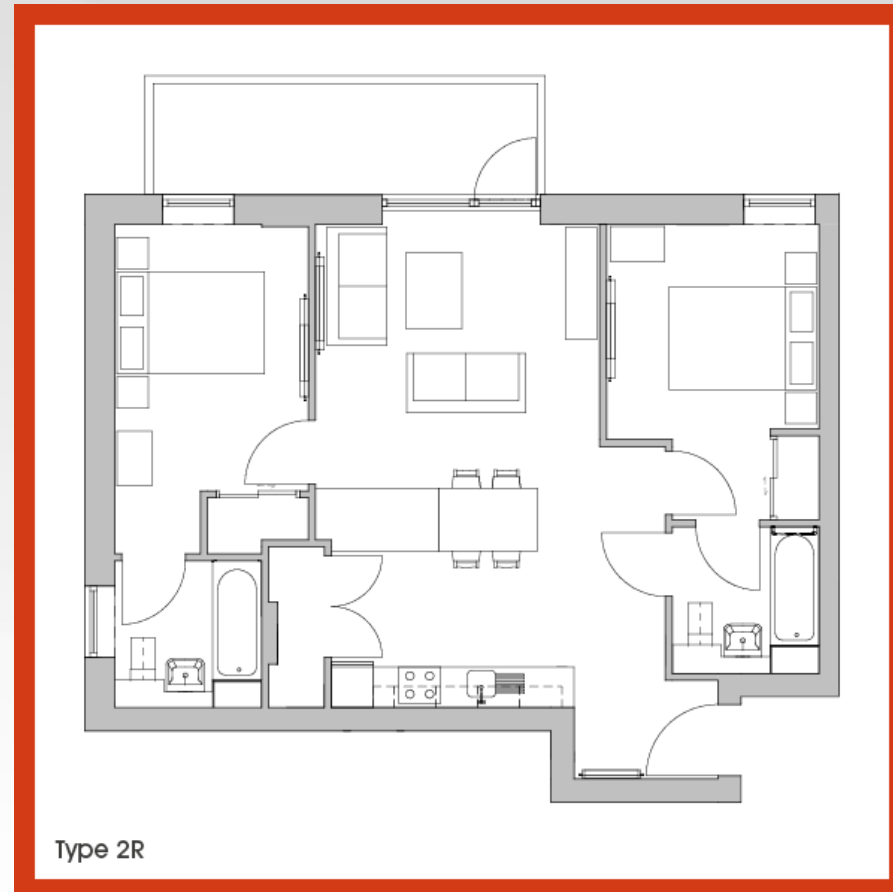
- Bethnal Green
- Now let



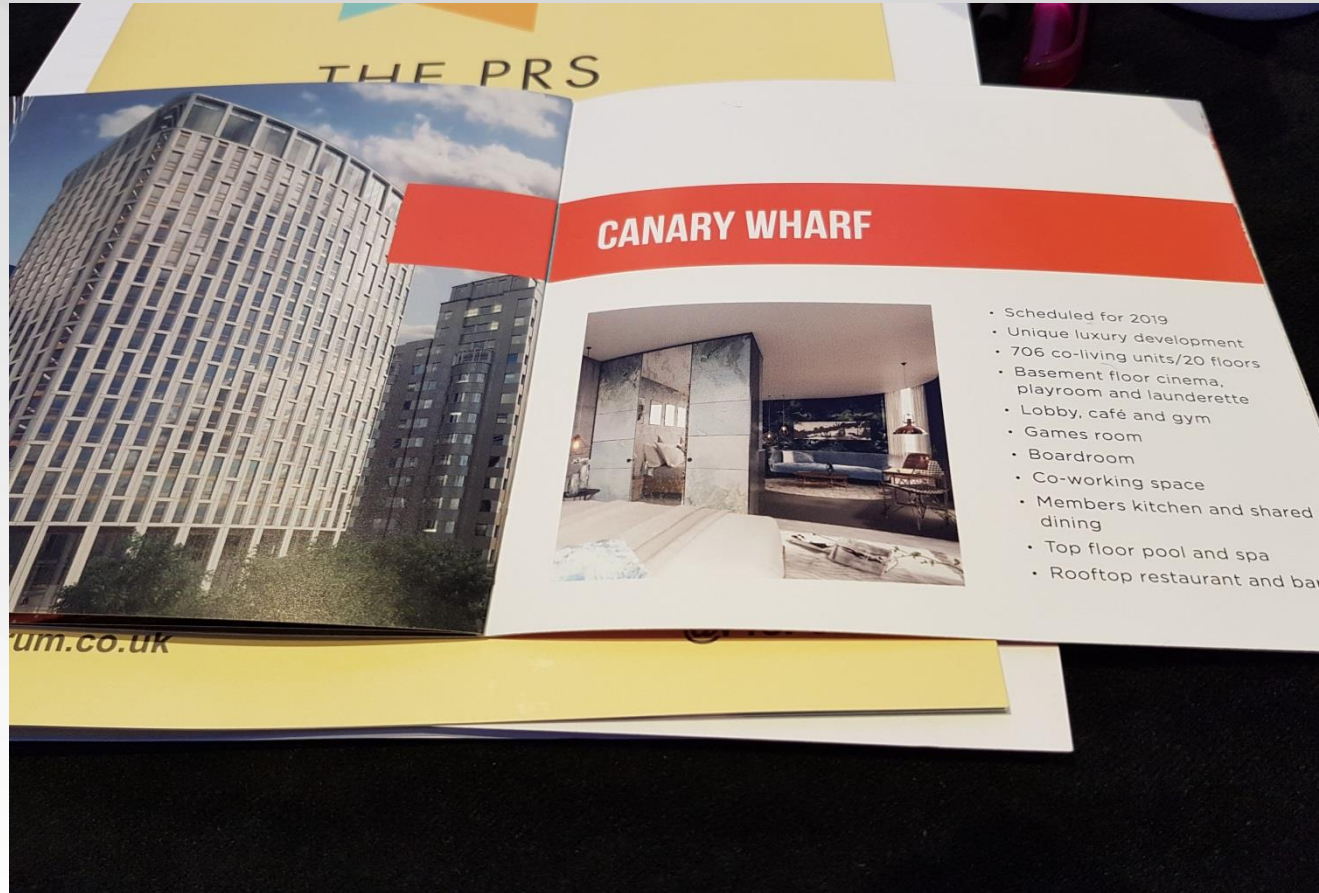
Essential Living in Bethnal Green



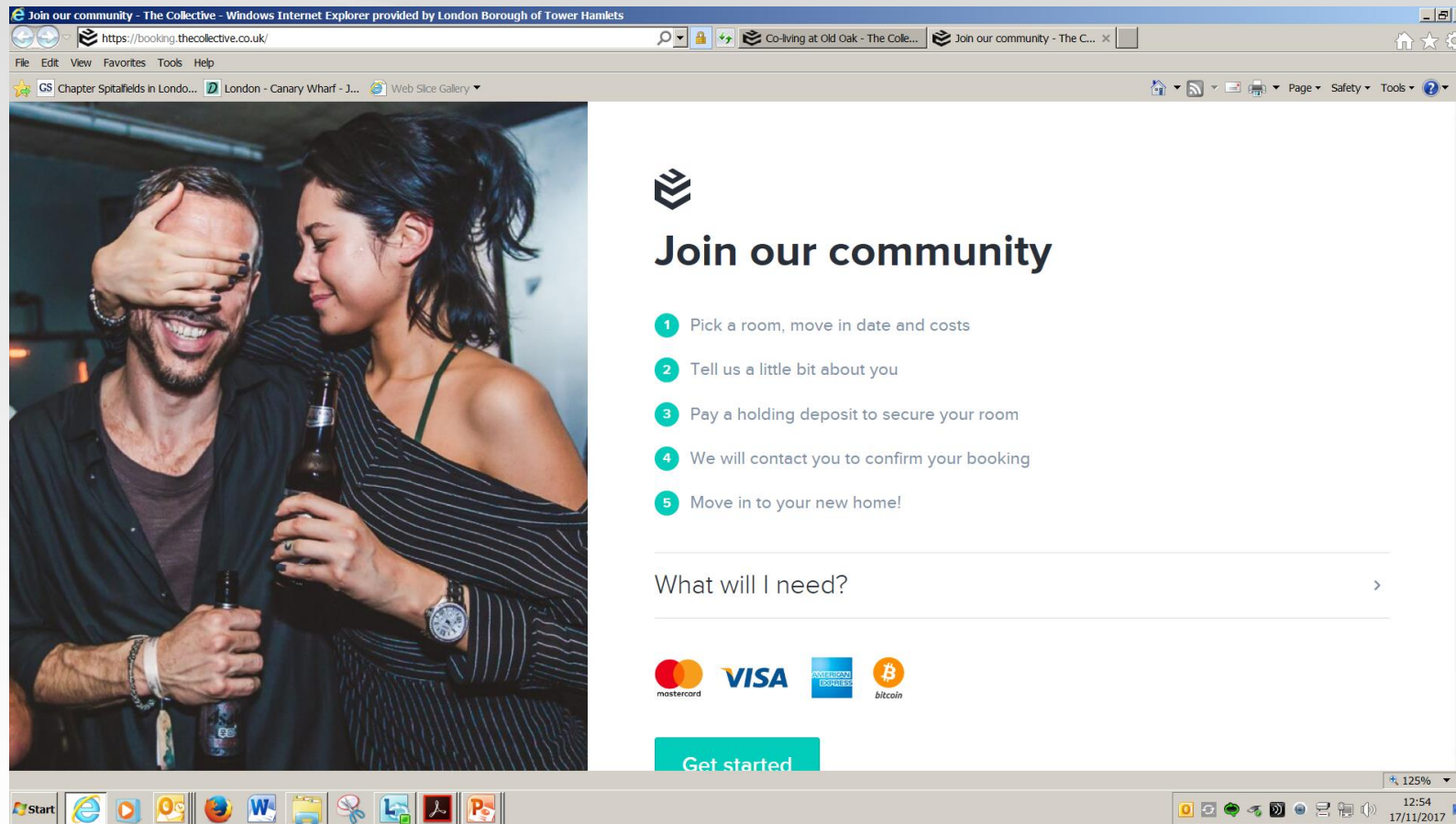
Be-Here in East India E14



The Collective – Canary Wharf



The Collective



Challenges

- Affordability
- Space Standards
- Communities
- Beyond the singles
- Placemaking
- CIL ask
- Local Authority engagement

