



Expert voice: micro homes
Adam Challis, JLL

There isn't much about the term 'micro-flat' that oozes sex appeal. But, when it comes to new build housing, this emerging breed of largely urban dwelling type is gathering support.

It helps that developers with names like Pocket, Realstar, or The Collective are beginning to deliver efficiently-sized properties in greater numbers as planners get comfortable with the relaxation of space standards. No doubt with the majority being taken up by young professionals, perceptions are beginning to shift.

As a response to the housing affordability crisis, brought on by a 30-year undersupply of new build homes, and rapidly growing city centre populations, micro-flats are coming into their own.

Just think; with 20 per cent of space lopped off a home, these developers can provide an ergonomically efficient layout at nearly 80 per cent of the price of 'normal' properties. For a £350,000 first-time buyer flat, that could mean savings of £70,000.

Recent surveys of applicants for pods built by Pocket also show that they are more than just good value. Indeed, given the choice of a similar-priced larger property in a less desirable location, a modular property wins hands down.

The conclusion is simple; building smaller, in the right place, is not just good economics, it's also what people want.

I accept it may be some time before the word 'ergonomic' works its way into a conversation, but there is no question that not only are micro pods an important way to build more, affordable homes, quickly, but they are becoming socially acceptable.

Adam Challis, head of residential research for the property group JLL