

# The way we live now



## What people need and expect from their homes

Research by Ipsos MORI for the RIBA and the Future Homes Commission

# Why do we need evidence based design?

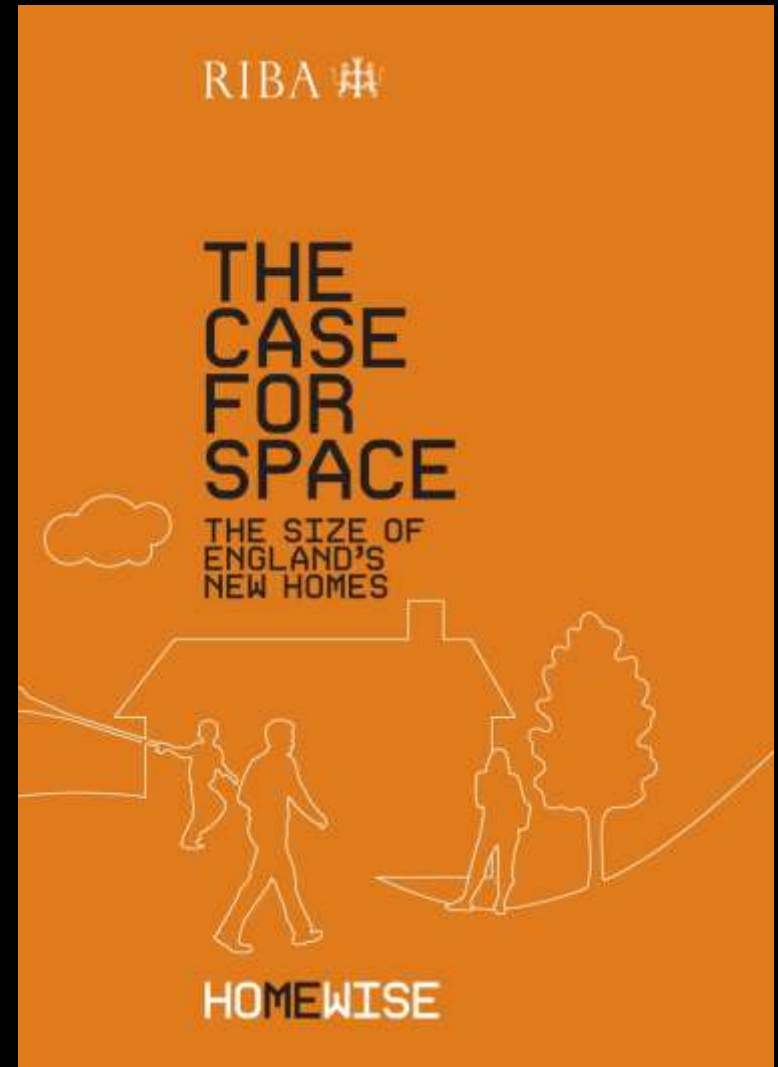
**60% said rooms are too small in new homes**

**46% said new homes lack style**

**45% were concerned about the lack of outside space**

RIBA YouGov Poll December 2010:  
respondents who would not consider buying a newly built home

RIBA 



# Why do we need evidence based design?

**69% of people say the quality of what is built near them is more important than the quantity**

**49% of councillors felt that ensuring excellent design would counter opposition to new development;**

**48% believed that ensuring more appropriately-sized housing would help too**



# Future Homes Commission



How can the UK build enough of the right kind of homes for modern British households?



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## Five filmed ethnographic case studies

- First-time buyers, Liverpool
- Empty nesters with disability, Birmingham
- Muslim family of five, Banbury
- Family of seven, social renting, Leeds
- Single occupant, private renting, London



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## Four discussion groups

- Two in London, two in Manchester
- One urban, one suburban in each location
- All participants buying a home in the next 12 months
- First time buyers; second time buyers with young children; second time buyers with two or more older children, empty nesters

## Choosing new build homes

“With some of the modern builds, they’re cheaper, they’re more efficient to run. They automatically [include security on] the windows, the doors, all those kinds of things, I would have less maintenance.”

Male, Homeowner with no children, London - urban, Discussion group

“It’s a good idea of developers taking into account that people are going to be using technology and therefore the wires are hidden, whether in the walls or the ceiling”

Male, Homeowner with older children, London - suburban, Discussion group

“Those [technology] are the kind of things I would expect to be adapted for my lifestyle in a new build”

Male, First-time buyer, London - suburban, Discussion group

## “Period features”

- Spacious living area (“huge living room” “big settee”)
- Large windows (“natural light” “sash windows”)
- High ceilings (“sense of space”)





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## Living space requirements vary by life-stage

### Households with children

- Safe, unsupervised play areas
- Homework area
- Able to supervise children from the kitchen
- Able to use the kitchen for family meals
- Separate work space for parents – closed off from children
- Some private space for retreat

### Universal needs

- Flexible entertaining and private space
- Space to entertain friends and socialise

### Households without children

- Space to work at home
- Private areas for older adult children to stay or entertain friends

### Older residents

- Adaptations to reflect changing health requirements

# Green Street, Nottingham Blueprint



Derwenthorpe, York  
Joseph Rowntree Housing Foundation



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