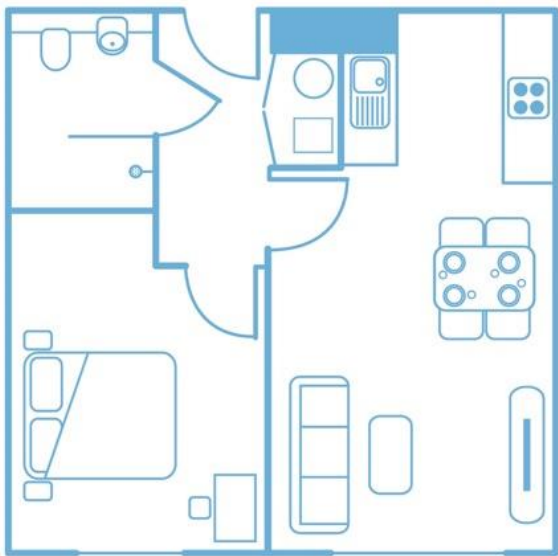# Who we are

Pocket delivers grant-free intermediate housing enabling city makers on modest incomes to buy their own homes outright.

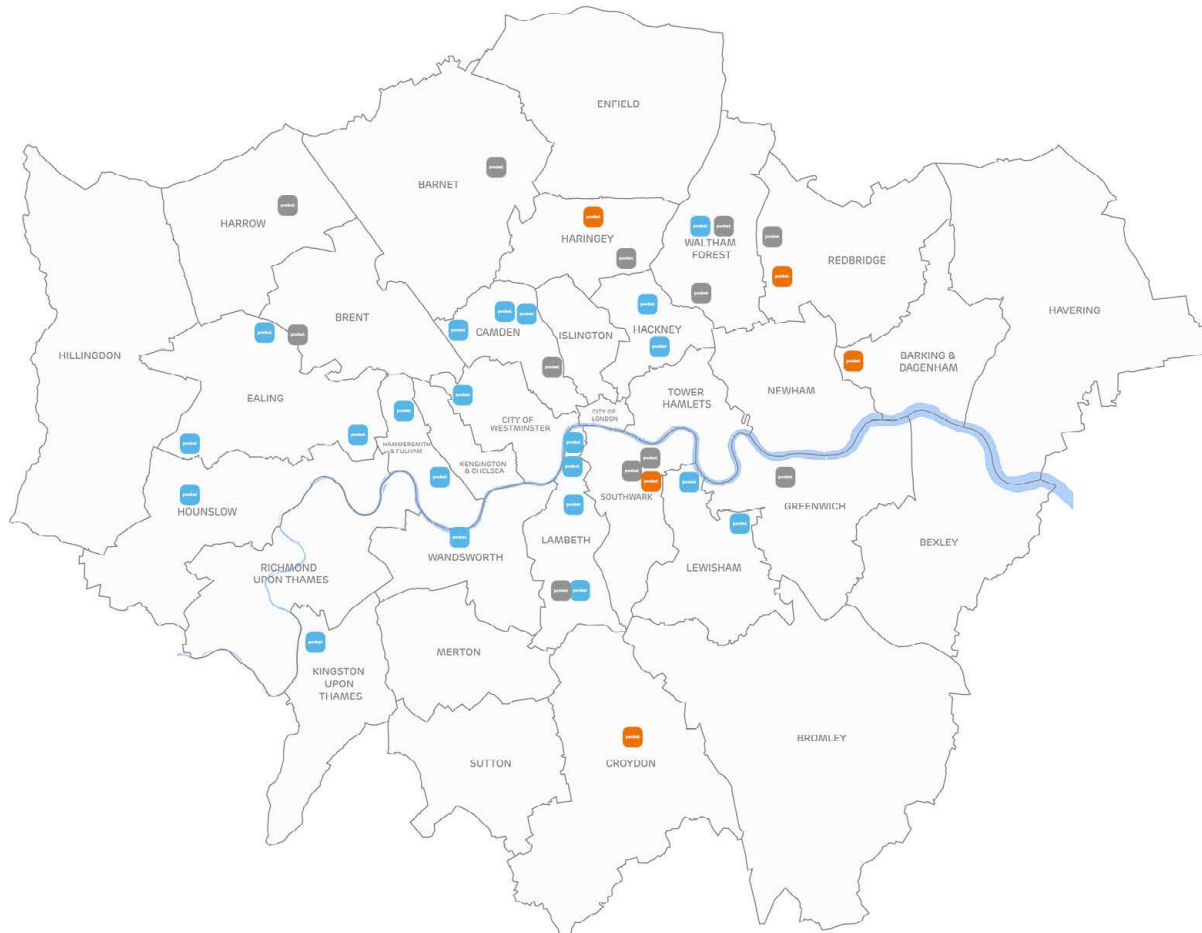We have been delivering projects across London for 13 years.

The Pocket home

Pocket Living across London

Completed developments
Weedington Road, Camden, NW5
Bath Road, Hounslow, TW4
Bridgepoint House, Ealing, UB6
Star Road, Hammersmith & Fulham, W14
Fermoy Road, Westminster, W9
Apex Court, Hammersmith & Fulham, W12
Marcon Place, Hackney, E8
Oak Grove, Camden, NW2
Western Road, Ealing, UB2
Mountearl Gardens, Lambeth, SW16
Marischal Road, Lewisham, SE13
Willingham Terrace, Camden, NW5
Sail Street, Lambeth, SE11
Juxon Street, Lambeth, SE11
Wynne Road, Lambeth, SW9
Rosina Street, Hackney, E9
Arklow Road, Lewisham, SE14
Cowleaze Road, Kingston, KT2
Gainsford Road, Waltham Forest, E17
Mapleton Crescent, Wandsworth, SW18
Bollo Lane, Ealing, W4

Developments in construction
West Green Place, Haringey, N17
Addiscombe Grove, Croydon, CR0
Varcoe Road, Southwark, SE16
Harbard Close, Barking and Dagenham, IG11
Gardner Close, Redbridge, E11

Developments at pre-construction
Osier Way, Waltham Forest, E10
Kerswell Close, Haringey, N15
King's Cross, Camden, N1C
Credon House, Southwark, SE16
Leigham Court Road, Lambeth, SW16
Ossory Road, Southwark, SE1
Sudbury Town Station, Brent, HA0
Woodside Park Station, Barnet, N12
Forest Road, Waltham Forest, E17
The Heights, Greenwich, SE7
Sheepcote Road, Harrow, HA1
Snaresbrook Station, Redbridge, E11

pocket living

Volumetric Modular Construction

Pocket & Modular construction

Pocket Living & modular construction:

Pocket Living is embracing modular construction to speed & scale up the delivery of affordable homes.

300+
modular homes delivered

65%
of the pipeline to be modular

Award winning
approach to modular construction

Why is Pocket suited to Modular?

- Repeatable floorplans

- Minimal product changeover in production

- No client change during construction

- Vertical wall alignment for distribution of load

- Lessons learnt & feedback loops

pocket
living

Pipeline and delivery

Completed to date

- 2016 Mount Earl Gardens 32 units **Vision**

- 2017 Sail St & Juxon St   70 units **Vision**

- 2018 Mapleton Crescent   89 units **Vision**

- 2019 Bollo Lane   112 units **Vision**

Under Construction

- 2019 Addiscombe Grove   153 units **Elements**

Construction methodology across Pocket portfolio

Traditional / Modular unit numbers by year: 2015 (48 / 0), 2016 (80 / 32), 2017 (56 / 70), 2018 (115 / 89), 2019 (143 / 265)
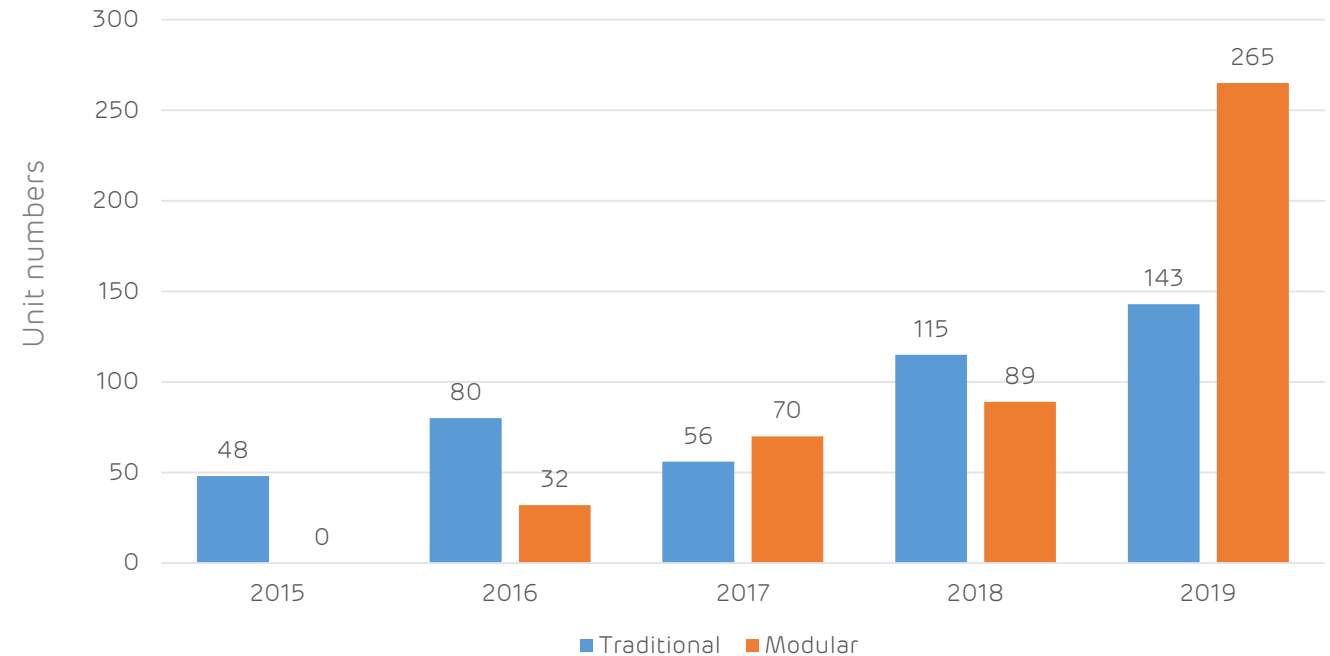
Pocket Modular Learnings

- 6-20 storeys ideal

- Modular design from start

- Collaborative team

- Factory performance

Mount Earl Gardens, Lambeth
32 homes
Vision modular

Sail & Juxon Street, Lambeth
70 homes
Vision modular

Mapleton Crescent, Wandsworth
89 homes
Vision modular

Bollo Lane, Ealing
112 homes
Vision modular

Addiscombe Grove, Croydon
153 homes
Elements modular
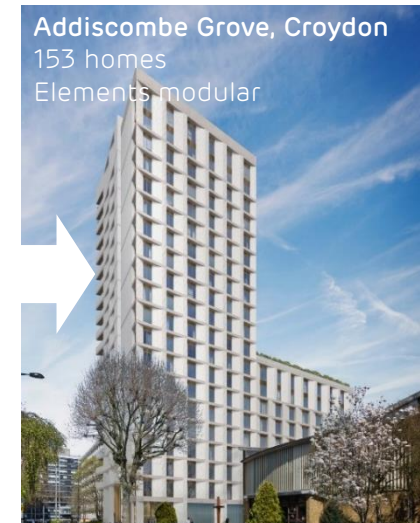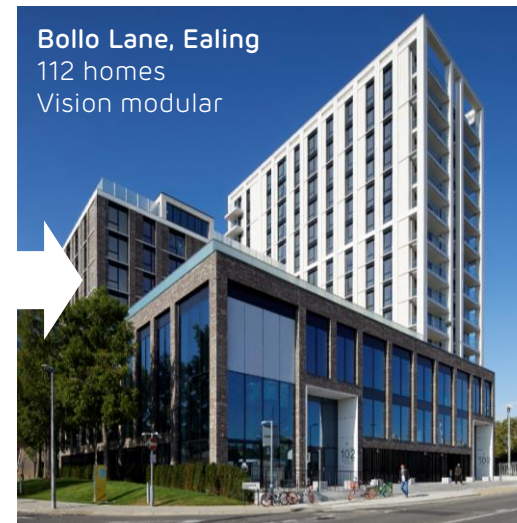
Industry learnings

Modular product

- Module weight determines material consumption and unit cost

- Timber is only cost effective as a low rise product.

- New fire regulations will make timber challenging for medium to high rise.

- Structured approach to compliance.

Production

- A static workforce with moving modules is most efficient.

- A linear flow line production facility is required to avoid complex module movements.

- Low levels of automation increases flexibility and reduces investment.

Providers

- Most are emerging in low rise low density.

- Lack of competition & options for recovery.

- Cashflow is different to traditional construction.

- Capacity planning dictates availability.

Enhancements & standardisation

Now only 2 module widths – type 1 and 2

Type 1

MODULE C   MODULE D
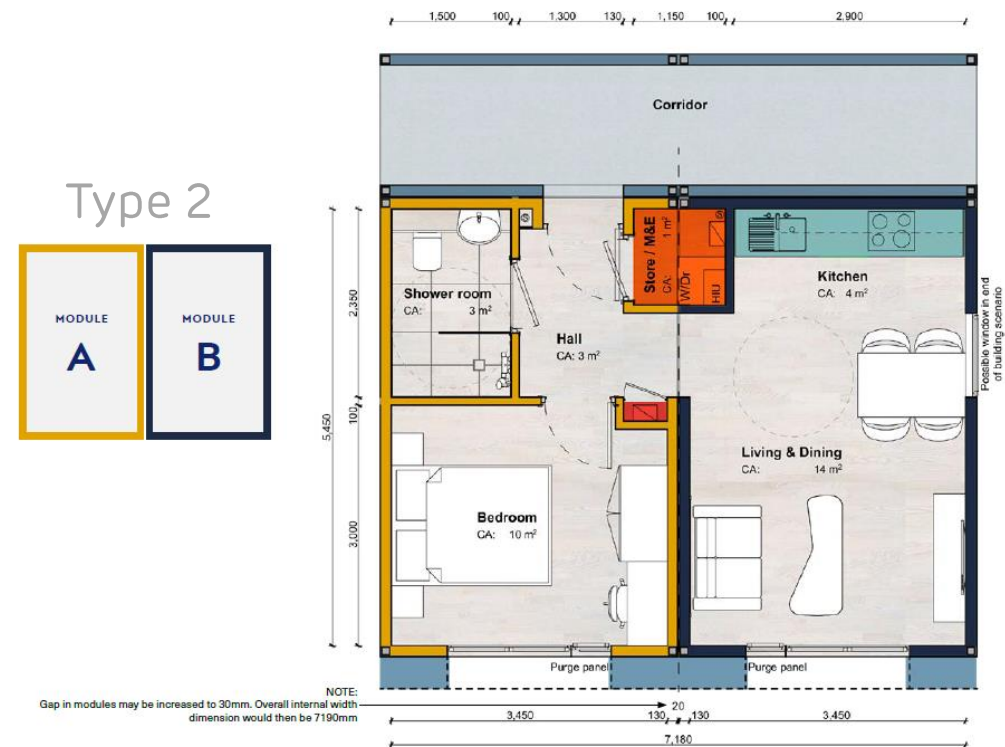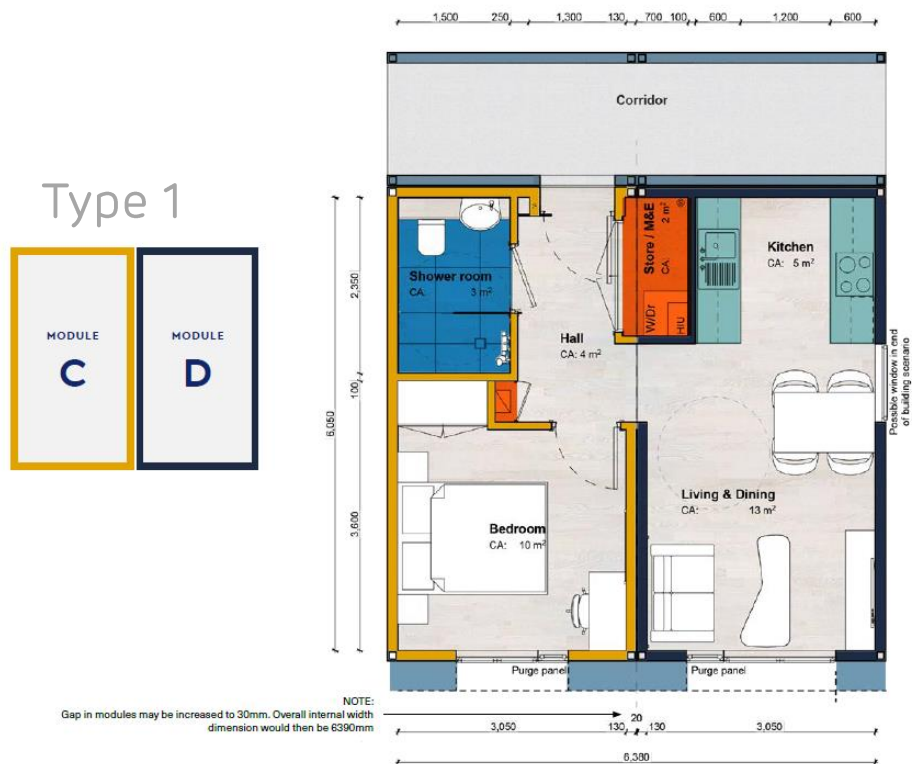
- Most commonly built 1 bed galley kitchen unit
- Using two equal size modules of 3050 x 6050mm

Type 2

MODULE A   MODULE B

- The 1 bed linear kitchen unit
- Using two equal size modules of 3450 x 5450
- The 2-bed option will be an ABA or a CDC combination

Modular at its best - Mapleton Crescent, Wandsworth

- 53 Pocket one bedroom homes

- 36 Pocket Edition two & three bedroom homes

- 23rd floor landscaped roof terrace

- 87 metres high and 95% site coverage

- Innovative use of modular construction to build on a triangular 0.18 acres site

- Reduced number of tower cranes

- Europe's tallest residential modular tower when completed in Summer 2018
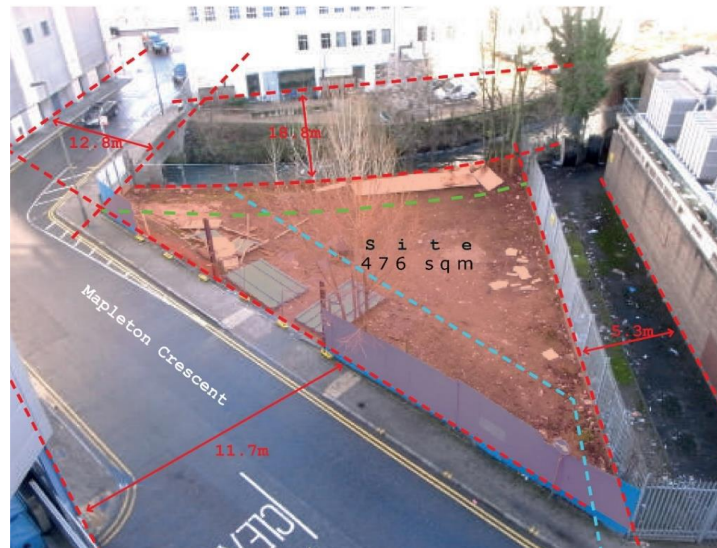
pocket

living

Tower House, 10 Southampton Street,
London, WC2E 7HA

pocketliving.com

The Future of Living

Adam Challis
Head of EMEA Living Research & Strategy

@adam_challis
November 2019

Cities in Europe, total population (2019) and % population change (2019-29)

Population change

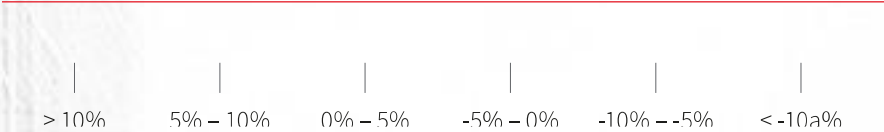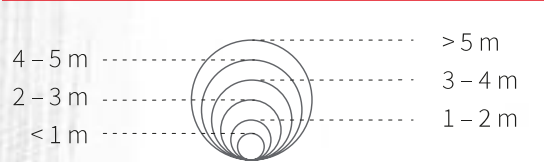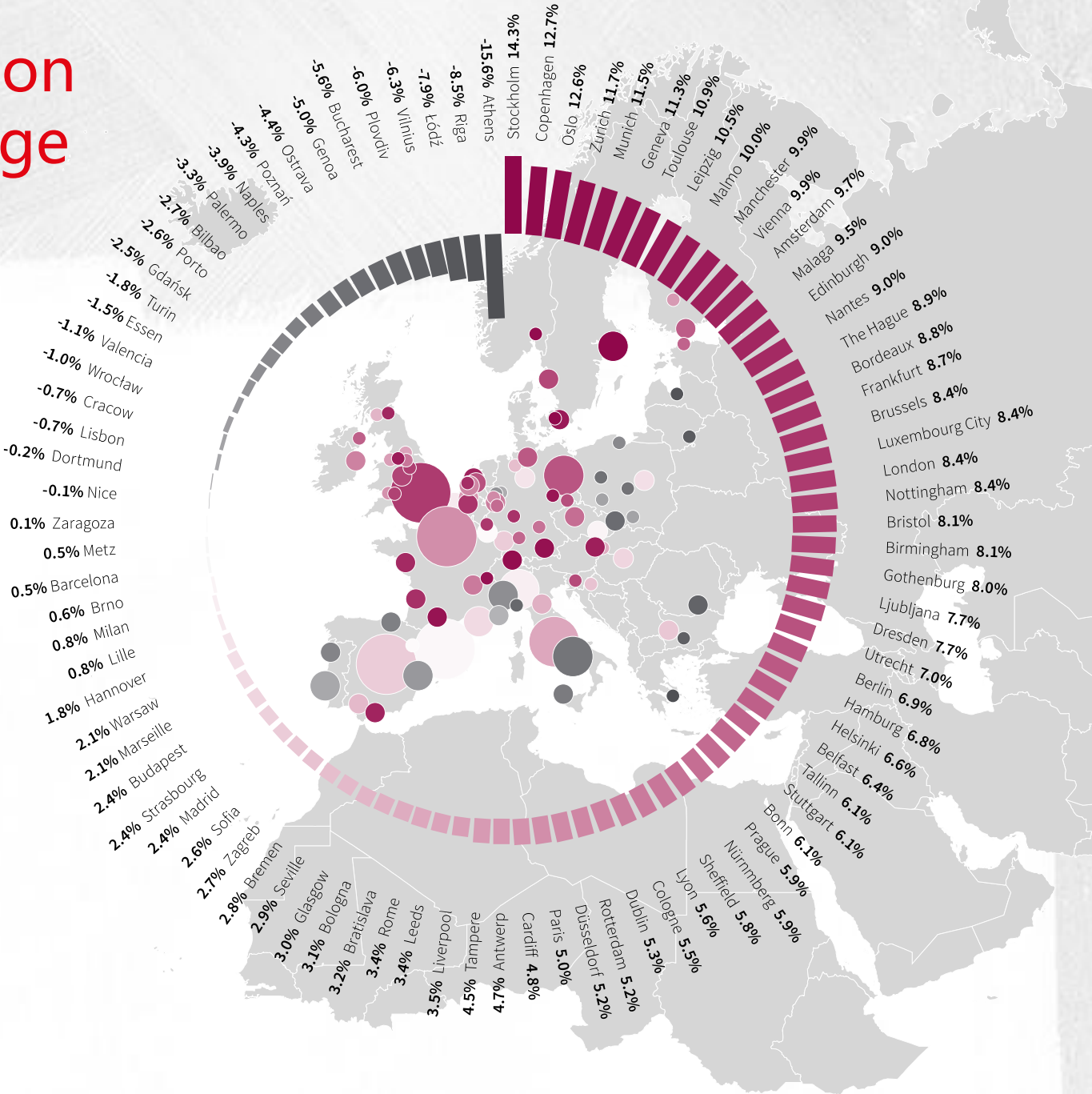|					
> 10%	5% – 10%	0% – 5%	-5% – 0%	-10% – -5%	< -10a%

Total population

4 – 5 m .... > 5 m
2 – 3 m .... 3 – 4 m
< 1 m .... 1 – 2 m

-5.6% Bucharest
-6.0% Plovdiv
-6.3% Vilnius
-7.9% Łódź
-8.5% Riga
-15.6% Athens
Stockholm 14.3%
Copenhagen 12.7%
Oslo 12.6%
Zurich 11.7%
Munich 11.5%
Geneva 11.3%
Toulouse 10.9%
Leipzig 10.5%
Malmo 10.0%
Manchester 9.9%
Vienna 9.9%
Amsterdam 9.7%
Malaga 9.5%
Edinburgh 9.0%
Nantes 9.0%
The Hague 8.9%
Bordeaux 8.8%
Frankfurt 8.7%
Brussels 8.4%
Luxembourg City 8.4%
London 8.4%
Nottingham 8.4%
Bristol 8.1%
Birmingham 8.1%
Gothenburg 8.0%
Ljubljana 7.7%
Dresden 7.7%
Utrecht 7.0%
Berlin 6.9%
Hamburg 6.8%
Helsinki 6.6%
Belfast 6.4%
Tallinn 6.1%
Stuttgart 6.1%
Bonn 6.1%
Prague 5.9%
Nürnberg 5.9%
Sheffield 5.8%
Lyon 5.6%
Cologne 5.5%
Dublin 5.3%
Rotterdam 5.2%
Düsseldorf 5.2%
Paris 5.0%
Cardiff 4.8%
Antwerp 4.7%
Tampere 4.5%
Liverpool 3.5%
Leeds 3.4%
Rome 3.4%
Bratislava 3.2%
Bologna 3.1%
Glasgow 3.0%
Seville 2.9%
Bremen 2.8%
Zagreb 2.7%
Sofia 2.6%
Madrid 2.4%
Strasbourg 2.4%
Budapest 2.4%
Marseille 2.1%
Warsaw 2.1%
Hannover 1.8%
Lille 0.8%
Milan 0.8%
Brno 0.6%
Barcelona 0.5%
Metz 0.5%
Zaragoza 0.1%
-0.1% Nice
-0.2% Dortmund
-0.7% Lisbon
-0.7% Cracow
-1.0% Wrocław
-1.1% Valencia
-1.5% Essen
-1.8% Turin
-2.5% Gdańsk
-2.6% Porto
-2.7% Bilbao
-3.3% Palermo
-3.9% Naples
-4.3% Poznań
-4.4% Ostrava
-5.0% Genoa

Source: JLL, Oxford Economics. Note: some cities include wider regions

Modern methods of construction

Chart legend:
- Very positive (red)
- Somewhat positive (black)
- Neither positive nor negative (dark grey)
- Somewhat positive (light grey)
- Very negative (cream)

Y-axis: 0%, 20%, 40%, 60%, 80%, 100%

Categories: Operational efficiency, Space efficiency, Scheme visibility, Rent enhancement
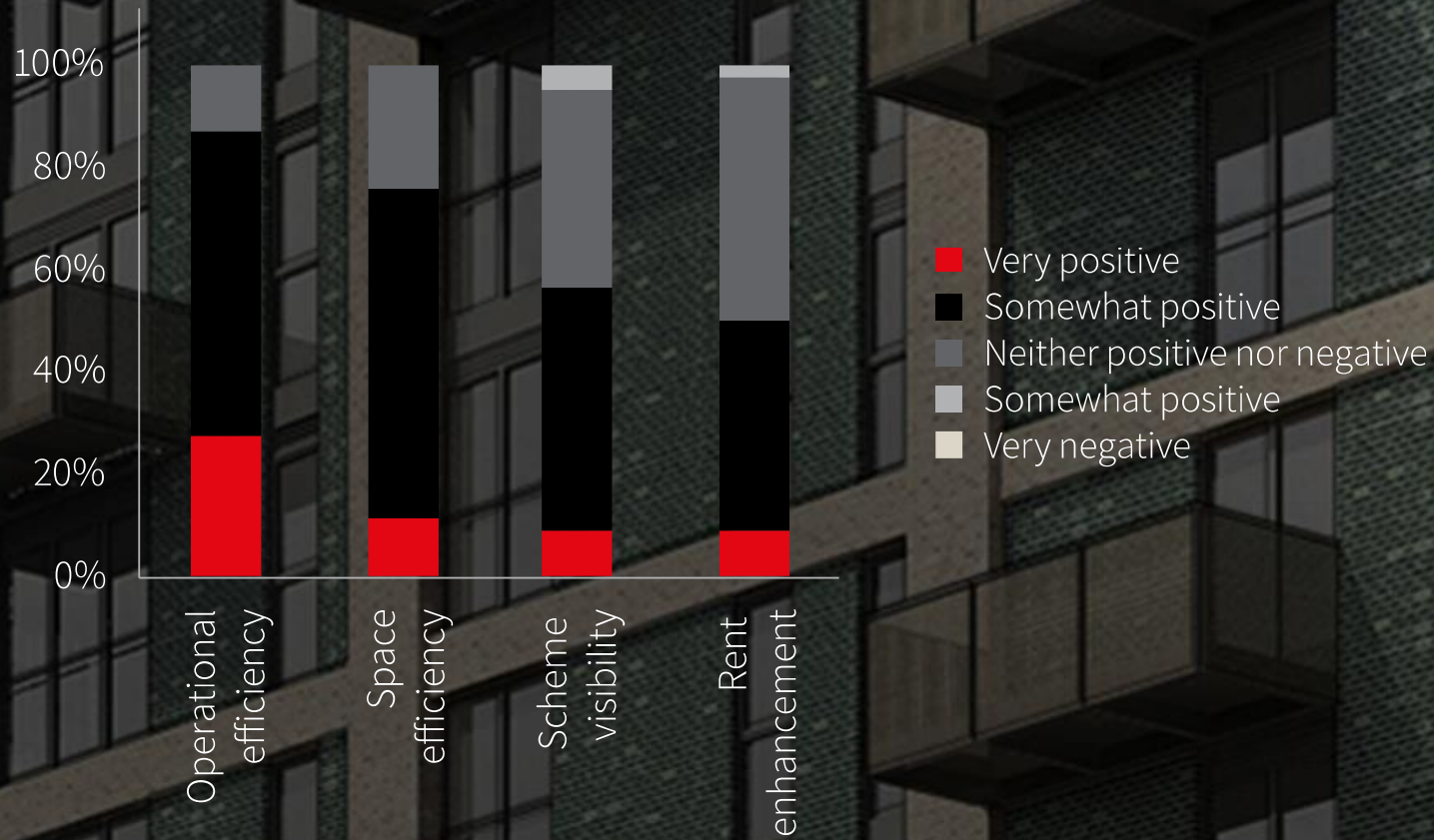
68% Agree MMC is an opportunity to reduce operating costs

62% Agree MMC can deliver income stream more quickly

87% Agree MMC will increase as a % of overall delivery