



*“What are the barriers to increasing new homes, and what are you doing about it?”*

Björn Conway

Chief Executive ilke Homes

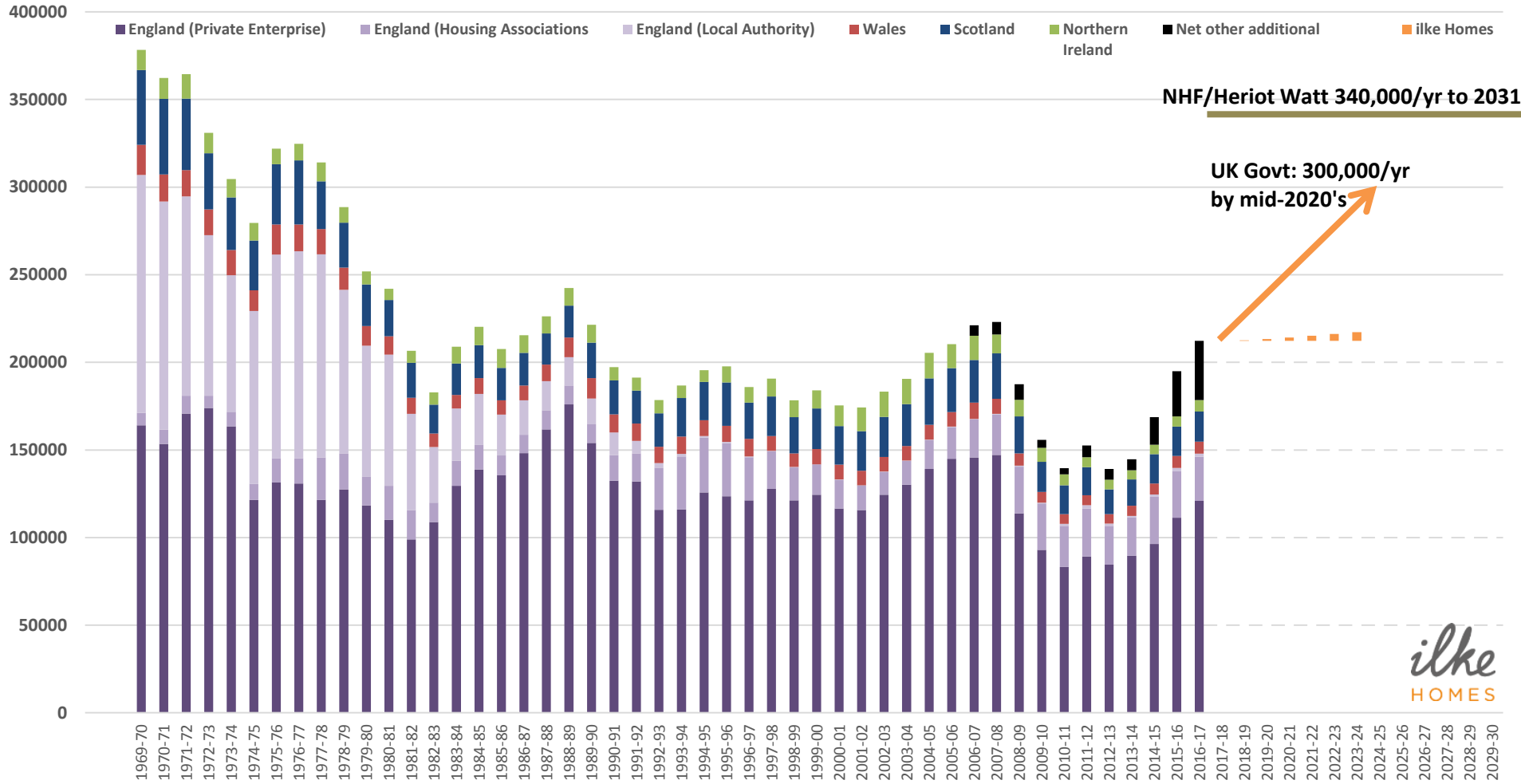


“at ilke, our mission is to build better homes and to build them in a better way...•

- + beautiful, energy efficient in half the time
- + real homes - durable, mortgage insurable
- + striving for same cost as traditional
- + full turn-key solution”



# MHCLG Live Tables: Table 209, Permanent dwellings completed; Table 120, Net Additional Dwellings



Barriers to increasing new homes...

and what we are doing about it...

- Confidence in quality
- Confidence in design
- Confidence in scope and scale

# Insurance, warranty and mortgage lenders have accredited ilke Homes, with houses already sold and mortgaged in-line with market expectations

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+ Mortgageable



+ Insurable

+ Durable



Raising Standards. Protecting Homeowners



+ Fully accredited manufacturing process

In association with

buildoffsite



Lloyd's Register




RICS




# ilke Homes at Home Group's Innovation Village in ilke Homes at CIH

## Would you live in a modular house?




Our **Gateshead Innovation Village** is a live experiment which pitches traditional building against modular and modern methods. We think building more modular homes could help ease the housing crisis. But how do people feel about modular homes, and could they even spot one in a line up?


When asked to identify modular homes from images, **75%** correctly identified this shipping container home as modular



And only **11%** correctly identified this modern modular home



**52%** said they wouldn't choose a modular home, the highest percentage of those not very likely to live in a modular house are located in the East region (**34%**)




Parents with children over **18** years old are most unlikely to choose to live in a modular house (**57%**)

Almost half of GB adults would describe modular houses as 'modern' and 'innovative'

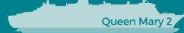
**49%** - 'modern'


**48%** - 'innovative'

...but only **1 in 10** (12%) would say they are 'good quality'




Yet much of the accommodation on board luxury cruise liner the **Queen Mary 2** is modular





Unlike traditional new builds, modular move-in dates won't be affected by rainy days. Much of the construction takes place under cover at a factory



The world's tallest modular building is at **461 Dean Street in New York**. It boasts **363** apartments, **50%** of which are affordable/middle income units

- Figures from YouGov pic

**The important bits**

The total sample size was 2077 adults, who took part in the online research conducted by YouGov Pic between March 20th and March 21st 2018. The figures are weighted, and representative of all GB adults aged 18 and above. By 'modular' we mean a new method of building homes where, instead of constructing a building on-site, it's built in a facility and then transported to the site and assembled.

Modular home image from ilke Homes

For more on Gateshead Innovation Village go to [www.homegroup.org.uk/gatesheadinnovationvillage](http://www.homegroup.org.uk/gatesheadinnovationvillage)



Installation of two *ilke*  
HOMES at CIH Manchester

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# ilke Homes - CIH Housing Conference, Manchester - July 2018





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Housetypes have points of internal and external customisation to maximise GDV and meet planning  
compliance





## Terrace of the future...•





Barriers to increasing new homes...

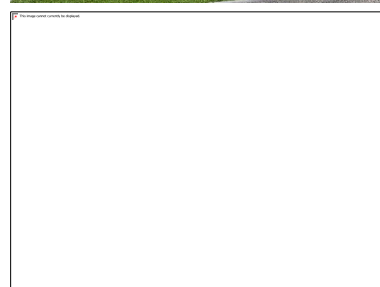
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# Product roadmap: 2018/19 Housetypes:

Name	Housetype Summary	Reference	NDSS	M4(2)	London SPG (2016)
The Haldon	2b4p 2 storey house	60_2b_F			
The Holt	2b4p 2 storey house	80_2b_F	Yes	Yes	Yes
The Cardinham	2b4p 2 storey house	80_2b_W	Yes	Yes	Yes
The Dean	2b4p 2 storey house	80_2b_R	Yes	Yes	Yes
The Dalby	3b5p 2 storey house	80_3b_F			
The Weston	3b5p 2 storey house	80_3b_W			
The Kielder	3b5p 2 storey house	80_3b_R			
The Thetford	3b5p 2.5 storey house	100_3b_F	Yes	Yes	Yes
The Houghton	3b5p 2.5 storey house	100_3b_R	Yes	Yes	Yes
The Bedgebury	4b7p 2.5 storey house	100_4b_F			
The Sherwood	4b7p 2.5 storey house	100_4b_R			
The Rockingham	4b7p 3 storey house	121_4b_F	Yes	Yes	Yes
The Delamere	4b7p 3 storey house	121_4b_R	Yes	Yes	Yes
The Newborough	5b8p 3 storey house	121_5b_F			
The Drummond	5b8p 3 storey house	121_5b_R			
The Ribble	1b1p 2-6 storey apartment	37_1b_A			
The Calder	1b2p 2-6 storey apartment	40_1b_A1			
The Clyde	1b2p or 1b1p 2-6 storey apartment	40_1b_A2	Yes	Yes	Yes
The Avon	1b2p 2-6 storey apartment	50_1b_A1	Yes	Yes	Yes
The Aire	1b2p 2-6 storey apartment	50_2b_A2	Yes	Yes	Yes
The Medway	2b4p or 2b3p 2-6 storey apartment	60_2b_A1	*	*	*
The Mersey	2b4p or 2b3p 2-6 storey apartment	60_2b_A2	*	*	*
The Tees	2b4p 2-6 storey apartment	70_2b_A1	Yes	Yes	Yes
The Tweed	2b4p 2-6 storey apartment	70_2b_A2	Yes	Yes	Yes
The Trent	2b4p 2-6 storey apartment	70_2b_A3	Yes	Yes	Yes
The Thames	2b4p 2-6 storey apartment	70_2b_A4	Yes	Yes	Yes

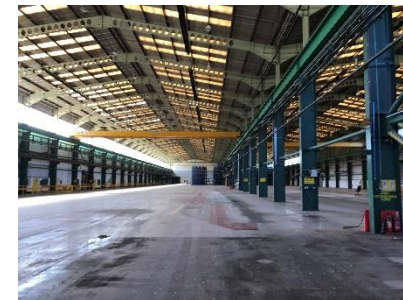




Flaxby Moor, Knaresborough North Yorkshire

Capacity

25,645m<sup>2</sup> which can produce 2,000 homes / year.





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