

# A Public Vision for the Home of 2030



July 2020

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# About Home of 2030

Home of 2030 seeks to encourage the development of homes that will help tackle the key challenges facing our society. It focuses on solving multiple issues, to generate new typologies and products that are age friendly and inclusive, address health and wellbeing and at the same time harness new and evolving technologies for a low carbon and energy efficient future.

Home of 2030 is focused on deliverability, cost-effectiveness and design quality, addressing gaps that may exist in the market. It is a cross-departmental initiative funded by HM Government, with a steering group that includes the Ministry of Housing, Communities and Local Government (MHCLG), the Department of Business, Energy and Industrial Strategy (BEIS) and the Department of Health and Social Care (DHSC).

The programme is managed by a multi-faceted consortium led by BRE, the world's leading building science centre. RIBA Competitions are managing the design competition element of the initiative. Design Council are providing public and SME engagement, and educational charity MOBIE are responsible for outreach to young people.

[www.homeof2030.com](http://www.homeof2030.com)

# About Design Council

Design Council's mission is to make life better by design. We work with people to create better places, better products and better processes, all of which lead to better performance.

We commission pioneering evidence-based research, develop ground-breaking programmes and deliver influencing and policy work to demonstrate the power of design and how it impacts three key areas of the economy: business innovation, places and public services. We bring together non-designers and designers – from grassroots to government – and share with them our design expertise to transform the way they work.



## Acknowledgements

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**Sarah Weir OBE**  
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July 2020

# Foreword

When we think about housing, it is easy to start and end with the physical structure – walls, a roof, doorways and windows. But what do we mean by home?

Design Council asked this question to members of the public who joined us for a series of innovative workshops focused on creating a vision for the Home of 2030. These collaborative events encouraged people to reflect on their lived experience, consider what they do and don't love about their homes, and think how this might influence our homes of the future.

By taking a different approach – focusing on people's experiences of home rather than their thoughts on bricks and mortar – we elicited a different kind of response. Discussions focused on how homes can better enable people to go about their lives with ease, whatever their life-stage, personal circumstances and needs.

The needs that people discussed were both emotional and physical: we heard that it is the home where people feel and celebrate their independence; where they seek and find comfort; where they are enabled to make the most of their lives and fulfil their values; and where they develop community and relationships.

Findings from the workshops, together with results from a survey of more than 2,000 people across England, have resulted in the Public Vision for the Home of 2030. This aims to shift the conversation about housing to one about the home, and to emphasise the voices of those who matter most when it comes to the design of our homes: the people who live in them.

**Foreword**

We are publishing this document during the COVID-19 pandemic – an extraordinary time in modern history. Having been confined to our homes for weeks on end, people across the UK and beyond have asked more from our living spaces than ever before. We have become more acutely aware of how well or not our homes enable us to function – to work well, care for others, stay connected with friends and family, and keep healthy and happy. The pandemic has brought into sharper focus the critical importance of homes in meeting both our physical and emotional needs, making the findings of this important report even more deeply relevant.

A Public Vision for the Home of 2030 aims to inform and inspire all those who are responsible for designing and delivering homes, along with those who live in them. It serves to challenge long-held assumptions about what people regard as important in their homes, encourage us to think more deeply about who we are designing for, and ensure that their homes reflect the diversity of their experiences and needs. Indeed, such experiences and needs are solid foundations upon which future affordable, efficient and healthy homes should, can and now must be built.





## ...things that we don't all

lights on, and letting the heating on and anywhere. Sensors at the home monitor temperature, and your fridge tells you when food is going off and you need to use it up.

need to call someone out every time.

All of these connected devices are getting cheaper, but there are still big gaps in access – some people can't afford to buy, or in particular, to maintain their digital home. And many people are concerned about the amount of data that is produced and how it is made secure, prompting many people to switch off their systems and to search out older, "analogue" kettles and alarm clocks that aren't connected at all.

Something is broken in the home, you can ask your digital assistant, who will diagnose the problem and if necessary call out for a digital person. But the convenience of everything in your home means that you can't always fix your doorbell or power yourself – you



## Scenario 3



### Our homes, and us, have to adapt to catastrophic climate change

Global temperatures have risen by 1.5 degrees Celsius, prompting a climate catastrophe and massive changes to how we live to avoid drought, floods, extreme heat and poverty. We have no choice but to design and live in homes that don't require huge amounts of energy to build and which are efficient to live in.

New homes are now heated by renewable energy, and in existing homes, everyone has to replace their gas and oil boilers with renewable technology – including heat pumps, biomass boilers, and solar water heating.

New homes are built to highly efficient standards, and most people's homes are now built in factories and assembled on site. This means that they tend to be very well made and finished, with utilities that work well, a high level of efficiency, and good insulation. It also means that there is a set of standard housing types from each factory, so many houses look the same from the outside.

Good insulation and efficiency in new homes means that energy bills are decreasing. There are also meters and sensors in homes that monitor energy use and remind

people to turn off unnecessary lights and devices. Outside the home, petrol and diesel cars have been almost completely replaced by electric cars, so every home or street has a plug where you charge your car. However because there are now taxis on driving in cities and on parking, it's become very difficult to own and use a car. More people choose to take public transport, and those who do drive now share their car with others and rent it by the hour or the day. Car parking spaces all over the country are being replaced by small parks and gardens.





### Scenario 2

of new homes – which

er

...of new homes. Because

...of new homes. Because

...of new homes. Because



### Scenario 1

Our ageing population is moving out

...of new homes. Because

...of new homes. Because

...of new homes. Because



36%

16m

# Introduction

This report sets out a public vision for the Home of 2030. It presents principles for what future homes in 2030 could and should be, based on a public engagement process undertaken by Design Council with participants across England from November 2019 to January 2020.

This research is part of, and feeds into, Home of 2030 – a design and delivery competition created to drive innovation in the provision of affordable, efficient and healthy green homes for all.

Home of 2030 recognises the need to increase the supply of new homes, ensuring that resources are used efficiently and that homes are built to last. These new homes need to provide healthy, safe and attractive places to live, that benefit people and communities. Making new homes desirable to all demographics is key to the Home of 2030 challenge, ensuring that homes can adapt to changing needs and work for an ageing society, allowing people to live at home longer.

The Home of 2030 competition asks designers, developers, contractors, funders and product suppliers, both large companies established in the industry and new, smaller innovative companies to come together to respond to this challenge. The vision and principles developed as part of the public engagement seek to support them through the competition by providing new insight into what it is that people want and need from their homes, both now and in the future.

The factors that those involved in the process of housebuilding need to take into account in the design and delivery of new homes are complex and interrelated, and aren't limited to the needs and preferences of future residents. However, understanding and knowledge about what it is that people want and need from their homes is limited, and this research shows that, in general, what

**Introduction**

people want from their future home of 2030 is not being met in their current home.

The Public Vision for the Home of 2030 provides insight into the range of aspirations that people have for their future homes, giving a flavour of people's needs and preferences. It seeks to inspire and prompt those involved in the design and delivery of new homes, and in the competition for the Home of 2030, to take this even further. This report aims to support them to innovate and explore how design can be used to respond to this vision, and how the range of human needs now and in the future will go beyond the principles set out in this report.

It is the role of a designer to push boundaries and show people other options, opportunities and ways of living; to go beyond individual preferences and needs and explore some of the solutions that people may not even be aware of. As well as using the insight from this research to respond more adequately to what people are currently expecting their future needs to be, it should also be taken as an opportunity to identify new options and approaches to housing design that can work for residents in the future.

In the midst of this complexity, this report, and the public engagement process which sits behind it, aims to fill some of these gaps. It looks at the issues that people see as important in their future homes and explores how these differ across regions, environments, and demographic groups. It highlights the differences between what people have at the moment and what they want in the future, identifies particular life stages where certain factors are more important, and explores some of the emotional as well as functional requirements that people have for where they live.

# Vision statement for the Home of 2030

The Home of 2030 is fit for purpose, being affordable for everyone and getting the basics right without needing constant maintenance. It gives people greater agency over their lives and homes, and connects people to each other and their communities. The home, and how the home supports the way in which people live, contributes to addressing the climate crisis, and is able to meet the needs of people at different life stages, particularly in later life. The Home of 2030 represents something different through its character and meets these challenges through innovative approaches.

# Vision and principles



1



2



3



## Being fit for purpose

1. A home that is affordable to run so I can still live a comfortable life
2. A home that gets the basics right
3. A home where I don't have to worry about everything working as it should

These principles represent some of the most basic physical and emotional requirements people have of their homes, which collectively allow them to go about their lives with ease, and which are important to almost everyone, regardless of demographics or region. Homes are affordable, they get the basics right (such as having a comfortable internal environment) and they don't make people worry about everything working as it should.



4



5



6



7



8



## Giving people agency

4. A home that is easy to adapt or extend
5. Having the opportunity to contribute to the design of my home
6. A home that is simple to fix and maintain without assistance
7. Having more choice and freedom over my housing options
8. Having control over what digital technology can do in my home

This set of principles reflects people's desire for agency and independence in their homes, and how homes can help them go about their lives with ease. Rather than people's homes creating barriers to certain ways of living, or constraining people to live in certain ways, these principles are about empowering people to make their own decisions and for their homes to be able to respond to their needs. This includes how people rent or own

**Vision and principles**

their homes; their ability to contribute to the design of homes; to adapt and extend them; being able to fix and maintain their home without needing external assistance; and having control over digital technology, rather than it having control over them.

**Addressing the climate crisis**

- 9. A home that is environmentally friendly and is part of a response to climate change**
- 10. A home that makes it easier for me to make more sustainable living choices**

The climate crisis, and the impact of global warming and climate change on people and their planet, is the focus of two of the principles. These principles address both how sustainable design and energy management creates physical homes that contribute to addressing the climate crisis; and also how homes can enable people to make sustainable lifestyle choices.

**Connecting people and their communities**

- 11. Having regular contact with my neighbours**
- 12. A home that has spaces and facilities that I can share with my neighbours**
- 13. A home that is in a neighbourhood that has all the amenities that a community of all different ages may need**
- 14. A home with plenty of convenient travel options so that I can get around easily**

These principles address people's need to be connected, both physically and socially. This includes having the convenient and sustainable transport options that allow people to get around easily, as well as being a part of neighbourhoods that allow easy access to the facilities and

**Vision and principles**

amenities that people need. It also means having regular social contact with neighbours and being able to form communities, and benefit from regular social interaction, such as through sharing spaces.

15



16



17



18

**Meeting the needs of every life stage**

- 15. A home which is suitable for multiple generations of my family to live in**
- 16. A home that is my current home, but with improvements**
- 17. A home where it is possible for me to work from home**
- 18. A home that has quality private or shared gardens**

The need for the home to respond to different and changing needs as people move through their lives was a theme throughout the engagement workshops. This includes homes being well set up for people to be able to care for children and ageing relatives, such as through multi-generational homes that can accommodate changing caring responsibilities. Homes should make it possible for people to work from home; should be adaptable; and should provide good quality gardens. It also includes the role of existing homes, many of which need to be retrofitted, but which many people want to be able to stay in as they get older and their needs change.

19



20



## Representing something different

19. A home that looks attractive and has its own identity
20. A home that is innovative and different to what people have seen before

The last two principles respond to a call for “something different”, as people feel that current homes tend to be the same and don’t offer choice or innovation. Indeed, there is a call for homes that have their own identity and have a diversity of character; and for more innovative approaches to homes overall which represent a break away from how people currently think about homes.

## My Home of 2030...

- Intergenerational (I'll be ~~seventy~~ <sup>seventy-one</sup> years old)
- Flexible and well-designed: especially <sup>low energy consumption</sup>
- Centrally located: with easy access to green space and community facilities
- Have a relaxing view

Design Council

HOME OF  
2030

# Key findings

What people want from their future homes is influenced by their current experience

**What people want from their homes in the future is informed by what they have at the moment – but many of the things which are most important to people in the future are missing in their current homes.**

In the nationally representative poll among English adults conducted by Savanta ComRes, among the questions posed, respondents were asked both whether they regard each of the 20 principles as important in their ideal future home of 2030, and also to reflect on whether or not their current homes have each of the characteristics of the principles. The findings indicate that what people tend to see as important in their future homes is very closely informed by what they already experience in their homes (Figure 1).

There are some notable exceptions to this. Firstly, when it comes to homes being fit for purpose, this is important to people even where they don't experience it in their current homes. The three principles collectively titled "being fit for purpose" are important to at least 90% of English adults, namely: a home that is affordable to run, so they can still live a comfortable life (93%), a home that gets the basics right (93%), and a home where they don't have to worry about everything working as it should (90%). However, at present only 65% of English adults report that they are able to live comfortably once they have paid for all of the costs associated with their home. Only 56% report that their home gets the basics right and more than half of people feel agree that their home life is becoming more complicated and stressful. This level of mismatch is not seen elsewhere across the principles and highlights the gap between what people's homes are providing them at present and the need for these to be met in the future.

**Key findings**

What people want from their future homes is influenced by their current experience

Another exception is the opportunity to contribute to the design of homes. Just 21% of English adults note that they have had the opportunity to contribute to the design of their homes, but as many as 60% regard it as important that they have the opportunity in the future.

In general, English adults are more likely to regard a principle as important in their future homes than they are to state that they recognise it in their current homes. The one exception to this rule is the identity and character of homes. This is the only principle where English adults are less likely to regard it as important in the future (76%) than they are to agree that this is true currently (79%).<sup>1</sup>

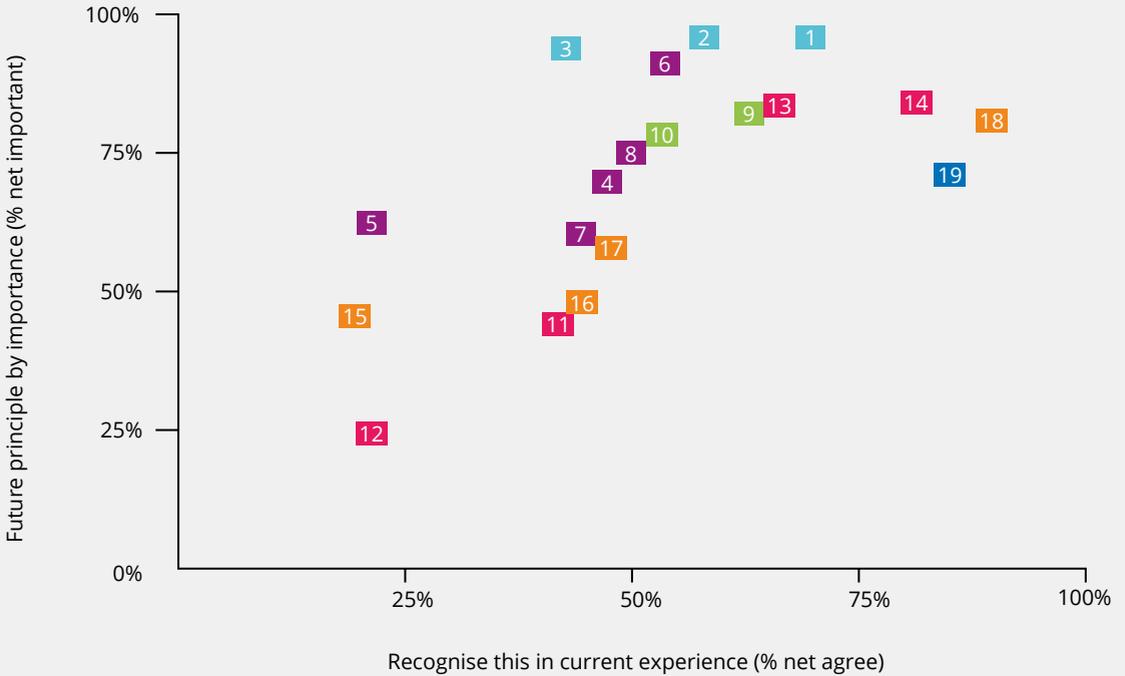
While there is a relatively high level of importance attributed to this principle overall, in contrast to other principles, there does not appear to be a substantial gap between what is provided to people at present and what they want from their future homes. Looking across all principles, the overwhelming emphasis on homes that are fit for purpose (90% - 93% important) over and above appearance or beauty (76% important) is notable in the context of a debate around the importance of aesthetic appearance or beauty in new homes,<sup>2</sup> and suggests that for most people, function is more important than form.

<sup>1</sup> This is based on the comparison between the future preference for "A home that looks attractive and has its own identity" (76%) and the current statement of "new homes seem to look the same everywhere and don't have a lot of character" (79%).

<sup>2</sup> While the 2020 report by the Building Better Building Beautiful Commission, *Living with Beauty*, recognises the importance of a wide range of factors to good design, much of the narrative associated with the proceedings of the Commission has addressed the focus on aesthetics to the detriment of other factors which are critically important to design outcomes.

Key findings

What people want from their future homes is influenced by their current experience



**Figure 1:** Proportion of people who recognise each principle in their current home, compared to proportion of people who regard this as important in their future home.

Savanta ComRes interviewed 2,039 English adults aged 18+ online between 29 and 30 January 2020. Data were weighted by key demographics to be nationally representative of all English adults. As the current experience questions are a combination of “I do recognise x factor” and “I don’t recognise x factor”, some of the questions have been flipped to allow for direct comparison.

Principle

- 1, 2, 3
- 4, 5, 6, 7, 8
- 9, 10
- 11, 12, 13, 14
- 15, 16, 17, 18,
- 19

Themes

- Being fit for purpose
- Giving people agency
- Addressing the climate crisis
- Connecting people and their communities
- Meeting the needs of every life stage
- Representing something different

**Key findings**

People's homes are not currently providing what they need from them

**Despite a positive link between current experience and future preferences, in general, people's current homes aren't providing what they want or need from them.**

While there is overall a positive linkage between people's current experience of principles and their future preferences, this doesn't mean that everyone who regards something as important in the future also enjoys it today. In fact, in all principles but one (a home that looks attractive and has its own identity), more respondents reported a principle as being important to them in the future, than those who currently experience this in their homes or neighbourhoods. This mismatch shows how people's current homes are in general not providing what they want or need from them – and demonstrates the need for future homes to respond more effectively to what people are reporting as important.

**Key findings**

Some principles are important to everyone, regardless of their demographics

### There are some principles that are important to everyone, regardless of their demographics.

Some of the principles of the Home of 2030 seem to be important to the majority of English adults, regardless of their demographic characteristics – and these are the ones that come to the top of the table when looking at importance across the whole population of England (Figure 2). The three which emerge at the top are those which are categorised as “being fit for purpose”, all of which come out as important to at least 90% of English adults.

**Figure 2:** 20 principles of the Home of 2030, ranked by importance (% of respondents who chose important or very important). Polling data from Savanta ComRes, England-wide.

A home that gets the basics right	93%
A home that is affordable to run so I can still live a comfortable life	93%
A home where I don't have to worry about everything working as it should	90%
A home that is simple to fix and maintain without assistance	89%
A home with plenty of convenient travel options so that I can get around easily	83%
A home that has quality private or shared gardens	81%
A home that is in a neighbourhood that has all the amenities that a community of all different ages may need	80%
A home that is environmentally friendly and is part of a response to climate change	79%
A home that looks attractive and has its own identity	76%
A home that makes it easier for me to make more sustainable living choices	76%
Having control over what digital technology can do in my home	70%
A home that is easy to adapt or extend	66%
A home that is my current home, but with improvements	62%
Having the opportunity to contribute to the design of my home	60%
More choice and freedom over my housing options	59%
A home where it is possible for me to work from home	48%
A home which is suitable for multiple generations of my family to live in	48%
Having regular contact with my neighbours	45%
A home that is innovative and different to what people have seen before	33%
A home that has spaces and facilities that I can share with my neighbours	25%

**Key findings****What people want from  
their homes changes as  
their lives change****There are other principles that are important to certain people at certain times in their lives – and which will change as people’s lives change.**

While there are some principles which seem to be important to most people, there are also some principles – such as sharing spaces with neighbours, homes that are innovative and represent something different, and having regular contact with neighbours – which are unlikely to be a priority for everyone.

However, looking at the demographic trends, certain principles emerge as more significant to certain people at certain stages in their lives. What people want when they are young seems to shift substantially when they grow older, when they have children or other caring responsibilities, in life and later. The following pages illustrate this:

**Key findings**

What people want from their homes changes as their lives change

This includes people aged 18-34

**What young people want from their future homes**

Young people are more likely to show a preference for homes that give them more choice and freedom over their housing options. They are more likely to want to be able to adapt or extend their home and also to share spaces or facilities with neighbours, as well as having a home that's suitable for multiple generations rather than just themselves. They want to be able to work from home. And they want control over what digital technology can do in their homes.

**Principles where people with caring responsibilities have a significant preference over those without**

Gives me more choice and freedom over my housing options	75%	65%	42%
Easy to adapt or extend	73%	67%	59%
A home that has spaces and facilities that I can share with my neighbours	34%	25%	19%
A home which is suitable for multiple generations of my family to live in	60%	54%	34%
A home where it is possible to work from home	66%	60%	23%
Having control over what digital technology can do in my home	73%	71%	66%
A home that is innovative and different to what people have seen before	44%	35%	21%

**Key**

- 18-34 year olds
- 35-54 year olds
- 55+ year olds



**Key findings**

What people want from their homes changes as their lives change

This includes people who are parents of children aged 18 and under, and primary caregivers for other adults such as for the elderly or someone with a learning or physical disability. The analysis finds that parents' and primary caregivers preferences differ from non-parents and non-caregivers' preferences in similar areas.

**What people with caring responsibilities want from their future homes**

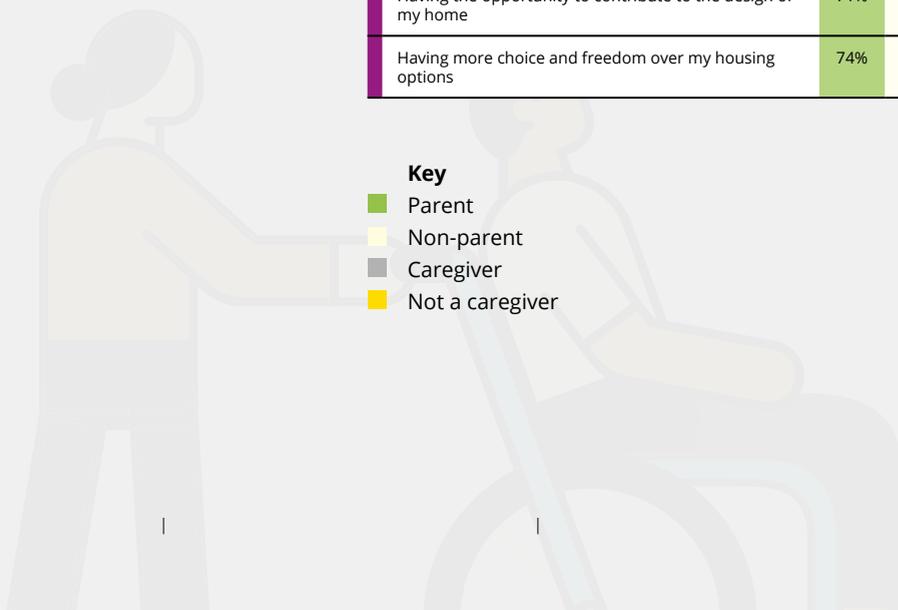
People with caring responsibilities are more likely to show a preference for their future homes to be suitable for multiple generations and to be easy to adapt or extend as people's needs change. They are more likely to want more choice and freedom over the housing options available to them, and to want to contribute to the design of their homes. They are also more likely to want to be able to work from home, and to have good quality gardens available to them.

**Principles where young people have a significant preference over other age groups**

A home that has good quality private or shared gardens	84%	80%	87%	80%
A home where it is possible to work from home	67%	41%		
A home which is suitable for multiple generations to live in	70%	40%	56%	47%
A home that's easy to adapt or extend	76%	62%	56%	47%
Having the opportunity to contribute to the design of my home	71%	56%		
Having more choice and freedom over my housing options	74%	53%	66%	58%

**Key**

- Parent
- Non-parent
- Caregiver
- Not a caregiver



**Key findings**

This includes people aged 55 and over. Preferences do differ further within this range, too.

**What older adults want from their future homes**

Adults over 55 are more likely than their younger counterparts aged 18-34 and 35-54 to show a preference for a home that gets the basics right, with a comfortable internal environment. They are looking for a home where everything works and which they can easily maintain without assistance. Social contact is important, allowing for regular contact with neighbours and travel options to help them get around easily. They are more likely to want to stay in their own home, so long as their home is improved and adapted to meet their needs.

**Principles where older adults have a significant preference over other age groups**

Having regular contact with my neighbours	57%	37%	39%
A home with plenty of convenient travel options so that I can get around easily	89%	79%	82%
Has good quality private or shared gardens	82%	83%	76%
A home that gets all the basics right	95%	93%	90%
A home where I don't have to worry about everything working as it should	92%	92%	87%
A home that is my current home, but with improvements	65%	67%	53%
A home that is simple to fix and maintain without assistance	92%	85%	89%
A home that is affordable to run	95%	95%	87%
A home that is environmentally friendly and is part of a response to climate change	81%		76%
A home that is in a neighbourhood that has all the amenities that a community of all different ages may need	86%	79%	74%

**Key**

- 55+ year olds
- 35-54 year olds
- 18-34 year olds



**Key findings**

What people want from  
their homes changes as  
their lives change

### What people living in urban areas want from their future homes

People living in urban areas are more likely than those living in rural areas to value having a home that is easy to adapt and extend, and are more likely to prefer spaces and facilities that they can share with their neighbours. They prefer a home with plenty of convenient travel options to get around easily, want to be able to work from home, and to have something innovative and different to what people have seen before.

#### Principles where urban residents have a significant preference over rural residents

A home that is easy to adapt or extend	67%	58%
A home that has spaces and facilities that I can share with my neighbours	27%	17%
A home with plenty of convenient travel options so I can get around easily	85%	75%
Having the opportunity to contribute to the design of my home	62%	54%
A home where it is possible for me to work from home	50%	39%
More choice and freedom over housing options	61%	52%
A home which is suitable for multiple generations of my family to live in	50%	44%
A home that is innovative and different to what people have seen before	35%	22%
A home that is in a neighbourhood that has all the amenities that a community of all different ages may need	81%	76%

**Key**

 Urban

 Rural

**Key findings**

Future homes should look to better respond to people's different and changing needs

**This means that future homes should look to better respond to people's different and changing needs.**

This research shows that there are some principles of future homes that are important to everyone: being affordable, being warm, comfortable and well-ventilated, and being easy to maintain and look after. The strength of feeling across the population indicates that these are fundamentals that all future homes should look to achieve.

Beyond this, we find that not everyone needs the same thing from their homes. Needs and preferences change as people go through their lives. It is important to recognise these differences and ensure that our future homes both provide the choice and the flexibility to allow people to access the homes that they need, rather than creating barriers to people's ability to live happily in their homes.

For those involved in designing, building and maintaining homes, this insight into what people value from their future homes can be of wider use. It gives evidence for what people want from their future homes and the commercial as well as social and environmental value of this, identifying areas where people feel under-served by the choices available to them at present. As people's lives and values are changing – particularly in a post-coronavirus world – there has never been a more important time to rethink how homes are designed.

The factors involved in the process of the design and delivery of new homes are complex and involve various factors including planning, regulation and policy, and economic viability. However, the evidence from this research suggests that people's current homes aren't providing what it is people want and will need from them in the future. This supports existing research

**Key findings**

**Future homes should look to better respond to people's different and changing needs**

<sup>3</sup> See Samuels I (2010) What home buyers want: Attitudes and decision making among consumers, CABE. [https://www.mae.co.uk/assets/pdfs/151123\\_Mae\\_Architects\\_What\\_Home\\_Buyers\\_Want\\_Housing\\_Architecture.pdf](https://www.mae.co.uk/assets/pdfs/151123_Mae_Architects_What_Home_Buyers_Want_Housing_Architecture.pdf)

<sup>4</sup> Glover B (2019) People Powered Planning: How to better involve people in planning to get more homes built. Demos. <https://demos.co.uk/wp-content/uploads/2019/09/People-Powered-Planning.pdf>

<sup>5</sup> This is an understandable challenge: with the key exceptions of estate regeneration or refurbishment projects, custom and self-build, and community-led housing, at the point of designing new homes there are rarely any new residents with whom to consult on what they need from their homes. For some successful and current examples of meaningful engagement with people on their future homes, see Older Women's Cohousing in Barnet, London; <https://www.owch.org.uk/>; and estate regeneration ongoing in Kings Crescent Estate in Hackney, London, <https://hackney.gov.uk/kings-crescent-estate>.

<sup>6</sup> Thomas E, Serwicka I and Swinney P (2015) Urban Demographics: Why do people live where they do? Centre for Cities. <https://www.centreforcities.org/publication/urban-demographics-2/>

which reports that in housebuilding, other factors tend to outweigh the importance of consumer or future residents' preference in the balance.<sup>3</sup> This report gives a voice to those preferences and asks for this to be put back onto the agenda.

The report also aims to fill a knowledge gap of relatively limited existing evidence about what people want and need from their homes. While public engagement is a statutory requirement of new housing and development in the UK, engagement is often limited and only reflects certain demographic groups.<sup>4</sup> Public consultation on most projects also takes place in the context of a whole range of other geographical, political and locational factors that interfere with the core question of what people want and need from their homes, and is typically focussed on people who live near to new development rather than future residents.<sup>5</sup> People's lives are complex, and there are many factors and trade-offs involved in where people choose to live.<sup>6</sup> But this offers new insight into people's preferences to inform those who are involved in the process of designing and building homes.

It should also encourage them to consider how people's needs now and in the future will go beyond these principles. The role of the designer is to push boundaries and explore other options, opportunities and ways of living; to go beyond individual preferences and needs; and to offer solutions that people may not even be aware of yet. As well as providing new insight into what people today imagine their future needs to be, these findings also provide an opportunity to identify new approaches to housing design that can work for residents in a changing world.

# Methodology summary

These principles were developed through a public engagement process between November 2019 and January 2020. There were three key stages to this methodology:

## **A series of regional workshops around England**

Four workshops were carried out in regions across England – Greater Manchester, West of England, West Midlands and Oxfordshire. These were designed and led by Design Council, working with local partners in each region to bring together a diverse range of participants from across the region to contribute towards their vision for future homes.

These workshops were based on a facilitated, design-led and participatory workshop methodology. The workshops engaged with participants to explore both how they live at present and how their lives and homes could change in the next 10 years, considering what their preferences would be for the Home of 2030.

## **Bringing together the workshop findings into a set of principles**

The discussions and content from each of the workshops were brought together and analysed by Design Council, identifying common themes and issues to develop a set of principles for the Home of 2030.

## **An online poll representative of the English adult population**

These principles were then tested quantitatively through an online poll of 2,039 English adults aged 18+ run by Savanta ComRes on 29 and 30 January 2020. Data were weighted by key demographic categories to be representative of all English adults, to understand how the importance of these principles varies for different people at different stages of their lives.

## Methodology summary

For a full description of the methodology used for this research, please turn to the appendix.

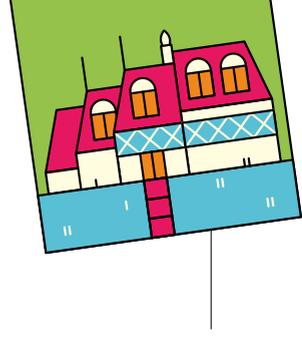
In addition, surveys were issued at the end of each workshop, so participants could provide feedback on their experience. A series of semi-structured interviews were also carried out with eight workshop participants, to provide more in-depth feedback on taking part in this type of engagement.

### **COVID-19 global pandemic**

This research was carried out before the global COVID-19 health pandemic took hold. During this period of national lockdown and social distancing, people have been required to stay at home and to live their lives in very different ways.

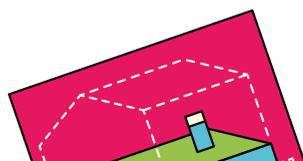
The changed way in which people are living during the lockdown – including how much time they spend within their homes, the increased need to care for people and also to balance working and caring at home, and the changing relationship people have with their neighbours and local communities – has brought about a fundamentally different way in which people are thinking about their homes. In a period during which people expect so much from their homes, these findings have become especially relevant.

# The 20 Principles of the Home of 2030

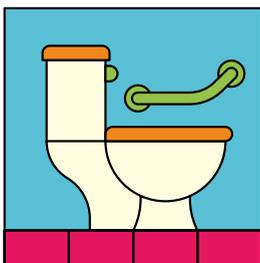
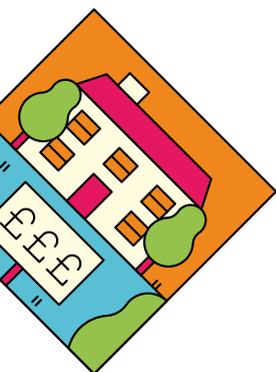
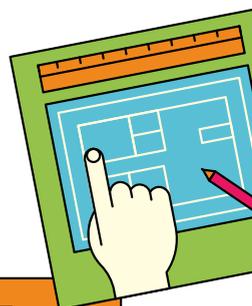
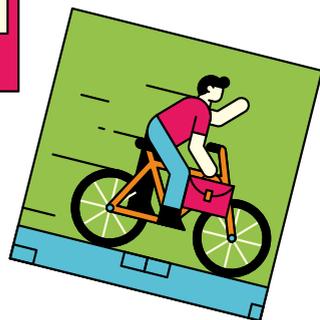
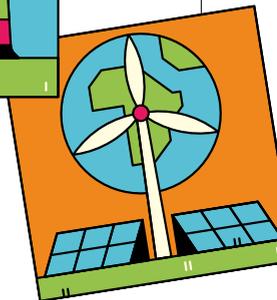
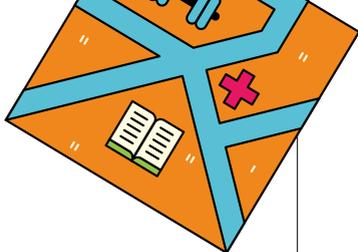


The following section sets out the 20 Principles of the Home of 2030, divided into six broad themes. Each principle is accompanied by a fuller description of what it means and how it emerged through the workshop discussions, before exploring through the poll results how its importance differs to different people.

The polling explores four things: the importance of each principle to people nationally; how preferences for each principle vary according to demographics; how preferences vary according to region; and how people's current reported experience of this principle compares to the future. This last point emerges from the "counterpart" questions that were asked in the poll, which looked to explore the relationship between people's current experiences of home and their future preferences.<sup>7</sup>



Principles of the Home of 2030



<sup>7</sup> Any distinctions noted within the discussion on principles between demographics or regions are based on statistics that have been tested for statistical significance at 95% significance level.



# Being fit for purpose

These principles represent some of the most basic physical and emotional requirements people have of their homes, which collectively allow them to go about their lives with ease, and which are important to almost everyone, regardless of demographics or region. Homes are affordable, they get the basics right (such as having a comfortable internal environment) and they don't make people worry about everything working as it should.

1/20

A home that is affordable to run  
so I can still live a comfortable life

## A home that is affordable to run so I can still live a comfortable life

### Workshop discussions

People want the Home of 2030 to be affordable, allowing them to live comfortably once they have accounted for rent, mortgage and bills. It also allows people to afford to maintain and to adapt their homes when required and when their lives change. There should be a variety of options available that mean that homes are affordable to people with different needs and requirements. Affordability should account for the whole-life cost of the home, including maintenance and bills and repairs, as well as upfront housing costs. Upfront investment in well-insulated and well-built homes could reduce bills and maintenance costs in the long term, such as energy efficiency, opportunities for energy generation, and adaptable homes that wouldn't need to be expensively retrofitted later.

### Respondent to poll:

*"at the end of the day it's about money"*

### What people want in the future compared with now:

93% of English adults thought it was important that the Home of 2030 should be affordable to run, including rent, mortgage and utilities. At present, just 65% of English adults agree that they can live comfortably once they have paid for all the costs associated with their home (e.g. rent/mortgage, utilities etc).

## 1/20

A home that is affordable to run  
so I can still live a comfortable life

The greater importance of affordable housing to those with children aged 11-15 is interesting, since there are no clear-cut factors about having children of this age-range which might increase the financial burden on a household. It could relate to a demographic group who are both too young to have benefited from low property prices during the 1970s and 1980s but who are also managing the costs associated with looking after children.

The importance of affordability to those with a disability could reflect a link already established in research between disability and poverty, in which people with a disability are more likely to rent, and could also reflect increased costs associated with adapting a home for disability.

<sup>8</sup> MacInnes T, Tinson A, Hughes C, Barry Born T and Aldridge H (2015) Monitoring poverty and social exclusion 2015 (Joseph Rowntree Foundation) <https://www.jrf.org.uk/mpse-2015/disability-and-poverty>

**How this principle differs by demographics:**

Looking at people's current experiences, English adults over 55 are much more likely than their younger counterparts to report being able to live comfortably once they have paid for all the costs associated with their home (e.g. rent/mortgage, utilities etc) (82% 55+ vs. 57% 18-34, 53% 35-54).

In general, affordability is important to most English adults. However, there are some demographic distinctions; it is slightly more important to people over 35 than to younger people (95% 55+ and 96% 35-54 vs. 87% 18-34). While more than 90% of both men and women regard this as important, there is a stronger preference from women (96%) than men (90%).

This principle is also more important to those with children aged 11-15 than to those with children under 10, or no children aged 18 or under (97% aged 11-15 vs. 94% aged 5-10, 93% aged under 5, 93% no children aged 18 or under).

Affordability is also more important to those with a longstanding physical or mental condition or disability than those without (96% vs. 93%). Furthermore, within this group, those with a physical disability are more likely than those with a mental disability or condition to say affordability is important (98% vs. 94%).

The regional data doesn't suggest any particular distinction between low-demand and high-demand housing areas, and could reflect the difference between affordable house prices, and all the other ongoing costs associated with the home such as management and repairs.

### How this principle differs by location and region:

Affordability is generally regarded as important across all regions, with no significant differences (ranging from 89% in the North East to 95% in Yorkshire and Humberside).

### The questions participants were asked

We would like to better understand your expectations and vision of your ideal future home in 10 years' time: 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- A home that is affordable to run (e.g. rent, mortgage, utilities), so I can still live a comfortable life.

To what extent, if at all, do you agree or disagree with each of the following statements?

- I am able to live comfortably once I have paid for all of the costs associated with my home (e.g. rent/mortgage, utilities etc.)



## A home that gets the basics right

### Workshop discussion

People think that the Home of 2030 needs to get the basics right. This means a good internal environment: having the right amount of natural light, a comfortable ambient temperature that can be controlled, sufficient ventilation, a quiet home without external noise, and sufficient storage. All of these things have a big impact on people's everyday lives in their homes, including their ability to sleep well at night.

### What people want in the future compared with now:

A home that gets the basics right (e.g. noise, light, ventilation, temperature) is important to 93% of English adults, which makes it one of the most important principles tested across all themes. Furthermore, of the 93% people who report this is important overall, 57% of people regard it as "very important", which further indicates how important this is to English adults.

A home that gets the basics right is fundamental to the public's vision for the Home of 2030, but a comparatively large proportion – 39% of English adults – feel that their current home doesn't get the basics right. This shows a significant gap between people's current experience of how their homes fulfil these basic or functional needs, and what people want from their future homes.

Distinctions for gender, for longstanding physical conditions and for older adults could reflect the increased importance of these basic requirements to those who are likely to spend more time at home during the day, and also who might be more vulnerable to factors such as the temperature of their home.

### How this principle differs by demographics:

Across the board there is a high degree of agreement about the importance of a home that gets the basics right. However across some demographics there are small differences – this seems to be more important to women than men (95% vs. 90%), to people with a longstanding physical condition or disability than those without (97% vs. 93%), to white people than to black, Asian and minority ethnic people (94% vs. 87%), and this is also seems more important to older adults than younger people (95% for over 55s and 93% for 35-54 vs. 90% for 18-34).

### How this principle differs by location and region:

In general, there are no significant differences between regions; more than 90% of English adults in all regions regard a home that gets the basics right as being important (ranging from 90% in Yorkshire and Humberside to 95% in the North West).

### The questions participants were asked

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- A home that gets the basics right (e.g. noise, light, ventilation, temperature).

To what extent, if at all, do you agree or disagree with each of the following statements?

- My current home doesn't get the basics right (e.g. noise, light, ventilation, temperature).

3/20

A home where I don't have to  
worry about everything working  
as it should

## A home where I don't have to worry about everything working as it should

### Workshop discussion

People feel that their current home lives, as a result of things like bills, appliances and repairs, are becoming more complicated and stressful. Their vision for the Home of 2030 is one that doesn't create further stresses and is a home which people don't have to worry about. This means that it is simple to take care of (including to use, maintain, and pay for), where everything works, and which allows people to live a simpler, more relaxed life.

### What people want in the future compared with now:

Some 90% of English adults want the Home of 2030 to be a home where they don't have to worry about everything working as it should. Alongside the other principles relating to being fit for purpose, this is one of the greatest desires expressed overall across the research and reflects the need for future homes to be reliable.

### Respondent to poll open question:

*"It would be good to have a phone connection that works. It would be good to have a broadband connection that does more than only just connects and spends time buffering."*

The trend of demographic groups who agree that their current home lives are becoming increasingly complicated and stressful could be seen to be associated other stresses in their lives, and may reflect a desire of these individuals to reduce the stresses of their lives as they get older.

Looking at their current experience, 53% of English adults agreed that they feel like home life is becoming increasingly complicated and stressful (e.g. bills, appliances, housing repairs, etc), so this only just over a majority at present. However, this perception is stronger for younger people (63% of 18-34, 60% of 35-54 vs. 41% of 55+) and those with children aged 18 and under (68% vs. 48%).

**Principle****3/20**A home where I don't have to  
worry about everything working  
as it should

Differences in importance for age groups could reflect how as people they become less able or have less appetite to manage the stresses and strains which come from the home and other places.

It's also a more common current experience for people in urban locations (55%) than rural (45%).

**How this principle differs by demographics:**

In general, there is a broad level of consensus across the board as to the importance of a home where people don't have to worry about things working as they should. Some differences do emerge where a high level of importance is attributed by older adults than younger people (92% each for 35-54 year olds and 55+ vs. 87% for 18-24%). It also seems to be more important to women (94%) than men (87%), and to white people than black, Asian and minority ethnic people (91% vs. 83%).

**How this principle differs by location and region:**

There are some differences between how important this principle is in different regions. Three regions (Eastern England at 94%, Yorkshire and the Humber at 93% and the South East at 92%) regard this principle as being more important than three other regions (the West Midlands at 88%, London at 88% and South West at 87%).

**The questions participants were asked**

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- A home where I don't have to worry about everything working as it should.

To what extent, if at all, do you agree or disagree with each of the following statements?

- I feel like home life is becoming increasingly complicated and stressful (e.g. bills, appliances, housing repairs, etc).

⑤ Short term lets - lack of community

STAVING OFF LONELINESS + BUILDING COMMUNITY  
① Multi gen. living

① Lonely old people

1. ISOLATION IN OLD AGE - LOSS OF COMMUNITY

① COHESIVE COMMUNITY SHARING LESS LONELINESS  
① Cohousing provides homes that go beyond just shelter

ISSUES WITH SPACE, PRIVACY,  
④

CO-HOUSING: ③

NO ROOM

① COST NHS BEDS

Transport ACCESS FOR DISABLED PEOPLE

⑤ ENSIONS LASTING NOT LONG

① UNIVERSAL WIDESPREAD INCLUSIVE HOMES  
① Wide availability of lifetime homes/ cohousing.

Not enough of not quick

⑤ LAND TR ADV NO SECURITY

6. HARD TO BUILD LONG TERM COMMUNITIES  
Sense of immunity / family time could be impacted  
⑥ Impact on ability to create sustainable, long term community knowledge

① MOVEOUT OR E ADAPT

4. SOME ISOLATED RY TECH

④ Ease of life

⑤ LESS INTERACTION WITH PEOPLE

② ~~Healthy green living~~ quality of built form impair

② Healthy green living in urban areas

② Community Fear of PARKS.

② Innovate to create high quality env.

③ FLOATING HOMES - FLOOD RISK

④ HACKING

④ BIG BROTHER GOV SPIES

③ EMF EXPOSURE TECH IN HOMES

④ BIG BROTHER IS WATCHING

④ Radiah - too n

④ ~~Cost~~ Affordability  
③ ?  
No Mass market is this to less well off

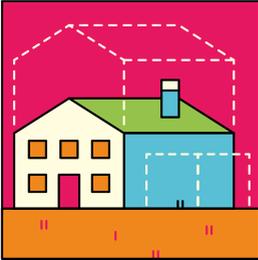
⑤ LESS PEAK COMMUTE

③ HEALTHIER TRANSPORT

⑤ Working from home

# Giving people agency

This set of principles reflect people's need and desire for agency and independence in their homes to go about their lives with ease. Rather than people's homes creating barriers to certain ways of living, or constraining people to live in certain ways, these principles are about empowering people to make their own decisions and for their homes to be able to respond to their needs. This includes how people rent or own their homes; their ability to contribute to the design of homes, and to adapt and extend them; being able to fix and maintain the home without needing external assistance; and having control over digital technology, rather than it having control over them.



## A home that is easy to adapt and extend

### Workshop discussion

People want the Home of 2030 to allow them to adapt and extend their homes as their lives change, whether that's having children, as they are ageing, if they have a disability, or when other relatives or friends move in and out. This includes things like being able to add or remove rooms and move walls. It also includes being able to adapt homes to make them more accessible, which is a concern for people thinking about ageing or disability, who want to be independent for longer.

This adaptability and flexibility can help people to stay in their homes and neighbourhoods for longer, rather than needing to move when their lives change. This enables people to put down roots, get to know their neighbours and be part of the local community, helping to support long-term wellbeing and avoid isolation.

This adaptability also needs to be affordable so that it is a realistic and practical option for people.

A high number of people responded that they are not sure whether they can adapt their homes, which could indicate that people aren't always aware of what is possible when it comes to adapting and extending their homes – or perhaps haven't needed to consider it before.

### What people want in the future compared with now:

Some 66% of English adults say that a home that is easy to adapt or extend would be important to them in the future. In comparison, 45% of English adults feel that the current design and structure of their homes means that they can't adapt them to the changing needs of their or their family's lives. Meanwhile, 11% aren't sure about whether they are currently able to do this.

### How this principle differs by demographics:

A home that is easy to adapt and extend is more important for people with children, especially those under

The greater importance of homes that are easy to adapt and extend to those with caring responsibilities indicates that it is these people who are thinking more actively about how their homes can accommodate additional caring requirements and growing families and how they can be accommodated within the home.

The findings indicate that needing to adapt a home to disabilities is not a preference limited to those with a disability or health condition, and is likely to therefore be for a wider range of reasons and needs.

5 (76% of parents, including 83% of parents of under 5s, vs. 62% not parents) and for those who are the primary carer of an adult (74% primary carer vs. 65% not primary carer). There is also a difference between importance for women and men (68% vs. 63% respectively).

However, rating having a home that is easy to adapt and extend as important doesn't differ significantly between those English adults who have a physical or mental disability or health condition and those who don't (67% and 66% respectively).

#### How this principle differs by location and region:

Being able to adapt or extend their home is more likely to be important for people in urban areas (67%) than people in rural areas (58%). By region, there is a difference between the importance of this principle for four regions – the North West (68%), Yorkshire and Humberside (70%), West Midlands (70%) and East Midlands (69%) – compared to the South East (60%).

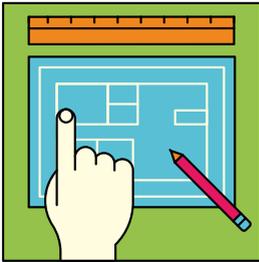
#### The questions participants were asked

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- A home that's easy to adapt or extend.

To what extent, if at all do you agree or disagree with each of the following statements?

- The current design and structure means that I can adapt my home to the changing needs of my life and/or family.



## Having the opportunity to contribute to the design of my home

### Workshop discussion

The vision for the Home of 2030 is one that allows people to contribute to the design of their homes. Some people want to take a very active role in the design of their homes, including different types of self-build and community-led housing. Others wish for the opportunity to input into the design or fittings of their home. Overall, wanting to contribute to the design of their homes is related to people's desire for agency over their home.

### What people want in the future compared with now:

60% of English adults say that it is important that they have the opportunity to contribute to the design of their home. This compares to 74% of English adults who noted that they did not have an opportunity to contribute to the design of their home. This is quite a considerable gap between the opportunities that people have open to them at present, and what they are ideally looking for.

### How this principle differs by demographics:

Having the opportunity to contribute to the design of their own home is more likely to be important for women (65%) than men (55%), and is more likely to be important for younger English adults aged 18-34 (68%) and 35-54 (63%) than for adults aged 55+ (52%). It is also more likely to be important for those with children than those without children (71% vs. 56% respectively), particularly for those with children aged 5-10 (76%).

The greater importance to younger people and those with children of being able to design their own homes could indicate that their needs are disproportionately not being met by their current homes.

**Principle****5/20**Having the opportunity to  
contribute to the design  
of my home

The urban and rural trends are interesting as a challenge to a persistent (although changing) assumption that the process of designing your own home is the preserve of people looking to build standalone new homes in rural areas, such as Paragraph 79 homes – or the “Grand Designs” effect.

**How this principle differs by location and region:**

This factor is more likely to be important to people living in urban locations (62%) than those in rural areas (54%).

There is a notable difference between English adults in Yorkshire and Humberside (68%), the West Midlands (65%) and London (62%), who regard contributing to the design of their homes as more important than people in the South West (52%).

**The questions participants were asked**

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, ‘the Home of 2030’. How important, if at all, would each of the following factors be for you?

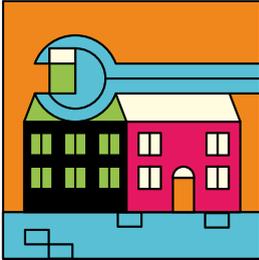
- Having the opportunity to contribute to the design of my home.

To what extent, if at all do you agree or disagree with each of the following statements?

- I didn't have an opportunity to contribute to the design of my home.

<sup>9</sup> For example, “Self-builders dream of finding that perfect rural plot” – from Dade M (2012), “Buying a Countryside Plot”, Built It, <https://www.self-build.co.uk/buying-countryside-plot/>

## 6/20

A home that is simple to fix and  
maintain without assistance

## A home that is simple to fix and maintain without assistance

### Workshop discussion

Being able to fix and maintain things in their own homes is important to people. This relates to people's desire to be independent and to have control over their lives rather than being reliant on others. This is also linked to people's sense of wellbeing. As the amount and the complexity of technology in homes is likely to increase, for example through digital home assistants and "the internet of things", being able to manage and maintain these without external support will be ever more important.

### What people want in the future compared with now:

It is important to 89% of English adults that their future homes are simple to fix and maintain without assistance. At present, 41% of English adults agree that they feel that they aren't able to change and fix most things in their current home without needing to call out a specialist or get permission.

### How this principle differs by demographics:

Of these people, being able to fix and maintain their homes without assistance is more likely to be important for women than men (92% vs. 86%), and is also likely to get increasingly important as people get older (92% for the 55+ age category, compared to 86% for 18-34 year olds). It's also more likely to be important to those who own their own homes than to those who rent (91% vs. 86% respectively).

The greater importance to homeowners of homes that are simple to fix and maintain reflects that they are more likely to be thinking about the burden of maintenance that comes along with owning a home.

**Principle****6/20**A home that is simple to fix and  
maintain without assistance

**How this principle differs by location and region:**  
Regions across England are similarly likely to report  
having a home that is simple to fix and maintain  
without assistance as being important.

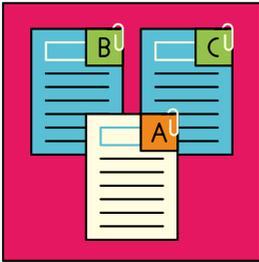
**The questions participants were asked**

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- A home that is simple to fix and maintain without assistance.

To what extent, if at all do you agree or disagree with each of the following statements?

- I am able to change and fix most things in my current home without needing to call out a specialist or to get permission.
- 
- 



## Having more choice and freedom over my housing options

### Workshop discussion

People feel that buying and renting are the only options available to them and would like the Home of 2030 to provide more choice and freedom about housing tenure options that meet a wider variety of needs. This could include options such as being able to try out living somewhere before making a long-term commitment (such as renting before you buy); having longer-term security in rented accommodation without needing to buy; being more involved in how decisions about things like maintenance are made, such as in community-led housing; and being able to build their own home.

For some people these are practical options that give them the flexibility to make the right decisions for themselves. But for others this is also linked to a desire to have more independence and agency over how they live, which was also related to having security over their tenure and ability to stay in their home. This is also closely related to people's wellbeing.

### What people want in the future compared with now:

In the national poll, (59%) of English adults say that it is important to them to have more choice and freedom over their housing options. Compared to what they reported about their current experience, 48% of English adults agree that they don't feel like they have much choice and freedom over the housing options that are available to them at present.

**How this principle differs by demographics:** Having more choice and freedom over housing options is significantly

The greater importance of having choice and freedom to renters rather than homeowners indicates that it is renters rather than owners who feel the consequences of not having other options available, and young people who are more likely to have insecure housing tenures are thinking more about options available to them in the future.

People of a lower social grade, black, Asian and minority ethnic people, people with disabilities and people with children are all at greater risk of poverty, as the Child Poverty Action Group have shown, both from reduced household incomes and from increased costs of living. The relationship between poverty and insecure housing tenures may explain an increased desire for alternative options.<sup>10 11</sup>

<sup>10</sup> Child Poverty Action Group: Who is at risk of poverty? <https://cpag.org.uk/child-poverty/who-risk-poverty>

<sup>11</sup> Bailey, N (2020) Poverty and the re-growth of private renting in the UK, 1994-2018. PLoS ONE 15(2): e0228273. <https://doi.org/10.1371/journal.pone.0228273>

more likely to be important to those who are currently renting (78%) than those who own their home (50%). It is also more likely to be important for younger people aged 18-34 (75%) than for adults aged 35-54 (65%) and 55+ (42%).

It's also more likely to be important to those of a lower social grade (63% DE and 61% C2 vs. 54% AB), black, Asian and minority ethnic people (77% vs. 57% white), those with physical or mental conditions or disabilities (64% vs. 58% no physical or mental conditions or disabilities), and to those with children (74% vs. 53% no children aged 18 or under).

**How this principle differs by location and region:** More choice and freedom over housing options is significantly more likely to be important for adults in London (63%), the North East (64%) and the East Midlands (63%) compared to the South East (55%). It is also more likely to be important in urban areas than rural (61% vs. 52% respectively).

#### The questions participants were asked

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- More choice and freedom over housing options (e.g. rent, mortgage, community led, etc).

To what extent, if at all do you agree or disagree with each of the following statements?

- I don't feel like I have much choice and freedom over housing options (e.g. rent, mortgage, community led, etc).



## Having control over what digital technology can do in my home

### Workshop discussion

People recognise how technology is likely to play an increasingly significant role in their future homes, for example through digital home assistants and “the internet of things”. Many people recognise that this could bring benefits: allowing them to monitor and reduce energy consumption and to make things around the home easier to manage. However, people are also concerned and cautious over the role of digital technology, particularly regarding privacy and data collection. People would like the Home of 2030 to allow them to retain control over how much technology is used in their home and what the data will be used for. People also want to maintain a human touch: a digital home won't work for everyone, particularly those who may not be as familiar with technology and how to use it. Some people are concerned about the possibility of a ‘digital divide’ in the future and the need to provide a mixture of options for people in their homes.

### What people want in the future compared with now:

Some 70% of English adults see having control over what digital technology can do in their future homes as important. However, 44% of English adults agree that they are not comfortable with the increasing role of digital technologies in homes.

### How this principle differs by demographics:

Having control over digital technology is more likely to be important for those under 55 than for those 55 and over (73% 18-34 and 71% 35-54 vs. 66% 55+).

Older adults are more likely to face barriers to the adoption of technology. The greater familiarity of young people with technology could suggest that it is these people who are most conscious of how technology might impact their homes in the future (whether positively or negatively).

**Principle****8/20**Having control over what digital  
technology can do in my home

The greater importance of having control over digital technology for those with children could suggest that these groups are thinking more about the impact of technology and potentially their child's exposure to technology and the internet, including privacy concerns.<sup>12</sup>

Having control over digital technology is also more likely to be important for those with children (74%), particularly for those with children under 5 (79%), than those without children (68%). There is also a difference between the importance of this factor for men (72%) and women (68%).

**How this principle differs by location and region:**

Most regions tend to be broadly similar in their reporting of importance, but there are some differences between regions, with people in the North West noting that this is more important than those in the East Midlands (73% vs. 63% respectively).

**The questions participants were asked**

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- Having control over what digital technology can do in my home.

To what extent, if at all do you agree or disagree with each of the following statements?

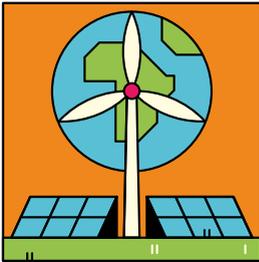
- I am not comfortable with the increasing role of digital technologies in homes.

<sup>12</sup> Anderson M and Perrin A (2017) Barriers to adoption and attitudes towards technology. Pew Research Center.  
<https://www.pewresearch.org/internet/2017/05/17/barriers-to-adoption-and-attitudes-towards-technology/>



# Addressing the climate crisis

The climate crisis, and the impact of global warming and climate change on people and their planet, is the focus of two of the principles. These principles address both how sustainable design and energy management creates physical homes that contribute to addressing the climate crisis; and also how homes can enable people to make sustainable lifestyle choices.



## A home that is environmentally friendly and is part of a response to climate change

### Workshop discussion

People are acutely aware of the climate crisis and regard many homes as being part of the problem. They want to live in a home that is part of the response to climate change. This includes both new and existing homes, and the need to reduce carbon output, to shift to renewable energy sources, to ensure energy efficiency, and to maximise biodiversity. For some, housing is an opportunity to prompt a more sustainable economy overall. People also recognise the potential impacts of changing weather patterns due to global warming and are looking for their future homes to be designed to meet this, including changing temperatures and flood risk.

### Workshop participant:

*"I want my home to be part of the solution rather than part of the problem"*

The low proportion of people who think that homes are part of the problem when it comes to climate change suggests that people are not broadly aware of the significant contribution that homes make to the climate crisis: energy use alone (not including embodied energy) in UK homes contributes 14% of total UK emissions.<sup>13</sup>

### What people want in the future compared with now:

Some 79% of English adults regarded it as important that their future homes are environmentally friendly and part of the solution to climate change. By comparison to their current experience, 58% of English adults think that when it comes to climate change, a lot of homes are part of the problem.

<sup>13</sup> <https://www.theccc.org.uk/2019/02/21/uk-homes-unfit-for-the-challenges-of-climate-change-ccc-says/>

**Principle****9/20**

A home that is environmentally friendly and is part of a response to climate change

**How this principle differs by demographics:**

Homes that are part of a response to climate change are more likely to be important to over 55s (81%) than 18-34 year olds (76%). Those of a higher social grade are also more likely to find this important (81% AB) than the lowest social grade (75% DE). This is also more likely to be important to women (83%) than men (74%).

**How this principle differs by location and region:**

Generally, there is a high degree of similarity between different regions in the importance they give to homes being part of a response to climate change.

**The questions participants were asked**

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

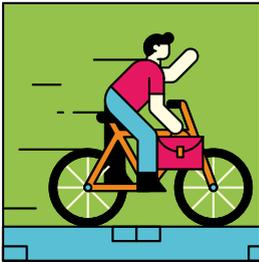
- A home that is environmentally friendly and is part of the solution to climate change.

To what extent, if at all do you agree or disagree with each of the following statements?

- When it comes to climate change, I think a lot of homes are part of the problem.

For this principle, we have changed the wording slightly from that used in the original polling question, to better represent the complexity of the issue of climate change and any potential responses to it

10/20

A home that makes it easier for  
me to make more sustainable  
living choices

## A home that makes it easier for me to make more sustainable living choices

### Workshop discussion

People are concerned by the climate crisis and the role that lifestyle choices play in this. Some people feel that their current homes prevent them from making sustainable choices, such as being able to cycle, limiting and monitoring energy usage, and growing their own food. There was a call for future homes to be sustainably located, serviced by public transport and walking and cycling routes, and enable more sustainable choices.

### What people want in the future compared with now:

76% of English adults think that a home that makes it easier to make more sustainable living choices is important in their future homes. 41% of English adults think that the design and set-up of their current homes prevent them from making sustainable choices as much as they would like.

The differences for people with children could relate to some of the increased barriers associated with making sustainable living choices such as recycling and using sustainable transport with young children,

### How this principle differs by demographics:

This differs between women and men, with women more likely to consider this principle important than men (78% vs.74%). There is no significant difference between age groups in how important they think this principle is, but people with children aged 18 or under are more likely to say this principle is important (80 per cent) than those without children aged 18 or under (75%).

**Principle****10/20**

A home that makes it easier for me to make more sustainable living choices

**How this principle differs by location and region:**

This principle is more likely to be important in Eastern England (82%) than in the North West (73%), London (74%) and South East (75%).

**The questions participants were asked**

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- A home that makes it easier for me to make more sustainable living choices (e.g. cycle storage, space to grow vegetables, monitoring my energy usage or helping me recycle my rubbish).

To what extent, if at all do you agree or disagree with each of the following statements?

- I think the design and set-up of my current home prevents me from making sustainable choices as much as I would like (e.g. cycle, space to grow vegetables, monitoring my energy usage, or helping me recycle my rubbish, etc.)

## Scenario 2

### We have plenty of new homes – which are getting smaller

Following a housing crisis, a boom in housebuilding has seen substantial numbers of new homes built. Most of these new homes have been built within cities, by redeveloping existing housing and developing underused spaces. Most people in the UK now live in flats or maisonettes, rather than terraced, semi-detached

or detached homes. Because of limited space, our homes are smaller than ever before, and they're more likely than to have several floors than to spread out on one floor. Most homes have balconies but we're more likely to rely on local parks and shared gardens for green space. Because these small homes need to meet lots of different

needs, most new homes will have flexible internal walls so that spaces can be changed and adapted over time. However, we're also seeing an increase in overcrowding in homes. This is causing other problems: reported mental health issues are on the up and people complain of lack of sleep and lack of privacy in our new, dense cities.



# Connecting People and their Communities

These principles address people's need to be connected, both physically and socially. This includes having the convenient and sustainable transport options that allow people to get around easily, as well as being a part of neighbourhoods that allow easy access to the facilities and amenities that people need. It also means having regular social contact with neighbours and being able to form communities and benefit from regular social interaction, such as through sharing spaces.

11/20

Having regular contact  
with my neighbours

## Having regular contact with my neighbours

### Workshop discussion

Building communities is important to people in their future homes. In their Home of 2030, people want to have regular contact with their neighbours in order to build these local communities. This is related to people's desire for individual and collective wellbeing through regular social contact, and the role that homes and neighbourhoods can play in creating opportunities for informal and chance meetings. People are also concerned by the possibility of social isolation, particularly as they get older and as advances in the capability and the reach of technology could mean that they lose the need for regular human contact.

### Poll respondent:

*"Having contact with your neighbours depends on what your neighbours are like. I wouldn't give my current neighbours five seconds of my time, whereas the previous ones are friends for life."*

### What people want in the future compared with now:

In the poll, just 45% of English adults thought that it was important that their future home allowed them to have regular contact with their neighbours. This compares to 55% of English adults who say that they currently don't have much contact with people in their neighbourhood.

The findings suggest that having contact with neighbours is more important for those who are already likely to be more socially isolated such as elderly people.

### How this principle differs by demographics:

Although across all English adults this doesn't emerge as a very important factor, it is significantly more important for those who are at greater risk of social isolation, such

**Principle****11/20**Having regular contact  
with my neighbours

as elderly people 65 and over (63%) than other age groups (48% 55-64, 35% 45-54, 44% 35-44, 37% 25-34 and 18-24).

It's similarly important for those who live in urban locations than rural locations (45% and 46% respectively). Having regular contact with neighbours is more important for women (48%) than men (42%).

**How this principle differs by location and region:**

Having regular contact with neighbours is equally important to English adults across all regions.

**The questions participants were asked**

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- Having regular contact with my neighbours.

To what extent, if at all do you agree or disagree with each of the following statements?

- I don't often have much contact with people in my neighbourhood.

12/20

A home that has spaces and  
facilities that I can share with my  
neighbours

## A home that has spaces and facilities that I can share with my neighbours

### Workshop discussion

Some people have an interest in sharing more with their neighbours, such as gardens, laundries and other shared spaces. For some people, this can be a practical way of living more efficiently in high-density neighbourhoods and cities. For others, this can be a way of facilitating the creation of community, such as in co-housing projects. However, people recognise a trade-off between privacy and sharing, and value their own space and privacy too.

### Poll respondent:

*"I think sharing with neighbours is a no-no for me; it can create problems."*

The low overall importance of shared facilities to people across England may well reflect people's need for privacy as well as shared space in their homes. This may relate to the themes explored elsewhere around independence and control, where people want to choose when they do and don't interact with neighbours.

### What people want in the future compared with now:

This doesn't come out as a priority nationally – just 25% of English adults want a home that has spaces and facilities that they can share with their neighbours. This is also not widespread at the moment: only 20% of the public currently share some spaces and facilities with neighbours (e.g. storage, gardens, laundry).

### How this principle varies across different demographics

**groups:** Having shared spaces and facilities is more likely to be important for those aged 18-34 (34%), with the importance decreasing as people age (25% 35-54, 19% 55+). It is also more likely to be important for people with children aged 18 and under (32%) than those without children aged 18 and under (23%).

**Principle****12/20**A home that has spaces and  
facilities that I can share with my  
neighbours

While sharing spaces is still only important to under a third of people in larger households, the greater importance for this group could imply that where households are bigger, and therefore where they are likely to need more space overall, they may consider a trade-off in space to reduce the need to provide all of these facilities within one household. It could also reflect how in larger households where there is already going to be a certain level of sharing between residents, there is a greater willingness or appetite to also share with those beyond the household.

The greater importance of shared facilities to people in urban areas could reflect a greater willingness to share in urban areas, where space is more likely to be at a premium and homes are more likely to be smaller.

It's also a much stronger preference for people with larger households – 30% of people in households with more than three people regard this as important, compared to 22% in two-person households and to 19 per cent of one-person households. There is also a difference between the likelihood of black, Asian and minority ethnic people to say that sharing spaces and facilities is important (47%) as opposed to white people (23%).

**How this principle differs by location and region:**

There is a distinction between urban areas (27%) and rural (17%). This is also played out in regions, where is a strong trend in London of people being more willing to share spaces (33%) compared to other regions such as Eastern England (24%), South East (21%), and South West (15%).

**The questions participants were asked**

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

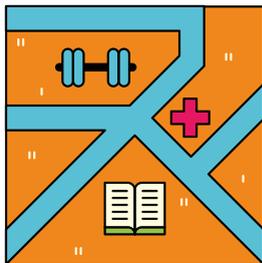
- A home that has spaces and facilities that I can share with my neighbours.

To what extent, if at all do you agree or disagree with each of the following statements?

- I share some spaces and facilities with my neighbours (e.g. storage, gardens, laundry, etc).

13/20

A home that is in a neighbourhood that has all the amenities that a community of all different ages may need



## A home that is in a neighbourhood that has all the amenities that a community of all different ages may need

### Workshop discussion

People want to live in neighbourhoods that offer easy walking access to all the local amenities that they might need, at all stages of life – whether they have children or if they are elderly. These smaller, accessible neighbourhoods include day-to-day amenities such as shops, parks, cafes and doctors' surgeries.

### Workshop attendee:

*"The neighbourhood is what makes it a home."*

### What people want in the future compared with now:

80% of English adults think it is important to have a home that is in a neighbourhood that has all the amenities that a community of different ages may need. Compared to this, only 62% of people feel that their current neighbourhood has all the amenities that a community of different ages may need, so there is a gap between people's experience and their desire for convenient neighbourhoods.

### How this principle differs by demographics:

Convenient neighbourhoods with amenities are more likely to be important for women than men (83% vs. 77%).

The increased importance for women and for people with young children could reflect a recognised difference in travel patterns for women, who are more likely to make shorter, more frequent journeys more related to caring and household responsibilities.

**Principle****13/20**

A home that is in a neighbourhood that has all the amenities that a community of all different ages may need

This is also more likely to be important for people with young children aged 5-10 than those with children aged 16-18 (84% vs. 73%). Those who aren't currently in work are more likely than those who are working to think this is important (83% vs. 78%).

**How this principle differs by location and region:**

Being part of a neighbourhood with a range of amenities is more likely to be important to those living in urban areas than rural areas (81% vs. 76%), Those in the West Midlands are more likely than those in the South West to say this principle is important (83% vs. 75%).


**The questions participants were asked**

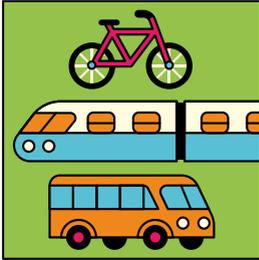

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- A home that is in a neighbourhood that has all the amenities that a community of all different ages may need.

To what extent, if at all do you agree or disagree with each of the following statements?

- My current neighbourhood has all the amenities that a community of all different ages may need.
- 
- 

14/20

A home with plenty of convenient  
travel options so that I can get  
around easily

## A home with plenty of convenient travel options so that I can get around easily

### Workshop discussion

People want the Home of 2030 to be well-connected, providing convenient travel options that allow people to get around easily, whether to work, to visit family and friends, or to access facilities and services that they need. People want these connections to be sustainable, inclusive and convenient.

### What people want in the future compared with now:

83% of English adults regard it as important that the Home of 2030 has plenty of convenient travel options so that they can get around easily. By comparison, 76% of respondents said that they currently have all the convenient travel options that they need to get around.

### How this principle differs by demographics:

This is more likely to be important for women (86%) than men (81%). It is also more likely to be important for elderly people (89% of over 55s vs. 82% 35-54 year olds and 79% of 18-34 year olds).

### How this principle differs by location and region:

Convenient travel options are significantly more likely to be important to those in urban areas (85%) than rural areas (75%). This is also shown regionally, with it less important to those in the East Midlands (76%) than to four other regions (London (87%), South East (85%), Eastern (84%) and West Midlands (85%)).

The greater importance of convenient travel options to over 55s could indicate people's increased need for accessible mobility as they age and could also be related to increased experiences of isolation.

**Principle****14/20**

A home with plenty of convenient travel options so that I can get around easily

**The questions participants were asked**

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- A home with plenty of convenient travel options so that I can get around easily.

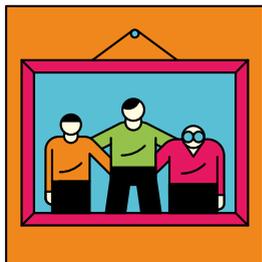
To what extent, if at all do you agree or disagree with each of the following statements?

- I have all the convenient travel options that I need to get around.



# Meeting the needs of every life stage

The need for the home to be able to respond to different and changing needs as people move through their lives was a theme throughout the engagement workshops. This includes homes being well set up for people to be able to care for children and ageing relatives, such as through multi-generational homes that can accommodate changing caring responsibilities. Homes should make it possible for people to work from home; should be adaptable; and should provide good quality gardens. It also includes the role of existing homes, many of which need to be retrofitted, but which many people want to be able to stay in as they get older and their needs change.

**Principle****15/20**A home which is suitable for  
multiple generations of my  
family to live in

## A home which is suitable for multiple generations of my family to live in

**Workshop discussion**

People's patterns of living are changing rapidly and are likely to change even further by 2030. People are concerned about how they will care for an ageing population. Many people are looking for multi-generational homes that can accommodate all ages and allow for people to care for children and elderly relatives and friends, while also being able to go about their lives with ease. The Home of 2030 should also allow people to live independently as they age, with a focus on accessibility.

**Poll respondent:**

*"I'd like to see homes of the future be built with downstairs bedrooms and bathrooms as standard for older people who can't manage the stairs anymore but live in a multi-generational home."*

**What people want in the future compared with now:**

Less than half of English adults (48%) regard it as important that the Home of 2030 is suitable for multiple generations of their family to live in. This is likely to reflect the fact that multi-generational homes are also not the norm currently: only 19% of people currently say that they have different generations of their family living in their home (including grandparents). With regards to people who are currently living in multi-generational homes, they are more likely to be in urban than rural regions (20% vs. 13%), and in London than living in most other regions. They are also more likely to be working than non-working (23% vs. 13%), and are more likely to be younger (28% 18-34 and 22% 35-54, compared to 8% 55+).

**Principle****15/20**

A home which is suitable for multiple generations of my family to live in

The responses to this question could suggest that people of a younger age are planning ahead, thinking about potential caring responsibilities in the future. It could also reflect the difficulties that younger people face in getting on the housing ladder and instead needing to share with relatives until they are older.

Differences in social grade could indicate that those on lower incomes may feel the burden of increased care responsibilities more than others.

Differences for those with caring responsibilities suggests that it is those who are thinking most about how to manage these responsibilities in the future.

**How this principle differs by demographics:**

There is significant difference across different demographic groups. Having multigenerational homes in the future is more important to younger people, particularly to those aged 18-34 (60%) than to older adults (54% of 35-54, 34% of 55+).

It's also more likely to be important to people of lower social grades (53% of C2 vs. 47% of AB and 44% of C1).

It is more likely to be important to black, Asian and minority ethnic people than white people (70% vs. 46%). It is also more important for those with children aged 18 and under than those who don't (70% vs. 40%), and those who are a primary care giver compared to those who aren't a primary care giver (56% vs. 47%).

**How this principle differs by location and region:**

There are no significant differences between regions in the importance that people give to a home which is suitable for multiple generations of their family to live in.

**The questions participants were asked**

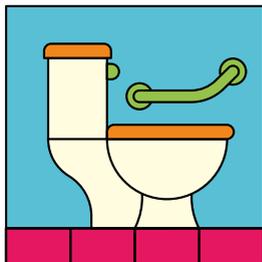
We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- A home which is suitable for multiple generations of my family to live in.

To what extent, if at all do you agree or disagree with each of the following statements?

- I have different generations of my family living in my home (including grandparents).

16/20

A home that is my current home,  
but with improvements

## A home that is my current home, but with improvements

### Workshop discussion

Most of the homes that people will be living in in 2030 have already been built. Many people expect to or want to be still living in their current home in 2030. However, many people don't think that their current homes will meet their future needs and will have to be retrofitted to allow this to happen. This includes the accessibility of homes for people as they age. It also relates to issues around insulation and the need for better energy efficiency, including new energy sources such as solar panels.

### What people want in the future compared with now:

62% of English adults think that their Home of 2030 could be their current home, if the right improvements were made. However, less than half of all English adults (48%) think that their current homes will meet their needs in 2030. In general, young people are less likely to think that their current home will meet their needs in 2030, but people are more likely to agree as they get older (56% of 55+ vs 48% of 35-54 and 39% of 18-34 year olds).

### How this principle differs by demographic:

Staying in their current homes with improvements is more likely to be important for women than for men (66% vs. 58%). It is less important for people under 35 but becomes more likely to be regarded as important for people over this age (53% of 18-34 year olds, 67% for 35-54-year olds, and 65% for 55+).

**Principle****16/20**A home that is my current home,  
but with improvements

Staying in their current home with improvements is also more important to those who have children aged 18 and under compared to those who do not (69% vs. 59%). Those who are primary care givers are more likely than those who are not to say this principle is important (68% vs. 61%). However, there are no major differences between social grade.

**How this principle differs by location and region:**

Staying in their current homes is less important to those living in the South East (55%), Eastern England (59%) and East Midlands (59%) than other regions.

**The questions participants were asked**

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- A home that is my current home, but with improvements

To what extent, if at all do you agree or disagree with each of the following statements?

- I think my current home as it is will meet my needs in 2030.



There has been a steady increase in the number of people working from home across the UK over recent years, though this is dependant on occupation, sector and location. The COVID-19 outbreak has seen an unprecedented shift, requiring anyone who is able to work from home. The long-term effects are as yet unknown but we can reasonably expect to see a long-term increase in the number of people working at home more regularly.<sup>14</sup>

<sup>14</sup> ONS (2020). Coronavirus and homeworking in the UK labour market: 2019. <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/>

## A home where it is possible for me to work from home

### Workshop discussion

People think that the Home of 2030 needs to be flexible to suit a variety of different uses, particularly as people's living patterns change and to allow them to balance their home and working lives in the same space. People recognise this as important to achieve a good work-life balance and see how this has an impact on health and wellbeing. People's changing living patterns, such as an ageing population, means that they may also need to care for elderly relatives while also working.

### What people want in the future compared with now:

Nationally, this principle doesn't come out as a priority, with less than half (48%) of English adults saying that this principle was important to them, whilst 46% who said it was not important. This compares to 42% of respondents who say that their current homes aren't set up for them to work from home.

**How this principle differs by demographics:** This issue is more likely to be important to those who work in the private sector compared to those in the public sector (64% vs. 57%). Being able to work from home is most likely to be important to people aged 18-34, and becomes steadily less important as people grow older (66% of 18-34 year olds vs. 60% of 35-54 year olds and 23% of 55+). There is no particular preference for men or women, but it is more likely to be important for people with children 18 or under, than those who don't have children aged 18 or under (67% vs. 41%). In particular, people with children under 5 are more likely than those without children aged 18 and under to say this principle is important (72% vs. 41%).

17/20

A home where it is possible for  
me to work from home

The increased importance of working from home to those in London and urban rather than rural locations could relate to the greater likelihood of jobs in cities and in London to be professional services jobs, which tend to be able to operate remotely more easily than those in other sectors such as transportation and storage, accommodation and food services, and wholesale, retail and repair.

Being able to work from home is also more likely to be important to black, Asian and minority ethnic people than white people (72% vs. 46%).

#### How this principle differs by location and region:

Having homes that people can work in is significantly more likely to be important to people in urban locations than to rural places (50% vs. 39%) and also to people in London (57%) than those living in the North West (45%), Eastern England (45%), South East (44%) and North East (39%).

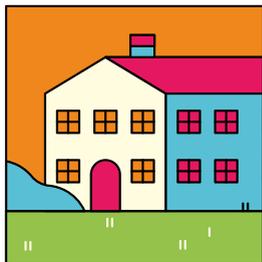
#### The questions participants were asked

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- A home where it is possible for me to work from home.

To what extent, if at all do you agree or disagree with each of the following statements?

- My home is not set up for me to work from home.



## A home that has quality private and shared gardens

### Workshop discussion

It is important to people that they have access to gardens or outdoor spaces – private and shared. Access to nature is particularly to support people’s health and wellbeing.

### What people want in the future compared with now:

81% of English adults think that it’s important that their future homes have quality private or shared gardens. This broadly reflects their current experience: that most people (81%) do currently have private or shared gardens.

How this principle differs by demographic: Gardens are more likely to be important to women than men (84% vs. 77%). Having a garden tends to be important at all stages of people’s lives, though there are differences for different age groups (76% of 18-34, 83% of 35-54 and 82% of 55+). Alongside this, people with children aged 18 and under are more likely than those without children aged 18 and under to think this principle is important (84% vs. 80%). Primary carers value gardens more strongly than those who are not primary carers (87% vs. 80%).

### How this principle differs by location and region:

Having quality private or shared gardens is almost as important to people in urban areas (80%) than to those in rural areas (83%).

People living Eastern England (86%), East Midlands (84%), South West (83%) North West (83%) and South East (81%), are more likely to say this principle is important than those in the North East (71%) and London (75%).

The greater importance of gardens to people in urban areas highlights the need to ensure that homes in cities, where space is at a premium, still provide people with outdoor space. This has been made all the more critical through the COVID-19 lockdown, as people recognise the importance of outdoor spaces to managing wellbeing.

**Principle**

**18/20**

A home that has quality private  
and shared gardens



**The questions participants were asked**

We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

A home that has quality private or shared gardens.

To what extent, if at all do you agree or disagree with each of the following statements?



My current home has private or shared gardens.





And  
P

Handwritten text on a yellow sticky note being written by the woman.

Handwritten text on a pink sticky note: "You will... need to... off."

Handwritten text on a blue sticky note: "Less... to..."

Handwritten text on a pink sticky note: "Less... =... WHITE..."

Handwritten text on a pink sticky note: "Less... =... WHITE..."

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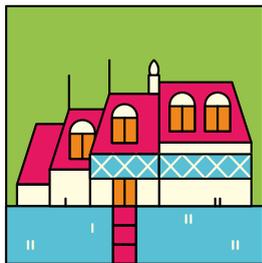
Handwritten text on a green sticky note: "Less... =... WHITE..."

Handwritten text on a pink sticky note: "Less... =... WHITE..."

# Representing something different

The last two principles respond to a call for “something different”, as people feel that current homes tend to be the same and don't offer choice or innovation. Indeed, there is a call for homes that have their own identity and have a diversity of character; and for more innovative approaches to homes overall which represent a break away from how people currently think about homes.

## 19/20

A home that looks attractive and  
has its own identity

While there is a relatively high level of importance attributed to this principle overall, there does not appear to be a substantial gap between what is provided to people at present and what they want from their future homes, unlike other principles.

## A home that looks attractive and has its own identity

### Workshop discussion

The character and appearance of peoples' future homes is important to them. People tend to think that many new homes look the same and don't tend to have a lot of distinct character. People want to see more diversity and more choice rather than a cookie-cutter approach to new homes. Some people want to see homes reflect the character of local places better.

### What people want in the future compared with now:

Looking ahead to 2030, 76% of English adults say that it is important that their future homes should look attractive and have their own identity. It is interesting that this is the only principle where people are less likely to regard this as important to them in the future than they are to agree that this is true currently – that is, to agree that at present new homes tend to look the same everywhere and don't tend to have a lot of character (79%).

### How this principle differs by demographics:

A home that is attractive and has its own identity is more likely to be regarded as important by women than men (79% vs. 73%) and is most likely to be rated as important by younger adults than older (77% of 18-34 year olds and 78% 35-54 vs. 73% 55+).

**Principle****19/20**A home that looks attractive and  
has its own identity**How this principle differs by location and region:**

At a general level there are no differences between region. However, looking at the difference between English adults who think it is very important, (33%) Londoners are much more likely to regard an attractive home as “very important” than those in the East Midlands (31%), South West (24%), Yorkshire and Humberside (21%) and Eastern England (20%).

**The questions participants were asked**

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

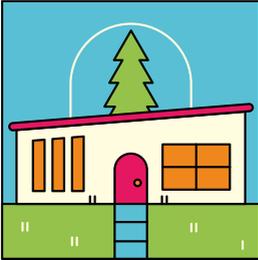
- A home that looks attractive and has its own identity.

To what extent, if at all do you agree or disagree with each of the following statements?

- New homes seem to look the same everywhere and don't have a lot of character. .

# 20/20

A home that is innovative and different to what people have seen before



## A home that is innovative and different to what people have seen before

### Workshop discussion

Some people have a desire for fresh thinking and innovation in housing, based on a dissatisfaction with the current options. People think that many new homes are quite similar to one another and that they don't have the option of something which feels unique and innovative. People instead wanted homes in 2030 to be truly different to one another and different to homes that have been built before. This includes overcoming old perceptions through progressive thinking. For example, many people feel that making a step-change in sustainability with new homes would require innovative approaches.

For many, innovative thinking was a prerequisite for achieving some of the other things that they regarded as important in their future homes.

### What people want in the future compared with now:

Not everyone regards this as important. 33% of English adults say that a home that is innovative and different to what people have seen before was important to them, compared to 62% who said it was not important. While it came through strongly in the workshops, when people are presented with a range of factors, they are more likely to prioritise other things.

**Principle****20/20**

A home that is innovative and different to what people have seen before

**How this principle differs by demographics:**

Innovation is more likely to be important for younger people, particularly those aged 18-34 (44%) compared to 35% of those aged 35-54 and 21% of those aged 55 and over. It is also more likely to be important for people who have children aged 18 and under compared to those who don't (41% vs. 29%). It also differs substantially between ethnic groups: just 30% of white people are looking for a home that is innovative and different to what people have seen before, compared to 59% of black, Asian and minority ethnic people.

**How this principle differs by location and region:**

A home that is innovative and different to what people have seen before is more likely to be important to people in London (44%) and West Midlands (41%) than those in most other regions; it is also more likely to be important to people in urban than in rural areas (35% vs. 22%).

**The questions participants were asked**

We would like to better understand your expectations and vision of your ideal future home in 10 years' time, 'the Home of 2030'. How important, if at all, would each of the following factors be for you?

- A home that is innovative and different to what people have seen before.

Participants were not asked a question about their current experience as there is no direct way of comparing this against their preference.



# Appendix

## Full methodology

The public engagement process consisted of three main stages:

- A series of regional workshops around England.
- The synthesis of all the workshop findings into a set of principles.
- An online poll of 2,039 English adults aged 18+ carried out by Savanta ComRes.

In addition, feedback surveys were issued at the end of each workshop, and a series of semi-structured interviews were also carried out with eight workshop participants, to provide more in-depth feedback on taking part in this type of engagement.

The following section sets out how the public engagement process was carried out.

### **Regional workshops**

Four workshops were carried out in November and December 2019, inviting members of the public in four focus regions together to interactive workshops and share their ideas on the homes that they will want and need in 2030 and to develop a public vision for the Home of 2030.

The aim was to lead participants who may not necessarily have any experience either of taking part in public engagement - or of the world of design, planning and construction - through a facilitated design-led process that could help them to interrogate both their current experiences and their futures priorities from their homes, and to then refine these ideas into a clear vision – the Public Vision for the Home of 2030.

Each three-hour workshop used a set of creative design methods from Design Council's Framework for Innovation (see Box 1) in order to build their vision statements and understand their priorities. This included:

- Participants mapped journeys and experiences in their current homes to help them explore their current lived experience of home and to think about how this could be improved or be different in the future.
- Responding to a series of provocative scenarios, based on how experts and professionals think people may be living in 2030 based on existing research and evidence, participants identified the positives and negatives of these scenarios and those areas which they felt were missing from these visions of the future.
- Clustering, theming and prioritisation of these observations, to identify key themes and shared aspects of the Home of 2030.
- The creation of a Vision Poster for the Home of 2030 through which groups developed their vision for their future home.

## **Design Council's framework for innovation**

The Home of 2030 public engagement workshops were designed using Design Council's framework for innovation. The framework helps Design Council to support the public, private and third sector organisations they work with to transform the way they develop and deliver services. At the heart of the framework for innovation is Design Council's design methodology, the Double Diamond – a clear, comprehensive and visual description of the design process.

As well as highlighting the design process, Design Council's framework for innovation also includes the key principles and design methods that designers and non-designers need to take, and the ideal working culture needed, to achieve significant and long-lasting positive change. Design Council's Double Diamond clearly conveys a design process to designers and non-designers alike. The two diamonds represent a process of exploring an issue more widely or deeply (divergent thinking) and then taking focused action (convergent thinking).

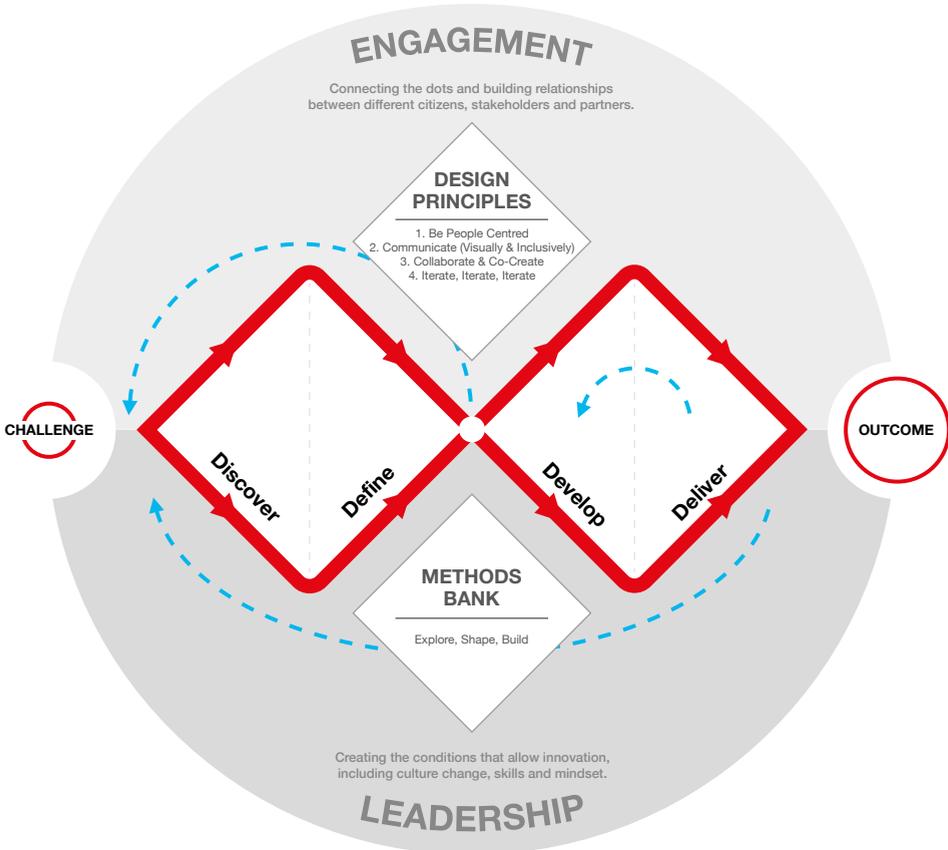
The framework for innovation outlines four core principles for problem-solvers to adopt so that they can work as effectively as possible.

**Put people first.** Start with an understanding of the people using a service, their needs, strengths and aspirations.

**Communicate visually and inclusively.** Help people gain a shared understanding of the problem and ideas.

**Collaborate and co-create.** Work together and get inspired by what others are doing.

**Iterate, iterate, iterate.** Do this to spot errors early, avoid risk and build confidence in your ideas.



## **How do people think about not just today but 2030?**

A key challenge of a project about the homes of the future is asking people to consider their lives at the moment and what they need now, and then to also think about what they will need in the future. This is crucial for anyone involved in homes or future places, as while engagement typically focuses on the present day, the built environment and homes will be around for a long time to come. That requires a methodology which can help people taking part in the workshops to think about not just their current homes but also the world and the homes that they might be living in 2030.

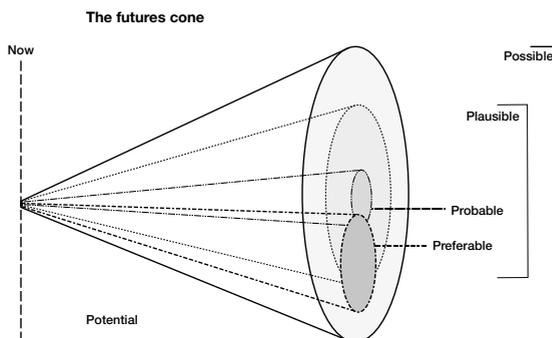
This also needs to be balanced with immediacy of 2030, which is only 10 years in the future. The majority of homes that people will live in in 2030 have already been built, and while the world in 2050 could be substantially different to today, with a number of very stark options for possible futures, 2030 is a lot closer to home. This means thinking about the near future, rather than a distant future. To move beyond just asking people what they want, and instead to help participants think about, imagine, and engage with some of the possible ways in which people might be living in 2030, the workshops used a set of scenarios, which are a method used in speculative design.

## **Speculative design**

Speculative design is a design methodology that aims to help explore assumptions and conceptions about certain things now and in the future. It asks people to question the idea of the future as certain, and instead see it as a set of possibilities. This takes into account both a probable future (if things carry on as currently expected), and also a range of possible futures (to help people think about what could be possible if certain factors were different or

played out differently). It presents the future as uncertain rather than certain, and aims to provoke or prompt debate about how this might develop.

Scenarios are a tool used within speculative design to present to people a set of possible situations based on current trends or signals of the future, which can prompt people to explore the range of possibilities available. It then helps them to think about what their preferable future is within this spectrum.



The scenarios were developed using desktop research from the overall Home of 2030 research on trends in housing, as well as additional literature from futures and speculative work which has explored how people's lives may be different in 2030. These scenarios explore six different possibilities for how people might live in 2030:

- Our ageing population is moving out
- We have plenty of new homes – which are getting smaller
- Our homes, and us, have to adapt to catastrophic climate change
- We live in digital homes that we don't all understand
- Changing work, caring, travel patterns
- The end of ownership

<sup>15</sup> Including Shelter (2016) The Future of Housing and Home: Scenarios for 2030. [https://england.shelter.org.uk/\\_data/assets/pdf\\_file/0020/1257041/2016\\_04\\_20\\_The\\_Future\\_of\\_Housing\\_and\\_Home.pdf](https://england.shelter.org.uk/_data/assets/pdf_file/0020/1257041/2016_04_20_The_Future_of_Housing_and_Home.pdf)

## **Representation and demographics**

Within the scope of a series of workshops, it was important to cover broad regional ground and to bring together diverse and representative audiences. The workshops were held in four regions, the West of England, West Midlands, Greater Manchester and Oxfordshire, to cover a diverse regional perspective across England. The workshops were led by Design Council alongside local partners in those areas with links to local neighbourhood groups and networks, utilising Facebook and Twitter to include diverse audiences from urban, suburban and rural areas across each of the regions.

In total, 90 people attended the workshops. A core aim was to bring together as diverse a group as possible at this early stage of exploring and developing the principles, including a broad mix of core demographics and people living in different circumstances and types of homes. This process also targeted some 'extreme users' in some cases who have a more acute set of circumstances and who can bring more diverse perspectives that aren't usually represented.

Diversity monitoring was carried out as part of the sign-ups to the workshops, and the chart below indicates the characteristics that the workshops aimed to include representation from. The results should be highly caveated as only around a third of participants chose to share their information, but it illustrates areas where representation of particular groups can be guaranteed:

Employment Status						Socio-economic background	
Employed Full time	Employed Part Time	Self-employed / business owner	Unemployed	Student	Retired	Self-reported lower	Self-reported higher

Caring responsibilities					
None	Primary carer of child	Primary carer of disabled child	Primary carer of disabled adult	Primary carer of older person	Secondary carer

Type of area that they live in				Housing tenure				
City or town centre	Suburb	Village	Rural	Own outright/ with a mortgage	Rent privately	Rent from the Council/Housing Association	Living rent free	No fixed address/ homeless

Age						Gender				
16-20	21-29	30-39	40-49	50-59	60+	Man	Woman	Transgender	Non-binary	Another

Married or in a civil partnership			Ethnicity						
Yes	No		White	Mixed	Asian	Black	Chinese	Other	

Religion or belief							
No religion or belief	Buddhist	Christian	Hindu	Jewish	Muslim	Sikh	Other

Sexual orientation					Self-reported disability or health condition	
Heterosexual	Gay woman/lesbian	Gay Man	Bisexual	Other	Yes	No

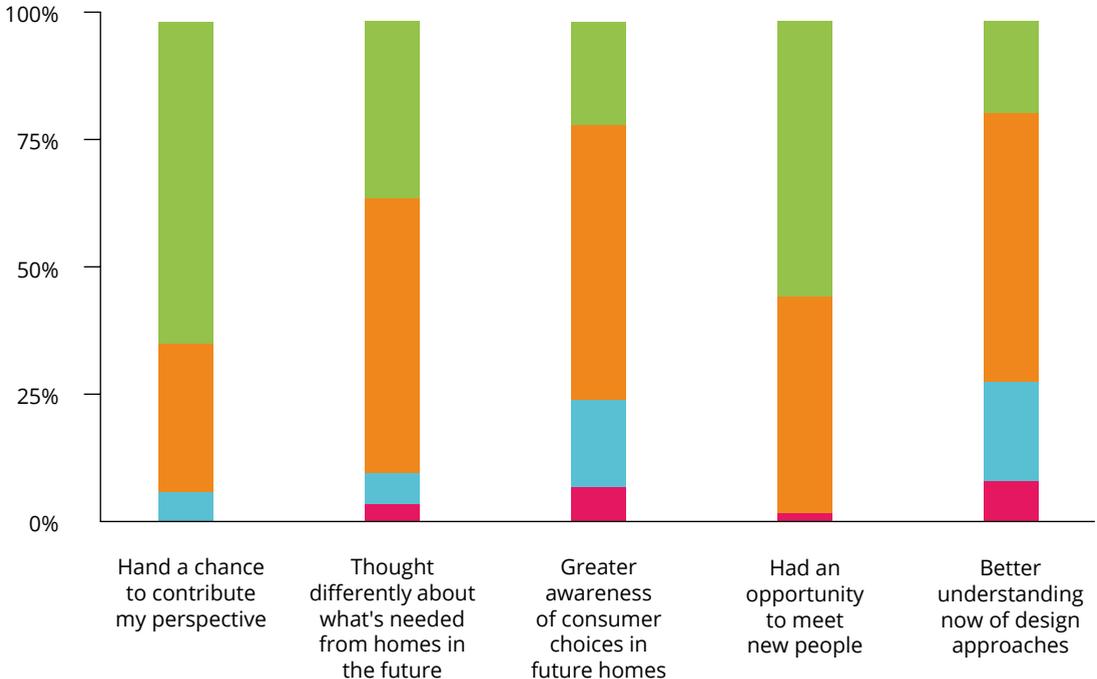
This represents a broad spread of people across a range of characteristics and backgrounds, and the workshops were able to reach some specific, extreme users within the workshops, including people living in temporary accommodation and migrant communities.

### The experience of taking part

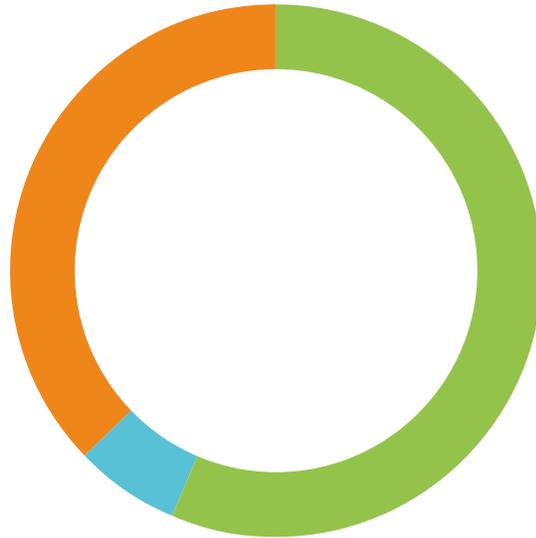
One of the research questions was around how people responded to the experience of taking part in this form of engagement exercise, particularly as the workshops targeted people who may not have taken part in engagement before and took a different approach to “traditional” engagement. The following tables summarise the survey feedback results from the workshops:

To what extent have you experienced any of the following benefits from today's workshop? (% of respondents)

- To a great extent
- Somewhat
- Very little
- Not at all



### How would you rate your overall experience of today's workshop? (% of respondents)



People noted and appreciated the opportunity that the workshops presented to meet and interact with other people, have conversations that they wouldn't otherwise have had the opportunity to participate in, and share their ideas on housing. These findings were also reflected in the findings from the follow-up interviews with participants.

## Interviews with participants

Following the workshops, eight semi-structured interviews were carried out with workshop participants. They were asked a series of questions to prompt a conversation to understand more about their experience of taking part in a facilitated design process and to start to inform whether these types of approaches to engagement could also be applied in other contexts.



*"Working with people I wouldn't normally work with, and it was good to meet people who aren't necessarily always at these sorts of events."*

Craig White, West of England



*"The workshop was very good at getting people to stand up and say what they wanted to say."*

Wendy Hind, workshop participant from Oxfordshire



“It went from high level ideas through to what could practically change and what could be represented in a future home”.

Katie Kershaw, participant from West Midlands



*"I really liked how interactive it was, and how it brought loads of different members of the community together."*

Charlotte Gregory, student, workshop participant from Oxfordshire

There were also comments which reflected some of the challenges of running these types of workshops. Limited time was noted as a challenge to allowing people to share all of their ideas and also to reflect on the implications of the future. There were also a number of people who were expecting a more traditional "engagement" process, such as talks or an open discussion, rather than a facilitated discussion. Some noted that this was a "welcome surprise", but others mentioned that they would have preferred a more traditional presentation and discussion style of engagement.

## **Developing the principles**

The four regional workshops resulted in extensive insight, ideas, visions and understanding of values from participants both on their current homes and on what would be important to them in their future homes. These findings were then analysed and synthesised into a set of principles.

### **The polling**

Following the workshops, a national poll in England was carried out in order to test the principles with a larger and nationally representative audience of English adults aged 18+. This quantitatively tested the validity of the statements, explored which ones were more important to the public overall, and looked at key demographics and regional differences.

Savanta ComRes were commissioned to carry out the research, and they surveyed 2,039 English adults aged 18+ online between 29 and 30 January 2020. The data were weighted by key demographics to be nationally representative of all English adults, including age, gender, region and social grade.

The poll tested 20 principles for their importance through the following question:

*We would like to better understand your expectations and vision of your ideal future home in ten-years' time, 'the Home of 2030'.*

*How important, if at all, would each of the following factors be for you?*

The poll also asked an open question, to allow people to also note whether they felt there was anything important that was missed:

*Thinking about your expectations and visions of the 'Home of 2030', are there any other factors that you feel are important to you that have not already been discussed here?*

In order to build an understanding of how each principle compared to people's current experience of home, and to see whether there was a relationship between what people currently have in their homes and their vision for the future, a series of "counterpart" questions to each of the principles were also asked:

*To what extent, if at all do you agree or disagree with each of the following statements?*

For example, participants were asked both whether they currently have convenient travel options that allow them to get around easily (to understand their current experience), and whether this would be important to them in the future (to test the importance of the principles). Savanta ComRes is a member of the British Polling Council and abides by its rules. Full data tables are available on <https://comresglobal.com/polls/home-of-2030-public-views-on-homes-of-the-future-poll/>.



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