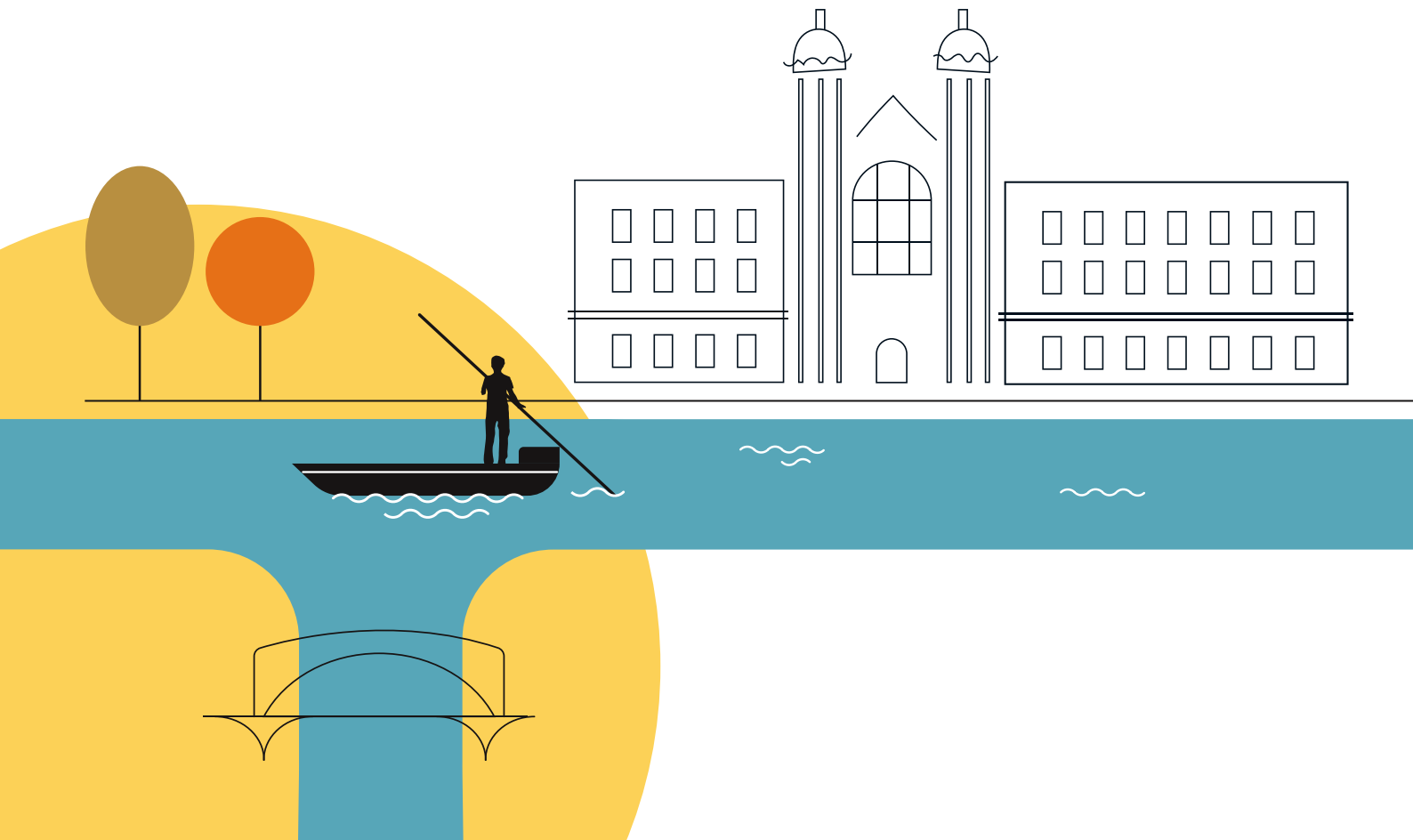




# Housing Tribes Vol. 2.

*Finding housing solutions to the needs  
of under-35s in the Cambridge City region*



# Housing Tribes

Since 2018, the Cambridge Ahead Young Advisory Committee have been conducting research to understand and shine a light on the housing challenges which young people in Cambridge face<sup>1</sup>.

By collating an evidence base alongside our own knowledge of the makeup of the younger population living and working within Cambridge, we have identified different cohorts of individuals with similar priorities for their housing choice. We have categorised these cohorts into **'Housing Tribes'**.



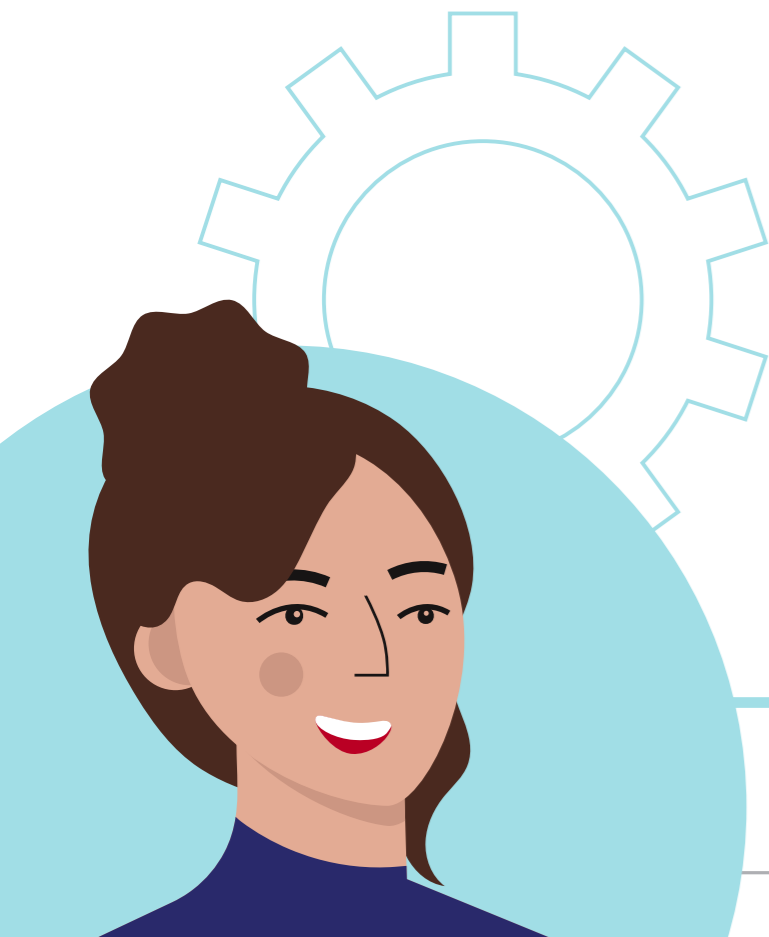
**Worker Bee**

Housing Tribes are used to understand housing need, and scope where and what people will choose to rent or buy.

The Tribes capture key characteristics such as preferences around space, local amenities and how housing fits with an individual's life-stage.

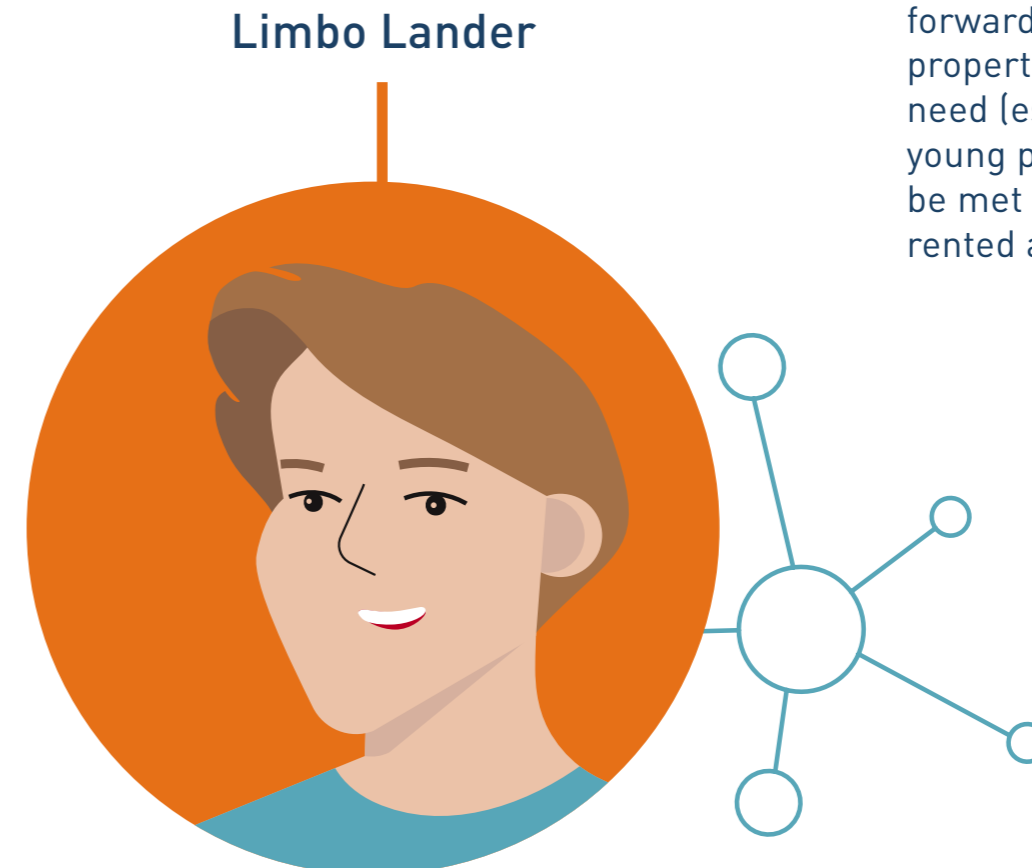
<sup>1</sup><https://www.cambridgeahead.co.uk/media/2110/ca-housing-tribes-report.pdf>

**Cambridge Cog**



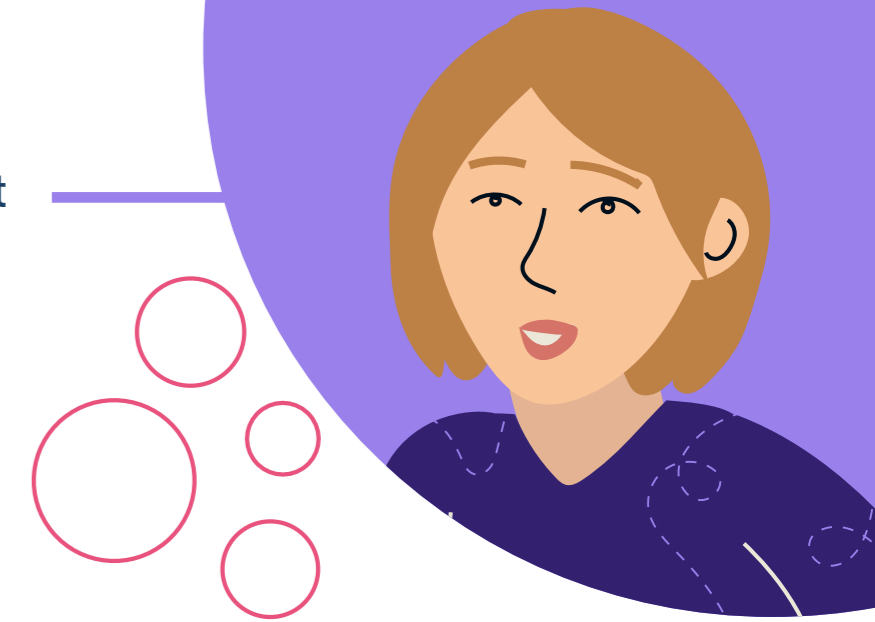
Thus far, we have identified four Housing Tribes within Cambridge. However, we're aware that there are many more tribes whose needs are continually evolving.

**Worker Bees, Space Cadets, Limbo Landers, and Cambridge Cogs have all been identified as tribes with specific housing needs that are variously met across Cambridge and the surrounding area.**



**Limbo Lander**

**Space Cadet**



Through consultation with local authorities, developers and landowners, the Young Advisory Committee have identified solutions to meet the needs of these currently underserved groups.

An example of our success in this has been supporting local authorities and developers to bring forward Build to Rent properties, articulating the need (especially amongst young people) that can be met by purpose-built rented accommodation.

# Housing Tribes



## Worker Bee

<b>Profile</b>	Rajan is a recent graduate and has moved to Cambridge to start a new job.
<b>Prevalence</b>	Make up <b>8,577 households (13 per cent)*</b> aged under 35 in the Cambridge travel to work area.
<b>Accommodation</b>	Rents a room in a shared house. Prioritising connectivity and a central location over private space.
<b>Work life</b>	Works flexibly but likes to spend at least a few days a week with colleagues at his office on the science park.
<b>Leisure</b>	Likes the buzz of the city centre. He is single and enjoys spending time with friends.
<b>Transport</b>	He has bought a bicycle to get to and from work. Sometimes he takes the train to visit friends in London at the weekend.



## Space Cadet

<b>Profile</b>	Lorna has been in Cambridge for a while, and is starting to commit to staying longer term.
<b>Prevalence</b>	Make up <b>15,660 households (23 per cent)*</b> aged under 35 in the Cambridge travel to work area.
<b>Accommodation</b>	Has recently bought her first home with her partner in one of the market towns near Cambridge.
<b>Work life</b>	Has a job she loves in one of the office in Station Road. She works for home a few days each week.
<b>Leisure</b>	She values proximity to nature, but also convenient access to shops for essentials, local sports and leisure.
<b>Transport</b>	Takes the train about 20 minutes in to work.



## Cambridge Cog

<b>Profile</b>	Heidi has been working in Cambridge for a few years as a healthcare worker.
<b>Prevalence</b>	Make up <b>14,000 individuals*</b> aged under 35 in the Greater Cambridge area.
<b>Accommodation</b>	Rents a two-bed flat with a friend. They wanted to live centrally but couldn't afford it.
<b>Work life</b>	Enjoys a sense of purpose from helping others. She is essential to the effective operation of the city.
<b>Leisure</b>	Socialising and keeping fit is important to but she struggles to fit it in with a long commute and challenging work routine.
<b>Transport</b>	Prioritises having a car to reach patients easily for home visits and nightshifts.



## Limbo Lander

<b>Profile</b>	Simon grew up in Cambridge and wants to base his future here.
<b>Prevalence</b>	Make up <b>2,991 households (4 percent)*</b> of households aged under 35 in the Cambridge travel to work area.
<b>Accommodation</b>	Lives with his parents, but he would like some more independence and has been looking for places to rent with his friends.
<b>Work life</b>	After college Simon studied for an apprenticeship and has recently taken on a full-time role with a local employer.
<b>Leisure</b>	His network of friends are local as he has always lived in the city. This is a major reason he would like to stay in the area.
<b>Transport</b>	Simon usually takes the bus to work and into town to meet friends.

\*Based on data from February 2022

# Housing Products

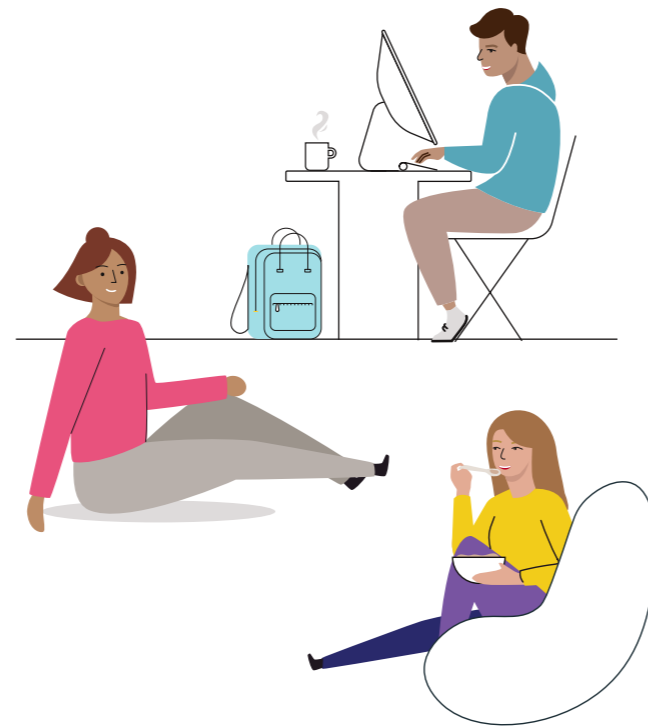
The Young Advisory Committee have identified three further housing products that meet the needs of the Housing Tribes identified:

## Co-living

A type of purpose-built and managed accommodation for rent, which comprises a mixture of individual spaces and shared amenities. These schemes offer high convenience, typically being in city centres and offering fully furnished accommodation with all-inclusive billing. Individual spaces resemble purpose-built studio apartments, while shared amenities may include working spaces, gyms, lounges, and more.

### Needs met:

**Worker Bee, Limbo Lander, Cambridge Cog**



## Compact living

Smaller self-contained accommodation that integrates modern high-quality design to maximise the use of space. This enables the homes to be rented or sold at a rate lower than local market prices. Elements of communal space may be built into the design. Their smaller size often means that financial viability improves, and they can be built more centrally, on brownfield sites or previously unbuildable land. This allows them to be closer to places of work and transport hubs.

### Needs met:

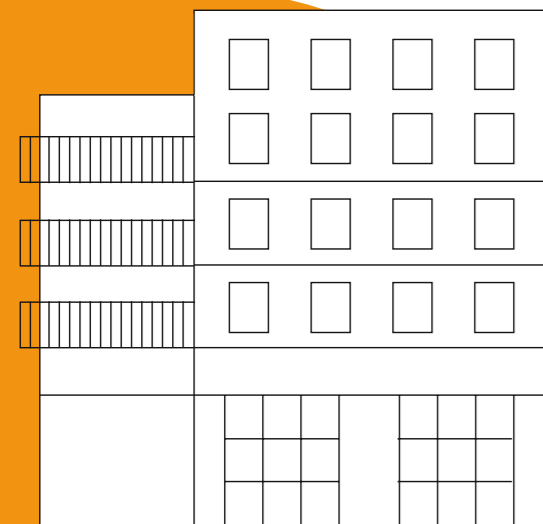
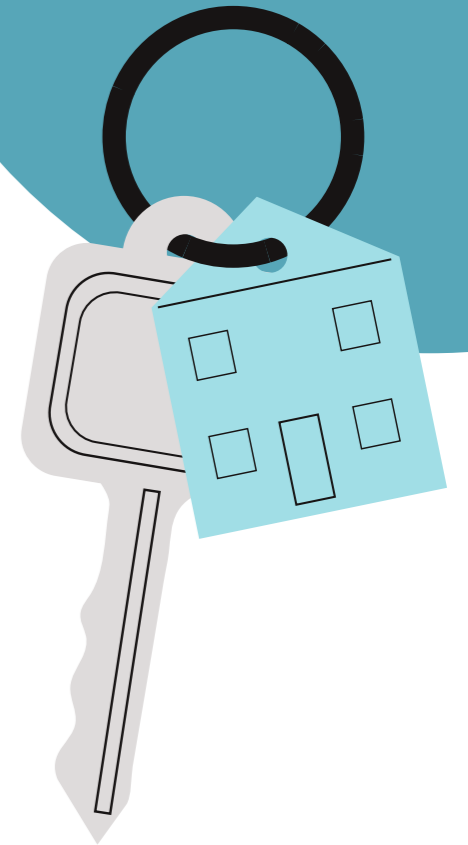
**Worker Bee, Limbo Lander, Cambridge Cog**

## Rent to Home

The Cambridge Building Society's purpose is to provide a safe place for savings and help people have homes. Successful applicants to their Rent to Home initiative will rent a newly refurbished property from for a minimum of one year and a maximum of three years. During this time, if they become ready to purchase a home of their own, 70% of the rent they've paid will be returned to them to help towards their deposit, as this is often the hardest hurdle for renters looking to buy a home.

### Needs met:

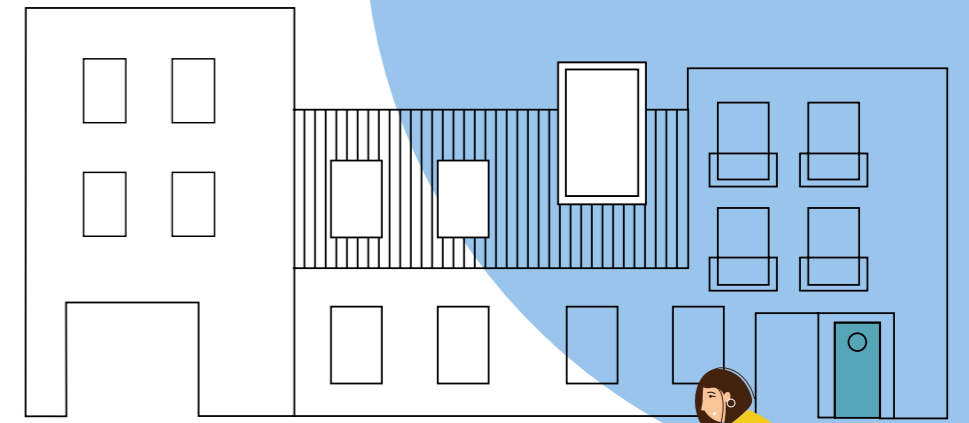
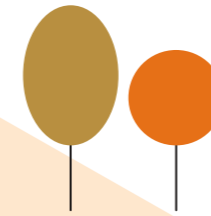
**Cambridge Cog, Space Cadet, Limbo Lander**



# Opportunities and Possibilities for Cambridge

Addressing the risks and barriers to delivery of co-living, compact living and rent-to-home could help promote these schemes in Cambridge. For example, this could be done by:

- Building up an objective evidence base from alternative housing models in other cities and evaluating this against products' ability to meet the needs of young people in Cambridge while offering a return for developers.
- Understanding and working to streamline barriers in the planning approval process for novel housing types to reduce uncertainty around approval, with clear minimum criteria for units to maintain quality.
- Communicating the opportunities and risks of novel housing types with planners and encouraging developers to identify sites in the city which may have the potential for development into novel housing schemes.
- Seeking support from major employers, possibly in coalition, for institution-led initiatives.



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Ultimately, by supplying a diverse range of housing types, Cambridge should be better able to cater to the needs of its residents, as well as accelerate the much-needed supply of new housing by promoting a wider range of housing products which cater for those with different needs and in varying stages of life.

