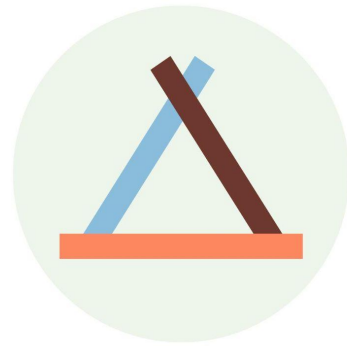


homefolk & the housing crisis

*scalable, sustainable, and
health-focused housing solutions ...*

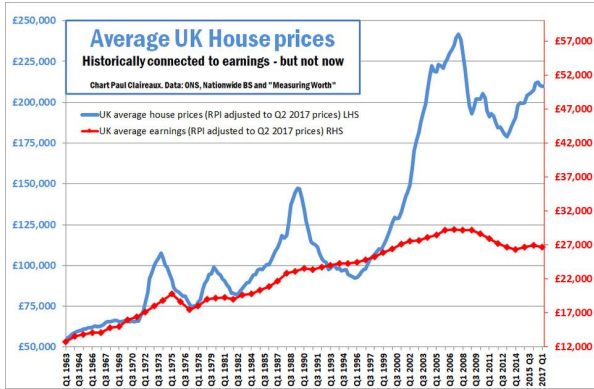


homefolk
communityowned
tinyhouse villages
for ecohealth



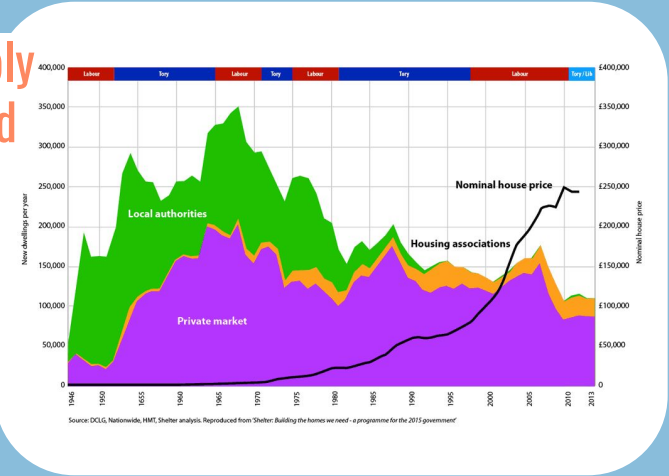


The UK's Housing Crisis



Long-Term Supply
Drop & Demand
Increase

Housing As
An Asset: Financial
Speculation



An Industry in Need:
Where is the

Innovation?

homefolk
model

homefolk 

eg. lark street



model configuration



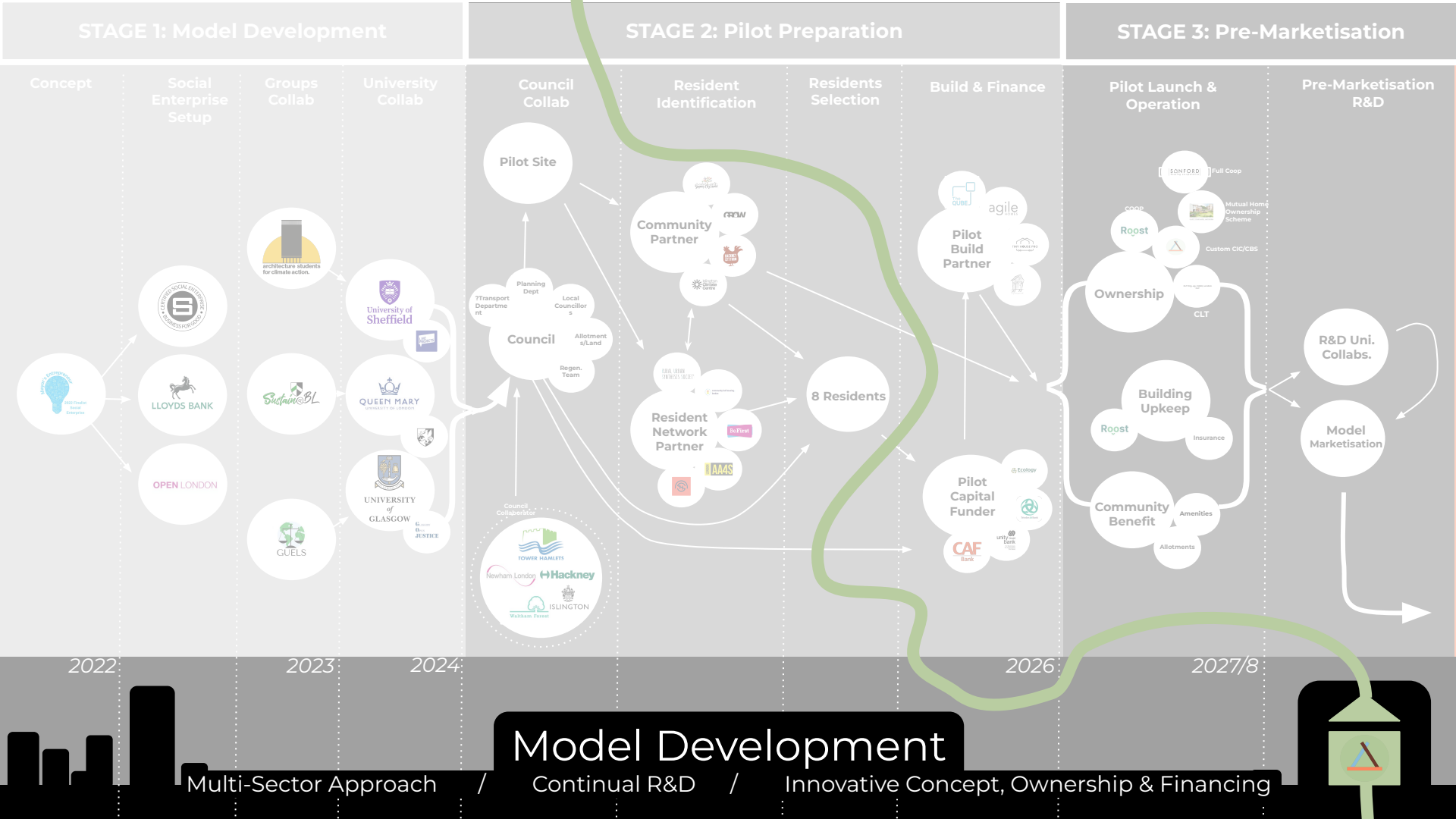
model eco features



Community
Owned
'Tinyhome
Villages'

A Scalable,
Sustainable
Approach





Our Impact:



pilot residents

Our resident communities of 8 people benefit in many ways. See benefits categorised according to our values below:

Affordability	homefolk cost of £40k-£60k is less than UK average mortgage of £250k
Eco	access to green space for growing and reduced carbon footprint from housing
Health	community health through design & co-living to combat epidemic loneliness
Housing	new, quality housing which supports co-design

local communities

Areas surrounding our new tinyhouse villages will benefit from public amenities designed into our model.

- EcoHealth - new growing space in the "pavement planter allotments" reserved for homefolk's neighbours for nutrition and enjoyment. Regreening streets reduces urban heat island & supports mental health.
- Health - Community health through small parklet/outdoor space for physical activity +/- fixed equipment.

society

Benefit to British society is a big claim, but with many interlocking components, our model touches on many areas for the better.

- Affordability for Health - housing costs & secure tenure underpin wellbeing; nutrition; to reducing anti-social behaviour.
- Housing - our original feasibility study showed potential for 100,000+ new genuinely affordable homes in London.
- Eco - Tinyhomes have estimated 70% less carbon emissions than conventional new builds*, helping UK toward COP agreed 1.5°C emissions targets.

:Grace – Film Graduate & Climate Activist

"Homefolk is building beautiful, healthy, community-driven homes that challenge systemic injustice."

:Warda – Medical Student & Bioengineering Researcher

"Homefolk bridges housing and health to create a future where both thrive."

:Ka – Architect & Videographer

"Homefolk offers a real chance to fix a broken housing system with community-led solutions."



homefolk Funding and Revenue: *A Staged Evolution*

↓
100s
1000s
10,000s
100,000s

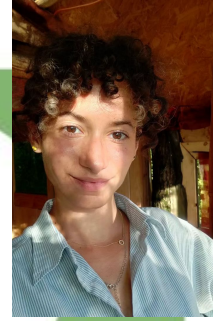
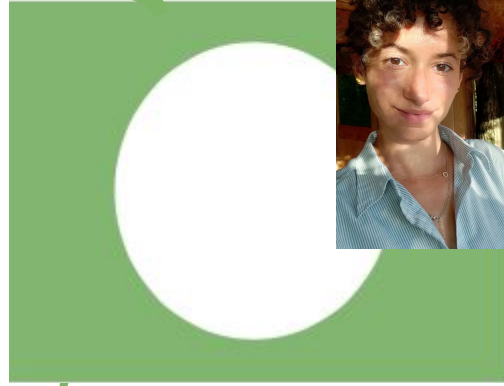
- a) Early Model Development
Low Financial Needs vs Limited Methods
- b) Late Model Development
Rising Financial Needs with Diverse Funding Methods
- c) Pilot & Feasibility
Small Business OPEX Needs with Diverse Funding Methods AND Significant Capital Backer
- d) Marketisation
Development of Commercial Product, Marketing, Logistics, Scaling of Model, 'Business'

Our folk



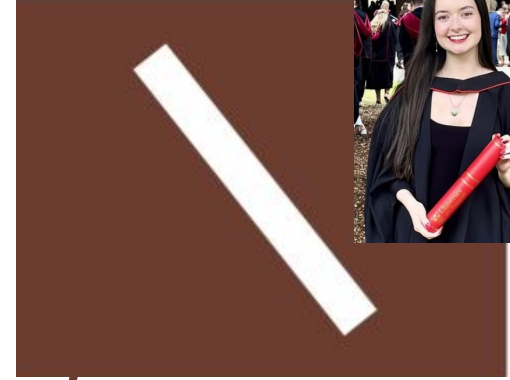
Dr. Adam Mitchell

Medical Doctor & Public Health Advocate.



Michelle Waters

Sustainable Cities Specialist.



Amy McGilp

Legal & Policy Expert.

Alongside an Amazing Community of
Volunteers Across the UK



homefolk Key Milestones

2022

Knowledge Base
Developed & Initial
Industry Exploration



UNIVERSITY
of
GLASGOW

values



2022 Finalist
Social
Enterprise

the homefolk building blocks

affordable

health

housing

**BIG
ISSUE**



open
letter

2025

means
& ends



University of
Sheffield

poly
crisis



homefolk Ahead

- ★ *Finances: Core Operations Funding*
- ★ *Volunteer Network vs Paid Staff*
- ★ *Wider Public Engagement & Research Funding*
- ★ *Collaborative Partners: Local Authority*

Now

from now to pilot

Pilot

Join **homefolk.**

Join leading figures in support of our big idea,
including the likes of:


Redefine
Housing.

 **Professor Paul Chatterton**, Professor of
Urban Futures at the University of Leeds &
Author of "How to Save the City"

 **Professor Emerita Dame Parveen Kumar**,
Ex-president of the BMA & Royal Society of
Medicine & co-writer of "Kumar and Clark's
Clinical Medicine"

 **Professor Chris Gill**, Professor of
Socio-Legal Studies at University of Glasgow

 **Mr Ben Dunn Flores**, founder of Roost
Housing Coop and the "1 million coop homes"
movement

 **Dr Anna Moore**, Clean Air Campaigner,
Sustainability Activist, Respiratory Physician &
Educator at Barts and the London SMD

 **Dr Jennifer Randall**, educator in
Anthropology & Public Health at the Wolfson
Institute for Population Health, QMUL

Seeking funding, partnerships &
policy support. New homes await.



Slide 1: homefolk (*intentionally uncapitalised*)

Title: homefolk (intentionally uncapitalised) – Reimagining Affordable Housing

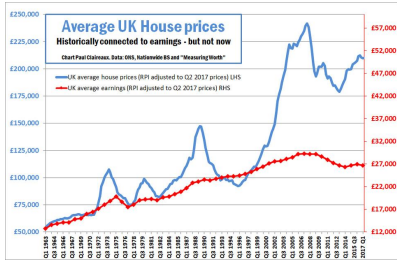
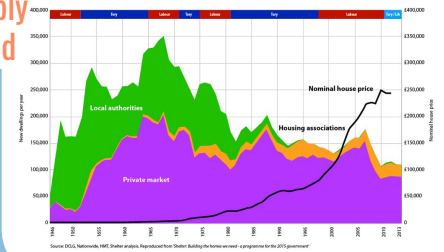
Subtitle: Scalable, sustainable, and health-focused housing solutions

Notes: Welcome to homefolk, a social enterprise revolutionizing affordable, sustainable housing. Our research-driven approach bridges public health, architecture, and community development to address the UK housing crisis.



The UK's Housing Crisis

Long-Term Supply Drop & Demand Increase



Housing As An ~~Asset~~ Financial Speculation

An Industry in Need: Where is the

Innovation?

Slide 2: The Problem

Notes: The UK faces a critical housing shortage, worsened by high costs and outdated development strategies. This lack of affordable, well-designed homes contributes to poor public health and growing inequality.

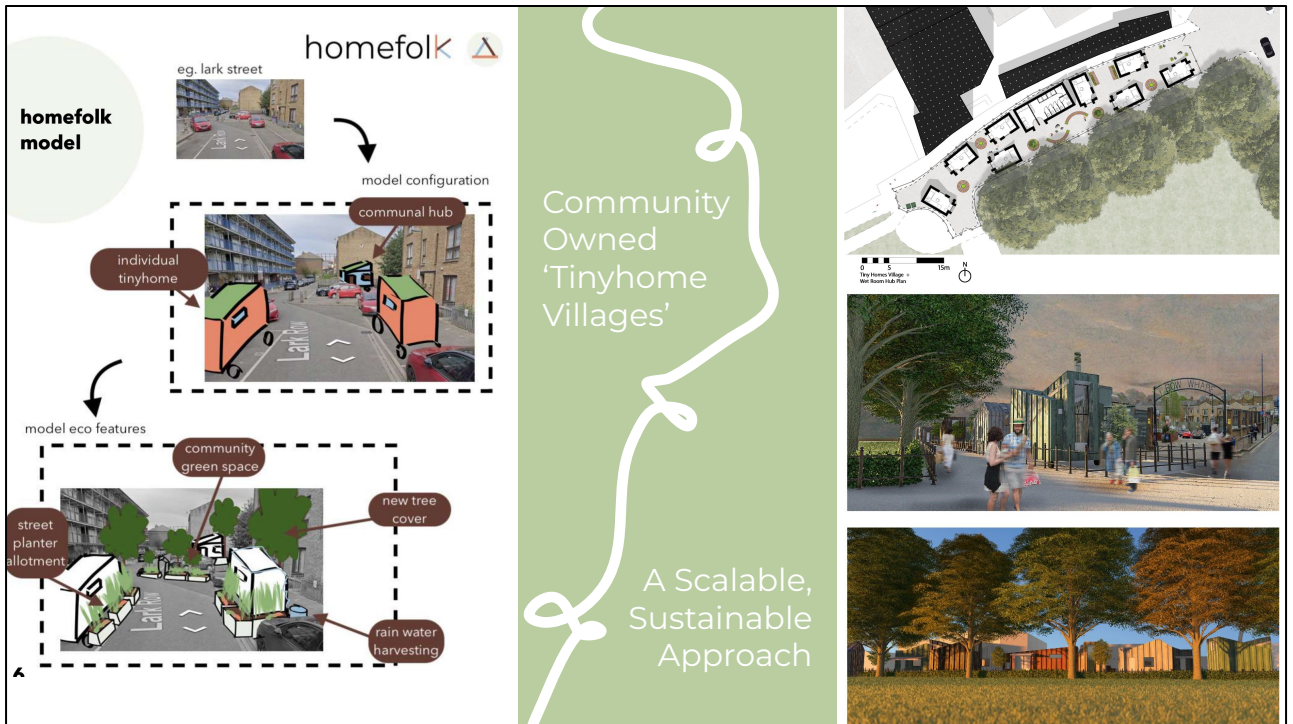
- **NEW BUILD SUPPLY DROP:** Over 3 million young private renters, 1 million on social housing waitlist and 100,000 households classed as homeless
- **UNAFFORDABLE:** financial speculation on housing increased house prices & private rent relative to incomes (eg. £700,000+ median house price London, 2023)
- **LOW INNOVATION:** Traditional housing models dominate (state or private market) but are failing to innovate for modern environmental & health needs like loneliness, food growing space or carbon budget (2 in 5 Londoners live with black mould)

Sources: Graph of UK housebuilding, right:

<https://www.counterfire.org/articles/analysis/17570-homes-for-people-not-profit> ;

Graph of house prices relative to income, left:

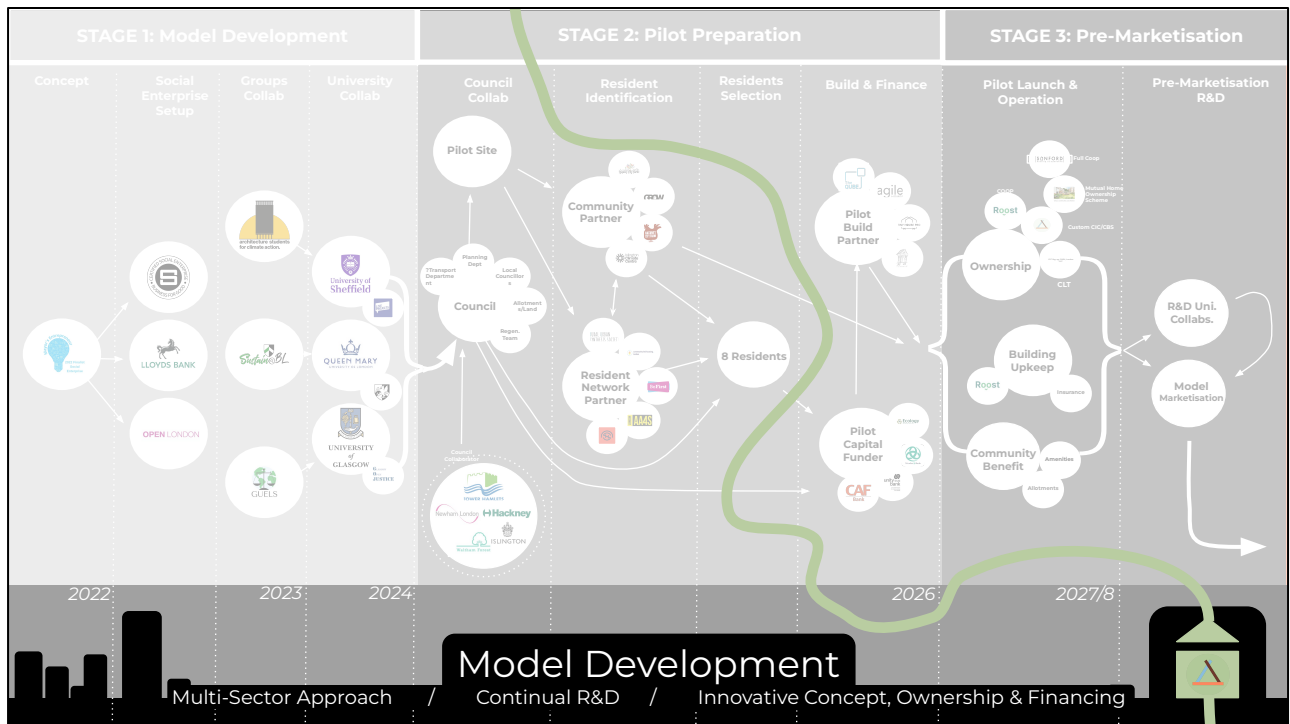
<https://paulclaireaux.com/house-prices-now/>



Slide 3: Our Solution

Notes: homefolk integrates sustainable design with a public health framework to create homes that are not only affordable but also enhance well-being through urban greening and co-living community resilience.

- High-quality, compact tinyhome villages tailored for affordability in sites no other model can use (marginal paved urban commons).
- Built using sustainable materials and modern methods.
- Designed with input from architects, public health experts, and community stakeholders.



Slide 4: Our Model Development

Title: A Multi-Sector Approach to Housing Innovation

Notes: We work across sectors—architecture, public health, and social policy—to ensure our homes meet the needs of both individuals and communities while maintaining long-term sustainability.

- Model forged through multi-sector partnerships with universities, law & medical & architectural student specialists, housing activist groups, diverse industry professionals, local authorities & housing builders.
- Research-backed design optimizing health & environmental impact as part of our post-pilot model refinement - for better health & environmental outcomes exploring co-housing, resource sharing, urban greening and food growing.
- Community ownership pathways & innovative financing models for unique public sites that can provide unique public benefit through new affordable housing to those locally in need.

To those who know us, homefolk is more than housing—it's a movement connecting policy, research, and social enterprise to reshape urban living.



Slide 5: Our Impact

Title: Transforming Housing, Health & Community

Key Points:

- Reducing housing insecurity through affordability & secure long term tenure in desirable urban locations.
- Improved health outcomes via well-designed living spaces.
- Empowering communities through engagement & ownership.

3 Compelling Quotes About Homefolk, Expanded

1. Grace – Film Studies Graduate & Climate Activist

"homefolk is about creating something different—something beautiful, healthy, and community-centered. It challenges the systemic injustices we face, putting people and planet first. I'm beyond excited to see what we can build together."

2. Warda – Medical Student & Bioengineering Researcher

"The connection between housing and health is undeniable, and that's what excites me about homefolk. It's not just about homes—it's about well-being, equity, and creating a future where both thrive. Plus, I get to work with an incredible team!"

1. *"Growing up in one of the world's most expensive housing markets, I've seen firsthand how rising rents outpace wages. homefolk's community-led model gives me hope—this is a real chance to change the housing system for the better."*



homefolk Funding and Revenue: *A Staged Evolution*

100s
1000s
10,000s
100,000s

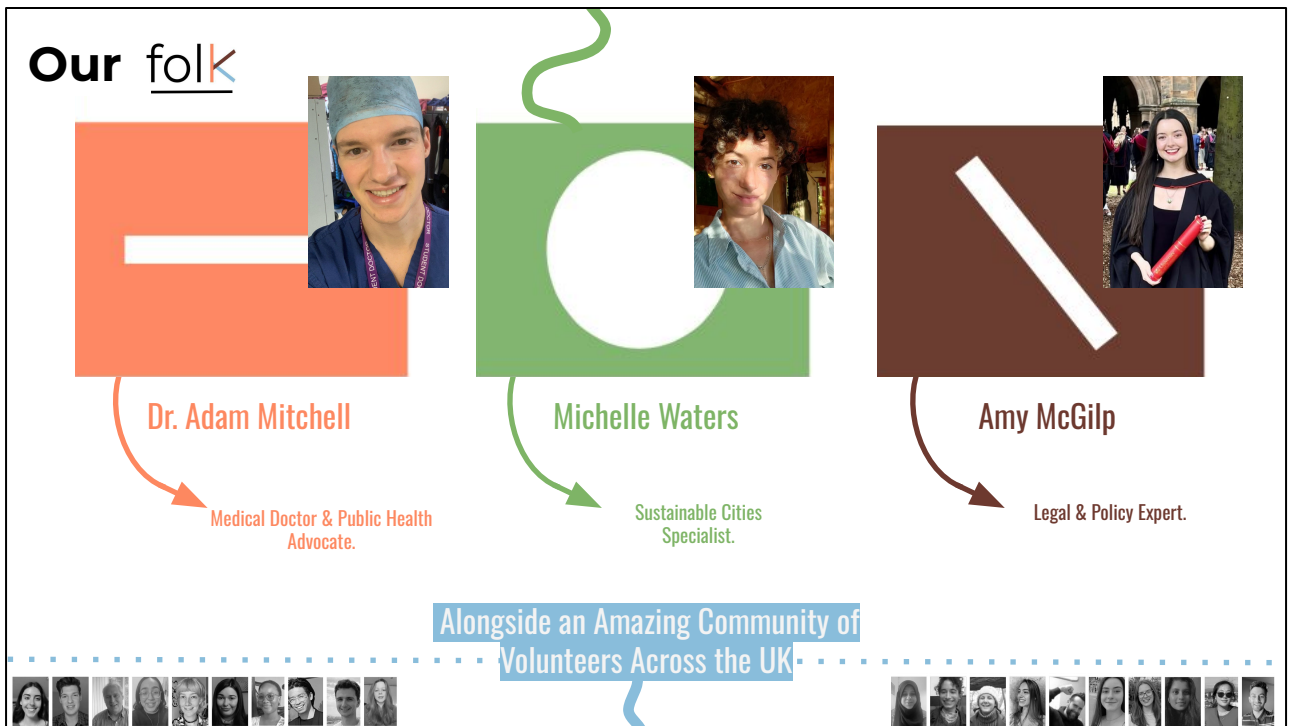
- a) Early Model Development
Low Financial Needs vs Limited Methods
- b) Late Model Development
Rising Financial Needs with Diverse Funding Methods
- c) Pilot & Feasibility
Small Business OPEX Needs with Diverse Funding Methods AND Significant Capital Backer
- d) Marketisation
Development of Commercial Product, Marketing, Logistics, Scaling of Model, 'Business'

Slide 6: Funding & Revenue Model

Notes: Our hybrid funding approach blends public and private investment ahead, and a core of voluntary work and activism, to create lasting impact without replication of pitfalls of traditional housing development models.

Key Points:

- Grants, research partnerships & council collaborations.
- Revenue from third-party projects, continued sweat equity from volunteering, crowdfunding & sponsorships.
- Future income via community land trusts, a 10% profit on the sale of homes from construction partner to buyer (council, institution, residents COOP) & explore involvement in sustainable rent models for long term returns.



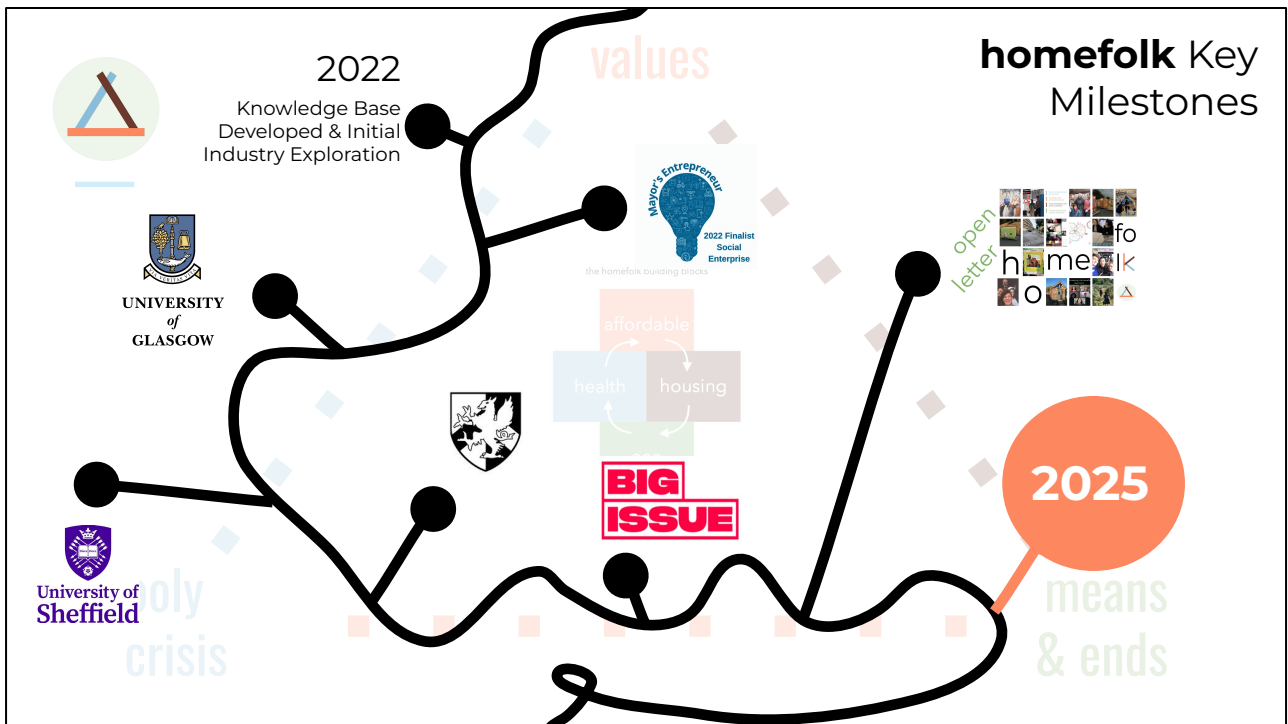
Slide 7: Our Folk

Title: The Experts Behind homefolk

Key Folk:

- **Dr. Adam Mitchell** – Medical Doctor & Public Health Advocate.
- **Michelle Waters** – Sustainable Cities Specialist & Researcher in Renewables Startup WASE Ltd.
- **Amy McGilp** – Legal & Policy Expert, Communications Officer at Scottish law centre and charity Legal Services Agency.
- 30+ regular volunteers across law, architecture, research & community engagement.

Notes: Our team combines expertise in health, sustainability, and policy—bringing together the right minds to drive systemic change.



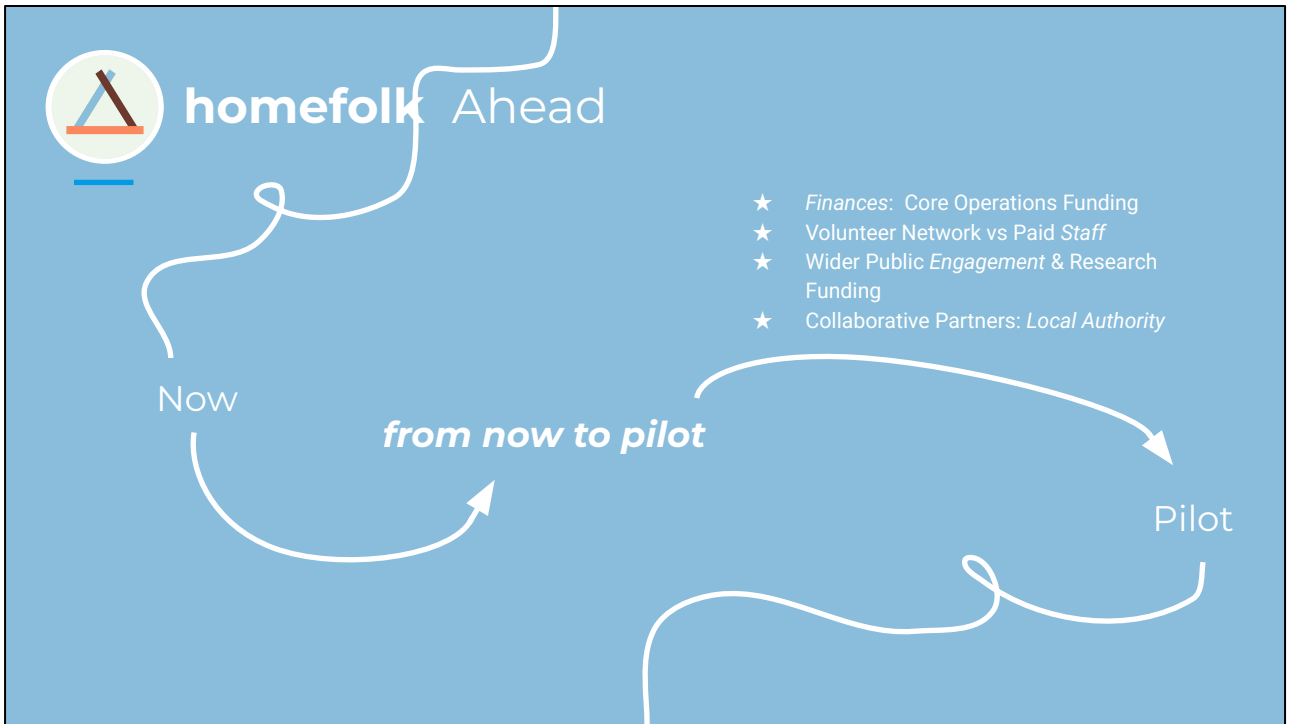
Slide 8: Key Milestones

Summary: Over the past three years, homefolk has developed an innovative tiny home village model through research, partnerships, and grassroots engagement, positioning itself as a leader in sustainable housing solutions.

Key Milestones:

- **Early Proprietary Research:** Diverse commercial and industry relationships developed early in our concept: Architectural: ASCA (+THCB, OMMX, Agile, THUK, U.o.S.); Legal: Roost Coop model (+CASH, Lilac, U.o.G.)
- **Accelerator Programs:** Shortlisted as a Top 25 finalist (out of 1,000) in the *Mayor of London's Social Enterprise Competition*, validating our concept. Selected for the *Open London Accelerator Programme*, strengthening our business strategy and scaling potential.
- **Research & Development:** Active working groups and/or partnered with *Sheffield School of Architecture, Glasgow University, and Barts & The London Medical School* to develop our housing model architecturally, legal model and business development & community engagement through health research.
- **Community & Engagement:** Built a network of *30 annual regular volunteers and 100+ casual contributors over 3 years*, with 21,000+ website & instagram

- annual visitors and media features (*Big Issue*, *Glasgow Guardian*, *Netflix Documentary 'The Butterfly Effect'*, *The Tab*, *Circadian Mag*).
- **Operational Foundations:** The cumulation of a successful publicity campaign to receive 50 targeted signatories of support for our model helped us disseminate our early legal, technical, and financial frameworks, while providing space for soft launch of fundraising initiatives such as varied mechanisms for private donation (like *DonorBox* integration), *Etsy resale* and *T-mill e-shop*.



Slide 9: Next Steps

Title: Scaling homefolk for Maximum Impact

Notes: We are preparing to transition from concept to reality—building our first community and demonstrating the potential for national impact.


- **Organisational Efficiency increased** with paid staff and larger turnover & OPEX .
- **Pilot community launch** within 18 months-3 years.
- Expanding partnerships with councils & planning associations.
- **Secure additional funding** for R&D & scaling in peri/post-pilot phase as we orientate towards commercialisation.


Join **homefolk**.

Join leading figures in support of our big idea, including the likes of:


**Redefine
Housing.**


**Seeking funding, partnerships &
policy support. New homes await.**

 **Professor Paul Chatterton**, Professor of Urban Futures at the University of Leeds & Author of "How to Save the City"

 **Professor Emerita Dame Parveen Kumar**, Ex-president of the BMA & Royal Society of Medicine & co-writer of "Kumar and Clark's Clinical Medicine"

 **Professor Chris Gill**, Professor of Socio-Legal Studies at University of Glasgow

 **Mr Ben Dunn Flores**, founder of Roost Housing Coop and the "1 million coop homes" movement

 **Dr Anna Moore**, Clean Air Campaigner, Sustainability Activist, Respiratory Physician & Educator at Barts and the London SMD

 **Dr Jennifer Randall**, educator in Anthropology & Public Health at the Wolfson Institute for Population Health, QMUL

Slide 10: Call to Action

Title: Join homefolk in Redefining Housing

Notes: We invite funders, policymakers, and advocates to partner with us in shaping the future of housing. Let's make this vision a reality together!

- Seeking funding, partnerships & policy support.
- Get involved via investment, collaboration, or advocacy.
- Let's create sustainable, accessible housing together.

Website (www.homefolk.org.uk)