

New co-living outfit sets out growth plans

17 August 2017 | By [Samuel Horti](#)

LiveWork UK is the latest firm to muscle into the burgeoning co-living sector. The company, which combines micro-flats and co-working office space, has wrapped up two deals to bring 550 beds and 1,000 desks to central London – and it has big plans for the future.



Rishi Davda says LiveWork can deliver 2,000 beds within their first five years.

Chief executive Rishi Davda and chief operating officer Paul Janka say they want to deliver 2,000 beds within their first five years.

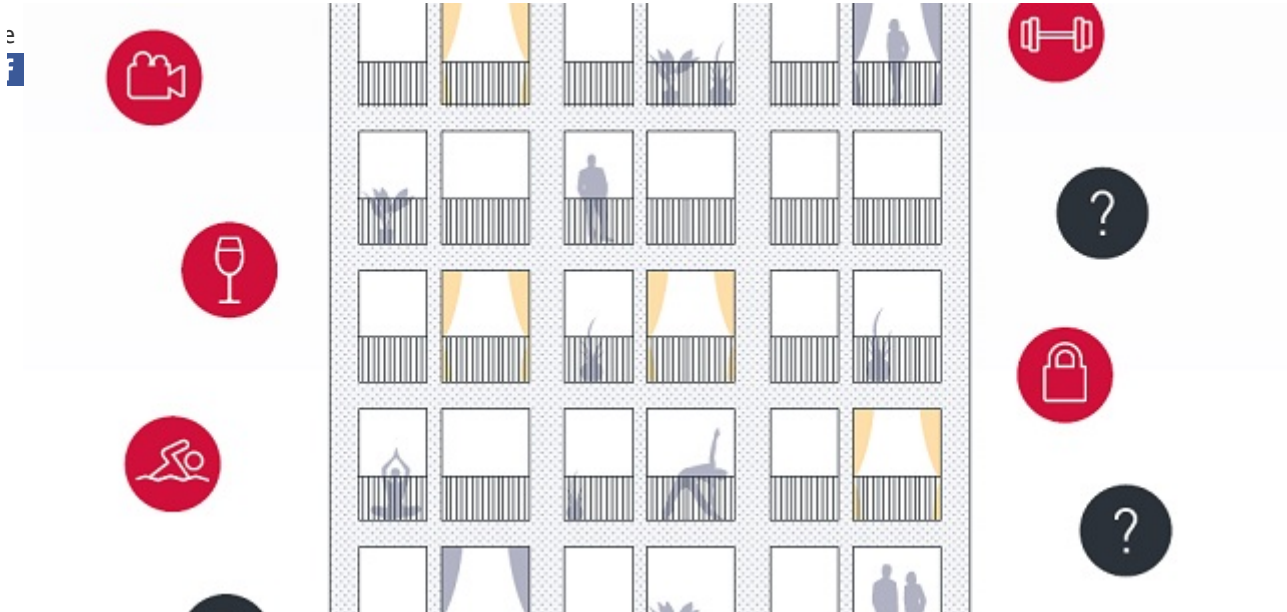
So what makes their schemes stand out from the crowd and how do they plan to get to that number?

The model is largely aimed at people who work from home, but it could also suit those with corporate jobs who work a few days a week remotely, says Davda.

Each occupant in a LiveWork scheme gets “a bed and a desk” by default, Davda says. For a single renter, that means a 130 sq ft flat with access to **a range of shared amenities, including a cinema room and a gym, as well as co-working space.**

All kitchens are shared, which Janka believes will encourage social interaction. “It’s pairing people who have no professional alignment, like a playwright with a coder, and they have these eclectic dinner parties and share ideas over the chopping board,” he says. “How cool is that?”

LiveWork’s first two schemes are in zone one in London. For one, it has leased space off market in an



unspecified grade 1-listed building on the banks of the Thames.

“For the other, it has agreed a joint venture with a “large landowner” for a site in west London, which requires some development and is yet to achieve planning permission. LIV Group has agreed to operate both schemes.

LiveWork will only target sites in zone one or the inner fringes of zone two, Janka says. It will also **charge rates higher than those The Collective charges at its Old Oak co-living scheme**, where prices start at £230 per week.

Healthy rate

“Our demographic [is willing to] scale down and pay a healthy rate, but they want everything,” reasons Janka.

“They want their linen done, cleaning done, they want toiletries replaced and they want to walk down the street to the coolest bars.”

Securing sites for new schemes is not easy, however. Although the company is talking to investors about partnering up to acquire sites, currently “everything’s too expensive on a purchase basis”, says Davda.

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LiveWork is therefore taking a flexible approach, leasing property as well as looking for sites to buy. It is competing for a number of sites at the moment and speaking to some of London’s largest landowners.

“We were just with the chief executive of Great Portland Estates, the chief executive of The Howard de Walden Estate and we’re meeting [soon] with Grosvenor,” Davda says. “In a lot of instances, it’s boiling down to us

versus The Collective.”

With The Collective, Fifth State and WeLive also looking for sites in London, 2017 is shaping up to be a transformative year for co-living.

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