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“Timeback” concept — the future of the comfortable urban environment

In modern urban life, especially in large cities and megapolises, the principle of time-saving for residents is becoming increasingly important. Residents should be able to get to work, studies, shops and other places where they spend their time quickly and conveniently. In current Russian practice, this principle is most widely applied in the updated concept of urban space development implemented by the Samolet Group — the company’s innovative approach is implemented in the “timeback” concept, which provides methodological connection of all elements and directions of development within the target vector of sustainable territorial development. The analysis of competitiveness factors in the context of introducing the “timeback” concept into development practice leads to the conclusion that the introduction of the concept can improve the quality of housing and the level of service, as well as more efficient use of investment potential of the territory and solve the marketing tasks and product promotion. In the medium and long-term aspects, a comprehensive introduction of the “timeback” concept within the company’s project portfolio can contribute to the formation of a positive reputation of the developer, its long-term competitiveness, and positively influence the regional market as a whole, contributing to improvement of the product quality and competition.

Keywords: spatial and territorial development of territories, complex residential development, development, time-saving, “timeback”, competitiveness, comfortable environment

Developing a strategy for the spatial and territorial development of residential real estate is a solution to a wide range of tasks. Under modern conditions, these tasks cover all spheres of life and require consideration of many factors, many of which directly or indirectly come into conflict and thus form the areas of optimal decision-making in the presence of alternative scenarios and development concepts [1, 2].

The formation of comfortable residential urban development includes a number of principles that should be considered in the design and construction of urban housing estate [3–6]:

- functionality and convenience: urban development should be convenient and functional, i.e. provide residents with access to necessary services and amenities. This can include shops, pharmacies, schools, kindergartens, sports grounds and other infrastructure facilities;
- environmental friendliness: it is important to ensure that urban development is environmentally friendly. This requires the provision of green spaces, parks, squares, as well as the use of environmentally friendly materials in construction;
- safety: it is important to ensure the safety of residents in urban development. This could be done by installing security cameras, lighting the territory, landscaping entrances and roads;
- ergonomics: urban development must be ergonomic, i.e. take into account the needs of residents for comfortable and functional living spaces. This can be achieved through the development of projects for residential complexes taking into account the peculiarities of the life style of various population groups;
- accessibility: it is important to ensure that residential buildings are accessible to all

groups of population, including people with disabilities. This requires the provision of special infrastructure facilities, such as ramps, elevators, as well as provide unhindered access to infrastructure facilities;

- social adaptation: it is important to ensure the social adaptation of residents in urban development. This can be achieved through the development of social support programs, holding social and cultural events, creating conditions for active communication and interaction of residents.

In modern conditions of urban life, especially in large cities and megapolises, the principle of time-saving for residents is becoming increasingly important. Residents should be able to get to work, studies, shops and other places where they spend their time quickly and conveniently.

In current Russian practice, this principle is most widely applied in the updated concept of urban space development implemented by the Samolet Group — the concept of “timeback”.

Samolet Group is the fastest growing public company in Russia by 2021 and one of the largest federal corporations in the field of proptech and development. The following business areas are developing within the perimeter of the group: an online real estate services platform “Samolet+”, a management company, commercial and rental real estate funds, development projects in all segments across Russia, residential housing, resort real estate and others.

At the end of 2021, the external valuation of assets reached 532.9 billion rubles, including a land bank of 29.0 million square meters of marketable area and a brand worth 34.3 billion rubles. The Group is one of the backbone organizations of the Russian economy and ranks the 1st place in the Moscow region in terms of current construction

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and the 2nd place in Russia. It has representative offices in more than 100 cities of Russia and the CIS countries and a staff of about 5,000 employees. The declared mission of the company is to create a new quality of life in modern urban area and save people the most valuable resource — time^{1, 2, 3}.

One of the key factors in the dynamic development of the brand of Samolet Group is social responsibility and focus on the introduction and development of the most modern approaches to creating a comfortable living environment in a complex urban development.

The company's innovative approach is now systematically presented in the "timeback" concept, which provides a methodological connection of all elements and directions of development within the target vector of sustainable territorial development.

The implementation of the concept is based on the traditional pyramid of basic needs (Fig. 1).

Recently, the concept of "cashback" has become part of everyday life. However, time is presented as a much more valuable resource than money. The "timeback" concept is designed to give days and whole months back to people by creating convenient services and advanced infrastructure. Thanks to the thoughtful characteristics of the product, residents are given extra time for their daily chores and leisure activities. These advantages can be roughly divided into capital/basic "hard" and local, less resource-intensive "soft".

The most significant time-saving aspects are achieved due to:

- apartments with finishes and furnishings that save time in finding the optimal environment and installation;
- apartments with smart home technologies that save time on routine tasks;
- apartments in an eco-friendly location that save time on recuperation;
- full-fledged city blocks that save time on tedious commuting to the right places;
- apartments with a "smart" management company that save time on household chores;
- local operators of quality education and medicine.

According to the calculations of Samolet Group specialists, the approximate amount of time for each product parameter, which residents save due to the available set of characteristics is

Estimated time economy

Category/characteristic	Timeback		
	Minutes per week	Hours per month	Days per year
Parking lots	30	2.25	0.9
School	300	22.5	9
Kindergartens	300	22.5	9
Neighborhood Center	60	4.5	1.8
Jobs	600	45	18
Sports infrastructure	60	4.5	1.8
Commercial infrastructure	60	4.5	1.8
Social infrastructure	10	0.75	0.3
Recreational areas (parks, embankments)	10	0.75	0.3
Master plan	20	1.5	0.6
Balconies	30	2.25	0.9
Functional layouts	5	0.375	0.15
Extra-apartment storerooms	60	4.5	1.8
Soft			
Smart Home	53	3.975	1.59
Apartment decoration	990	74.25	29.7
Furniture	120	9	3.6
Wheelchairs in public areas	35	2.625	1.05
Through passage in public areas	35	2.625	1.05
Modern elevators	28	2.1	0.84
Facades	0	0	0
Yard improvement	60	4.5	1.8
Playhub	60	4.5	1.8
Amount	2,926	219.45	87.78

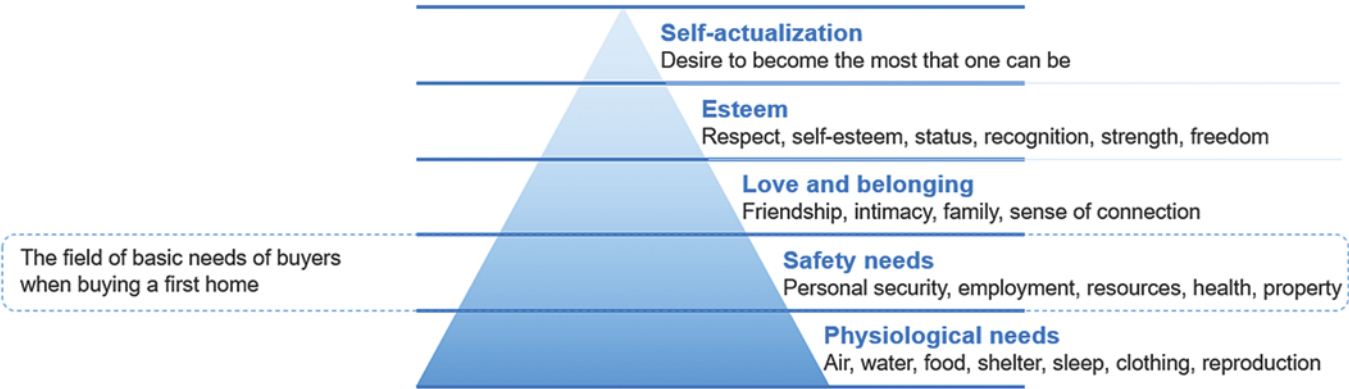


Fig. 1. Pyramid of basic needs of residents

1 The Samolet Group entered the rating of sustainable development of Russian business. Date Views October 10, 2022. URL: <https://samolet.ru/investors/press/gruppa-samolet-voshla-v-rejting-ustojchivogo-razvitiya/> (rus.).

2 The value of the assets of the Samolet Group increased by 38 % to rub 532.9 billion, according to Cushman & Wakefield. Date Views October 11, 2022. URL: [toimost-aktivov-gruppy-samolet-vyroslo-na-38-do-532-9-mlrd-rub/](https://www.cushmanwakefield.com/ru/press-releases/2022/10/11/samolet-gruppa-vyroslo-na-38-do-532-9-mlrd-rub/) (rus.).

3 Samolet Group and a group of private investors invested in the express delivery service "Darkstore at home". Date views October 11, 2022. URL: [amolet-i-gruppa-chastnyh-investorov-vlozhlilis-v-svoe-razvitiye/](https://samolet.ru/investors/press/gruppa-samolet-i-gruppa-chastnykh-investorov-vlozhlilis-v-svoe-razvitiye/) (rus.).

determined (Table). The calculation shows how many minutes per week, hours per month and days per year are saved on average.

Thus, the total indicator shows that the value of the total “timeback” at the time of purchase can reach ~ 88 days. Annually, residents receive up to 55 days of extra time for their business and leisure activities due to the thoughtful product characteristics.

Based on the variation modelling of the qualitative and quantitative composition of the integrated development in accordance with the “timeback” concept, the developer can create long-term plans for the phased formation of the residential environment. Fig. 2 shows an example of such a development plan based on the “Mytishchi Park” residential complex project being implemented in Mytishchi, Moscow region.

It is obvious that the introduction of a number of these innovative solutions should be considered in the complex of tasks to ensure the long-term competitiveness of the projects under consideration and the development company as a whole [1, 2, 7, 8].

The main factors determining the competitiveness of investment projects of complex residential development are (in descending order of importance) [9–12]:

1. Quality of housing and level of service: the developer should strive to create high-quality housing that meets the requirements and expectations of buyers. In addition, it is important that the developer provides a high level of service, such as after-sale support, quick resolution of problems, etc.



Fig. 2. Long-term plan for the formation and development of a comfortable environment (on the example of the residential complex “Mytishchi Park”)

2. Price: price is a key factor affecting the competitiveness of the developer. The price must be competitive and compliant with market conditions.

3. Location: location is the determining factor determining the potential of the area and the demand for the product.

4. Developer's reputation: a developer's reputation in the housing market plays an important role. A developer with a solid, positive reputation can attract more buyers and, in some cases, set higher prices.

5. Innovation: developers who incorporate new technologies and innovations into their projects, such as the use of eco-friendly materials, automation of home systems, and other amenities, can attract more buyers.

6. Financial sustainability: the competitiveness of a project also depends on its financial sustainability. The developer must have sufficient financial resources to complete projects on time, as well as have sufficient financial reserves for new projects.

The analysis of the above factors in the context of introducing the "timeback" concept into development practice leads us to the following expert conclusions:

1. In the short term: the introduction of the "timeback" concept can improve the characteristics of the quality of housing and the level of service, as well as more efficient use of the investment potential of the territory and solve the tasks of marketing and product promotion.

2. In the medium and long-term aspects: the integrated implementation of the "timeback" concept within the company's project portfolio can contribute to the formation of a positive reputation of the developer, its long-term competitiveness, as well as positively influence the regional market as a whole, contributing to improving the quality of the product and competition.

Thus, saving time for residents is an important factor in the formation of comfortable residential urban development and should be taken into account when designing and building new residential complexes and infrastructure. The implementation of the "timeback" concept can effectively contribute to solving a set of tasks of urban development of territories and improving the effectiveness of the development company.

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Концепция «таймбэк» — будущее удобной городской среды

В современных условиях городской жизни, в особенности в крупных городах и мегаполисах, все большее значение приобретает принцип обеспечения экономии времени для жителей. Жители должны иметь возможность быстро и удобно добираться до мест работы, учебы, магазинов и других мест, где они проводят свое время. В актуальной российской практике данный принцип получает наиболее широкое применение в обновленной концепции развития городского пространства, реализуемой ГК «Самолет», — инновационный подход компании реализуется в концепции «Таймбэк», обеспечивающей методологическую связь всех элементов и направленный девелопмента в рамках целевого вектора устойчивого территориального развития. Анализ факторов конкурентоспособности в контексте внедрения в практику девелопмента концепции «Таймбэк» позволяет сделать выводы о том, что внедрение концепции может способствовать улучшению характеристик качества жилья и уровня сервиса, а также более эффективному использованию инвестиционного потенциала территории и решению задач маркетинга и продвижения продукта в среднесрочном и долгосрочном аспектах, ком-

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плексное внедрение концепции «Таймбэк» в рамках портфеля проектов компании может способствовать формированию положительной репутации девелопера, его долгосрочной конкурентоспособности, а также позитивно влиять на региональный рынок в целом, способствуя повышению качества продукта и конкуренции.

Ключевые слова: пространственно-территориальное развитие территорий, комплексная жилищная застройка, девелопмент, экономия времени, таймбэк, конкурентоспособность, комфортная среда

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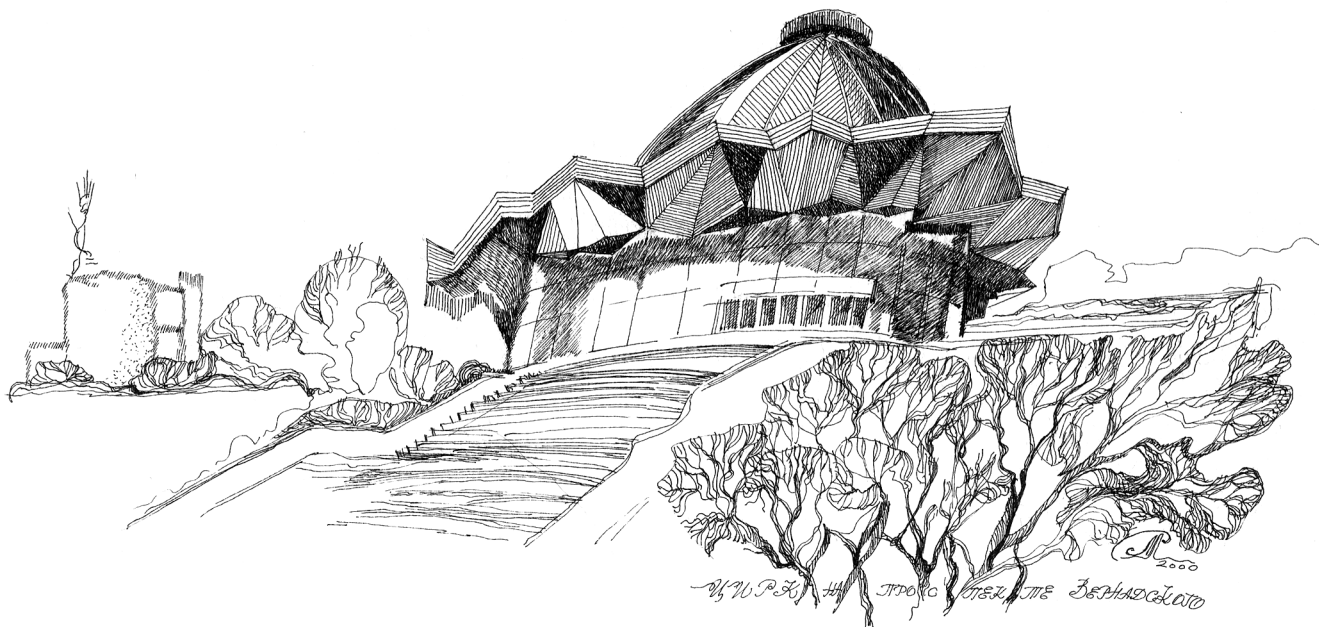
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