



100 Chalk Farm Road

Student Management Plan

Prepared by CRM

Submitted on behalf of Regal Chalk Farm Ltd

January 2024



STUDENT MANAGEMENT PLAN

100 CHALK FARM ROAD LONDON

PREPARED FOR REGAL CHALK FARM LIMITED

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EXECUTIVE SUMMARY

This document outlines CRM Students (CRM) proposed management strategy on behalf of Regal Chalk Farm Limited ('the Applicant') in support of an application for full planning permission for the redevelopment of 100 Chalk Farm Road within London Borough of Camden.

A listed building consent application accompanies the application for works to the adjacent Roundhouse, which is a Grade II* listed building.

The site is located on the south-western side of Chalk Farm Road and borders the mainline railway into Euston, with the Juniper Crescent Housing Estate to the south. It lies within the Regents Canal Conservation Area, to which the existing building on the site is a neutral contributor. To the west, the site is adjacent to the Grade II* listed Roundhouse theatre and live music venue. Beyond that, to the north-west is Chalk Farm Underground Station. To the east is the Petrol Filling Station site, which forms part of the Camden Goods Yard development and is currently in use as a temporary supermarket.

The development will provide 265 student accommodation units, together with 842 sqm (GIA) of commercial space, 24 affordable residential units, with public realm improvements, new areas of landscaping, amenity and play space, and improved accessibility to the site.

CRM are one of the UK's largest student accommodation management companies, managing some 21,500 beds across the UK in schemes ranging from 25 bedrooms to 858 rooms.

The document focuses on several areas, all of which are fundamental to the scheme's management and operation. Where relevant, examples from other similar schemes have been cited in order to demonstrate the specific needs of the student audience. Consideration has also been given to the Camden Council requirements as set out in its Student Housing CPG., specifically section 3.44.

This document covers:

1. The National Code of Standards – ANUK:

CRM are a board member of the Code which provides a stringent outline of how the scheme should be run offering peace of mind to the owners, the local community and the student residents.

2. The approach to managing the scheme including:

- a) How CRM have been involved with the scheme for a number of months and have significantly contributed to the design of the scheme.
- b) How managing a student scheme presents different challenges to those of a residential scheme, where security and the local neighbours play a significant part.
- c) CRM's proposed outline of the staffing provision for the scheme.

3. The approach to travel and deliveries:
 - a) How the students can take individual responsibility for their travel choices and how the scheme can positively contribute.
 - b) How through careful management any disruption on move-in weekends can be minimised.
 - c) How the move-out process is different to the move-in.
 4. The safety and security of the students.
 - a) CRM's approach to out-of-hours emergencies and 24/7 coverage of the scheme.
 - b) CRM's recommendations for 100 Chalk Farm Road and how the design can significantly contribute to the students' security and safety in areas such as:
 - i. The design
 - ii. The landscaping
 - iii. Operations
 - c) How CRM manage the Health and Safety processes at 100 Chalk Farm Road.
 5. The processes for the day-to-day management of the scheme.
 - a) Disciplinary procedures.
 - b) How CRM deal with the students during their tenancy.
 - c) Anti-social behaviour.
 - d) Full-time students.
 - e) Marketing to disabled students.
 - f) How the pastoral care and welfare of the students will be managed.
 - g) Communal facilities.
 - h) Refuse and waste management.
 - i) Maintenance of the scheme.
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INTRODUCTION AND BACKGROUND

CRM Students Limited (CRM) has been asked by Regal Chalk Farm Limited to complete a student management plan to support its planning application for the development of 100 Chalk Farm Road, London. The proposal includes a total of 265 student rooms.

The student housing proposed would be managed by a dedicated and experienced operator and in this instance it is proposed that CRM would be responsible for the full-time management of 100 Chalk Farm Road on behalf of the owner. CRM is a provider of specialist property management solutions throughout the UK and additional information on our services is detailed at www.crm-students.com.

CRM has extensive experience managing purpose built student accommodation. We currently provide management services for some 21,500 beds across over 81 sites throughout the UK.

We operate a number of large scale developments within commercial and residential locations such as Grand Felda House and Felda House in Wembley. Understanding and managing the interactions between the tenants and the other occupiers within the area is a key focus of CRM's day-to-day offering.

Capital House in Southampton, Hox Park in Egham and Purbeck House in Cambridge are further good examples of how well-managed CRM student accommodation sits comfortably within the local area. Students at these sites add to the local community, both economically and socially.

Our management philosophy is to provide a safe and caring environment in which our student tenants and our staff can live and work, whilst taking into account the sensitivities of the local area and community.

This is important in the context of 100 Chalk Farm Road as the surrounding area has a large number of residential properties and is currently under development. We employ a good neighbour policy and believe that consultation is the most effective way in managing local requirements and local relationships. We will manage the scheme with the residents in mind and proactively work with them to create a good neighbourhood.

As part of this policy the local CRM staff actively seeks to be part of and work with local groups to ensure we are a significant element of that local community. We welcome representatives from the local community to the student accommodation schemes we run, subject to operational demands.

We are proud of our close working relationships with a large number of the UK's leading Universities, both at senior level and on day-to-day working basis. We regularly consult with these institutions to ensure that we manage all our schemes in a method which is matching the Universities' aspirations as well as matching the ever-changing demands of the students.

NATIONAL CODE OF STANDARDS

CRM are Board Members of the Code of Standards for privately owned/managed student accommodation blocks. The Accreditation Network UK (ANUK) has been established with the full backing of the Department for Communities and Local Government (DCLG) to ensure standards within privately run schemes are maintained at the highest level. Full details of the Code are available on www.anuk.org.uk. The Managers of the Code and its enforcement is reported to Government as required by statute on an annual basis.

It is normal practice for CRM to register schemes that it manages with ANUK on behalf of its Owner. Compliance with the code ensures that both tenants and site managers enjoy the benefits of good practice. Protocols and procedures are part of the Code and are normally put in place to identify and resolve issues as quickly as possible; ANUK accreditation is displayed within the communal areas of registered scheme and within all our literature.

University Vice Chancellors are advised by their own body, Universities UK, to only use ANUK accredited schemes when recommending private sector accommodation.

COMPLAINTS

At CRM, we take any complaints received very seriously and pride ourselves on quick resolution to any issues that may arise. As such, we have in place a structure which allows complaints to be escalated as required.

1. All customer complaints (from clients, tenants, suppliers or other third party) are acknowledged on day of receipt and followed up within five working days. The process is managed by the Accommodation Manager.
2. All complaints are logged within the complaint log. Details to include, dates, responsibilities, follow up action taken and resulting outcome.
3. All complaints received, either verbally or in writing, are to be acknowledged in writing by the Accommodation Manager on the day of receipt, wherever practicable.
4. Accommodation Manager to respond to complainant in writing within a maximum of 5 working days from the date of receipt of the original complaint. Copies of the response, report and correspondence to be forwarded to all parties involved.

THE CRM APPROACH TO MANAGING 100 CHALK FARM ROAD

The management of student accommodation is a specialist service. Unlike residential flats where only the physical infrastructure is managed, in student accommodation there are many additional areas which need to be constantly addressed:

- Students on courses together who choose to live in the same building.
- Students will expect on-site staff to respond to problems of behaviour and noise from others.
- Students will expect assistance from site staff on property and also personal issues.
- Student sites are seen as high risk by The Fire Services and others and require intensive and detailed H&S and Fire Management strategies.
- Given that this may be their first experience of living on their own, students often have a laissez faire attitude towards security and both active and passive methods of securing the site must be utilised.

During this phase of the project, the role of CRM has been to provide direct advice and experience of the operational, design and specification needs of a purpose built student residence to meet the current and continuously evolving needs of this specialist occupier group.

A growing focus, not only of educational institutions, but of the students themselves, is with regards to the 'student experience'. With the management of a large number of student bedrooms across the UK CRM is well positioned to provide advice of the proposed development. CRM is the leading provider of student property management services, and as such is frequently asked to consult on student schemes. We have previously worked with various developers for schemes on behalf of Universities, including the University of Bangor as well as the direct let market including several private providers including schemes of 1,200 beds in Guildford, and 540 beds in Canterbury.

CRM has been asked to provide a management solution for management and letting of the student housing element of the proposal. This is to ensure that the student housing element can be appropriately managed and meet the needs of the local environment, as well as the student tenants.

100 Chalk Farm Road is likely to attract student tenants who are seeking good quality accommodation with a wide range of community spaces and are looking for a student experience living with others. The design of the scheme, with a range of room types; studios and en-suites enables students with diverse age/course/demographic/culture to live together, whilst at the same time, the large communal areas allow mixing and strong communities to be formed. The wide range of room types also allow students with varying spending power to make their home at 100 Chalk Farm Road. The design of the scheme provides strong consideration to the need to balance the need for communal spaces versus private spaces.

Demand for purpose built student accommodation across the country has increased significantly in the last few years. Students are no longer prepared to accept poor quality, poorly maintained and poorly located accommodation. 100 Chalk Farm Road with its range of excellent transport links to Central London and key Universities, as well as its high specification, will address these important needs.

The scheme at 100 Chalk Farm Road with its cluster flats, studios and communal space allows students to socialise beyond their individual rooms.

SITE MANAGEMENT FOR 100 CHALK FARM ROAD

GENERAL MANAGEMENT

The site will benefit from a 24/7 management strategy, which would include the dedicated management via a CRM team. Management via the on-site team would vary depending on the needs of service; for example across the move-in period, these times would need to be extended (see below).

At this stage, given the room numbers and extent of the scheme, we anticipate the provision of the management team would include the following:

- 1 Full Time Accommodation Manager
- 1 Full Time Assistant Managers
- 2 Full Time Receptionist
- 1 Full Time Maintenance Operative
- 1 Part Time Receptionist
- Outsourced Cleaning/Security

On-site staff would be employed directly by CRM and all aspects of personnel are managed by CRM's human resources department. Our recruitment philosophy is to always seek to employ the site staff from the local community or within reasonable travel distance. Whilst this provides an economic benefit locally, the site team also then has a greater understanding and empathy with the local community, as they often live locally.

We would also have contracted staff for cleaning and out of hours security/ concierge services, employed from the local area.

The site will benefit from a 24/7 management strategy, which will reflect the needs of:

THE STUDENT

A key driver for choosing purpose built accommodation is the visibility and accessibility of management and maintenance staff.

THE LOCAL RESIDENTS

With visibility of the site and its staff, residents will be comforted in knowing whom they can contact should there be any antisocial behaviour relating to the scheme.

THE INSTITUTIONS

A strong management team ensures that pastoral and other associated issues are dealt with earlier and more successfully. Staff will periodically, and whilst undertaking other tasks such as random room inspections, move around the building to provide a discreet but effective behaviour monitoring role that enables inappropriate behaviour to be proactively managed.

The behaviour of residents and their enjoyment of their stay at 100 Chalk Farm Road will be influenced by the quality and standard of their living environment; a clean, good quality, well maintained and safe environment engenders a real sense of respect and appropriate behavior.

It is recommended that to maintain a good quality living environment, all communal areas of the building including the common rooms and laundry will be cleaned regularly and monitored via CCTV. The residents are, as part of their away from home experience, responsible for maintaining the cleanliness of their rooms and shared kitchens and this is ensured through a program of flat inspections and advice from site staff.

The development will be fully compliant with local and other HMO requirements for Fire and H&S.

As an element of CRM's continued contribution to reducing the environmental impact of new buildings we actively encourage the use of alternative travel methods than the car. We have worked with a number of local authorities throughout the UK on developing Travel Plans.

The nature of the student accommodation is such that the academic year is typically spread over 9 rather than 12 months and there is an annual turnover of student residents. It is therefore considered difficult to influence and establish a change in travel habits over a long period of time. As such, specifically for residents of the student accommodation, the Travel Plan has a strong focus on presenting informative material which can be made available prior to, and again upon first arrival, of a student resident's stay.

During our management of other schemes, we have provided students with details of local public transport services, timetables, how to purchase tickets, discount cards etc.

MANAGEMENT OF CYCLES

Given the Central London town centre location, cycling is promoted. There will be a large provision of secure bicycle storage spaces for the student accommodation. This storage will have secure access arrangements and CCTV coverage to enhance levels of security and safety. This CCTV, in addition to security lighting, will be monitored and recorded from the main management office.

Well-managed and secure bike storage is proving more and more popular within student accommodation and we are currently developing relationships with bike hire and sales companies to enhance this offering.

We are very experienced in producing a Student Travel Pack which is sent to all tenants (usually electronically) prior to moving in, which highlights the opportunities to reduce the environmental impact, both on a global scale, as well as locally, from their daily commute. This can include items such as; bike storage, and discounted travel cards, as well as clearly indicating that it is breach of their tenancy agreement to bring a private car with them.

Due to the location, the development will be subject to a s106 clause removing the right to obtain parking permits on surrounding streets.

Our site manager is our nominated travel coordinator who will produce biennial reports on the site's impact on traffic. This is a common approach across many sites within the CRM portfolio.

During the booking process, prospective tenants inform us of any issue which may affect their room allocation or any other aspect of their tenancy.

TRAFFIC MANAGEMENT

DELIVERIES

With the exponential growth in online sales, there has been a proportional increase in deliveries and given that the student demographic are incredibly online, we see a large number of deliveries to our student accommodation.

Where possible we negotiate single deliveries from the major carriers rather than a number of repeat visits throughout the day and unless not practical, we try and avoid having weekend deliveries. As set out in the Delivery and Servicing Plan, there will be careful management of the on-street bay with time restrictions in place.

MOVE-IN PROCESS

Unlike university owned accommodation there is no specific date when all applications for privately owned / managed accommodation need to be received. Typically, the private hall market is a very gradual market, with a steady stream of bookings typically from November through to a peak period in August, following the publication of A-level results and postgraduate acceptances.

Prior to move in, we usually issue Welcome Packs, (including travel advice) which are distributed electronically to all students. These packs include details of the site and how it is run, advice on living with us and local information; if required a hard copy is also provided at check in. The preparation of this information enables a swift and largely trouble free process enabling CRM to welcome students and direct them to their rooms quickly and efficiently.

However, the check in process itself almost mirrors the booking behaviour of the site. Unlike university owned accommodation, there is no strict start date where all students must be matriculated. This is in part due to the anticipated mix of students at 100 Chalk Farm Road, such as postgraduates and international students who will continue to arrive well into October.

With this in mind, we would not expect all tenants to arrive on a single weekend. In addition, it will not be in the interest of the building's administration to have all students checking in for their rooms at the same time. Whilst, we would still expect a relatively large contingent of students to arrive on the first weekend of their tenancy, we have in place processes to minimise impact. For example, when we dispatch the welcome pack, we ask all students to complete a form indicating their date of arrival and timeslot when they would like to check in.

Through this methodology, it is made clear to students that the allocation of time slots is for their benefit to ensure a smooth and trouble free move-in and minimise any localised disruption in terms of vehicular movements. All room allocations for move-in are spread throughout the building to minimise pressure on lifts and stairwells. If students and parents choose to ignore these timings we reserve the right to refuse access until the site is able to accept them.

To further assist in a smooth intake additional staffing support, in the form of either contracted security staff or head office staff, is provided on move-in weekends. The staff is there to assist in directing new students to drop off and reception areas where they can collect keys and, help them unload from cars or provide assistance from taxis or those using public transport.

Where assistance is provided all personal goods will be stored in a secure location on the ground floor. This enables those with cars to unload quickly and move the vehicle. As part of our communication to students and parents prior to move-in, details of public transport are provided. This enables students and in particular parents to pre-plan their journey, journey times and next steps after unloading. There are no local car parks and students will be expected to make use of public transport or the loading bay for drop offs.

During the move-in period further assistance, support staff and student helpers may also be provided. This is dependent upon how the development lets and local relationships. This is a service and support that many Universities become involved in and can again smooth the process for student move-in.

A series of "Meet & Greet" induction evening events will be arranged during the move-in week. We would try to ensure that this meeting, wherever possible, would be held in conjunction with Fire Service and the Police's community officers. Each may give a short presentation as to life in accommodation blocks and what issues to look out for. This opportunity reinforces the need to be a good neighbour both inside and outside of the accommodation itself, and lets the fire / police service undertake a presentation as to fire / security risks and how to avoid them.

This meeting delivers a strong message regarding acceptable behaviour and how students should live within the community.

In many cases we provide students with site-specific safety information and energy saving as part of the Welcome Pack. These meetings will also offer a chance for the students to meet each other and form friendships outside their immediate block, or cluster.

MOVE-OUT PROCESS

The move-out is significantly less constrained than the move-in period, as individual courses and the Universities themselves, finish at different times. In our experience, students move out over an extended period of time at the end of the academic year.

All students will be advised, prior to the end of their tenancy period, of the move-out procedure and dates on which they would be expected to finally vacate.

Appointments will be made to inspect rooms for damage and cleanliness prior to departure and, where necessary, arrangements made to return deposits or use them to offset the cost of damages.

We would anticipate this timeframe will extend over a period of weeks as individual courses end. However, this process would be monitored. If concentrations of movements are anticipated over a shorter period, similar measures to the move-in process would be put in place to ensure departures are spread over the course of a number of days.

OUT OF HOURS EMERGENCY MANAGEMENT

Student housing schemes that we manage are normally supported by access to a 24/7/365 national call centre and 100 Chalk Farm Road will benefit from the same support, as well as a 24 hour a day staffing presence as previously detailed.

CRM will appoint retained local contractors who can provide a 24/7 emergency response to request for maintenance that requires an immediate response.

The emergency contact telephone numbers for our 24 hours support service and our on-site team will be displayed throughout the building and available to all students in their welcome pack and in other documentation.

In case of major incidents, the call centre also has senior management telephone numbers. A major incident plan for the scheme would be drawn up in advance of operation detailing the following:

- actions in the event of an emergency situation
- responsible persons (hierarchical chart)
- incident criteria
- contact details for relevant personnel, including staff, clients, universities, embassies and contractors (i.e. electrical contractors, plumbers etc)

CRM can work closely with local authority emergency planning officers to ensure full support in the event of a major incident. Liaison with local emergency planners will begin during the construction of 100 Chalk Farm Road to develop and implement the major incident plan.

SECURITY

Security is an important requirement when considering development proposals and is especially relevant in this instance given the close proximity of the site to residential units. A fundamental requirement of the scheme is therefore a visibly secure site for the use of occupiers.

It is also relevant that in some instances this will be the first time that a student has been away from parental care and as such they will not necessarily be aware of the potential dangers posed by living in a metropolitan area. For example, Camden Town which has a lively night time economy.

In the first instance, CRM seek to educate students on security matters. This starts with our Welcome Packs and "Meet & Greet" meetings mentioned above. If possible, we would want to work in partnership with the Community Support Team from the local police force.

Secondly, we have considered the active measures that we can apply at 100 Chalk Farm Road. As mentioned above, the scheme will have a comprehensive CCTV installation enabling on-site staff to monitor the CCTV images and to store images to disc for permanent record should they be required. This will supplement the on-site staff and is not considered to be a replacement for the essential personal presence of responsible staff and a security presence on site.

Thirdly, the site itself must be made secure. CRM have worked closely with Regal London to provide input into the design of the building and its layout, as well as provide advice on the landscaping and operational aspects of security. We have also taken into consideration the adjacency to the Roundhouse and high street activity.

WORKING WITH OUR NEIGHBOURS

CRM prides itself on proactively working with and developing a constructive relationship with our nearest residents, businesses and representatives of the local community. CRM views this approach as critical to ensuring that as far as possible, the numerous local interest groups co-exist harmoniously.

In this instance, it will be important that the surrounding local businesses and occupiers can continue to operate and live alongside the scheme. It is expected that CRM would provide a point of contact so that any concerns or issues can be raised for the local management to address. In some similar schemes, we have provided a leaflet which highlights how our management team can be contacted.

A site where we faced potential difficulties was at The Sidings in Penryn. Again in close proximity to residential homes, there was some reticence to having students living in close proximity. With strong communications prior to opening, including leaflets and coffee mornings, where neighbours could meet the team and more completely understand the nature of purpose built accommodation, initial concerns and any animosity quickly disappeared.

Regal London has been working closely with the Roundhouse and St George to ensure that the development is a good neighbour. Specifically, this has been looking at the fire escape strategy, crowd management at the Roundhouse and use of the Youth Space which sits adjacent to the PBSA scheme.

The relationship now is so strong that out of term time, the local community use the common space for meetings.

We would be seeking to carry out the same process at this site if there is a desire from our neighbours.

CODE OF BEHAVIOUR AND CONDUCT

A student's behaviour is managed and closely monitored through their compliance with the tenancy agreement which they have signed and agreed to prior to moving in to any CRM managed accommodation.

Within the tenancy agreement there are specific clauses regarding anti-social behaviour and what isn't acceptable behaviour for a tenant who is living with us.

Furthermore, a handbook is produced for each and every student that we house. This handbook adds further instruction on the behaviour expected and is provided in a more digestible format.

BREACH OF ACCEPTABLE BEHAVIOUR

Should a student breach what is acceptable then we have a set process:

- 1). Ascertain the severity of the breach
- 2). Depending on the severity, we have 3 options:
 - a). Speak directly with the student or students regarding their behaviour; explain how it has affected others and how their behaviour can be improved.
 - b). Issue a written notice indicating that any further breach would result in a termination of their tenancy. The written notice is also issued to a student's guarantor (where available).
 - c). End the tenancy and commence the legally required steps

These three steps are clear, concise and allow the students to be treated correctly and as adults. In the first two cases we would often also mention the behaviour to the student's University pastoral team, as their behaviour may be having other effects.

DURING THE TENANCY

PASTORAL CARE

CRM also place great emphasis on pastoral care especially for first year students who may never have lived away from home and site management do make regular visits to flats for informal chats. Later in the year, surgeries are established to encourage students with concerns to discuss any issues they may have.

The management team, wherever possible, will build relationships with the University's student support teams. This enables a proactive approach to pastoral and other behavioural issues which can affect the enjoyment of students and their peers while at University.

By utilising the out of hours staffing team, early indications of any pastoral issues can be raised quickly and confidentially and dealt with equally swiftly before the issue becomes a major concern.

MARKETING TO DISABLED STUDENTS

At CRM we want all our schemes to be enjoyed by all our guests, able-bodied or otherwise. At 100 Chalk Farm Road, all communal spaces and student rooms can be accessed and enjoyed by wheelchair users.

Furthermore, we will actively market the accessible rooms at various University events by utilising specific materials, namely leaflets, as well as having a specific area of the scheme's entry on our website (crm-students.com) dedicated to promoting the accessible rooms.

MANAGEMENT OF HEALTH AND SAFETY

CRM are extremely vigilant in their approach to health and safety. CRM have a dedicated H&S Risk Manager and utilise the services of an external specialist Health and Safety company to undertake risk assessments of student schemes in the following areas:

- Fire Risk Assessment (Fire Safety Regulatory Reform Order 2005)
- Health and Safety Risk Assessments including COSHH, PAT testing and Gas Safety certification
- Legionellosis (water) Risk Assessment

Comprehensive reports are commissioned annually if required by law and all site safety issues will be managed in-house via the specialist companies interactive web based system which will be accessible by the owner in addition to relevant CRM safety personnel. The initial assessments will be undertaken towards the end of the construction phase, and will enable all required safety measures to be put in place prior to student move-in dates.

The system will detail all site risk assessments, safety compliance issues, site specific task management, and will ensure that sites maintain accurate safety data and are compliant with legislation as governed by the Health & Safety Executive. The system will also host copies of the major incident and emergency evacuation plan.

With regards to issues of staff safety and compliance, staff will undertake training in general health & safety issues as appropriate for their area of responsibility. In the highly unlikely event that employees will be required to work during the night, then they will be eligible for night worker health assessments as required under the Health & Safety at Work Act 1974.

COMMUNAL AREAS

A major draw of 100 Chalk Farm Road will be its outstanding provision of communal facilities. These improve the quality of the scheme but will also require management by the on-site management team.

From experience across the CRM portfolio, we will employ a number of methods which can control these spaces; methods which are both passive and active:

- Controlled electronic entry to individual blocks and communal areas
- Controlled “opening hours” of certain areas
- As mentioned previously, these areas would be subject to 24 hour monitoring and recording of CCTV
- Areas which are sensitive in terms of sound, or disturbance to other student residents, would be closed and sealed utilising the door-entry system.

REFUSE AND WASTE MANAGEMENT

Good management of the scheme's waste and recycling has many benefits, both the residents and local neighbours, but also to the wider community.

Environmental issues are high on the student agenda and in CRM's experience, by providing resources and proper support, we ensure that students engage fully with a common goal of reducing waste and ensuring the scheme has minimal impact upon the environment.

Waste at a student scheme typically comprises of domestic waste (landfill) and recyclables. We encourage and educate students, particularly when they are new to the UK, about recycling and minimising landfill and their responsibilities. The scheme has been designed to meet best practice standards to encourage recycling.

SUMMARY AND CONCLUSIONS

100 Chalk Farm Road in the configuration and design proposed in the planning application which this report supports, represents an outstanding scheme for London's students. With a wide range of accommodation types and high quality and large communal areas, 100 Chalk Farm Road will offer a wide range of students an excellent location in which to spend their time studying in London.

The scheme will also be of particular interest to returning students in London who represent a significant demographic within the market. There is a growing need for accommodation for returning students who already have existing friendship groups and are familiar with the City. Traditionally this demographic tends to favour HMO shared housing to allow friendship groups to live together. 100 Chalk Farm Road offers a wide range of accommodation with studios and shared cluster flats catering for different sized groups and demographics. This combined with the excellent communal facilities and inclusive management services makes the scheme very attractive for groups of returning students.

Our goal will be to ensure a complete integration of the scheme with local businesses and residents and this can be well and safely managed by carefully considered, and on the whole, passive security measures. By careful design, strong communications with local stakeholders and sympathetic student management, the scheme can be made a safe environment in which to make a home and an extremely safe environment.



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