



**Homes
for Students®**

14 Blackburn Road, West Hampstead, London.

PURPOSE BUILT STUDENT ACCOMMODATION

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EVO
STUDENT

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1.0 ACCOMMODATION MANAGER

Homes for Students will be the Accommodation Manager and Operator for the proposed purpose-built student accommodation scheme located at 14 Blackburn Road, West Hampstead, London, NW6 1RZ.

Details about Homes for Students can be found on their website www.abouthomesforstudents.com

Homes for Students manage over 48,000 beds nationwide under their Homes for Students & Prestige Students brands across the whole of the UK in locations including Aberdeen, Aberystwyth, Birmingham, Bolton, Bradford, Bristol, Cambridge, Canterbury, Coventry, Derby, Dublin, Durham, Edinburgh, Exeter, Glasgow, Guildford, Gloucester, High Wycombe, Kingston Upon-Tames, Lancaster, Leamington Spa, Leeds, Leicester, Lincoln, Liverpool, London, Loughborough, Luton, Manchester, Newcastle, Newcastle Under-Lyme, Norwich, Nottingham, Oxford, Preston, Plymouth, Reading, Sheffield, St Andrews, Stoke On-Trent, Warwick, Worcester and York.

Homes for Students have a strong support infrastructure with their main offices being in Harrogate and Liverpool supplemented with regional and area managers across the country.

With a significant impact on the student experience, Homes for Students stand out by the quality of delivery and student wellbeing focus. Homes for Students operate all schemes under the Accreditation Network UK (ANUK) Code of Practice www.anuk.org.uk, a network of organisations that promote standards in private residential student accommodation. This will also apply to 14 Blackburn Road.

Homes for Students are very much a community and student focused organisation.

2.0 THE RESIDENCE

2.1 The Site

The student accommodation site is located on Blackburn Road, London. The site is within proximity to all central London Universities and colleges and next to the West Hampstead underground station, so it is an ideal location for students from these establishments. The location is surrounded by many public amenity shops, restaurant and facilities close by, including the O2 shopping centre.

2.2 The Universities

The site is accessible to a number of institutions, including University of Westminster (2.5 miles) University of London (3.1 miles) and London Metropolitan University (4 miles). Transportation to them will be by a mix walking, cycling and local transport connections.

2.3 The Scheme

The proposal is to deliver a 192 bed development over 10 floors including ground and basement. The 192 beds will be self-contained studios with kitchenette and ensuite bathroom on floors 1-8. With differing sizes, layouts and aspects, to offer a range of price points to the students.

The property proposal will include shared social spaces. These include open study areas, cafe and lounge and outdoor terrace on ground, mezzanine and 1st floor level. Other facilities on site will include a reception, laundry room and 173 secure cycle storage spaces in the basement.

2.4 Accommodating DDA Students

The development has been designed to accommodate disabled students and the proposals include 12.5% of rooms capable of adaptation for independent wheelchair users. These are advertised on the website and at the time of booking an assessment on

the required needs is carried out in order for suitable accommodation to be allocated along with a Personal emergency evacuation Plan (PEEP) if required. During the booking process students are also able to register any other medical issues or make requests on their room allocation. No disabled parking is being provided due to it being a car free development.

3.0 ON-SITE MANAGEMENT & PROCEDURES

3.1 On Site Staffing

The site will be managed in the same way that all other Homes for Students' properties of this size are managed. This is a tried and tested operating structure that works successfully across the portfolio throughout the UK at all times of the year.

- A dedicated General Manager will lead the Management Team and be at the property from Monday to Friday during office hours 9am – 5.30pm. The General Manager will be supported by a Maintenance Operative and Cleaning staff. In the evenings a security service will be employed for keyholding and emergency site attendance to support the Student Wardens who lives onsite and will be there for any incidents.
- A 24/7 Helpdesk is available for student residents when the team are not on site. The helpdesk will have access to the escalation processes throughout the company and are able to coordinate the provision of Security patrols, emergency repairs and escalation to the Property team to attend site, if required. This escalation process continues to the Regional Operations Manager, Divisional Operations Director, Operations Director and ultimately the Managing Director. The telephone number for the 24hr Helpdesk will also be shared with local residents/ businesses in the event they experience issues emanating from the accommodation.
- Outside of the office hours when staff are not on site, a mobile Security Service, provided by a local

security company will be contracted to form our escalation process for any response requirements, and who form part of our escalation process for emergency response requirements. The service will deal with practical issues, such as lock outs, additional perimeter patrols and also function as an escalation point for any issues outside of normal operating hours.

This approach provides a robust 24/7 management for the site to ensure that the property operates professionally from day one so that student wellbeing and their interests are properly supported.

3.2 Noise and Anti-social Behaviour

To prevent and discourage any noise related and anti-social behaviour, all students will:

- On signing the tenancy agreement as part of the booking process, confirm that they will respect and adhere to the rules and regulations relating to the property, showing appropriate consideration to the local neighbourhood and that they understand enforcement measures if there are any breaches;
- Before and upon arrival be inducted on the rules and regulations and enforcements in place for the property;
- Be regularly monitored by onsite staff for any breaches; and
- Be monitored by wardens and security with help of remote CCTV and on-call security.

Processes in place by Homes for Students:

- A comprehensive log of incidents reported during any 24-hr period by fellow student residents, identified following review of CCTV on site or following complaints from neighbours and/ or local residents;

- Record of actions taken to resolve issues and whether further action will be required;
- Record of any penalties issued to residents as a result of complaints;
- Provision, where appropriate, of a written response to local residents' complaints setting out what actions the General Manager/ Homes for Students have taken to ensure the incident will not happen again;
- Take part in local residents meetings to gather feedback and ensure regular two-way communication between residents and Homes for Students;
- Operational processes in place to reduce risk of noise from any external terraces, including CCTV, regular checks, this area is not accessible at nighttime hours (latest access 10pm);

Following arrival at the premises, all new student residents will attend a welcome event which covers the customised 'Resident Handbook' including:

- Fire safety in the building and associated behaviours expected from students;
- General health & safety rules applicable in the building;
- Good neighbourliness and the need to show consideration to local residents;
- Safe pedestrian routes to and through the local area;
- Nearest bus service, underground and train service stops and stations;
- Discouraging movements through known quiet streets; and
- Familiarisation with the local shops and amenities.

The above will be further amplified by the Student App, provided to all students living at the site. This is to ensure that students make the most of their stay, but it is also a useful and practical tool which offers access to all the information a student needs about amenities, rules and regulations, events, and services.

Importantly, it also offers an instant messaging service between the student and the Accommodation Team.

Should there be any serious incidents or repeated complaints received from local residents or other students regarding a student resident, the student will be treated as having a serious breach of the tenancy agreement which in turn may trigger the landlord to make an application to the court for possession of the accommodation.

Additionally with the continual presence by the on-site team, the 24/7 Helpdesk and Security Services, will ensure that local residents always have a point of contact should there be any issues relating to noise or anti-social behaviour etc., ensuring these can be dealt with quickly. Local residents will be provided with the contact details for the property and the 24hr Help Desk in the event they experience issues requiring immediate attention.

3.3 Community Liaison

The on-site team will actively seek to engage with local tenants and residents' associations and community organisations including attending regular meetings with local residents and groups to discuss and address any issues including but not limited to any disturbance, littering, emergencies and any other operational issues.

Local residents will be able to contact the General Manager by a number of channels primarily:

- The reception which is open during office hours;
- The management company's 24/7 help desk (this has escalation through to the designated Student Warden; General Manager; Regional Operations Manager; National Operations Manager and ultimately the Directors depending upon the seriousness of any incident; and
- Using the Homes for Students' formal complaint and incident procedure.

- Contact details for the property team will be displayed on the main entrance to the building. HFS Contact information details can also be provided to local residents who request it or attend resident meetings.

Formal complaints are registered centrally by the management company and monitored by Homes for Students Directors every fortnight. Complaints will be discussed with local resident groups and information distributed within the limitations of the General Data Protection Regulation.

3.4 Car Parking

The development will be car free with cycle parking for students and staff.

Students will therefore be encouraged to use more sustainable means of transport, such as cycling, walking or take advantage of excellent and regular local transport facilities.

The site is provided with secure cycle parking in the lower ground and students will be actively encouraged to use a bike.

The students are required to sign a tenancy agreement which has provision in it to reinforce their obligations not to bring a car to the site. It covers both permanently bringing a car and temporary parking. They are also informed the site team monitor parking and it is treated as a breach of their tenancy agreement.

3.5 Management

Whilst we aim to create a welcoming environment for all the students; any anti-social behaviour will not be tolerated and any student residents breaching the clear

and strict rules and regulations outlined within their tenancy agreement could eventually be faced with eviction from their accommodation.

The on-site team will be supported by our off-site operational team (including local regional managers) relating to compliance and any serious tenancy enforcement issues.

3.6 Out of Hours Management

Homes for Students operate a 24/7 help desk which links through to;

- General Manager and on-site team – the staff who will be available on a call out rota to attend out of hour calls e.g.: when there is a fire alarm, or the heating fails etc;
- Student Wardens who are responsible for assisting students who need advisory behaviour;
- See also further details provided in 3.1 above;

3.7 Security

CCTV cameras will be installed in and around the building and can be monitored 24/7/365. The feeds will also be channelled back to the management office to allow monitoring of incidents and potential incidents 24/7.

All access points to the building will be strictly controlled by an electronic access control system to prevent unauthorised access into the building. This means only students with access fobs/ app access will be able to access the building. Visitors of residents will be required to be given access by the resident they are visiting, the resident is responsible for their visitor. The lifts and stairwells will have access control fitted to ground level to restrict access to further floors only the accommodation team,

student residents and any approved contractors will have higher floor access. A full security operational plan will be implemented prior to the property opening and agreed with the Council.

3.8 Inspection and Cleanliness

Students will be responsible for cleaning their own accommodation and will be required to equip themselves accordingly. The site will provide vacuum cleaners for students to use which will be signed out to specific rooms. There will also be cleaning services available to students who wish to take advantage of such a service. A student moving in will also be able to purchase, via the Student App, a 'Moving In pack' which includes cleaning sundries.

The accommodation will be inspected every term by the accommodation team to ensure cleanliness of the rooms and also that they are maintained in a good condition by the student resident. If the correct standard is not met, students will be imposed with a professional clean charge to bring their accommodation back to the required standard.

At the end of each academic year and any other letting period, all accommodation will be inspected, repaired and deep cleaned in readiness for the next student occupier.

This ensures the property continues to provide high quality accommodation to incoming students. It also ensures compliance with hygiene regulations and minimises pest control issues.

3.9 Repairs

Homes for Students will employ a Maintenance Operative (MO) on site who will carry out 'day to day' repairs, inspections, testing of the fire alarm and emergency lighting systems and

'a-like'. The MO is backed up by specialist subcontractors for electrical testing (there is no gas), water treatment risk assessments, fire extinguisher and fire alarm maintenance, lift maintenance, etc.

A sinking fund will build up over time to deal with any major maintenance initiatives which will be organised and managed by Homes for Students. This will include internal and external decoration; re-carpeting, updating of furniture, window and fabric works, etc. as the building gets older.

This will ensure the building is maintained in a safe and good state of repair.

3.10 Health & Safety

Designated staff at the accommodation, including the General Manager, will have comprehensive first aid, fire management and incident management training. Evidence of such training will be visible in the reception. Homes for Students' procedure manuals incorporate local contact details for police and emergency services.

Homes for Students will operate the site to the following BSI accreditations including ISO9001: Quality Management; ISO14001: Environmental Management and OHSAS 18001: health & safety management. Homes for Students take health and safety and statutory compliance very seriously with regular assessments and audits carried out relating to such items as:-

- Fire Risk Assessments;
- Health & Safety Risk Assessments including COSHH, PAT testing and Gas Safety Certification;
- Legionellosis (water) Risk Assessment;
- Fixed Electrical Testing; and
- Emergency Lighting Testing.

The property will be subject to regular statutory compliance reports.

The evacuation procedures will be developed to suit the 'cause and effect' and fire strategy for the property and involve the development of any Personal Emergency Evacuation Plan (PEEP) for people with any form of disability and include in that any specific requirements in relation to the fire strategy such as use of evac chairs and safe refuge areas .

The roof has restricted access for designated maintenance personnel only, and has a fall arrest system fitted to ensure their safety.

All students will attend a welcome event which covers the issue of a customised 'Resident Handbook'; incorporating such things as fire safety, general health & safety rules, good neighbourliness, respect and to provide familiarisation with the amenities, building and neighbouring areas. This Handbook will also be uploaded to the Students' App so it will be easily accessible during their stay at the building.

3.11 Minimum Operational Standards

Homes for Students will manage the operational standards in accordance with the Unipol ANUK Code of Standards for Larger Developments for Student Accommodation.

The Code sets out the main elements of good management practice and its key features include:

- Health and Safety;
- Maintenance and repairs; and
- The relationships between managers and the student tenants.

It also aims to assist students in understanding both the standards and procedures which apply to their accommodation, as well as obligations to tenants.

3.12 Neighbourhood and Community

The property will have CCTV cameras covering the area around the perimeter of the building to increase surveillance of students in and around the property.

Homes for Students have robust procedures in place to manage anti-social behaviours and the terms of the licence means that Homes for Students can fine and if necessary expel repeat offender students or take criminal proceedings if appropriate. We operate a deposit and guarantor policy which provides further security relating to student behaviour and ensures that a student will ultimately be held responsible.

Homes for Students also actively engage with student representatives living in the accommodation via regular consultations to listen to and understand their concerns and also obtain their suggestions as to how elements of the operation may be enhanced. At the same time, it provides an opportunity for Homes for Students to provide feedback to the students on any incidents or underlying issues.

Our on-site team will also actively seek a working relationship with local tenants and residents' associations and local community organisations. We would propose to meet regularly to discuss and address issues surrounding shared interests.

3.13 Move-In Process

Experience from other schemes demonstrates that students do not all arrive during the opening weekend. Typically, about 30% arrive during the opening weekend, 2nd or 3rd weekend of September, the balance then arrive over a subsequent period of 2 to 3 weeks. We expect a similar pattern for this site.

To minimise the impact of the student drop-off period on the local transport

infrastructure, students will be required to pre-book a 'moving in appointment' via Homes for Students' online platform. Slots will be carefully allocated and will operate on a first come first served system. Students will be encouraged to book weekend slots so that vehicle movements to site are staggered and avoid any congestion near the site.

The HFS booking in system is all online and is completed by the arriving students. Completion cannot be made without the awareness of the site location details and highlighted arrivals process which will provide available arrival appointment slot times and which the student will confirm and agree to at this point on the 'booking in' process.

Given the central London location, transport links, student demographic and from operating other central London schemes, we do not foresee a significant number of students requesting to arrive by car. Students who do request to arrive by car with family and friends will be given information about local car parks before they arrive. They will be advised to park away from the site before they have been checked in. This avoids the reception area being congested with lots of family members and luggage blocking the entrance.

Students will be met at reception and in a couple of minutes they will be checked-in and will have been shown to their room.

To ensure the move-in process is managed efficiently, there will be an increased management presence. Additional staffing resources will be employed directing students quickly to their accommodation. The Management Company will liaise with the local police and traffic management bodies where required and agree a strategy to avoid potential blocked roads and parking problems. With a building of this size and the

demographic of students we do not foresee any high volume of vehicles.

The above approach to the 'move in' process will ensure that students arrive in staggered numbers and thus minimising the impact on the surrounding street scene.

Move-out

As student term end dates differ depending on subjects studied, year of study and examination dates, experience at all other student accommodation has found that the move-out period tends to be significantly less intensive and can be more readily accommodated. Should this not be the case, the General Manager can implement the reverse of the Move-In process procedures whereby moving out slots will need to be booked in advance.

The student management move-in / move-out plan will be monitored and reviewed annually, and changes made if necessary.

3.14 Servicing, Waste and Deliveries

Servicing will be restricted to office hours only when the management team are on site to supervise contractors.

Parcel deliveries will not normally be accepted at reception if the students are not on site and can either be from reception or lockers, students will be encouraged to use local locker facilities. In respect of takeaways again students will need to be present in order to collect their deliveries.

In order to ensure that deliveries are speedy, wayfinding will be clear, and a simplified room number system used so that students can be found quickly.

Students will be responsible for taking their own waste down to the main bin store area which is located within the ground floor of the building. These bins will be rotated daily by our team on-site.

Waste will be picked up by a contractor and split into general (including food) and mixed recyclable waste. For disabled students we will agree a plan for waste removal using our team or a buddy student.

As explained previously, the cleanliness of the student rooms will be monitored to ensure waste is being removed regularly and the facilities remain hygienic and safe.

A central laundry room will be provided on site with 3 washers and 3 driers, which conforms with the ANUK ratio standards (1:75) and with a payment system using a card which can be topped up on site. There is also a laundry 'app' so students can see if machines are in use.

4.0 TENANCY AGREEMENTS

The student accommodation site is located on Student applications will be processed with deposits required and guarantors in place as soon as the Tenancy Agreement is signed.

Each student will sign a Tenancy Agreement which bounds them to rules and codes of conduct during their stay at the residences.

Where students breach the agreement, there will be escalating levels of enforcement which will include deductions from their deposits, written and final warnings and ultimately expulsions.

5.0 COMPLAINTS

In the event that there are any complaints from local neighbours and businesses, these will be recorded at the management suite and dealt with under Homes for Students' complaints procedures.

Each complaint is logged and given a timescale to respond to and for implementation of an agreed action plan.

These will normally be dealt with locally by the management team on site, however if there are reoccurring complaints or serious complaints these will be escalated to the Regional Operations Managers and Divisional Operations Director to decide if police or legal advice needs to be sought.

6.0 SUMMARY & CONCLUSION

Homes for Students will provide a professional accommodation management service to ensure that the accommodation is safe, clean and integrates into the local community.

The management team and staff will take ownership of ensuring the students are cared for and will work closely with the Universities to ensure that pastoral care is provided to all students living in the accommodation.

Homes for Students will ensure that students understand their responsibilities to care for the accommodation, other students, and the local environment.

