



Deliverability Statement – Proof of Evidence

Land at Deansgate South, Manchester

Fusion Students



28 FEBRUARY 2022

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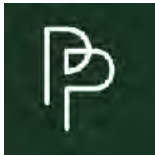


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1. Introduction

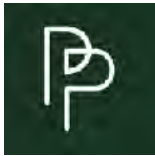
Background

- 1.1 Fusion Students made a full planning application (129406/FO/2021) for development of a 28-storey purpose-built student accommodation scheme at land at Deansgate South, Manchester. This application was made in February 2021 and the Council proceeded to refuse planning permission in June 2021. The proposals are now the subject of a planning appeal.
- 1.2 This proof of evidence has been prepared to accompany the principal planning proof of evidence and provide robust confirmation that the developer, Fusion Students, have a proven track record of delivery of high quality PBSA developments throughout the UK. This is in direct response to reason for refusal 1 which is provided below for ease of reference and to the comments made in the Council's statement of case at paragraph 4.9, 4.12 and 7.5.

Following determination by the Planning and Highways Committee at their meeting on 3 June 2021, planning application 129406/FO/2021 was refused on 4 June 2021 on the following grounds:

*1. The proposal is not in close proximity to the University campuses or to a high frequency public transport route which passes this area and the applicant has failed to demonstrate robustly that there is unmet need for the proposed student accommodation; that they have entered into an agreement with an education provider for the provision of student accommodation; **or that their proposal is deliverable.** Furthermore, the proposal does not demonstrate a positive regeneration impact in its own right and would be contrary to the Great Jackson Street Development Framework and the efforts made to create a high-quality residential area. It would, therefore, adversely impact upon the safety and welfare of future students, would not create a balanced high-quality neighbourhood of choice and would be detrimental to the character of the area, undermining the on-going regeneration of the wider locality, including Castlefield and the Great Jackson Street area. It would thereby be contrary to policies SP1, H1, H12, CC3, CC8, CC10, T2 and DM1 of the Core Strategy for the City of Manchester and the National Planning Policy Framework.*

- 1.3 It should be read in conjunction with the main proofs of evidence specifically the planning and student market demand evidence and wind mitigation evidence in so far as deliverability is concerned and the appellant case. This statement specifically covers the following points:
 - Fusion's background and track record to demonstrate their credibility as a PBSA developer and ability to deliver this scheme
 - The compliance with Policy H12, so far as it concerns deliverability of PBSA schemes only, and the Core Strategy in terms of viability and ensuring planning consents are implemented i.e., delivered.



- High level viability and marketability (considering the developer's approach to PBSA delivery and on the scenario with and without MMU's support which is welcomed but ultimately has no significant bearing on the success of the development)
- How the consent would be implemented and scheme constructed (recognising the normal constraints of this type of urban site in terms of construction).

1.4 The Council's statement of case refers to deliverability in three locations, namely in paragraph 4.9 in reference to Policy H12 on PBSA at point 10 which requires applicants to demonstrate PBSA scheme deliverability; paragraph 4.12 which refers to Policy EN2 on tall buildings and requires applicants to demonstrate that tall building proposals are viable and deliverable and finally paragraph 7.5 which appears to be a general statement requiring justification that a scheme is deliverable.

1.5 Extracts of the Council's Statement of Case are provided below for ease of reference.

*4.9 **H12 (Purpose Built Student Accommodation)** sets out a series of tests to be met by developments involving purpose-built student accommodation. Priority will be given to schemes which are part of the Universities' redevelopment plans or which are being progressed in partnership with the Universities, and which clearly meet Manchester City Council's regeneration priorities...*

*...10. Applicants/developers must demonstrate to the Council that their proposals for purpose-built student accommodation are **deliverable**.*

*4.12 **Policy EN2 (Tall Buildings)** states that proposals for tall buildings will be supported where it can be demonstrated that they.....*

*.....It will be necessary for the applicant/developer to demonstrate that proposals for tall buildings are **viable and deliverable**.*

*7.5 The Council will contend that the appellant has not demonstrated that their proposal is **deliverable**.*



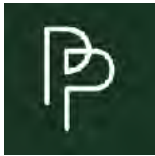
2. Witness Information

- 2.1 I am a member of the Royal Town Planning Institute (RTPI) and have been since 1998. I hold a BA (Hons) degree in Town and Country Planning and a Bachelor of Town Planning degree (Hons - Distinction).
- 2.2 I am Managing Director of Pearce Planning Ltd which was established in 2020 to provide planning and development consultancy advice to private and public sector clients across England and Wales. I also have a contractual role as Head of Planning for Fusion Students which commenced formally in February 2021 and provide 'in house' advice to the team on planning matters, either leading proposals through the pre-purchase process and subsequent planning process or providing additional support to appointed planning consultants. My CV is provided at **Appendix 1**.
- 2.3 Prior to establishing Pearce Planning Ltd I have worked as a planning consultant in private practice for 24 years. I have worked with Fusion Students since its inception in 2013 and acted as their planning consultant on most of their sites all of which they have delivered. I have also advised them in a due diligence role on this site and others.
- 2.4 I have over 25 years practical post qualification experience in the profession, firstly in a multi-disciplinary architectural practice, Stride Treglown between 1996 and 2002; secondly with a mainstream planning and environmental consultancy, RPS between 2002 and 2006; thirdly for with Alder King Property Consultants (2006 to 2018) and fourthly for Lambert Smith Hampton between 2018 and 2020.
- 2.5 I was appointed by Lambert Smith Hampton as Head of Planning, Development & Regeneration for the South West & Wales and lead the regional team between 2018 and 2020. In this role I liaised with my respective regional heads, including our northern region team in Manchester. Lambert Smith Hampton are a national practice providing Property and Planning advice to clients including development and viability work.
- 2.6 Prior to that position, I worked in the practice of Alder King Planning Consultants which forms part of the property consultancy, Alder King LLP. The company provides property and planning services principally in the commercial and residential property sector from its offices in Bristol, Exeter, Swindon, Cardiff, Gloucester, Taunton and Truro but covers the whole of the South West and South Wales as well as undertaking projects on a national basis for key clients.
- 2.7 From October 2006 to the 2018 I was a Partner in the Bristol office being jointly responsible for all planning professional work. Between September 2011 and March 2015, I worked as Head of Planning and during this time expanded the planning team from 7 to 12 no staff. During this position I commenced work with Fusion Students and established myself as a specialist in student accommodation and city centre regeneration projects working for several key clients in those sectors.
- 2.8 My practical experience during my career has been in the provision of planning advice on the prospect of obtaining planning permission for major development proposals (planning appraisals), reviewing the status of planning projects on behalf of banks, financial institutions, LPA receivers and other clients such as potential purchasers, preparing and managing pre-application enquiries, planning applications and planning appeals for development, including



student, residential, commercial and mixed use schemes and managing public consultation processes. I have also provided planning expert witness advice both in writing and in person, at Hearings and Public Inquiry and undertaken Part 35 planning expert witness roles.

- 2.9 My experience includes acting on behalf of private sector developers, promoters and landowners but I have also advised Councils and the former SW Regional Development Agency as a planning consultant. I have a working knowledge of the development process and planning matters pertinent to consider the deliverability of sites from a planning perspective and engage with developers like Fusion Students to understand their proposals from a commercial perspective.
- 2.10 Given my experience I consider that I am well qualified to express an opinion on the planning context of deliverability on behalf of Fusion Students given my position as Head of Planning and my capacity as their long-standing consultant.
- 2.11 The evidence that I have provided for this appeal is true and has been prepared and is given in accordance with the guidance of my professional institution and I confirm that the opinions expressed are my true and professional opinions.



3. Fusion Students

Origins

- 3.1 Founded in 2013, Fusion Students acquires, develops and operates quality student housing across major UK University cities.
- 3.2 Founded to capitalize on the growth opportunity that presented itself in the UK student accommodation market, today, it is one of the leading student housing developers.
- 3.3 The team have extensive experience and a proven track record from decades of experience successfully investing in real estate. The management team have over 100 years of hands-on experience in residential and student housing developments in the UK and have key individuals leading Fusion Students with expertise in real estate, management, construction and finance.
- 3.4 Nigel Henry has over thirty years' experience in the Real Estate sector. As an entrepreneur, he has spent more than three decades in property development. Nigel has vast experience in sourcing, project managing as well as the structuring of cost-efficient financing solutions. He is a Co-Founder & Co CEO of Fusion Group and leads the project management and financing of the group. He also has operating responsibility for running the company on a day-to-day basis.
- 3.5 Warren Rosenberg is a thirty-year veteran of the UK real Estate Market. He started his own real estate agency at the age of 19, and soon developed a passion for design and new homes. It led him to establish his own development company in 1996 specialising in developing "one off" luxury homes. He has developed a significant network of site vendors, educational contacts, as well as designers and product suppliers. As a Co-Founder & Co CEO of Fusion Group, he leads the Design and Marketing function of the group.
- 3.6 Adam Cohen has over 25 years' experience of operating at a senior level within leading organisations across the property sector. He qualified as a Chartered Accountant at BDO Stoy Hayward in 1989 before joining Tops Estates PLC as Company Secretary. In 2005, when it was acquired by Land Securities PLC for £517m, he was Managing Director. For the following 10 years, Adam led a family office property business. He joined Fusion in 2015 to concentrate on funding, finance, risk management and the growth strategy.
- 3.7 Paul Miles is Head of Construction and started in the construction industry in 1991. He qualified as a chartered quantity surveyor in 1996. Prior to joining Fusion Residential, he worked for various UK national property and construction consultancies, most recently as a Partner in Alder King, a regional property and construction consultancy. Paul's expertise is in the successful delivery of construction projects on schedule.

Values

- 3.8 Fusion Students provide high-end, design-led residences to create a unique 'Student Hotel Life'. The Guiding principles are to offer 'best in class' accommodation and healthy, social and vibrant environments.
- 3.9 The Fusion approach is to create flourishing communities and provide a platform for residents to enjoy every moment in the company of new friends and like-minded fellow students. The



company continually strives to develop innovative and market-leading student accommodation working with an established team of architects, planners and professional technical team.

Business Model

- 3.10 Fusion identified a market opportunity based on an undersupply of well thought out and designed student accommodation at competitive prices. The number of domestic students attending higher education in the UK has grown by over 20% in the last decade.
- 3.11 International student numbers studying in higher education in the UK have grown by over 50% during the last decade. There has been increased demand from international and post graduate students for secure and well managed purpose-built accommodation offering high levels of design home comfort. This situation exists in Manchester as has been demonstrated by the accompanying Student Market evidence provided by Cushman & Wakefield.

Funding

- 3.12 Cain International has established a new joint venture with Fusion Students to invest £1.5bn in purpose-built student accommodation (PBSA) across UK university cities. The Deansgate South scheme would be part of this investment which provides even greater assurance that the scheme would be funded.
- 3.13 The joint venture partners have assets under exclusivity in Portsmouth, Liverpool, Manchester, Nottingham, Birmingham and London totaling over 3,000 beds, with plans to grow the portfolio to between 7,500 and 10,000 beds. The JV will be looking to make acquisitions across major university cities via the forward funding and forward purchase of new schemes both together and with other developers, with a focus on Russell Group universities and London.
- 3.14 Cain International is a privately held investment firm operating in the United Kingdom, Europe and the United States. Founded in 2014, the firm invests in real estate debt, equity, and experiential businesses, and currently manages \$10.8 billion in assets (as of 31 Dec. 2021).
- 3.15 Richard Pilkington, Senior Managing Director, Head of European Real Estate of Cain International was quoted:

“The PBSA sector has proven robust over the course of the pandemic and with UCAS applications at an all-time high last year, this is only set to grow further as the value of a premium education retains its appeal. However, with increasingly stringent ESG criteria and expectations from students, we believe there is a significant opportunity to bring more high-quality products to an increasingly bifurcated and undersupplied market. We have been investing in residential property since Cain’s inception and our approach has always been to focus on cities we believe in and to work with partners we trust. We look forward to growing our footprint in the student accommodation sector with Fusion as our partner.”

- 3.16 This commitment to significant forward funding clearly demonstrates that the Fusion brand is well respected but also that there is no question that upon the grant of planning permission at Deansgate South the project will be funded and delivered.

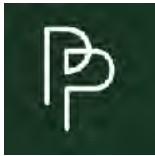


Student Welfare & Management

- 3.17 As part of the submitted application documentation Fusion Students included a residence management plan and social spaces amenities and student wellbeing strategy. These are key documents which demonstrate the approach taken by Fusion Students to their developments, placing student welfare and their experience at the heart of their developments.
- 3.18 These documents demonstrate Fusion's mission statement and philosophy. The residence management plan explained how the property would be delivered and would be managed together with the procedures in place to ensure the moving in and out of students would work effectively and how the PBSA would operate in terms of housekeeping, maintenance, management of spaces and refuse. It fundamentally demonstrates that the proposals are fully thought through and that the PBSA would be delivered and provide excellent accommodation.

Projects

- 3.19 Fusion Students have been delivering quality buildings for PBSA for many years and the accompanying 'working with Fusion Students' document prepared by award winning architects Corstorphine & Wright, who are the architects for Deansgate South, provides a comprehensive guide of the projects that have been delivered by Fusion working with their established partners.
- 3.20 This document is provided at **Appendix 2** and demonstrates not only the first-class architectural approach to the development of sites and high-quality accommodation provided for students but also demonstrates very effectively that Fusion Students deliver projects like Deansgate South on a regular basis. The history shows implementation and delivery of the planning permissions obtained providing high quality PBSA. It does not in any way suggest non-delivery or sale of the site with planning consent.
- 3.21 Fusion acquired Froomsgate House (Fusion Tower) in Bristol and Talbot House in Nottingham (Nova) in 2013. This was followed by the purchase of Plummer House in Newcastle, Ramada Hotel in Hatfield (Comet) and Windsor House in Cardiff in 2014. The next acquisition was Howard Gardens in Cardiff in 2015 (Eclipse).
- 3.22 Fusion Tower and Plummer House were opened and occupied in 2016 swiftly followed by Windsor House, Cardiff. The Capital Quarter site in Cardiff was then purchased and developed as a 26-storey tower - Zenith. Nova and Eclipse were opened and occupied in 2017 and new sites acquired in the north at Liverpool and Sheffield.
- 3.23 Both Luna in Hatfield and Zenith in Cardiff were opened and occupied in 2019 and new sites were secured in Liverpool, Nottingham and Portsmouth. The Deansgate South site in Manchester was acquired in 2020. Following planning permission being granted on Liverpool and Portsmouth in 2021 these projects are starting construction this year with Nottingham commencing later this year following completion of the Section 106 Agreement which is pending.
- 3.24 Since 2013, the Fusion Student brand has seen more than 7,500 beds secured across the portfolio in prime university cities across the UK. There are some good examples of where tall buildings of a similar height to that proposed at Deansgate South have been consented and then delivered or are in the process of being delivered.



- 3.25 The portfolio of projects Fusion Students have been involved with includes the refurbishment of existing buildings in alternative use, renovation of sites and construction of new buildings of varying heights and mass. Some projects are campus-based designs with a series of buildings at a lower height and others are individual buildings principally in city centre locations and accessible to universities. Some sites have been sensitively located in or adjacent to Conservation Areas and listed buildings and Plummer House and Comet are both listed buildings demonstrating Fusion have the care and attention to deliver complex and challenging development projects.
- 3.26 Many of these developments have incorporated a tower element ranging in height from 17 storeys in Swansea which opened this year to 26 storeys at Zenith in Cardiff which opened in 2019. The Sheffield site provided the largest student accommodation development at 810 beds and was completed in 2021, the tallest element of which was 16 storeys.
- 3.27 Other sites which are either pending determination or recently permitted and starting in the construction phase are of scale and height and have been designed, costed and the feasibility considered in detail to proceed through the planning stages. The pending application at Bristol Road, Birmingham was designed as a 31-storey tower; the consented scheme at Arundel Street, Portsmouth is 28 storeys and is the second largest tower approved in the city; King Edward Court in Nottingham has been approved at Committee and is pending completion of the legal agreement; and Brent Cross, Cricklewood which received approval last year is commencing later this year.
- 3.28 Many of these buildings are of a similar nature and storey height to the proposals at Deansgate South and have been robustly designed, costed, and delivered working with the same award-winning architect, Corstorphine & Wright.
- 3.29 It is important to also note that the PBSA proposed encompasses very high-quality accommodation which is the Fusion brand but also the student welfare, health and well-being approach of Fusion Students is of very high importance. The documents submitted with the application in terms of the residence management plan demonstrates a robustness of the approach taken which has stood the test of time in terms of long-term delivery of accommodation.
- 3.30 This overview demonstrates the credibility of Fusion Students and their capacity as extremely experienced purpose-built student accommodation developers in the market place. It validates why the proposals at Deansgate South can be delivered by the applicant based on their track record and perfectly illustrates the quality of accommodation, inside and out, that can be delivered.



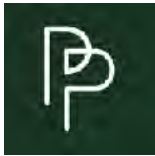
4. Core Strategy Policy H12 - PBSA

Policy

- 4.1 The key policy concerning PBSA developments is Policy H12 in the Core Strategy. The planning proof of evidence has assessed compliance with this policy in detail. However, in terms of the deliverability of PBSA schemes concerning viability to justify that the development proposed can and would be implemented it is appropriate to provide further information from a developer perspective.
- 4.2 Policy H12 has 10 criteria to satisfy which are assessed in the planning proof that draws upon other information provided and considers the deliverability of the proposals in terms of location, design, impact and student need. This statement focuses on Criteria 10 of Policy H12 which requires applicants to demonstrate that proposals for PBSA are deliverable.
- 4.3 Fusion Students undertake a detailed assessment during the pre-purchase and pre-application stages of their sites and this includes consideration of the most appropriate mix of bedspaces and configuration of schemes to ensure they are viable and deliverable. Locations are identified and selected based on being in appropriate locations for students as this is fundamental to the success of the developments. Without an attractive and sustainable location, students would choose an alternative accommodation and the development would not be viable.
- 4.4 Fusion Students have considerable experience in the selection of sites and form of developments as demonstrated in Section 2 above. Advice is taken from leading student accommodation experts, like Cushman & Wakefield, to help inform the selection of sites and this site was confirmed to be appropriately located for student accommodation. The model used for their student accommodation delivers a range of bedspaces to meet a variety of needs and affordability. The quality of the supporting amenity space is generous and of a very high quality to enrich the student experience. All these factors assist in ensuring the development proposals are viable and deliverable.
- 4.5 Most student accommodation that is developed by Fusion Students is progressed without a specific agreement or nomination with the University as the quality and location of the PBSA stands for itself in the market place and has a significant following and uptake. Even during the pandemic student accommodation occupancy rates were higher than other providers due to the pastoral care offered and the repeat bookings Fusion Students obtain is demonstrative of the quality of the accommodation and experience provided for students.
- 4.6 As a result, whilst MMU's support is welcomed it does not have a significant bearing on the success of the development or the letting ability of the bedspaces. Fusion Students are extremely experienced in ensuring as a PBSA provider that the marketing of their product would lead to full occupancy.
- 4.7 It is clear from the email correspondence from MMU (**Appendix 3**) that discussions have taken place with the University and that the University Residences Management Group offered their support for the site and Fusion Students as a developer. Both parties signed a nominations agreement but this was subsequently paused to allow the University to consider their own estate.



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- 4.8 The email correspondence does however justify that the MMU felt the location of the site was deliverable for student accommodation and were happy and content to take 101 beds for their students. The MMU would not do this without believing that the site location is acceptable and that the development would be delivered and be successful by Fusion Students. Furthermore, it demonstrates that the University were more than happy with the quality of accommodation being provided and the Fusion Students brand.
- 4.9 The above should help demonstrate that the scheme would be deliverable from a commercial perspective and would help meet the demand for PBSA which has been set out in the Market Demand proof of evidence.
- 4.10 In conclusion, the proposals accord with Policy H12 in respect of deliverability (criteria 12) from a policy perspective as an experienced PBSA developer has acquired the site in the knowledge of development constraints and costs and the likely form and amount of development that can be achieved on the site, using their experience which is significant. A development appraisal is undertaken and updated during the process to ensure that proposals are robust and it is apparent that no viability report was submitted as part of the application which would indicate that the scheme was deliverable and did not seek reductions to any potential obligations.
- 4.11 As a result, the development proposals would be deliverable from a viability perspective and as experienced PBSA developers the proposals submitted would be implemented and accommodation delivered rather than any planning permission being traded on. Fusion's values and long-term management plan approach ensures that the building would remain attractive to the student market.



5. Physical Delivery - Policy EN2 – Tall Buildings

- 5.1 Policy EN2 requires developers to demonstrate that proposals for tall buildings are viable and deliverable. This has been done during the application stage as there has been no question raised by Fusion Students of viability. No viability appraisal was prepared as part of the planning application or indeed is submitted as part of this appeal. The proposals are viable.
- 5.2 Furthermore, Fusion Students undertake their own development appraisals to assess that the submitted proposals are viable and the proposals can be implemented. The level of detail on these appraisals develops throughout the project as more information is provided by contractors. However, Fusion Students have considerable experience in managing the development costs and understand the future value of developments considering affordability of rents and the mix and quality of accommodation provided. As a result, it is confirmed there are no issues of viability.

Example Projects

- 5.3 To demonstrate this further it is appropriate to highlight that Fusion Students have undertaken similar projects elsewhere in the UK and have therefore built-up confidence that their appraisals are robust and proposals can be delivered and are viable. Whilst every project is different, sufficient confidence exists to progress the proposals to an application and indeed to follow this through to the submission of this planning appeal. If the project were not deliverable or viable Fusion Students would have submitted a viability appraisal or not incurred the costs of preparing the application or appeal.
- 5.4 Section 3 and **Appendix 2** provide clear evidence that Fusion have been consented and implemented development proposals elsewhere and are also in the process of undertaking costings elsewhere with contractors on sites with planning permission but which are yet to be commenced on site (e.g. Portsmouth and Liverpool).
- 5.5 As a result, Fusion Students are confident that the proposals for Deansgate South are viable using the materials and construction approach expected. Prime examples of comparable viability based on similar forms of development i.e., tall buildings include Arundel Street, Portsmouth and Zenith, Cardiff. These two proposals are 26 and 28 storeys respectively and are on previously developed land in city centre locations on tightly constrained sites. These demonstrate that Fusion Students have successfully implemented and costed these types of developments before.
- 5.6 Furthermore, with the Joint Venture between Cain International and Fusion Students now established the funding and deliverability of the proposals at Deansgate South is secured.

Deliverability

- 5.7 It is also considered necessary to provide commentary on the actual physical implementation of the proposed development and consider how a consent for a tall building in this location would be implemented and the scheme constructed recognising the constraints of the site to construction. This would further demonstrate the deliverability of the proposals.
- 5.8 The application was accompanied by numerous technical documents and an Environmental Statement. These documents appraised the site conditions, constraints and opportunities and impacts of the proposed development and concluded that there were no unreasonable impacts



or constraints on matters such as ground contamination, flood risk or archaeology. In short it concluded that the development was implementable and student accommodation deliverable.

- 5.9 The Environmental Statement provided information in respect of the methodology and programme for the construction of the development at Chapter 5 and various plans were included in the submission. An enabling works logistics plan was included at Appendix 5.1 showing hoardings and access during site clearance and a main works plan showing how the site can be developed and the temporary arrangements to provide continued safe access for pedestrians in the area.
- 5.10 Appendix 5.2 provided plans to demonstrate the craneage strategy for the construction phase which shows the implementation of the development on site has been fully considered and is deliverable. Appendix 5.3 indicated where site parking could be accommodated in the locality.
- 5.11 The ES confirms that prior to any works starting a Construction Health and Safety Plan would be developed to include construction traffic management plan, construction environmental management plan, site waste management plan and other site rules. Site logistics were considered comprehensively as part of the ES and pre-construction works, site set up and crane works set out as part of the consideration. On this basis, the implementation of the building works were considered and found to be deliverable as part of the application process.
- 5.12 The other consideration of implementation is the proposed tree planting proposals in the street scene and whether this is feasible and can be delivered. The submitted tree planting proposals by Green Blue Urban and assessed by Wardell Armstrong indicate that it is indeed feasible and would assist to mitigate wind impact resulting from the development.
- 5.13 A cellular tree pit system (RootSpace) is proposed and based on the locations there is sufficient space in the width of existing footpaths to ensure that the trees are located to provide a minimum of 1.2m path between the building edge and stem of the tree, but in most instances, this is 1.8m width. The document also confirms that the spacing of trees prevents them impeding on the movement of people. This information is illustrated on the plans to show the tree species and tree pits sections and demonstrate that this element of the proposal can be implemented and delivered.
- 5.14 The application also included a local labour agreement which Fusion Students committed to ensure that employment opportunities resulting from the development are made available to Manchester residents. This approach is often taken by Fusion Students and provides further commitment and evidence that the proposed development, if consented, would have been implemented and delivered and would benefit local people.



6. Conclusions

Summary

- 6.1 This deliverability statement proof provides evidence that Fusion Students are an experienced PBSA developer with a significant track record in delivering developments of a similar scale and nature to that proposed at Deansgate South. It demonstrates that the proposals are deliverable and would provide valuable student beds in a sustainable location of high quality to remain attractive to the market.
- 6.2 The statement also provides confirmation that the Residence Management Group of Manchester Metropolitan University (MMU) supported the location of the site for student use and signed a nominations agreement for 101 beds. Whilst this has been paused, it demonstrably confirms the appropriateness of the site for student accommodation. The scheme would be delivered regardless of this pause. The Fusion Students brand and approach to development also provides sufficient confidence that a PBSA scheme by the developer would be successful given their track record of previous developments.
- 6.3 Furthermore, the statement provides commentary against the deliverability of the scheme from a policy perspective and from an implementation position on how the building would be constructed given the tall building proposed and site constraints. It concludes that Fusion Students have developed similar city centre sites with similar constraints and of a comparable scale and bed spaces which justifies that the proposals can be successfully implemented and the accommodation delivered.
- 6.4 The funding of the project at Deansgate South was always secure. However, the £1.5bn Joint Venture between Cain International and Fusion Students further confirms the future funding of the project and pipeline of projects elsewhere in the UK ensuring deliverability upon the grant of planning permission.



Appendix 1

Curriculum Vitae – Alan Pearce



ALAN PEARCE

Managing Director – Pearce Planning Ltd



Qualifications:

BA (Hons) Town & Country Planning
Bachelor of Town Planning (Distinction) MRTPI

Career Highlights:

Feb 2021 – Appointed as Head of Planning – Fusion Students
Oct 2020 - Established Pearce Planning Ltd
2018-2020 - Head of Planning, Development & Regeneration
South West & Wales - Lambert Smith Hampton
2006-2018 - Head of Planning / Partner – Alder King
2002-2006 - Senior Planner / Principal / Associate - RPS
1996-2002 – Graduate Planner / Planner / Senior Planner
Stride Treglown

Key Skills & Attributes

- Dealing with student, residential, commercial, industrial/warehouse and mixed-use development proposals for private and public sector clients to maximize value.
- Considerable experience in student accommodation sector and urban regeneration sites
- Planning management strategy advice and co-ordination of multi-disciplinary teams
- Masterplanning and the preparation of design briefs including representations to emerging policy documents
- Preparation, negotiation, and management of pre-applications, planning applications and appeals, including negotiation of S106 Agreements and CIL advice
- Appraisal/due diligence work to establish policy base/development opportunities – planning marketing reports
- Review of estate / land holdings to identify opportunities for redevelopment including review of portfolios
- Expert Witness for Planning Inquiries and Part 35 Civil Procedure Rules (for Court)

Relevant Experience

Fusion – Various Student/Mixed use schemes in UK

Pre-purchase advice. Review of planning consents and submission of NMAs and MMAs for developer increasing scale and quality of provision. Representations made for emerging proposals. Full planning applications for new build and redevelopment proposals and due diligence on new sites. Management of planning conditions discharge process and advice to contractor team. Schemes range from 300 beds to 800 bed student schemes in major cities throughout UK including Bristol (x2),



Cardiff (x3 sites), Nottingham (x2), Newcastle, Hatfield, Swansea, Portsmouth, Birmingham and Brent Cross, London.

Square Bay – Devizes, Wiltshire

Promotion of greenfield sites for 65 dwellings through Neighbourhood Plan and planning application process.

Crown Student Living – Various Student Schemes, UK

Pre-purchase planning advice throughout UK and then co-ordination of application proposals for pursued schemes in Cardiff, Reading, Birmingham, Coventry, Nottingham, Leicester and Bournemouth (schemes between 200 and 700 beds).

APAM Bankfoot – 1 Friary, Temple Meads, Bristol

Planning advice on the refurbishment and upward extension of office space adjacent to Grade I Listed Temple Meads Station. Pre-application process, planning application and management of consultants working with client & TP Bennett architects. Discharge of condition role.

Progress Land – Sycamores Garden Village, nr Buckover, S. Glos

Promotion of strategic site of circa 2000 units through West of England JSP including attendance at Examination In Public. Ongoing Advice regarding emerging policy position and representations.

Yara Capital - Feeder Road, St Philips, Bristol

Promotion of former industrial site to mixed use (residential led) through representations and pre-application discussion.

Walljam / Metrix – Westfield Shopping Centre, White City, London

Advice to Walljam on the use of empty shopping centre unit for interactive football and sports play (as seen on Match of the Day)

Square Bay/John Lysaght – Silverthorne Lane, St Philips, Bristol

Long term representations made for landowner to promote 5 hectare employment site for residential led mixed use regeneration. Obtained allocation within Enterprise Zone for 60% residential. Co-ordination of pre-application proposals and EIA screening with BCC. Negotiation on land uses, form of development and statement of significance (heritage).

Bristol Grammar School, Bristol – Performing Arts Centre & Sports

Full planning application for a new Performing Arts Centre and refurbishment of existing building for drama, dance and music teaching space on site within Conservation Area. New 4G pitch at Failand – strategic advice. Promotion of greenfield surplus site in Bristol through Local Plan Review.

The Comet Hotel – Hatfield – Various Applications

Applications for hotel use and associated requirements including signage for listed establishment.

Cognatum Environ Communities – Dunsfold, Prestbury and Fairford - National

Planning appraisals and subsequent promotion at neighbourhood and local plan level for retirement living schemes (up to 20 units). Strategic advice on existing sites and potential new sites.

Royal British Legion – Moreton in Marsh

Planning appraisal and management of pre-application process to inform the sale of the former RBL site for residential/care/hotel use.

**Falmouth University – Penryn Campus, Cornwall**

Planning and estate advice on student accommodation strategy for University and impacts of emerging proposals from third parties. Liaison with estates team to consider alternatives.

Square Bay (Westbury) LLP – Land at Westbury Sailing Lake, Wiltshire

Pre-purchase advice. Co-ordination and management of hybrid planning application for new sailing club and 300 new homes on greenfield site with CWS adjacent to railway station and pylons.

King Square House, Bristol (The Homes Partnership)

Planning application for redevelopment of NHS employment building in Conservation Area to 243 student units (mixed use) achieving 900 units/ha. Phase 2 for 30 flats (59 bed) with PVs on roof.

Square Bay LLP and Legal & General – ND7, Temple Quay, Bristol

Full planning application for 166 residential units and commercial space including consultation and management/co-ordination of application process. Permission granted with 15% affordable. Site then acquired by Legal and General for BtR scheme comprising circa 255 units – planning co-ordination role to secure permission (viability secured 13% affordable). Further advice on adjoining ND6 and co-ordination of application for BtR.

SW RDA – Bristol Arena and Mixed Use Development, Diesel Depot Site, Bath Road

Preparation of reports on policy, regional sequential test, sustainability, EIA scope, Remediation and emerging development proposals. Assessment of Tender submissions.

Mail Marketing International, West Street, Bedminster, South Bristol

Outline permission secured on 2.2 ha employment site for mixed use redevelopment, Public consultation, co-ordination of studies, Council negotiation, management of application and S106.

Bristol City Council Property/Education/Housing Departments

Planning Advisors to property team – policy appraisals for 6 old school sites in Bristol; Education/property – new School on South Purdown; Housing – prefab and garage sites.

C & J Clark International Limited, Street

Full planning application for Distribution Centre (10 ha) and outline application for residential use (12 ha). Negotiation of S106 and S73 applications. Sustainable residential design brief, masterplan input and reserved matters for: Phase 1 – Ecohomes 'Excellent'/National Housing Design Award 2010 (Crest Nicholson). Phase 2 & 3 for 204 and 56 units – approvals (Barratts).

National Composites Research Centre, Bristol & Bath Science Park (SWRDA and UoB), S.Glos

Co-ordination of planning applications for NCRC (7,500sqm) and Phase 2 (10,000sqm) designed to exemplar standard (BREEAM Excellent). Extremely tight timescales required collaborative working with LPA. Full planning consent secured for Phase 1 and Phase 2.

Hope House Developments LLP – Hope House, Lansdown Road, Bath

Full planning application and LBC/CAC for redevelopment of school site to 58 residential units. Listed building in World Heritage Site. Extensive negotiation on design, consultation, design team liaison. 54 unit scheme approved at committee and 58 unit scheme secured via Hearing.

Expert Witness Reports – Various sites - National

Preparation of expert witness reports for solicitors, banks providing advice on potential settlements for negligence claims/defence on planning merits. Part 35 of CPR expert work.



RBS, Barclays, Lloyds TSB /LPA, Due Diligence Reports & Applications

Planning strategy reports on sites/schemes in South West and Wales (regeneration, listed buildings, town centre) for Banks and approved receivers. Renegotiation of applications / S106.

Fremington Developments – Fremington Army Camp, North Devon

Full planning application for redevelopment for residential. Co-ordination of team, negotiation with LPA on planning, design and environmental matters and S106. Masterplan input to 277 unit scheme. Consultation. Sensitive location – Conservation Area. Instructing Counsel – Planning Appeal (Inquiry) – due to member decision against officer recommendation. Appeal allowed.

North Somerset NHS/Property Services Ltd

Strategic planning advice for Community Hospital, Clevedon. Outline Planning Application and Reserved Matters. Disposal of existing heritage hospital. Securing S106 monies for health proposals. Representations to LPAs on behalf of property services team – promoting surplus sites for residential/care uses in region.

Environ Communities – Freshford Mill, Bath

Advice to potential purchaser of site during negotiation with administrator and submission of new application for revised schemes for retirement living – conservation area, AONB, flood risk and ecological matters. Revised scheme for viability reasons and condition discharges – including NMAs. Review of other sites from planning perspective.

National Trust – Killerton Estate and Silverton Mill, Exeter

Planning strategy advice to Trust on potential re-use options for Silverton Mill site and consideration of wider Trust aspirations for Killerton House (Options Study).

SWRDA – Conservation Sites in Blackfriars, Gloucester

Urgent planning advice on applications for demolition of PPS5 heritage assets in the Conservation Area including bat licences to relocate species to meet stringent funding deadlines.

NHS Property Services – Various South Sites

Co-ordinated planning input to a review of all NHS sites in the southern region as part of property audit. Summary of planning position and potential future alternative uses.

Inventures – For Avon Wiltshire Partnership (AWP) Mental Health NHS Trust

Strategic planning overview of AWP Trust Estate in the SW. Review of potential for 19 sites.

Hartpury Agricultural College, Gloucestershire

Advice to College on proposed office/research building in sensitive location. Policy review, negotiation of application, conditions and S106 Agreement. Advice on halls of residence.

BAE Systems – ROF Puriton, Bridgwater

Strategic planning advice on 171 hectare/422 acres former MoD site adjacent to M5 motorway. Preparation of policy representations at RSS (EiP) and LDF Core Strategy for business park.

Argyle Street, Swindon and Pond Farm, Wanborough – Inquiries

Expert witness for Planning and Enforcement Inquiry on 15 unit residential site in Gorse Hill and residential scheme in the conservation area in Wanborough. Evidence, SCG and attendance.

Cinema Comparison Study, South West England

Independent Assessment for Council on two high profile development schemes in Town Centre.



Avon Lyppiat Hobbs (ALHCO), Station Road, Westbury

Applications for residential-led mixed use on 1.8 ha former infrastructure company site (employment land). Co-ordination of studies, negotiation, and advice to house builder for RM.

Thames Valley Police: Bracknell, Wokingham, Great Missenden, Kidlington, Bourne End

Advice concerning development proposals affecting police property/representations and for reuse of redundant sites, bid review. Applications for police uses, parking and alternative uses.

Wingsbridge Ltd – Rudloe Manor, Nr Corsham

Grade II* and II listed buildings at former MoD site in AONB. Negotiation with NWDC/English Heritage for residential development of site. Preparation of the case for enabling development.

Defence Estates Term Commission – National

Project management and co-ordination of production of masterplans, feasibility/options studies/future uses and project briefs for DE sites throughout the UK (1ha-500ha) e.g. Abbey Wood, Lulworth/Bovington Camps, Salisbury Plain - Tidworth, Upavon, Northern Ireland - Thiepval, Ballykinler and Omagh.

Cardiff Bay Development Corporation – Various sites, Cardiff

Part of a term commission team providing planning advice – inner harbour regeneration area.



Appendix 2

Working with Fusion - C&W Capability Statement

Working with Fusion Students



Corstorphine & Wright

Selected Projects



Curzon Point

120 Rooms

Hatfield

Completion 2013

Summary

Located near the Campus of the University of Hertfordshire the development provides 120 rooms including studios and apartments for up to 6 students. Accommodation is provided within two buildings with secure on site parking for cars and bicycles.

The buildings are served by a central energy centre providing heating and hot water for both buildings. In addition each building has a photovoltaic array to harness energy from the sun, this provides 10% renewable energy for the buildings.



Fusion Tower

483 Beds

Bristol

Completed

Approach

- Milestone in student living design
- Analyse each element of the interior to see how it benefits the student experience
- Create a floor plan and amenity space to maximise efficiency and community

Result

- Visible social spaces are a hive of activity and energy
- BREEAM 'Excellent' rating
- AJ Retrofit Award 2016
- Shortlisted for the Private Halls of Residence Award at the 2016 Property Week Student Accommodation Awards





Winner:
AJ Retrofit Award
2016



Plummer House

248 Beds

Newcastle

Completed 2013

Approach

- Refurbish Grade II-listed Plummer House and Ballroom
- Unique design overcomes heritage constraints and sensitively retains features

Result

- New courtyard showcases Plummer Tower and creates a tranquil communal space
- Shortlisted for a Lord Mayor's Design Award 2017







||

Plummer House made
me feel so welcome
and 'part of the family'
straight away"

Elizabeth, Newcastle University.



Nova

434 Beds

Nottingham

Completed 2013

Approach

- Conservation area with art deco main building
- Retain historic façade and demolish 1970s office towers
- Design multi-structure layout to facilitate sense of community
- Innovative marketing support to attract overseas students

Result

- Stand-out social building
- Welcoming reception and interiors have created a community
- Maximum occupancy since launch









Luna

361 Beds

Hatfield

Completed 2019

Approach

- Revitalise landmark hotel site by adding student resi
- 4 student buildings interlinked by circulation spaces
- Design optimises flow and ensures amenities get maximum use

Result

- Planning permission granted
- Historic features are restored
- Contemporary frontage reflects and enhances the heritage building's silhouette









Zenith

674 Beds

Cardiff

Completed Summer 2019

Approach

- Maximise value of rapid regeneration project
- Design for rapid building using slipform construction

Result

- Frame and weatherproofing can be ready sooner so work can be completed in record time
- Hit floor plan efficiencies with just 4 room variants so we can use prefabrication







Cosmos

810 Beds

Sheffield

Completed 2021

Approach

- 4 tiers, the tallest of which is 16 storeys
- Highly sustainable location
- Design to maximise appeal and foster community

Result

- Large, high-quality social space
- Flexible supporting space for leisure and learning
- Blend of Tier 1 and Tier 2 accommodation







High quality social spaces
designed to maximise appeal
and foster community

Upper Duke Street

420 Beds

Liverpool

Target Completion 2024

Key Facts

- Provides 420 student beds
- Includes a number of ground floor social and study spaces
- Sits within a historically significant location
- The surrounding area is known as the 'knowledge quarter' and is home to numerous university campuses
- Located within Liverpool City Centre
- Less than 500 metres from Liverpool Cathedral



Seren

361 Beds

Swansea

Completed 2022

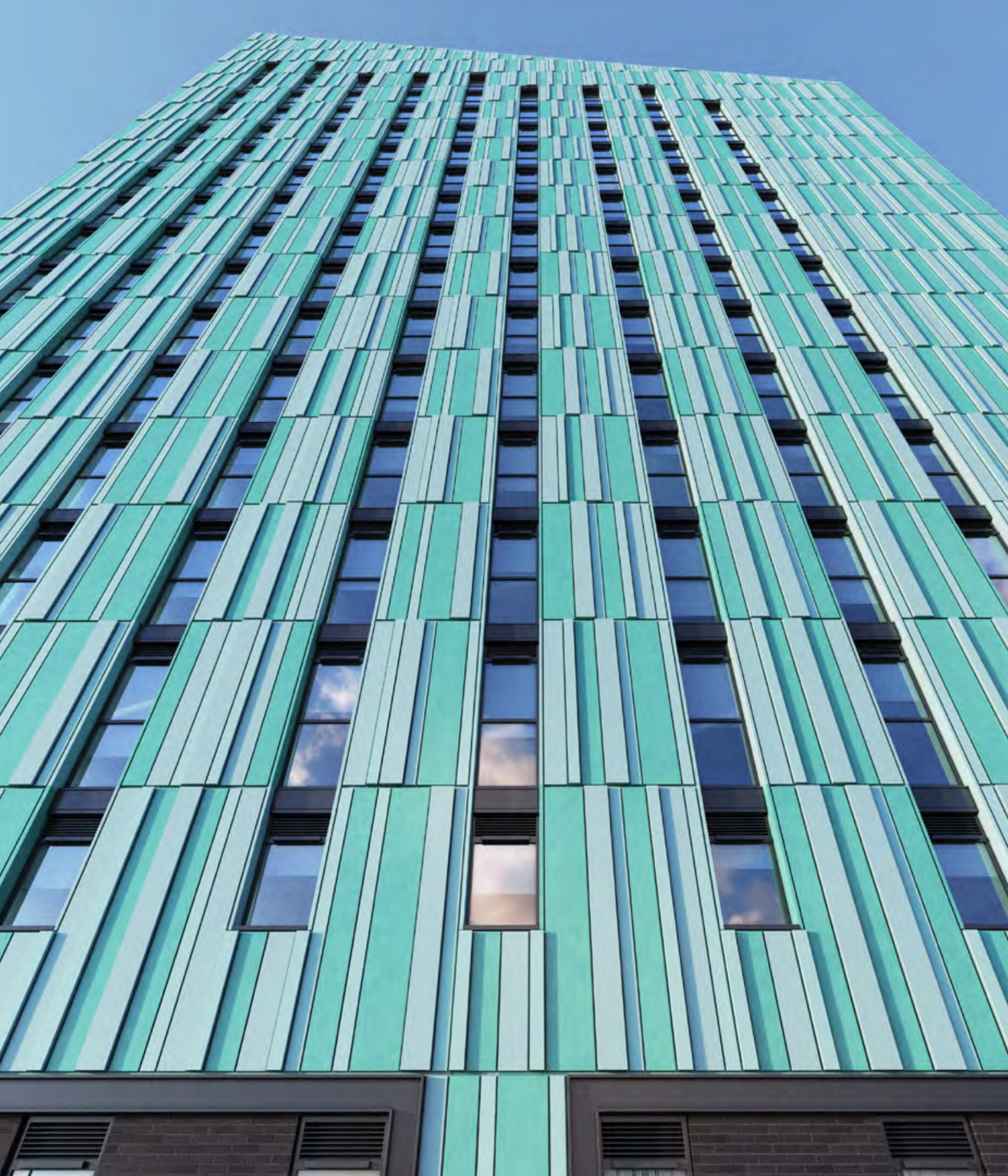
Approach

- New build Retail and PBSA development on existing surface car park
- 8 storey building with 16 storey tower.

Result

- Planning Granted
- Active retail ground floor and student reception
- First floor amenity and private courtyard.





Deansgate South

533 Beds

Manchester City Centre

Planning Submitted Dec 2020

Key Facts

- Provides 533 bedrooms in close proximity to Manchester Metropolitan University campus
- A landmark opportunity at a prominent city gateway
- 27 Storeys
- Site located within City's Great Jackson Street development framework area
- BREEAM Excellent target





Bristol Road

723 Beds

Birmingham

Planning Submitted Nov 2020

Target Completion 2023

Key Facts

- Provide 723 bedrooms with a high proportion of social studios
- A landmark opportunity at a key city gateway
- 31 Storeys
- Centrally located to serve multiple universities
- BREEAM Excellent target



Arundel Street

591 Beds

Portsmouth City Centre

Planning Approved

Target Completion 2025

Key Facts

- Provide 591 bedrooms in a key city location
- 5 Minute walk from Portsmouth Station
- 27 Storeys
- Sited within an area of residential regeneration
- BREEAM Very Good target





King Edward Court

552 Beds

Nottingham

Target Completion 2025

Approach

- Create a landmark building for Northern gateway into the city
- Re-activate the surrounding streets through internal activity
- Create a new public route through the site

Result

- Will provide a wealth of public and private external amenity space
- Visible social spaces will be a hive of activity to rejuvenate area
- Targeted BREEAM 'Excellent' rating



BXT

662 Beds

Brent Cross

Target Completion 2024

Approach

- A landmark site within £7bn town masterplan
- Create a new standard for student living within London
- Places Community, Sustainability & Wellbeing at heart of the design

Result

- Balances high quality design with sustainable materials
- Targeted BREEAM Excellent rating
- Student Living forms a key driver for new community as one of first plots to be developed





Award Shortlistings

AJ Retrofit Awards

2016 | Corstorphine & Wright - Higher and Further Education category for Fusion Tower, Bristol

2017 | Corstorphine & Wright - Listed Building Award (over £5 million) category for Plummer House, Newcastle

Lord Mayor's Design Awards 2017

2017 | Lord Mayor's Design Awards 2017 for Plummer House

Property Week Student Accommodation Awards

2016 | Corstorphine & Wright - Private Residences category for Fusion Tower, Bristol

2018 | Corstorphine & Wright - Private Residences category for Nova, Nottingham

2019 | Corstorphine & Wright with Stride Treglown (interiors) - Private Residences category for Zenith, Cardiff





Appendix 3

MMU Correspondence

FUSION MANCHESTER PROPCO LIMITED

Fusion House, The Green, Letchmore Heath, WD25 8ER.
0203 826 6520 | fusionstudents.co.uk

Manchester Metropolitan University
All Saints Building
Grosvenor Square
Manchester
M15 6BH
("You") and ("Your")

01 April 2021 | 08:21:13 BST
..... 2021

Deansgate South, Bridgewater Viaduct, Manchester (the "Property")

Subject to receiving a satisfactory planning consent and completion of the purchase of the Property, we intend to develop a new purpose built student accommodation block at the Property.

We shall, acting in good faith, use reasonable endeavours to agree a nomination agreement with You on the following terms:

1. for a term of five years but with an annual review mechanism for both parties to confirm whether they want to continue with the arrangement at the end of each year;
2. for 101 rooms to be made available to Your students for 42 weeks of each year, consisting of 99 en-suite standard rooms and two "twodio" rooms; and
3. at a starting rent of £150 per week per room, with annual RPI-linked uplift (with a 2% cap and a 4% collar).

Whilst the nomination agreement with You subsists, We will not enter into a nomination agreement in relation to the Property with any other university or college.

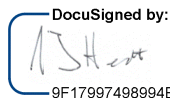
We shall use reasonable endeavours to complete the nomination agreement as soon as reasonably practicable following practical completion of the construction of the Property.

This letter is personal to you and the benefits conferred are not assignable to any other person or company.



.....
For and on behalf of **FUSION MANCHESTER PROPCO LIMITED**

Please countersign and return the duplicate copy of this letter to acknowledge the terms agreed:

DocuSigned by:

9F17997498994E4.....

For and on behalf of **MANCHESTER METROPOLITAN UNIVERSITY**

MANCHESTER METROPOLITAN UNIVERSITY – EMAIL CORRESPONDENCE

From: Warren Rosenberg
Sent: 26 January 2022 21:26
To: Ben Henry <ben@fusionstudents.co.uk>
Subject: FW: Deansgate/MMU

Confirmation to Pause Matters for the moment .



WARREN ROSENBERG
CO-FOUNDER
FUSIONSTUDENTS.CO.UK
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PART OF FUSION GROUP

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FUSION HOUSE
THE GREEN
LETCHMORE HEATH
WD25 8ER

Fusion Students is a trading name of Fusion Global Management LLP. Fusion Global Management LLP is an English limited liability partnership incorporated under the Limited Liability Partnerships Act 2000 with registered number OC373387. Its VAT registration number is 133 7108 37. Registered office is 35 Ballards Lane, London, England, N3 1XW.

From: Stephen Bloye <S.Bloye@mmu.ac.uk>
Sent: 29 April 2021 10:06
To: Warren Rosenberg <warren@fusionstudents.co.uk>
Subject: RE: Deansgate/MMU

Dear Warren

Sorry to have been the bearer of bad news.

To confirm what I said.

Our COO has asked that we re-review our residences strategy following the recent decision not to redevelop Cambridge halls and to pause matters relating to the Deansgate residences scheme whilst we do so.

I said I was unaware of the reason for this because I was on holiday. I did say in our conversation that if and when we chose to re-develop Cambridge Halls we will very likely do so via a tender process and Fusion would be able to put forward a proposal as part of this process.

Regards

Stephen

Dr Stephen Bloye | Deputy Director of EFCD | Estates, Facilities and Capital Development | Manchester Metropolitan University
s.bloye@mmu.ac.uk | Phone +44(0)161 247 1983 | Mobile +44(0) 07824 434178

Manchester Metropolitan University | Room 702, 7th Floor, Bridgewater House | 58-60 Whitworth Street | Manchester, M1 6LT | United Kingdom | mmu.ac.uk



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From: Warren Rosenberg <warren@fusionstudents.co.uk>

Sent: 28 April 2021 16:22

To: Stephen Bloye <S.Bloye@mmu.ac.uk>

Subject: Deansgate/MMU

Dear Stephen

Thank you for taking the time to call me on Monday

Of course I was disappointed to hear that whilst you're revisiting the potential redevelopment of your Cambridge halls you are putting all previously approved nominations on pause.

Thank you for also mentioning that Fusion Students will be invited to put forward a proposal should you decide to continue pursuing the redevelopment of the Cambridge halls.

I look forward to hearing further, please confirm my understanding as stated above is a fair reflection of our conversation.

Best

Warren



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From: Stephen Bloye <S.Bloye@mmu.ac.uk>
Sent: 23 March 2021 14:09
To: Warren Rosenberg <warren@fusionstudents.co.uk>
Cc: Caroline Hilton <C.Hilton@mmu.ac.uk>; Lucy Roberts <L.Roberts@mmu.ac.uk>
Subject: Fusion Students Deansgate South scheme
Importance: High

Dear Warren

I am really pleased to be able to inform you that at the University's Residences Management Group meeting yesterday, they approved the University supporting the Fusion students planning application for this scheme, on the understanding the University will be offered exclusively, on an initial 5-yr rolling contract, 101 rooms in the scheme (99 en-suite standard rooms 2 x twodio rooms) at a starting rent of £150 per week with standard rpi inflationary clauses with a 2% cap, 4% collar.

Caroline, our Director of Legal Services, will be in touch to formalise our 'agreement to agree'.

Regards

Stephen

Dr Stephen Bloye | Deputy Director Estates, Facilities and Capital Development | Facilities | Manchester Metropolitan University

s.bloye@mmu.ac.uk | Phone +44(0)161 247 0161 2471983 | Mobile +44(0) 07824 434178

Manchester Metropolitan University | 99 Oxford Road | Manchester, M1 7EL | United Kingdom | mmu.ac.uk

