

Facilities Management Strategy

Union T2, St John's and Enterprise City



March 2020

Vita Group

Vita Group is a best-in-class residential developer and operator who has pioneered a range of award-winning brands in Manchester and across the UK. Vita's ethos is formed around a customer-focused approach with a central aim to create sustainable, diverse and vibrant communities in and around its properties.

Vita Group's other residential brands include:

Vita Student

Purpose-built student accommodation re-invented by delivering inspirational spaces, first class services, amazing experiences and life-shaping opportunities. Vita Group currently operates 6,000 student beds across 17 buildings in 12 cities.

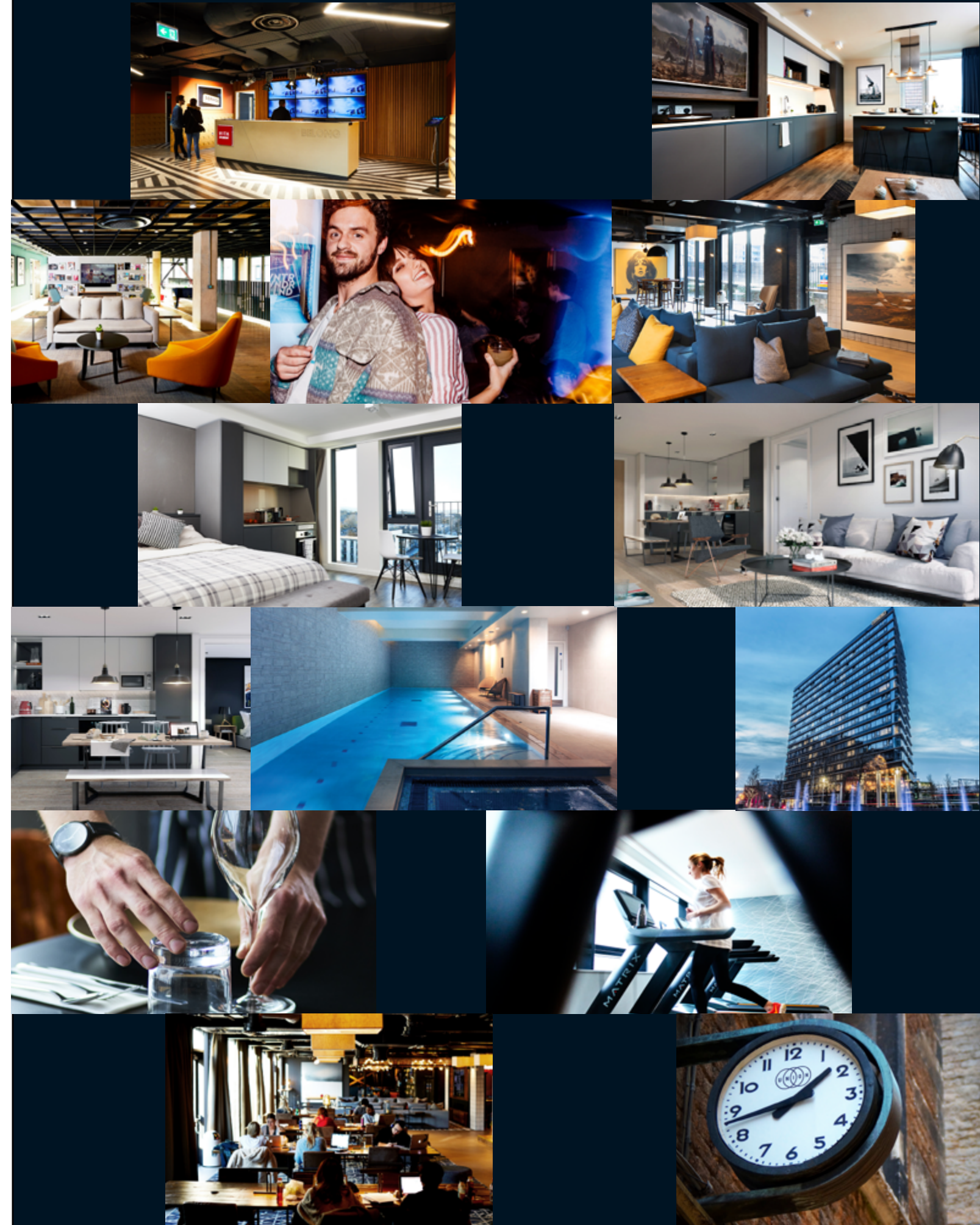
CitySuites

A new concept in luxury business travel combining spacious apartment living with the amenity and services of a 5-star hotel.

Affinity Living

A built to rent residential product with amenity and community at its heart, aimed at the established professional market. There are 1,561 residential units currently under construction in Manchester across 4 sites, with the first scheme opening in January 2020

Vita is a long-term owner/operator not a developer/trader and as a result is invested for the long-term in the neighbourhoods and communities it creates.



Union at St John's / Enterprise City

Union at St John's and Enterprise City is a unique destination for residents and the wider community, with five floors of retail, amenity and co-working space activating the building and surrounding neighbourhood during the day and night. The offer has been specifically curated for Enterprise City and is focussed on:

Co-working Space

Co-working space for use by residents and the local community, which will act as an incubator hub for entrepreneurs and start-ups, as well as offering space for agile working from home in a more social and productive environment. This offering works well in combination with an event space, which will offer a carefully curated programme of events and can be hired by external companies wishing to reach out to aspirational young people and entrepreneurs living in Union.

Curated Retail

An independent, local vendor/s delivering unique food, drink and retail experiences. Vita will be partnering with local manufacturers who are looking for a retail springboard and will also be creating pop-up space that can be utilised by emerging brands wanting to test concepts with our demographic.

Health and Wellbeing

A fitness studio and relaxation/mindfulness concept that is accessible to residents and the co-working community to maximize social interaction and promote a successful health and fitness agenda.



Union's standard of accommodation, its operational platform and its facilities will set a new quality benchmark for city centre living for aspirational young people. This will be delivered through:

Intelligent layouts and contemporary design quality

Where space is maximised through attention to detail in terms of layouts, storage, interior design and careful selection of furniture.

An ecosystem of residential accommodation

Comprising predominantly of "Quad" and "Trio" apartments to deliver a shared living experience, available on 6-month+ leases. Limited provision of Studio and Studio+ apartments will provide a level of self-containment, to be provided on a short term basis up to a maximum stay of 6 months.

Residential amenities and co-working

An activated destination for the co-living, co-working and wider community, which promotes collaboration and networking, social inclusion, capacity building and social mobility, health and wellbeing and interaction with the local communities. Under the operational management regime, this will be further facilitated through dedicated community organisers who will provide a programme of events for residents and the community.

Technology influenced selection for flatmates

House-sharing relationships are frequently the result of online advertising without any consideration of compatibility. Union has pioneered technology to match residents within similar interests, applying an algorithm to the selection of sharers to ensure compatibility.

Vita's long-term operational platform

An adaptable, professional and dynamic approach to management founded on a single, long-term ownership model as a long-term investment.

Vita is committed to the long-term ownership, operation and management of Union. Vita will remain directly responsible and accountable for the effective management and performance of Union in the long-term.

Union Co-Working

Union will provide c. 2,000 sqm of co-working space over three interconnected floors (Levels 2-4), which will allow co-living residents and individuals from multiple industries to network and share ideas; creating an environment where talent can be nurtured and new ideas and start-ups can be incubated.

The co-working offer will include a combination of fixed desk space, private offices (including individual and multi-occupant offices), break-out spaces and a variety of bookable meeting rooms. The co-working space will be open 24/7 for members of the co-working community.

In addition, Level 1 will provide an additional 790 sqm of dedicated amenity space shared between the co-working and co-living community. This will include an amenity lounge, informal meeting spaces and hot desking, and will be accessible 24/7 for the Union community.

It is envisaged that the offer will include the following range of facilities:

- Free hot desking or fixed/dedicated desks for hire
- Lockable and move-in ready private offices with a variety of sizes up to 10 people
- Meeting rooms, conference rooms and event space
- Private phone booths for webinars and calls
- Kitchenettes, toilets and common areas/lounges
- High-speed internet and printing facilities
- Maintenance and cleaning services
- Post and package handling
- Lockable space for personal possession
- Cycle parking facility
- Access 24/7 and on-site management

In line with Union's ethos of being accessible and inclusive, the 'open to all' co-working accommodation will be designed to be an affordable entry level solution for start-ups, freelancers, small and micro enterprises (SMEs) and other young professionals and entrepreneurs, who want well-designed and well-managed workspace without hefty overheads or long-term commitments whilst being adjacent to like-minded individuals in the heart of the city's Enterprise Zone.

The co-working space will be designed with flexibility and adaptability in mind to allow businesses to set-up, incubate and grow organically as part of their journey with Union. The tenancy menu will offer simple and flexible rental memberships starting from 1 month on a rolling contract, or a fixed contract up to 12 months for those wanting a bit more security. Union co-working will be designed, managed and operated by Vita Group.



Union Co-Living Offer

Union will comprise:

- 372 co-living apartments as a mix of studios, Trios (3-beds) and Quads (4 beds) apartments
- Short and long-term tenancies
- Shared amenity space at first floor for residents and members of the co-working community; including amenity lounge, welcome reception, informal meeting spaces and hot desking
- Flexible space at ground level and mezzanine to accommodate a range of uses including retail, F&B and casual working area, which will be accessible to the public
- Secure cycle parking

Co-Living Apartment Types

The proposed 372 co-living units will comprise a range of unit types, including:

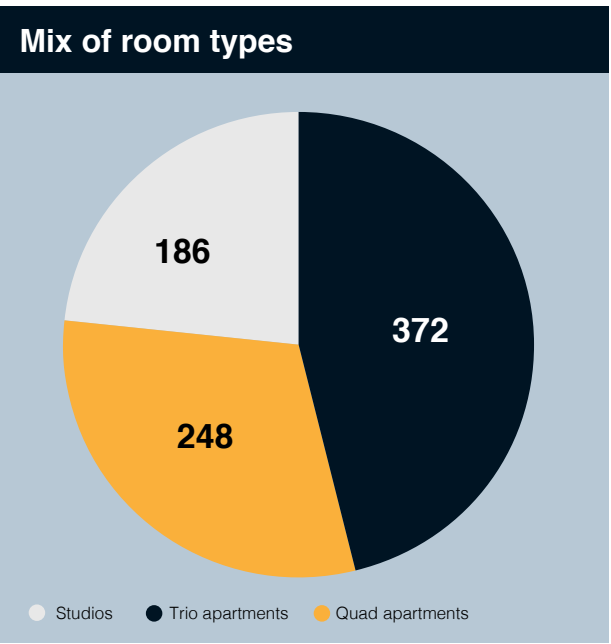
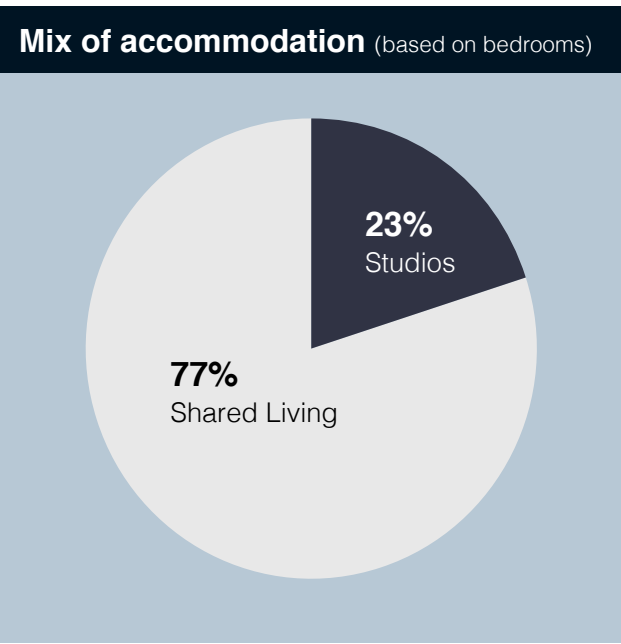
- 186 x studio apartments – 17sqm and 27sqm and 31sqm
- 124 x 'Trio' shared apartments with shared kitchen, dining and living area and 3 x en-suite rooms (372 en-suite rooms in total)
- 62 x 'Quad' shared apartments with shared kitchen, dining and living area and 4 x en-suite rooms (248 en-suite rooms in total)

The en-suite rooms in the shared apartments will be single occupancy only.

The shared apartments will typically form a primary residence and will only be available on tenancies from 6-months upwards in length. They will be attractive to new city residents who want to build a friendship and professional network so prefer co-living; to larger groups of friends who want to move in as a collective; and city corporates who want to house graduate scheme staff in the same location.

The Studios are expected to attract more short-term demand and will be available on tenancies up to a

maximum stay of 6 months. These will be targeted at businesses and institutions looking to house employees and contractors who may only be in Manchester for a short period of time and want a more social experience than a hotel or aparthotel; project workers on fixed-term contracts (particularly characteristic of the creative industries), travelling lecturers and academics and city workers who want private space but want to be part of the wider Union community.



Residents experience

Facilities and amenities

- Curated retail with alfresco seating area
- Casual lounge and co-working space
- Bookable private dining rooms
- Laundry room
- Relaxation and mindfulness space
- Gaming/social area
- Community and event space
- Fitness and wellness studio
- 24/7 in-house management team
- Post & parcel collection
- House-keeping service
- Safe and secure cycle parking storage

Community and events

Community cohesion will be encouraged through the use of a proprietary technology platform, which will digitally match up potential flatmates based on their personality and preferences. This will minimise the potential for conflict between tenants and in cases where this did still arise, the flexibility of the offer would be such that residents could move to a different part of the building better suited to their needs (subject to availability).

Events and social gatherings for all residents will be organised by an on-site events manager. Residents will also be encouraged to set up new clubs within the building and will be able to throw their own events eg book club, cooking club, sports club, etc.

The ground floor of the building will be accessible to the general public and will serve Enterprise City's employment cohort with its retail and F&B offering.



Marketing & letting strategy

Viewing and booking procedure

Bookings will be made via the Union website and will be supported by the on-site team who will facilitate viewings. A show-suite will be created within the building so viewings can take place without disturbing existing residents.

Tenancy length

Vita will offer flexible tenancies with a minimum stay of 6 months up to 24 months for the co-living shared apartments (Trio and Quad apartments). The studios will be run on a more flexible basis with a maximum stay of 6 months. All length of stays will be secured with a licence to occupy agreement. This is more suitable than a standard AST agreement as it allows greater flexibility to extend tenancies or move between unit types within the building should residents wish to, or their circumstances change. Union offers more than a standard rental of a specific space, with shared amenities and community activation such as events it is far more of a rental experience which further supports the decision to use a licence agreement rather than a standard AST agreement.

Room assignment

Room type and floor will be chosen on point of booking. Should dispute arise residents can move rooms free of charge subject to availability.

Bills and tax

Single rent including room rate, utilities, broadband and use of all amenity spaces within the building. Additional services such as laundry, self-storage, gym membership etc. will be bookable via the Union App and online. Residents will be responsible for registering for Council Tax. No service charge will be levied.

Discounted market rent (DMR)

Union will seek to provide 20% of its accommodation at an accessible rental price to those earning 20% less than the average Manchester salary (£27,000), meaning that the rooms would be accessible to those with a salary in line with the average graduate starting salary (£21,500). Accessible in this context is the provision of accommodation at rental levels that equate to 30% of gross income, in line with Manchester City Council recommendations around affordability and average household income in the city.

The DMR rooms will only be available to individual tenants who meet the eligibility criteria and will be allocated on a 'first-come, first-served' basis. Similar to other residential rental products, prospective tenants will be subject to a standard referencing process, where they will be required to provide details of their employers and proof of income, which will be used to ascertain their eligibility.

A specific marketing and lettings strategy will be in place for the DMR units, whereby Vita will seek to promote through local businesses and corporations to house recent graduates, apprentices and key workers in the city who meet the eligibility criteria.



Site management & operations



Union will benefit from 24/7 management, servicing and security from a team of up to 15 employees. All Union staff, from Residence Managers, Front of House to Housekeepers, will be direct employees of Vita Group and will be trained and nurtured in developing their careers within the organisation. This allows the very highest level of quality control in everything that Vita does. KPIs are applied by the business, aimed at making the customer experience the very best it can be. Feedback is constantly sought from residents through Union App, allowing levels of service and facilities offered to constantly evolve and improve. Training will be given in first aid, fire management, and major incident management to all employees in addition to other safety training as required.

All mail and parcels will be received and sorted by the Front of House staff and will be kept in a secure Post Room. Residents will receive notifications via the Union App to prompt them for collection. All delivery will be retrievable by staff only on behalf of residents.

Out of hours (9pm to 8am) will be covered by the Night Concierge who will be responsible for the management of the building as well as dealing with noise, anti-social behaviours and responding to fire alarms.

The retail / F&B offer on the ground floor and mezzanine (concept yet to be decided) and the co-working accommodation on Level 2-4 will have a separate team up to 20 staff. These concepts will deliver an amenity offer that serve both the wider local community and residents living at Union, St John's.

Maintenance & cleaning

The building has been designed to provide our residents with a vast amount of amenity space – activated through a variety of events, networking and professional development organised by our on-site resident managers – which is a key element in helping to provide a unique living experience. To maintain a clean and good quality living environment for our residents, all communal / residents' amenity areas of the building will be cleaned and maintained on a daily basis.

Maintenance works will be undertaken by Union's on-site maintenance manager, who will be able to respond to any maintenance or repair works immediately. Within the apartments, residents will be able to log any damage or repair works needed through the Union App, which will be attended within 24 hours by our own on-site staff.

The staff will ensure that the external public areas for the building will be safe and accessible at all times. Hard and soft landscaping will be kept from litter and other debris to ensure the building looks inviting and well-maintained.



Restricted vehicular parking

Given the excellent location of the site within the city centre and its accessibility to sustainable modes of transport, the scheme is proposed as a car-free development. Information will be given to residents and included within licence agreements to state there is no parking available at Union, nor will they be eligible to purchase a residents on-street parking permit from the local authority.

Deliveries and servicing

A deliveries and servicing strategy has been prepared by Vectos (a specialist transport consultant) with an aim of causing minimum disruption to the local residents and businesses as well as our residents living in Union.

Servicing activity will occur to the rear of the building via a dedicated service road which will include service lay-bys and informal areas where vehicles can pull over to drop off goods.

Waste disposal, storage & collection

The waste strategy for the site has been developed by Vectos and will form part of any future planning approval for the scheme.

The residential waste strategy for the co-living apartments includes a single chute with an automated tri-separator at ground level to segregate waste into separate waste streams – including



General Refuse, Pulpable Waste (paper and card) and Mixed Recyclables (glass, metal, plastic) and food waste. A waste chute lobby will be located on every floor where residents would press a button depending on which type of waste is to be deposited to steer the waste into the correct Eurobins for that waste stream.

Within the apartments, residents will benefit from three colour coded waste bins, plus a food caddy to enable them to recycle their waste easily and efficiently and to encourage them to live sustainably.

Residential waste from the co-living apartments will be stored in a separate waste storage area located on the ground floor. The development is proposed to be served by a private waste operator on a twice a weekly basis.

Waste from the commercial units will be stored within their own demise and kept separate from the residential waste and collected separately, which will be secured through their lease agreement.

Security & access arrangments

The main resident access point into the building will be from the east elevation. From here residents will be received at a 24/7 manned reception desk located to have excellent visibility over the lobby area.

Our intention is that the 'Front of House' space at ground level will operate as a seamless amenity space open to residents and general public during trading hours. Access from public areas (internal and external) to residential and back of house areas will be controlled via an electronic fob access system on the secure line. These fobs will be programmable and can be de-activated if they are lost or stolen, meaning free access to residential areas is tightly controlled and restricted to staff and residents only. This electronic fob system will also be used to control access to apartments on residential floors.

During out of hours trading the commercial spaces to north and south of the main reception will be secured internally and externally. During this time access to the reception lobby will be restricted to residents and co-working members only.

A comprehensive CCTV system, monitored at reception, will also be installed to cover key areas within the building and its perimeter.



