

Student Management Plan

College View, Moss Lane East, Manchester

May, 2025

Where you belong.

Fresh.

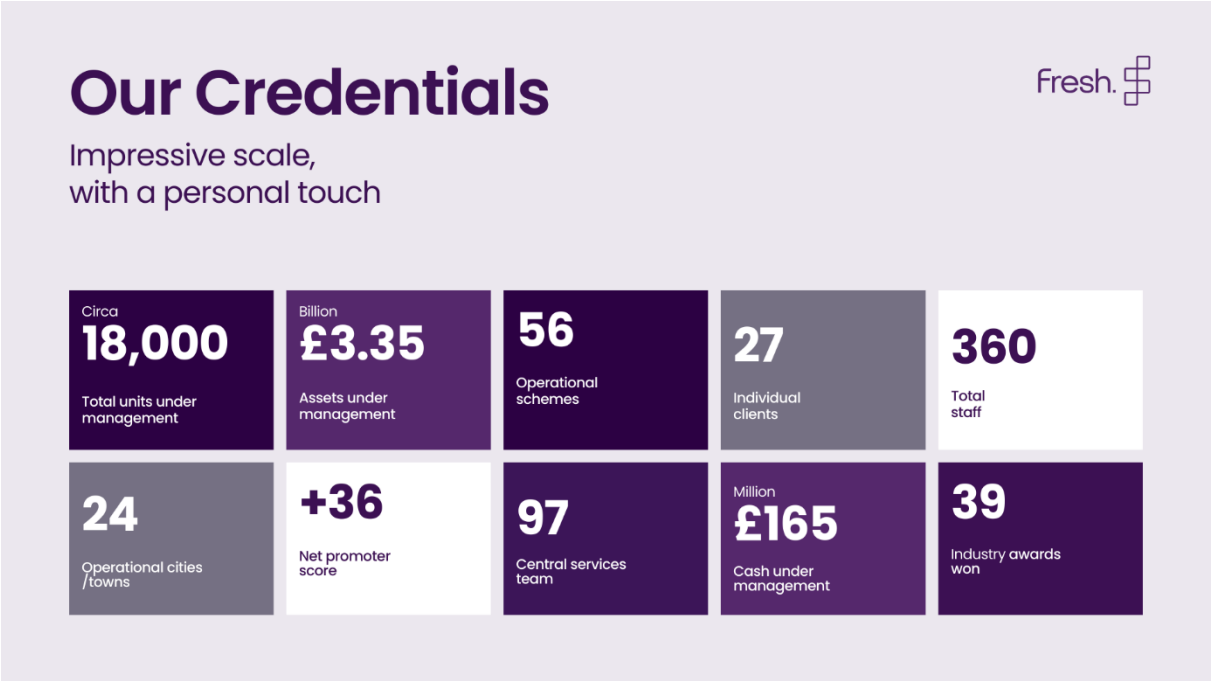
1. Introduction

Fresh was founded in 2010 and are experts in the management of residential for rent properties, which includes Purpose Built Student Accommodation (PBSA), Build to Rent (BTR) and Co-Living.

This document sets out the key principals by which College View will be managed by Fresh Property Group Ltd.

Our Experience

Fresh is a marketing leading operator of residential for rent properties with over 14 years of experience in the sector. We manage circa 18,000 units of accommodation in 24 locations across the UK and Ireland.



[1] As of March 2025.

Our Approach

Our overall objective is providing residents with an exceptional living experience. The properties are the start, but our people are the difference. We create great places to live, built on the simple principal that the people around you can make a huge difference to your way of life.

We are big enough to have a national infrastructure, but also smart enough to know that feet on the ground and local knowledge will really count. Therefore, each site will have a dedicated team overseeing the day-to-day operations supported by our large

central team who are experts in their field. We manage properties from 100 beds to over 1,000 units in size providing full end to end services for our residents and the investors who own the buildings. We have created an operational framework that makes everything as easy as possible for our residents and staff. Our systems, processes and software are created to liberate people from unnecessary tasks or make them much simpler. We tell our people, time spent with residents and the community is never a waste of time.

Accreditations

ANUK provides support, expertise and promotes best practice for scheme operators, through ANUKs National Codes for Large Student Developments, which ensures transparent and professional management of purpose-built accommodation.

ARLA Propertymark is the UK's foremost professional and regulatory body for letting agents and the biggest and most influential body in the sector, ensuring that all members must follow a strict code of practice and be part of their Client Money Protection (CMP) scheme.

PRS Is a Property Redress Scheme authorised by the Government since 2014, to provide an impartial service that considers consumer complaints about a variety of property related issues. Their aim is to help everyone understand their position in relation to the problem by sharing our knowledge and working to reach a fair and reasonable outcome for both parties, quickly and efficiently, as an alternative to the option of going to court.

The UKAA is the leading association for the UK Build To Rent and Single-Family Rental sectors.

We also work with the local councils or educational establishments to sign up to any local accreditation where appropriate. In addition, we have our own Quality Assurance Framework which ensures that a broader range of service levels are achieved.

Our Staffing Model

Central team – The on-site staff will be supported by the Central Services Team who are subject matter specialists in Marketing, Finance, Maintenance, Health and Safety and Customer Service. The Central Team creates the detailed framework for implementation at site level.

Site teams – Each site has a dedicated team of staff, the number of staff required on site is determined by the number of units under management and is picked up in more detail later in this Management Plan.

Our objective is to work with the owner to deliver a well-designed building that is professionally managed. We provide a safe, secure home for residents, in an environment that is conducive to study, and integrates into the local community, contributing positively to the local housing provision of the area by ensuring that:

- Residents have a safe and well-maintained place to live.
- Tenancy Agreements are correctly executed and enforced.
- There is an on-site team for face-to-face contact with the residents, neighbours, and other stakeholders.
- We have a commitment to developing strong relationships with the local Universities and Colleges.
- Physical aspects of the building are maintained to meet legislative compliance and to a high standard.

2. Operational Management

Staffing

The Residents' Team at the scheme will consist of a General Manager, Resident Manager, Resident Advisors, Maintenance Technicians & Housekeepers. This team will work flexibly to accommodate residents' needs. The scheme will be staffed 24/7, providing a point of contact for reporting repairs, deliveries and parcel collections, resident disputes and complaints, hosting social events, providing general local information and signposting to specialist services, and handling lettings enquiries.

The General Manager will report to a regional Operations Manager. All members of the Residents' Team will receive full training, comprising an induction, a management development program, monthly one-on-one meetings with their manager, a probation review, and annual appraisals. New managers are paired with existing General Managers ("buddied") who offer practical guidance and support. The Residents' Team will also have regular communication and support from the Marketing and Property Teams. All staff have annual key performance targets (KPIs) that cover both hard KPIs, such as lettings and arrears, and softer KPIs, including resident satisfaction and building management.

Post and Deliveries

The Residents' Team will receive and sign for all post & deliveries at the Management Suite, storing all parcels securely on behalf of residents. Residents will be notified of deliveries and asked to collect them from reception with ID. Residents will sign the post book to confirm receipt.

Maintenance & Repairs

Maintenance is a key area of resident satisfaction. We operate a tiered approach to ensure a cost-effective and responsive service. For minor issues, we utilize an approved list of small local contractors, enabling quick and cost-effective resolutions and promoting customer satisfaction. For larger and more specialized jobs, we work with approved regional or national contractors. Our Property Team is experienced in negotiating contracts and leveraging economies of scale across our portfolio to drive cost efficiencies for our clients. Residents can report repairs via our online portal, Rent Cafe, or directly to the Residents' Team. We assess the situation and categorize repairs as Emergency, Urgent, or Routine.

We operate an online purchase order (PO) system, and no work, goods, or services are provided without a PO. Contractors and suppliers email invoices, which are automatically matched against the PO. Upon invoice receipt, the PO originator must confirm satisfactory receipt of goods and services via the PO system before payment. All contractors must be on our approved list, and their performance is monitored based on response times, quality, and customer service.

Cleaning

We prefer to employ our own Housekeeping Team to carry out daily cleaning using sustainable products to minimize environmental impact. In challenging markets for employing housekeepers, we will outsource to a third party, requesting the same team to ensure familiarity with requirements and standards.

Laundry

The laundry will be open 24/7. Machines will be operated using an app. Residents can also check the laundry room's occupancy online and even book laundry slots in advance for efficient management.

Information Technology

Residents will receive high-speed broadband and Wi-Fi from an internet service provider, ensuring excellent connectivity. The service includes unlimited upload/download, a dedicated residents' portal and 24/7 helpdesk support.

Waste & Recycling

Fresh implements a robust recycling program, which will be detailed in the Resident Handbook provided upon check-in. Clear signage and separate bins for recyclable materials are provided. Fresh recognizes the importance of educating both residents and employees on recycling practices.

While residents are responsible for placing waste and recycling in designated bin areas, the Residents' Team manages the refuse areas at the scheme. Fresh conducts waste audits at all schemes to identify opportunities for reduction, recycling, and reuse. We ensure all signage is clear and accessible. Through internal workshops, we engage and educate residents on recycling. Each scheme will have a dedicated donation point and term-time swap shops to encourage a circular economy among residents.

Grounds & Public Realm

A key focus will be the ongoing maintenance of the public realm and landscaping to ensure the scheme integrates well into the surrounding environment. The site will employ a dedicated Maintenance Technician and Housekeepers who will be responsible for maintaining both the internal and external appearance of the building. In addition, the General Manager will conduct a daily walkthrough of the scheme, including external areas, to ensure the development is always well maintained. Where needed, Fresh will also utilise third-party contractors to manage external landscaping, ensuring the public realm remains clean, safe, and visually appealing.

Working with Neighbours

Fresh strives to develop strong relationships with neighbours and the local community. During the mobilisation phase, the onsite resident team will, where possible, keep neighbours and the local community informed about the progress of the

build by attending community meetings as required. Once operational Fresh is committed to proactive engagement with key stakeholders. Regular updates will be provided through meetings, direct communications, and a newsletter displayed in a prominent location at the property. Once the property is operational the onsite resident team will provide property contact details for the site team to local residents or businesses for any queries or concerns.

3. Resident Profile & Tenancy Management

Scheme Details

College View will be situated in Manchester on Moss Lane East. The development will comprise 132 studio units, each providing a bed, wardrobe, desk, table, chair, kitchenette, en-suite bathroom, and storage. This development is planned to include a residents' lounge, study space, fitness suite, private dining and on-site laundry facilities.

The key to a successful student accommodation is managing the high-specification and well-maintained facilities to foster a sense of community and provide residents with a superior living environment. The Residents' Team will organize and schedule social events, such as movie nights, book clubs, and casual gatherings, on a weekly basis. They will regularly meet with residents to ensure events meet demand and will adapt and change them as needed.

Resident Profile

The scheme's location will be attractive students from the major Universities in the area: University of Manchester, Manchester Metropolitan University and University of Salford. The studio units of Moss Lane East are ideal for undergraduates and postgraduate students looking for a secure, but social environment in which to live. However, we expect that the scheme will predominantly appeal to 2nd and 3rd year undergraduate, postgraduates and international students who are looking for independent, but well managed and secure environment to complete their studies.

Tenancy Management System

For transparency and accessibility, we use an online integrated resident portal and tenancy management system (Yardi). Yardi provides the interactive resident portal and back-office tenancy management operating platform. The system offers residents an online service for booking rooms, managing bookings, paying rent, reporting repairs, and completing and viewing the condition and inventory of their accommodation 24 hours a day. It highly automates key administrative processes, allowing the Residents' Team to focus on customer-facing services while enabling central monitoring of activity.

Resident Handbook

All residents are provided with a Resident Handbook in advance of moving into one of our properties. The handbook provides a comprehensive overview of the scheme and promotes good neighbourliness. In addition, it provides key information for residents, including:

- What to do in the event of a fire
- Key contact information for the scheme
- Expectations regarding behaviour while living at the scheme (anti-social behaviour, noise, discrimination)
- Building Safety Act and Resident Engagement information
- Key safety information
- How to report maintenance

Dealing with Breaches of Tenancy

Our experienced Residents' Team handles incidents sensitively and professionally, ensuring swift resolution while maintaining a safe and respectful environment. Effective tenancy management is built on clear communication, providing residents with guidance on their responsibilities and support to resolve issues before escalation. Our tenancy agreements are clear, fair, and enforceable. While we strive to foster a positive community, we recognize that issues like anti-social behaviour can arise. In such cases, we act decisively, adhering to the tenancy terms and legal obligations.

Complaints Procedure

Fresh is committed to providing a high-quality service. Residents and neighbours are encouraged to raise complaints/grievances in person to a member of the Residents' Team, in writing, via video call, or through our online Complaints Form. Our aim is that complaints will be resolved immediately by the Residents' Team. If this isn't possible, complaints should be submitted in writing and will be handled according to the stages below. Complaints sent to Central Services will be redirected to the relevant Residents' Team for initial investigation.

Management of Anti-Social Behaviour

Any anti-social behaviour, such as excessive noise, will be actively managed by our Residents' Team in line with our internal procedure. This procedure outlines:

- The different types of anti-social behaviour
- How we become aware of anti-social behaviour
- What to do if you become aware of anti-social behaviour
- How to investigate incidents of anti-social behaviour
- How to log and record anti-social behaviour
- What sanctions can be taken to address anti-social behaviour

4. Security & Incident Management

Security and Access Control

Creating a safe and secure living environment is an intrinsic element of the building design. Security arrangements at the scheme include access control to prevent unauthorised persons entering the building, and CCTV to key vulnerable areas, as well as those areas that may require management monitoring, including entrances, common areas and the bin store.

The General Manager will be on site during the day and early evening with security covering out of hours so that the scheme is manned 24/7. Fresh has disaster management procedures to deal with any serious issues in respect of the building or people, with a built-in escalation mechanism based on the seriousness of the incident. Fresh will work closely with the local police and any relevant community support officers and neighbours. We will encourage active participation in any local Resident Watch Schemes and other initiatives to reduce crime and improve security for the residents.

Communal areas will be managed as follows.

- Access control and CCTV to individual blocks, amenity spaces, bike stores, refuse stores, external perimeters within the scheme.
- These areas would be subject to 24 hours recording of CCTV. The onsite security will be able to monitor the live CCTV feed and if required the Residents' Team will have the authority to review recorded CCTV footage.
- The CCTV system will be a deterrent to potential anti-social behaviour, which could give rise to disturbance both within and outside of the buildings.
- Areas which are sensitive in terms of sound, or disturbance to other residents, would be sealed utilising the door-entry system.

5. Transport & Travel Management

Travel and Car Parking

The scheme is located close to major transport links, bus, train and cycle paths and will be car-free other than the provision of two disabled parking spaces. Due to the location of the scheme, we do not expect many residents to own or have a motor vehicle, instead opting to use public transport, cycle or walk as necessary. The scheme will accommodate on-site cycle stores for residents and visitors. Fresh promote sustainable travel to its residents and local transport advice will be provided on request to all residents.

Move-in and Move-out

Prior to arrival, all residents are contacted by email to confirm the arrival arrangements and move-in procedure. They are provided with details of travel arrangements from key airports, the main line train stations, and the cost of taxis from these key arrival hubs. We will also provide information about the location and cost of public paid car parking facilities close to the site. Residents will be advised that there is no car parking at the site and will be required as part of their tenancy agreement not to bring a car to the site other than where required to move in or out of the building.

Where permitted Fresh encourage residents to spread their arrival to the accommodation by offering the facility to arrive up to three days prior to the tenancy start date at no additional charge. Residents are required to book their arrival online through the resident portal. Limited time slots of 30 minutes are built into the system to avoid congested arrival periods.

Residents who arrive by car with family and friends are given information about local car parks before they arrive. They are 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. There is a loading bay along Acomb Street that may facilitate a drop off only service at the beginning / end of term but also used for deliveries throughout the year.

The residents are met at reception and in a couple of minutes they are checked-in and have been shown to their room. Once the resident has been shown to their room, and been given an induction of the building, they are advised of the nearest place they can park and unload their luggage. To ensure the move-in process is managed efficiently, additional staffing resources are employed to manage the road congestion and for directing residents quickly to their accommodation. We will liaise with the local police and traffic management bodies and agree a strategy to avoid blocked roads and parking problems.

The residents move-out period is managed in a similar fashion to the move-in process. Residents are expected to confirm with the Residents' Team their proposed move-out times and dates. However, move-out periods are unlikely as the residents tend to move out over an extended period. Additionally, unlike other traditional halls of residence, residents at Moss Lane East, will not need to remove all their belongings at Christmas and Easter, therefore reducing the traffic associated with the site as residents are more likely to head home by train or coach, as opposed to a car.

6. Health & Safety

Health and Safety Commitment

Fresh is dedicated to ensuring a safe and compliant living environment through a proactive and comprehensive approach to health and safety. Our extensive suite of services is designed to ensure that all properties are well-managed and adhere to relevant regulations.

We achieve this by:

- **Proactive Risk Management** – Identifying and addressing potential hazards before they escalate into issues.
- **Incident Response System** – Utilizing an online system for swift and effective handling of any health and safety concerns.
- **Regular Reporting** – Keeping property owners informed about health and safety status through detailed, consistent reporting.
- **Legal Compliance Management** – Maintaining legal registers to ensure continuous adherence to all relevant laws and regulations.
- **Staff Training & Support** – Equipping our team with expert knowledge and guidance to uphold the highest safety standards.

Our commitment to health and safety ensures that residents, staff, and stakeholders can have confidence in a secure and well-maintained environment.

Health, Safety, and Well-being Leadership

At Fresh, the health, safety, and well-being of both staff and residents are core priorities, starting at the highest level of the business. This commitment extends to building safety, with the Senior Leadership Team (SLT), led by the Managing Director, ensuring that robust systems and processes are embedded across the company. The SLT sets safety objectives, monitors key performance indicators, and reviews management reports to uphold the highest safety standards.

While all team members and departments play a role in maintaining building safety, day-to-day responsibility falls primarily on the Operations Team and the Property Services Team. These teams have strong line management structures in place to ensure effective implementation and ongoing compliance with safety protocols.

As the frontline team overseeing daily operations, the Operations Team plays a crucial role in maintaining building safety by:

- Carrying out and supervising maintenance activities to uphold safety standards.
- Monitoring contractor activities within properties.
- Promptly reporting safety concerns and incidents.
- Receiving training to implement the Disaster/Emergency Plan when needed.
- Communicating with residents about building safety protocols.

- Hosting resident engagement forums in line with the Resident Engagement Strategy.
- Investigating and responding to resident complaints and concerns regarding safety.

The Property Services Team provides the technical expertise needed to support and enhance building safety management. Their key responsibilities include:

- Ensuring the company meets its statutory safety obligations through technical knowledge and compliance oversight.
- Developing policies and procedures that align with building safety regulations.
- Conducting technical risk assessments and audits to identify and mitigate risks.
- Creating training programs to enhance staff competence in safety management.
- Appointing and overseeing specialist contractors to carry out safety inspections and system testing.
- Maintaining accurate property records and updating golden thread safety information as required.

By integrating operational monitoring with technical expertise, Fresh ensures a comprehensive and proactive approach to health and building safety, providing a secure environment for both residents and staff.