



Student Management Plan First Street, Manchester

Introduction

This is a Management Plan for Vita Group's 'House of Social' brand which is intended to be implemented for the proposed high quality, purpose-built student accommodation ('PBSA'), at First Street in Manchester. A separate Management Plan has been prepared for the Food Hall element of the proposal.

This document sets out the key principles by which the proposed student accommodation will be managed in order to ensure all residents, staff and visitors have the highest quality experience, alongside protecting the interests of the wider community and local environment.

The development is being delivered by House of Social One Ltd which is a subsidiary of Vita Group. Vita Group has been delivering and operating PBSA since the 'Vita Student' brand was launched in Liverpool in 2013 and has since grown to be one of the UK's leading student accommodation providers, with Vita Student residences across 16 UK cities totalling 8,314 operational beds. Vita Student is successfully operating from two locations within Manchester – Circle Square and First Street, with the latter being adjacent to the proposed House of Social scheme. Vita Group delivers the highest quality buildings and creates connected communities, underpinned by living spaces who challenge the convention to re-imagine the way we live, work and socialise.

The First Street scheme will be operated and managed by 'House of Social', another of Vita's student brands, operated and a wholly owned subsidiary of Vita Group. House of Social provides shared apartments to encourage collaboration, independence and productivity – it also brings together elements of City living such as a market / food hall concept.

House of Social will be a registered member of ANUK (the National Accreditation Network UK) and is committed to maintaining high professional standards and are fully compliant with the Code. House of Social will also work with local councils or educational establishments to sign up to any local accreditation scheme where appropriate. In addition, we have our own Quality Assurance Framework which ensures that a broader range of service levels are achieved.

This Student Management Plan covers the following key areas:

- Staffing / Reception Services
- Response to Incidents
- Site Security
- Cleaning and Refuse
- Arrival Management
- Restriction on Use of Motor Vehicles
- Bikes
- Post and Deliveries
- Gym

Proposals

The proposal is for a mixed-use development, comprising a ground floor food and beverage hall, student accommodation, and an area of public realm. Plot 10b which is the subject of this Management Plan, comprises a 14 -storey PBSA building, together with new public realm along and around River Street and Hulme Street. A shared servicing route will be created between the buildings, running between River Street and Hulme Street.

The current scheme will deliver 100 clusters, comprising a mix of 5 and 6 bed apartments, delivering a total of 576 bed spaces. There will be a food hall commercial offering at ground floor, offering food and beverage provision to both residents and members of the public (operational details of this food hall are set out in a separate management plan).





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Study and catering will be able to take place within each of the cluster apartments, or within the communal food hall and private dining spaces on the ground and mezzanine floors within the building. In addition, House of Social will provide communal space at ground floor of the student residence providing access to a range of services including student support, a gym and laundry facilities. It is anticipated that the development will become operational in September 2026.

Staffing / Reception services

It is likely that the permanent staffing within the student residence at House of Social will be up to 15 employees and will include:

- City manager operating across Vita Student and HOS.
- Assistant residence manager.
- Supervisor
- A facilities management officer.
- A customer service team that work in shifts across vita student and HOS to ensure the building is monitored 24/7 and
- Between four and five-strong housekeeping team.

Head Office support would be provided to the site team via a management structure which includes a Regional Manager who is specifically responsible for each Residence Manager, as well as other Head Office support services including Marketing, HR, IT and Finance.

No staff will be resident on site, but the site team will be present 365 days of the year including outside academic term time.

The reception service will provide a first point of contact for residents for day to day matters such as deliveries and collection of parcels, reporting of repairs, organising social events and the provision of general information and signposting to specialist services.

During 'out of hours' the night customer service team will work between Vita Student and House of social and be stationed at the Vita Student reception desk. Contact from students to the team will all be signposted via the brand 'My Account' messaging system which allows students to send direct communication to the teams for queries, help or support. The team will monitor both sites through a linked system on an IPAD. All elements of security, mechanical and fire will be linked via an IPAD, alerting the team to any issues that may arise. The IPAD will also show both brands CCTV to allow the night team to monitor access into the site and communal spaces.

Response to Incidents

House of Social, via its management and onsite team, will provide fast response to all incidents in line with its Standard Operating Procedures, which include:

- A. Building issues. This will be managed by the facilities management team and will generally be carried out either by them personally or by specialist contractors brought in through local and national agreements. For reactive maintenance, Residents would report any maintenance requirements through the Student Account Portal and the company have a charter to respond to every report within one hour.
- B. Noise emanating from the student residence at House of Social
- C. Any anti-social behaviour from residents or their guests
- D. Any other emergencies
- E. Any communication from neighbouring occupiers. To manage this effectively a dedicated point of contact and telephone number would be identified, and details provided to neighbouring occupiers to facilitate





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communication should they need to raise any issues with House of Social.

- F. Reference mental health procedure
- G. Service provisions

More detailed Operating Procedures relating to Noise Management and Incident Reporting are provided as appendices to this document.





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Security

The residence will have 24-hour access for pedestrians through the main entrance located on the eastern elevation of the building off River Street and through a management office and shared CCTV with Vita student which will be manned 7 days a week, giving the team complete visibility of everyone entering and leaving the site. Additional resident access will be available through the ground floor food hall during operational hours, controlled via the access control system.

Every student will be granted access through a state-of-the-art Bluetooth door operating system which will give students access to the communal space as well as their specific cluster apartment. This system is a more secure system which prevents loss of fobs as the fob is replaced by a Bluetooth connection in an app downloaded on the student's phone, if ever the student was to lose their phone (as all phones have a password for access or facial recognition) it is less likely that someone 'not a resident' would be able to gain entry into the building. In case a student did lose their phone or have a loss of power the student would report to reception and the customer service team would grant them access to their specific apartment. This system allows for better control over who is in the building and prevents subletting of apartments amongst residents.

Having all residents leave and enter through the management suite enables House of Social staff to quickly get to know the residents and to control their access. Non-residents who visit will be required to sign-in and will wait in the reception area for the resident to come and collect them. House of Social's combined with Vita students' presence enables our staff to quickly attend to any reported incidents on the development, including any disputes, noise issues or behavioural problems.

During out-of-office-hours the customer service team also conduct regular site patrols within the site, tracked and monitored through a building management system.

The site will benefit from CCTV and a bespoke internal and external lighting scheme to ensure that both within the property and outside, a safe and secure environment is created.

House of Social will work closely with the local Police and will encourage the local neighbourhood policing team to visit regularly to meet the on-site team and become a known presence at First Street. A Crime Impact Assessment supports the planning application, which identifies the safety recommendations received from Greater Manchester Police. The building will achieve Secure by Design accreditation. We will encourage active participation in any local Resident Watch Schemes and other initiatives to reduce crime and improved security for students.

Cleaning and Refuse

House of Social provides a surface clean within every cluster apartment once a fortnight. However, residents have responsibility for their own rubbish and will be required to take their refuse to the dedicated refuse collection areas which will be well sign posted.

To assist in maximising the recycling and recovery of waste and thus minimise waste disposed to landfill, storage will be provided for mixed/recyclable waste within each cluster and within the main bin store. It is likely that recyclables including paper, cardboard, cans, plastics, and bottles will be stored in a proportion of the bins provided. These would be clearly labelled to advise the occupants about what materials can be recycled in the mixed-recycle waste bins.

Refuse vehicles will access the site via a reversing manoeuvre from Hulme Street. A banksman would manage the reverse and the manoeuvre as well as the bin transfer. This is further elaborated on and shown on a drawing within the Transport Assessment and Waste Management Strategy submitted with the planning application. Each site has its own waste management plan dependant on Council collections and volume of waste generated.

Arrival Management





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A fully detailed arrival procedure has been put together by House of Social to ensure that the beginning of the tenancy and the residents' arrival is carried out with the minimum of disruption to the surrounding highway operation as well as creating the very best impression for the arriving students. The following is the procedure that will be employed by House of Social for the arrival and departure of 576 students at the beginning and end of the academic year.





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Prior to arrival, all students are contacted by email to confirm the arrival arrangements and move-in procedure. They are provided with details of travel arrangements from key airports, main line train stations, and cost of taxis from these key arrival hubs. Vita also provides information about the location and cost of public paid parking facilities close to the site.

House of Social will encourage students to spread their arrival to the accommodation. Students can arrive at any point from the tenancy start date, with most students arriving throughout September based on university start dates, which allows gradual fill of the building. Booked move in time slots allow for equal spread of residents throughout the first few days following the tenancy start date.

Students are required to book their arrival online through the student portal and will be assigned a time slot to arrive at the residence to avoid congested arrival periods. Student arrivals will be deliberately spread to ensure a smooth and efficient procedure that does not inconvenience other road users or cause congestion issues. The appointment system which will be implemented, has successfully been used at other student residences operated by Vita, and enables students to choose the time of their arrival – albeit that there is a restriction to no more than 10 arrivals in any hour throughout the weekend.

Students who arrive by car with family and friends are given information about local car parks before they arrive, including the First Street Car Park (Q-Park) located adjacent to the site. They are advised to park away from the site in advance of checking in, to avoid the reception area being congested with lots of family members and luggage blocking the entrance.

Around 20 staff will be brought in for the weekend to assist in the smooth arrival of student residents. This commitment indicates the importance which Vita Group place on the arrival process and the need to integrate into the local community. Two main company Directors will be involved on the weekend as well as the Residence Manager to ensure that in the event of multiple arrivals, quick decisions can be made to alleviate any bottleneck and ensure students are welcomed properly.

The students are met at reception by House of Social staff who will have trolleys ready to take their luggage to the rooms. The student and their belongings will be taken into the building by the residence staff and shown straight up to their room, where the trolleys will be unloaded and returned to the building entrance. A staff member will remain with the student to arrange the short check-in procedure before explaining all of the appliances and equipment within the apartment.

To ensure the move-in process is managed efficiently, additional staffing resources are employed to manage the road congestion and to direct students quickly to their accommodation. House of Social will liaise with the local police and traffic management bodies and agree a strategy to avoid blocked roads and parking problems.

The student move-out period is managed in a similar fashion to the move-in process. Students are expected to confirm with the Accommodation Team their proposed move-out times and dates. However, busy move-out periods are unlikely as the students tend to move out over an extended period.

Additionally, unlike some other traditional halls of residence, residents at House of Social will not need to remove all their belongings at Christmas and Easter, therefore reducing the traffic associated with the site as students are more likely to head home by train or coach, as opposed to a car.

Departures of students happen over a period of several months, generally around May to July and August to September, depending on the tenancy length. Departures are spread widely across a period of many weeks and therefore, there is never a time when a mass departure occurs.





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Restriction on Use of Motor Vehicles

The site has no on-site parking spaces and does not allow for any student parking on or near the premises. The tenant handbook will explicitly specify that the location is car free and that students are not to bring their own cars to the accommodation.

There are 28 disabled parking spaces provided in the First Street Q-Park multi-storey car park which is c.120m from the site. In addition to this, there are 6 on-street parking bays where disabled drivers can park without payment or limit almost adjacent to the site, located on the northern side of River Street between Medlock Street and James Grigor Square.

The proposed development will operate in compliance with a site-specific Travel Plan which includes a range of measures to encourage use of public transport, walking and cycling.

Bikes

House of Social will benefit from 88 cycle parking within a cycle store on the ground floor, with the entrance just to the south of the main pedestrian entrance into the building. A further 6 Sheffield cycle stands (with tapping rail), to provide 12 cycle spaces will be provided within the public realm areas convenient for visitors to the site.

In addition, House of Social will offer bikes free of charge for students, kept within the cycle store, to use on a regular basis as well as the students being able to store their own bikes within the secure cycle stores. To access the House of Social bikes, the students must go to reception to sign out a bike and get a padlock key for use. The management team allocate the student a specific bike which they can go and collect. On return, the student will follow the same process – this allows the management team to check the bike for issues upon return.

Post and deliveries

The parcel process is a self-serve parcel store allowing residents to collect parcels 24/7 and self-serve. The room is only accessible by residents using the traceable key fob given upon check in for their studio. All parcels are scanned into the parcel store by a staff member which are then stored within the parcel tracking system, an auto email is then sent to the resident to alert them that a parcel has arrived for collection. When the student arrives at the parcel store, they are required to enter their room number on the IPAD outside the store and 'collect' the parcel, before entering the room. The room is operated with full CCTV for security and checked daily by a member of the onsite team to ensure the process is being followed correctly.

Student Gym

A gym is proposed on the ground floor of the building. It will be accessed from the main student entrance and lobby within the building and therefore will only be accessible to students living within House of Social.

The gym will be open 24/7 and will be free of charge, for use by any resident living within the building. The gym will have a mixture of cardio machines and weights, with weekly fitness classes available inclusive of the rent for the student room.

The management team will be present within the building 24/7, including outside of the academic term time and therefore will be on hand to assist any students with the gym facilities when needed.

There will be dedicated CCTV within the gym area to ensure that the safety of students and staff is monitored. A limited number of lockers will also be provided for students to safely secure their valuables in.

