

# New China Town

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## Operational Management Strategy Statement



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# Contents

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UL's Philosophy	3
The Urban Lifestyle Concept	4
Natural Progression from USL	4
Staffing and Site Management of the Development	5 - 6
Servicing at New China Town Security	7
Working with the Community	8
Operation of Commercial Uses	8
Quiet Enjoyment	8 - 9
Waste Management	9
Car Parking	9 - 11

## Appendix 1 – Good Neighbourhood Policy

### **UL Philosophy**

Urban Lifestyle Ltd (UL) have been given the opportunity to be responsible for the full-time estate management of the New China Town Development in Liverpool.

UL is an independent-owned and owner-managed full-service property management company targeting the robust and exciting PRS and commercial letting markets. It was established to fill a widening gap in the property services industry, combining Estate Management with hospitality.

UL properties are vibrant but secure places for discerning domestic and overseas clients who are used to high-quality places to live and work. UL recognize that client, local demands and community expectations increase year-on-year and that the investment in PRS accommodation needs to keep pace with those demands

The Senior Management team has over 80-years experience in managing properties; from professionally acquiring, developing, managing and operating hotels, commercial facilities and student properties.

UL and it's sister company, Urban Student Life (USL) already manage & have management contracts on the following properties:

- Canterbury Student Village, Canterbury
- Chester, Trinity Hall,
- Chester, Waterside Court
- Liverpool, Falkland House
- Liverpool, The Paramount & The Quadrant
- Leeds, Asquith House & Austin Hall
- Leeds, Pavilion
- Leicester, Oxford Court
- Loughborough - The Print House
- Nottingham, KP House
- Nottingham, Express Building
- Hull, The Portland Hotel
- Gallery +, Norfolk St, Liverpool
- Berry House, Norfolk St, Liverpool
- Element, Trafford
- North Point, Pall Mall, Liverpool

### **The Urban Lifestyle Concept**

UL offers a unique type of service, which fills the gap between; traditional serviced accommodation and hotels.

The team at Urban Lifestyle have created a wide selection and service choice for all residents and visitors to the New China Town site. The full service and security aspect of our ethos, aims to deliver a sound service led and quality product at all levels of Hospitality and retail enhancing the mood and quality of the location.

The majority of our UL team have a variety of Quality Hospitality training and of course wide experience in the service sector. We also recruit local, multi-national and bi-lingual staff from many sources to ensure that the needs and attentions of every guest and resident are catered for.

A pillar of the service strategy is the communications policy at all locations headed up and coordinated by our Reception team and the Concierge service central to the New China Town portfolio of products and services.

These services will exist as a service to the residents and visitors to New China Town to ensure there is a 24/7 process and culture of service and security responding at all times when required.

### **Natural Progression from USL**

Urban Lifestyle has an Associate Company, Urban Student Life, which is a Study Hotel Concept. This Study Hotel concept was designed to plug this gap in the market. Study Hotels offer flexible managed accommodation, which is specifically targeted at the student market, but which provides high quality managed accommodation. The very same quality services established in the Study Hotels are transportable into and are developed from the Quality Hotel sector which will also be attractive to the conference market and business traveller.

### **Staffing and Site Management of the Development**

UL operates a fully integrated Management HR Recruitment System and will look to employ Staff to service New China Town from across the broad range of services, which it will offer creating additional employment for School Leavers to Graduates and Professionals wishing to join this exciting venture.

UL & USL have a track record of recruiting in Hospitality but Character and a “can do” attitude is as vital in our employees in order to deliver a 24/7 high reputation business that can boast leadership and quality in the employment sector.

The range of trades during construction and creation will be drawn from the immediate region with the primary activists in Architecture, Construction and Development all being based in Liverpool.

USL currently employ Liverpool based contractors for Refuse and Security at their sites in Liverpool. The following companies have already been introduced to the developers in order that a full synergy between supplier and developer for services is understood and the management plan ethics carried out efficiently.

### **Operations preferred Contractors List.**

It is the intention of UL to contract with the following Companies, employed to provide the following service:

#### **REFUSE**

Gaskells Waste

Quality Management ISO 9001

Environmental Management ISO 14001

Health & Safety OHSAS 18001

#### **SECURITY**

Liverpool Oculus Limited

ISMI registered

Minimum Standard as site Contact CSMP (Level 6)

#### **PROPERTY HYGIENE**

Minster Cleaning Services

#### **LANDSCAPING MAINTENANCE**

H&R Landscape Contractors & Servicing Ltd

Environment Registered Waste carrier  
Contractors Health & Safety Assessment Scheme  
Environment Agency

These companies are all working to Best Practise and are required to train and commit to their Employees to ensure we have a 360o service and training culture.

Running up to Completion there will be a recruitment campaign 3 months in advance of the outlet phased openings across the region to ensure that a range of Professional, Skilled and Semi-skilled UL services employees are given concept, product, location, community and quality service induction

#### **RLA, National Code of Service Standards**

UL is a member of the Code of Standards agency for privately owned/managed accommodation blocks. RLA. This Landlords Accreditation Network UK has been established with a full portfolio of the following services and contract specifications available, to ensure standards within privately run schemes are maintained at the highest level.

In addition site maintenance operatives and a team of cleaning staff will provide ancillary support. All staff will be either employed directly by UL or outsourced to local and nationally accredited companies.

The Following selection of Documents and Links are available through our Association and will be made available on all our Marketing material;

#### **Pre tenancy**

- Check list for managing Agents Fees and Charges.
- Initial Holding Deposit Form
- Property Inspection certificate.
- RLA Inventory
- Section 48 Declaration of landlords Address
- Tenancy Application Form
- Tenants Personal Details

#### **Setting up, Responsibilities & Liabilities.**

- Tenancy deposit Protection Documentation.
- Tenants Form for reporting repairs.
- Property Fire Risk Form.

#### **Managing a Tenancy.**

- Deed of Assignment of Tenancy
- Section 13- Rent Increase form.

#### **Ending a Tenancy**

- Court Forms
- Example Landlord Witness Statement
- Section 8
- Section 21

General Tenancy Agreements.

- Tenancy Agreement.
- Company Let Agreement
- Deposit Guard Tenancy Agreement

### **Servicing at New China Town**

#### **Security**

A range of security strategies will be employed across the estate.

#### **Residential Blocks**

Residential site staff and security wardens will at all times have access to an on call professional security company to respond to any serious issues and will be available to support out of hours staff.

Comprehensive training will be given in first aid, fire management and major incident management to all employees in addition to other safety training as required

The buildings will be configured with a reception office in the Front Building adjacent to the main access point to monitor visitors, providing both a visible site management staff presence and a clear point of contact for residents, these shown in green on Blok Architecture Access Plans. Staff will periodically, and whilst undertaking other tasks such as exterior building inspections, move around the within the building to provide a discreet but effective behaviour monitoring role that enables inappropriate behaviour to be proactively managed

The behavior of our guests and their enjoyment of their stay with us is influenced by the quality and standard of their living environment, with a clean, good quality, environment engendering respect and appropriate behavior maintaining a good quality living environment, in all communal areas.

We operate a 24/7 service policy within our establishments. This means that internally or externally all our guests and neighbours can be sure someone will always answer the phone in a moment of need or distress. Our employees are trained to assist and deal with a variety of situations.

In addition, all our guests are given an introduction briefing to the local statutory services including Fire Training and introductions to local health Services.

#### **Commercial & Public Realm Areas**

We plan to provide for the lower floor levels of the estate, including the Chinese Bazaar, mobile security patrols, 24/7. During normal working hours, the team will monitor a comprehensive CCTV security centre, with occasional mobile patrols. Out of hours, say between 19:00 & 07:00 hrs, a mobile patrol will be employed to police the estate.

Our premises are all monitored by a CCTV service and we always establish good pro-active links with Neighbourhood watch schemes and local policing services.

Consultation briefings take place regularly with all Residents and Local Community Officers given the opportunity to speak and present to our Guests and Managers.

### **Working with the Community**

UL prides itself on proactively working with and developing a constructive relationship with our nearest residents, business's and representatives of the local community. UL views this approach as critical to ensuring that as far as possible the numerous local interest groups co exist harmoniously. UL's Good Neighbour Charter, see **Appendix 1**, which details how our management team engage.

It is important that longer-term local residents have a point of contact with the site to raise any concerns or specific problems that the local management can address. Should the need arise UL are happy to join local resident groups to demonstrate our wish to be part of the local community.

Direct employment of tenants within and around the community provides a consistent service to tenants and the local community. UL's experience with other developments has been working with a consistent site management team and security team improves relationships and reduces risk. Their role will be to provide a visible presence and a point of contact for all residents and any other parties.

They will be responsible for dealing with noise and, any anti social behavior and respond to alarms and other difficulties so ensuring compliance with Planning Conditions and in the interests of good neighborliness to other local occupiers

### **Operation of Commercial Uses**

Each phase has an element of mixed uses at the lower levels. These will include restaurants, the Chinese Bazaar, bars, the hotel, retail units and other commercial spaces. The Public Realm and Sunken Bazaar will remain open 24 hours / 7 days a week.

Collections and deliveries will be arranged and prioritised for efficiency and to avoid duplication with other goods deliveries. The Blok Architecture Access & Servicing drawing, details the access and egress points for commercial servicing activities. This will be ultimately be coordinated by the building management team and will restrict the frequency and times of servicing to day time hours and coordinate them so as to avoid conflict with peak commuter vehicle movements, thereby avoiding adverse levels of road congestion, and associated noise and activity, at times when local residents should expect relative peace and quiet.

### **Quiet Enjoyment**

Our site management team actively manages any anti social behaviour such as excessive noise in the following manner:



1. Any anti social behaviour/noise during the day is managed by site staff through direct action with the persons involved and where appropriate for disruptive behaviour that causes damage or offence to others, UL operate a detailed code of conduct within the Tenancy Agreement and every guest signs up to this. A copy of our Agreement is available to all residents on their tenancy agreement.
2. In extreme circumstances or constant repeat incidents UL will take action to terminate the tenancy
3. Our night security and Staff are on hand to enforce noise control from the property or other anti social behavior and always have the option to seek the assistance of Police

As stated earlier a comprehensive system of CCTV is installed with full night vision capability, which is also a major deterrent to anti-social behavior likely to cause offence both internally and externally to the building.

UL also place great emphasis on care especially for newly graduated residents who may never have lived away from a managed home environment. Our staff are trained in hospitality and make a point of checking up with guests and being a friendly face always available to ask questions.

### **Waste Management**

Providing a clean, healthy environment is vital for our general well being. The management of our waste is an integral part of this we make every effort to provide accessible and without excuse. The refuse points and collection points are as indicated on the Blok Architecture servicing and access plans. As highlighted earlier in the report, it is the intention of the management company to employ local environmental contractors, familiar with the City regulations.

- Every tenant, residential or commercial will have access to cycling stations. See the Blok drawings hereby appended which indicates the waste management strategy and routing for each phase.
- UL will employ local contractors as mentioned earlier to collect specific waste at specific points on a regular and informed basis.
- Waste generation calculations will be undertaken in accordance with BS 5906;2005
- Waste generated by tenants will be managed by UL and their partner Gaskells Waste This will involve cleaning staff who will be responsible for the health and hygiene standards in each Location and all communal areas of the residence. The refuse and recycling facilities will encourage residents to dispose of their refuse responsibly and to recycle as much of their household waste as possible. Site management staff will review any assistance that may be needed for disabled occupants.
- Appropriate signage will be installed in bin areas for tenants to notify of recycling facilities. This will ensure refuse management and recycling is promoted at source.
- Capacity for recycling provision of at least 50% of the total waste will be provided for. Guests will be informed of the waste and recycling strategy on moving into the residence via an information pack.

## **Car Parking**

Private & Public parking will be provided with a range of long term and short-term contracts. UL will facilitate in conjunction with the appointed Car Park Operator, a management system based upon the following.

The objective of the car park management system is to manage the car park with the primary objective of providing long term private residential and commercial uses, plus short stay car parking for visitors to New China Town. It will also provide for the parking of private light motor vehicles, in accordance with the relevant industry best practice. Furthermore, the management system will be implemented in order to deter abuse of the car park.

The plan will address the following:

- Background information, including location, details of the development, parking provision and access arrangements;
- Details of the operation of the car park and parking charges;
- Details of the special needs parking provision;
- The method of enforcement of the parking regulations, signage and review of the management system;
- Details of the security measures and standards adhered to within the car park;

Traffic management consultation will be included within our remit to ensure all suppliers and commercial activities adhere to a coordinated plan ensuring that congestion is minimized. It is expected that a balance of Commercial activities undertaken and contracted will also play a part in this location management with particular attention given to deliveries and collections and any HGV activities.

## **Car Park Operation**

The car park will operate with a formal time allowed parking management system with an enforced maximum duration of stay.

An electronic space allocation board will be mounted on Great George Street, linked to the city space allocation system.

Static signage will be displayed within the car park, which will clearly display details of the method of enforcement, duration of stay and penalties in operation.

There will be an enforced maximum duration for all short-term customers users of the car park during the car park's opening hours.

Electric Car Parking will be provided.

Blue badge spaces for disabled motorists will be provided in the car park. These spaces will be located, for ease of access, close to the entrance so that these customers have less distance to travel. See Blok drawings for the

The disabled parking spaces will be designed for the use of disabled Blue Badge holders only and delineated by the use of white hatching and the appropriate pictogram on the finished car park surface.

Car park attendants will regularly patrol the car park carrying out a customer service function and to monitor and enforce any breaches of conditions of parking.

Attendants will issue a fixed parking charge notice for any breach of the following contraventions:

- • Failure to park in a marked parking space;
- • Parking in a disabled parking space without a valid Blue Badge;

A parking charge will be enforced by obtaining the name and address of the vehicle keeper through the Driver and Vehicle Licensing Agency (DVLA) system to which the car park operator will be linked.

Any enforcement will be at the discretion of management company but will be consistent with the overall objective of some car park management.

Signs will be erected at the entrance to and within the car park setting out the terms and conditions of its use. These will be as follows:

- Only Blue Badge holders will be permitted to park in the disabled parking spaces;
- Parking will only be permitted within the marked parking spaces;
- No return within one hours.

All users of the car park will be expected to adhere to the terms and conditions on admittance and the car park will be patrolled by the management company to ensure such adherence.

The car park will be monitored by the car park attendants, with CCTV offering 24 hour surveillance.

## Appendix 1

### Good Neighbourhood Policy

## Our Good Neighbourhood Policy

### Our commitment to our Neighbours

Our relationship with our Neighbours is one we view as both Long Term and Transparent around a 360o cycle. It will be crucial in the minds of our tenants and employees to set a high standard of care and community wellbeing. We expect our teams to contribute and ensure safety; security cleanliness and fun are always on the agenda.

- **Who we are**

Urban Lifestyle, UL, was set up in 2012 to bring High Quality Accommodation to the marketplace. The team is essentially made up of Experienced Hoteliers and Project Managers who believed that the Market was ready for a Unique and Caring Managed approach to the UK PRS Market and forecasts around 10,000 rooms within the next 5 years.

- **Safety**

Our Primary Target in our product Launch has been communities with which we are familiar and have a continual dialogue regarding the welfare and wellbeing of all. We in turn at UL believe this avuncular approach to our business must be solid and respected within our community, whatever location we operate in. We have an open door policy for all Neighbourhood Partners as well as an Introduction service between all our guests and local businesses ensuring that good communication and awareness exists.

- **Security**

We operate a 24/7 service policy within our establishments. This means that internally or externally all our guests and neighbours can be sure someone will always answer the phone in a moment of need or distress. Our employees are trained to assist and deal with a variety of situations.

Our premises are all managed by a CCTV service and we always establish good pro-active links with Neighbourhood watch schemes and local policing services.

In addition, all our guests are given an introduction briefing to the local statutory services including Fire Training and introductions to local health Services.

Consultation briefings take place each month with all Residents and Local Community Officers given the opportunity to speak and present to our Guests and Managers.

- **Noise**

As stated earlier we have 24/7 supervision within our establishments and this in turn means that we are always on hand to ensure there is no excessive Noise or Disturbance from our Properties. We treat our Premises as a “Hotel” environment and as such operate a policy of Tranquillity in order that our residents can live and work in harmony together. Our Neighbours can be assured of the same good quality living standards.

During construction phases all our work is done in conjunction with local government policy and guidelines with a full range of consultation opportunities available to our neighbourhood. Regular discussions and chat forums are organised to ensure a strong consultation process exists and managed effectively.

- **Waste**

Like any good business we prefer to employ local contractors to deal with our Waste Management matters.

Our guests are encouraged to use and are provided with a full range of recycling bins. This in turn is transferred on a strict cleaning and disposal Rota which is operated at our establishments and contracted to a supplier. Timings for collection are established at the earliest possible point in the development and consultation stage in order that our contracted services meet the needs of our guests, the environment and the local community.

- **Environmental & Energy**

Each of our properties operates a “smart card” system which controls energy waste ensuring that our energy efficiency is at its peak throughout the year. Our Services, based within each unit are self managed by our guests and supervised if required. Our Building and Projects Team are constantly refreshing their knowledge of new technologies and energy efficient materials in order that each construction is built with future proofing in mind to bring as much harmony as possible to the local area.

- **Going Green**

Each of our Properties has a “Green Team” made up of a selection of volunteers who are passionate about the environment. From small garden construction to recycling opportunities there is a dedicated group of individuals who are always on hand to take any feedback or advice about being that little bit greener.

All information and enquiries related to this policy document should be e-mailed to [a.buchanan@urbanlifestyle.com](mailto:a.buchanan@urbanlifestyle.com) or contact Andrew Buchanan on 07739 990564