



MPM Properties (PS) Ltd  
1 Station Court  
Great Shelford  
Cambridge  
CB22 5NE

5 June 2015

Dear Mr Mutty,

Re: Primrose Street Cambridge

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Cambridge  
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Further to our various meetings and discussions about the proposed 30 bed student accommodation scheme at Primrose Street, known as Primrose Lodge, I am pleased to summarize our advice and views on the management of the proposed development.

Sab have been managing property in Cambridge since 1959 and over the last 15 years we have specialised in the management and letting of student accommodation. As a firm we have a dedicated team that looks after all our student properties and we ensure that they are managed to the highest standard to maintain value and ensure they play their part in a mixed and vibrant local community. We currently manage in excess of 100 Student Tenancies and 60 Estate Blocks and we provide a contact for every scheme so that residents or neighbours can easily contact us 24 hours a day to deal with any issue that might arise. Contrary to popular belief we have relatively few issues because we lay down clear ground rules with students from the outset.

Currently the demand for good quality student studio accommodation of this nature outweighs the supply that is available and I believe your development will attract a high demand and the studios will all be let within a few weeks. It is for this reason that we have advised you to complete the scheme to a high standard and I am pleased that you have given such attention to detail in terms of the specification and landscaping.

We currently have a new student development on Malta Road which is not yet complete but where there are 11 studios and already in just two weeks we have over 40 registered students wanting to take them. This gives you an idea of the considerable demand and why I consider your development will prove very attractive and popular. You will be aware from Savills latest Cambridge Student Accommodation Review that there are some 29,788 students in Cambridge of which 26,899 are full time. There are 17,721 beds in Purpose Built Student Accommodation in the City with the remainder of students living either at home or in private family housing.

The layout of the development has been well designed with a good level and quality of outdoor space for the proposed 30 students. While as a general rule, on site garden areas are under-utilised within student accommodation developments within the City, the provision of an external seating area, lawn and a patio area provide the type and nature of external space that is needed. You have the particular advantage that Primrose Lodge is less is just a five



minute walk down Albert Street to Jesus Green/Midsummer Common and the River Cam. With this proximity to such large areas of open space and amenities it is our view, based on similar experiences, that it is likely that the students will use this garden area as a break out space only. When the weather is fine students are more likely to venture further afield outside of the development to the nearby amenities.

The provision of a communal lounge within the development where the students can meet will provide a very useable resource that will add to the overall quality and attractiveness of this development. The lack of doors in this lounge opening directly into the garden area will help minimise any disturbance, which will be used throughout the year whilst use of the garden will be more weather dependent.

Parking is always raised as a concern but the Section 106 Agreement states that students are not allowed to keep cars in Cambridge and in turn it is always a written requirement imposed in the letting agreement that all students must sign, which is a legally binding contract. This is something we police closely and we will act immediately if we have suspicions raised by neighbours or others that this “no car” rule is being flouted. We are so robust in enforcing this provision because it is a legal requirement of the tenancy agreement, because it causes ill feeling with neighbours if not enforced and because we have no difficulty in re-letting rooms. The City’s Planning Team also have enforcement powers but it is our job to deal with any issues long before they might have to become aware or involved.

I know you have promoted a student scheme instead of a residential development because the demand for a further say 20/30 cars for residential flat owners could not possibly be accommodated in Primrose Street / Greens Road and it is for this reason that the “no car” rule will be enforced vigorously.

Moving students into the property at the start of the year is done under strict control via ourselves. We allocate time slots so that there is minimal disruption and only the designated private drop off area is allowed to be used. There will be only 30 students at Primrose Lodge (not all of whom will have their belongings delivered by car, some coming by taxi or foot) and so it is an easy task to allocate each a slot over a two week period when they can have their possessions delivered by car if they need to.

All contracts we enter into with students are for a minimum of 48 weeks and a maximum of 50 weeks. This then gives us enough time to undertake any refurbishment/maintenance that is needed on the apartments prior to future lets. Because students sign up to this 48/50 week period there is no opportunity for any letting to others groups through the year/summer holidays etc. Sub-letting is prohibited.

All tenancies are single person tenancy agreements that are subject to a “One Student Per Room” letting restriction. This is a non-negotiable requirement of the development, in particular to comply with insurance requirements.

More generally we advise all our tenants to be vigilant and to report anything they believe is out of turn to us immediately. Most respond positively and responsibly to this request. We give all residents a list of rules when they arrive and generally the vast majority will abide by the rules as they know that they will be removed if they do not. This is made clear from the outset. On a few sites we have a Student Representative which we would propose to do at Primrose Lodge, so the one Student keeps a close eye on management matters and reports to

us. As part of our management we have an 'out of hours' number which will be clearly marked around the building should any problems arise.

With all these measures in place and a proper management regime we find that there tends to be few problems and because of the small size of this scheme, the residents will tend to have a greater level of community spirit and pride for their home.

Please let me know if you need anything further at this stage.

Yours sincerely,



Kane Astin  
Director