



UNLOCKING POSITIVE LIVING

We take pride in building environments and creating communities that can provide the best experience for all of our residents.

We have listened to our residents. Taking on their feedback as lessons learned and improved. Our operational principles reflect our experience within their world and has evolved with every building.

We work closely with local authorities and Universities to better understand their needs and how this can be translated into the design of our buildings.

We are founded on the belief that student living should be about people and experiences, not just rooms and buildings. For that reason, we recruit for teams from the hospitality and retail industry, not just the student accommodation sector, with an emphasis on customer service. This helps to elevate the overall feeling of the building authentically whilst Operations and Building Management is trained (rather than the other way round!).

All services are designed so that both staff and students have multiple opportunities to engage and interact with each other throughout the term to ensure student's needs are met and to enhance the overall experience within the building.

FUSION PHILOSOPHY

CREATING POSITIVE LIVING SPACES



WE ARE: THOUGHTFUL BY DESIGN

- + Considerate approach to design that includes multiple opportunities for review, input and feedback utilising expert consultants, the local community, relevant institutions and, most importantly, students.
- + Engagement with local University and Higher Education institutions to understand local requirement, their wellbeing strategy and accommodation requirement.
- + Capturing student feedback at multiple stages of the delivery and operations of the scheme.
- + Stress-test ambitious aspects of the design prior to development.
- + Future-proof design by understanding the evolving student audience needs.
- + Prioritising wellbeing in all areas.



WE ARE: HAPPY BY DESIGN

- + Positive interactions with local partners to create a community that is sustainable for the future
- + Creating a safe space that students can feel comfortable to grow
- + Ensuring brand touch points that improve mental and physical wellbeing are integral to the design
- + Understanding student journey throughout the building to design in welfare-check opportunities for positive student engagement on a daily basis
- + Focusing on the smaller details, as well as the overall floor plan, within every room to ensure a comfortable and hassle-free experience from the moment our students move in.



WE ARE: SUSTAINABLE BY DESIGN

As a business, we seek to act in a way that has a positive impact on the environment, communities we belong to and our for our employees.

- + BREEAM 'Excellent' ratings targeted as best practice, along with "A" rated Energy Performance Certification ("EPC")
- + All Fusion schemes are designed to minimise overall energy use and carbon emissions
- + Integration of Green technologies implemented at construction
- + A responsible and efficient building blueprint developed for the operations of every scheme



All our buildings are registered for ANUK - The National Code of Standards.

The purpose of the Code is to provide housing suppliers (owners and managers) and their residents with a framework of transparent undertakings about how they are going to do business with one another.

The scheme is voluntary to join and in doing so, the Operators of the buildings commit to maintaining a minimum set of professional standards for the accommodation and the Residence management

It establishes a system for verifying that standards are actually being complied with. It also provides a measurement to help students understand management and property standards.

Once Operational, Fusion's Wood Green scheme will be registered with ANUK and will be independently verified.

