

**STUDENT ACCOMODATION SCHEME: ASPECT 3**  
**LOCATION: SHEFFIELD**  
**TOTAL ROOMS: 417 INDIVIDUAL ENSUITE ROOMS**  
**COMPLETION DATE: SEPTEMBER 2008**



Aspect 3 was designed by a leading Sheffield architect; all the units have been arranged around a centrally landscaped courtyard, including living 'green walls' and a wildlife area. The units range from one bed studio to 5 bed en-suite cluster apartments.

Feature stair towers are illuminated at night and buildings have been orientated to maximise sunlight penetration. An associated shop, reception, management suite, common room and laundry facilities all form part of the development. Each apartment provides high standards of contemporary living with en-suite bathrooms, modern kitchens and fully furnished bedrooms. Top lifestyle luxuries include double or three quarter beds, broadband accessibility, LCD TVs and CCTV security.

It offers the very best facilities to students who demand first-class contemporary living and is based in the heart of Sheffield and is sited only minutes from both the University of Sheffield and Hallam University close to Super Tram and Bus stops offering ideal accommodation to students.

Aspect 3 was developed by AQH Micklegate Developments Ltd who lead in design and quality of student and residential schemes each development is tailored to site-specific characteristics.

Since 1999 some 4,000 beds have been developed in locations in Liverpool, Preston, Huddersfield and Bradford with a gross development value (as 2005) in the order of £200m. The team's sphere of influence is continually increasing with schemes completed in Manchester, Sheffield, Stirling and Dundee and others being pursued across the UK.

Innovation, originality and excellence underpin AQH Micklegate Development's business philosophy to ensure they continue to create schemes that are a cut above the rest, resisting standardisation and always tailoring each and every scheme. With a tight knit and experienced team, they excel in quick and efficient decision-making, a vital ingredient in the fast-moving development market.

AQH Micklegate has developed highly effective marketing strategies and initiatives which have consistently resulted in the early letting of its schemes. The team has also developed an efficient management company, Student Facilities Management Ltd, which works in partnership with specialist operators, ensuring safe, secure, clean and comfortable environments for its residents.

The quality of AQH Micklegate's product and management has enabled the team to maintain a very high level of customer satisfaction and occupier retention from one year to the next.

The Management Company Student Facilities Management is a market leader in the branding, marketing, letting and management of large scale student accommodation schemes, and ensures the best possible experience for its tenants and investors, providing students with safe, first-class accommodation and crafting a longstanding and attractive investment for investors.

Every scheme is marketed to maximise brand awareness, synonymous with quality and integrity, with the intention of achieving 100 % occupancy. SFM also re-books students wherever possible, recognising this is a measure of the quality of our work. Specific campaigns take place in each city where they manage accommodation to match the profile of the student population.

Innovative media techniques are used from web sites and portals to brochure and leaflet distribution. The key to most of our campaigns is the marketing suite, demonstrating to students and parents the quality and design

features of the accommodation and the personnel who run the schemes. Vital close working relationships with Universities and Student Unions, and various student societies are established.

On-site operations are a critical factor in the success of a scheme, not only in terms of the student experience but also in terms of the financial success of the scheme to the investor. SFM has achieved accreditation with NALS, ANUK and The Property Ombudsman and is a member of ASRA, and UNIPOL and is therefore recognised by all UK Universities, the Student Union and the UK Government for following code of standards for student accommodation. This means SFM has excelled in important areas such as property condition and management and student relationships.

Each on-site team is led by a manager and is strongly supported by head offices. All our sites are managed on a day-to-day basis by teams chosen for their skills, commitment and passion in providing student pastoral care and on-site maintenance. In addition, student wardens are recruited from the students in residence who are trained to provide an out of hours support network to the on-site team.

The Team is lead by Martin Joyce and Stephen Murphy who are the founding members of AQH Micklegate Developments and Student Facility Management; they both have a wealth of construction and development experience and are passionate about the quality and effectiveness of the team's schemes.

Rachel Withers and Helena Burns helped develop the management of the sites on behalf of investors, leading to the formation of SFM. They oversee and handle the on-site management teams as well as the main head office management and accounting functions.

They ensure all sites are fully let, driving effective marketing campaigns, build and maintain relationships with key partners and suppliers ensuring customer service levels and expected standards of performance are achieved. They are also the principal point of contact for our clients and represent the multi-disciplined functions of the facilities management team.

Amanda Clarke and Helen Bickerton lead the accounting team and conduct the preparation and control of the service charge budgets.