

urbanbubble
Making Cities Incredible Places to Live

BTR & Co-living Prospectus



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2008
Founded

30 Industry
Awards

£22.1m
23/24
Turnover

£26m
24/25 Est.
Turnover

About Us

Head Office: Sevendale House, Northern Quarter, Manchester

Locations: Operating Build to Rent (BtR), Residential, and Co-Living communities nationally

Portfolio:

- Managing nearly 20,000 homes in Major Cities across England, Scotland and Wales
- 7,500 BtR and Co-Living homes & 1,200 PR homes
- 11,000 Leasehold homes

Vision: Enriching residential communities with passion and expertise, making cities incredible places to live.

Mission: To deliver an unrivalled service, with customers at the heart of everything we do

Values: Professional, Hardworking, Innovative, Engaging, Effective, Passionate

Awards

2025 Highlights:

- Shortlisted: Residential Operator of the Year (Insider Awards).
- Winner: Top Rated Co-Living Community.
- Winner: Top Rated Community: Wales and South West

2024:

- Winner: North West Residential Operator of the Year.
- Winner: Top Rated Co-Living Community – Homeviews Resident Choice Awards.

2023:

- Nominee: Lifetime Achievement Award (Michael Howard, UKAA).

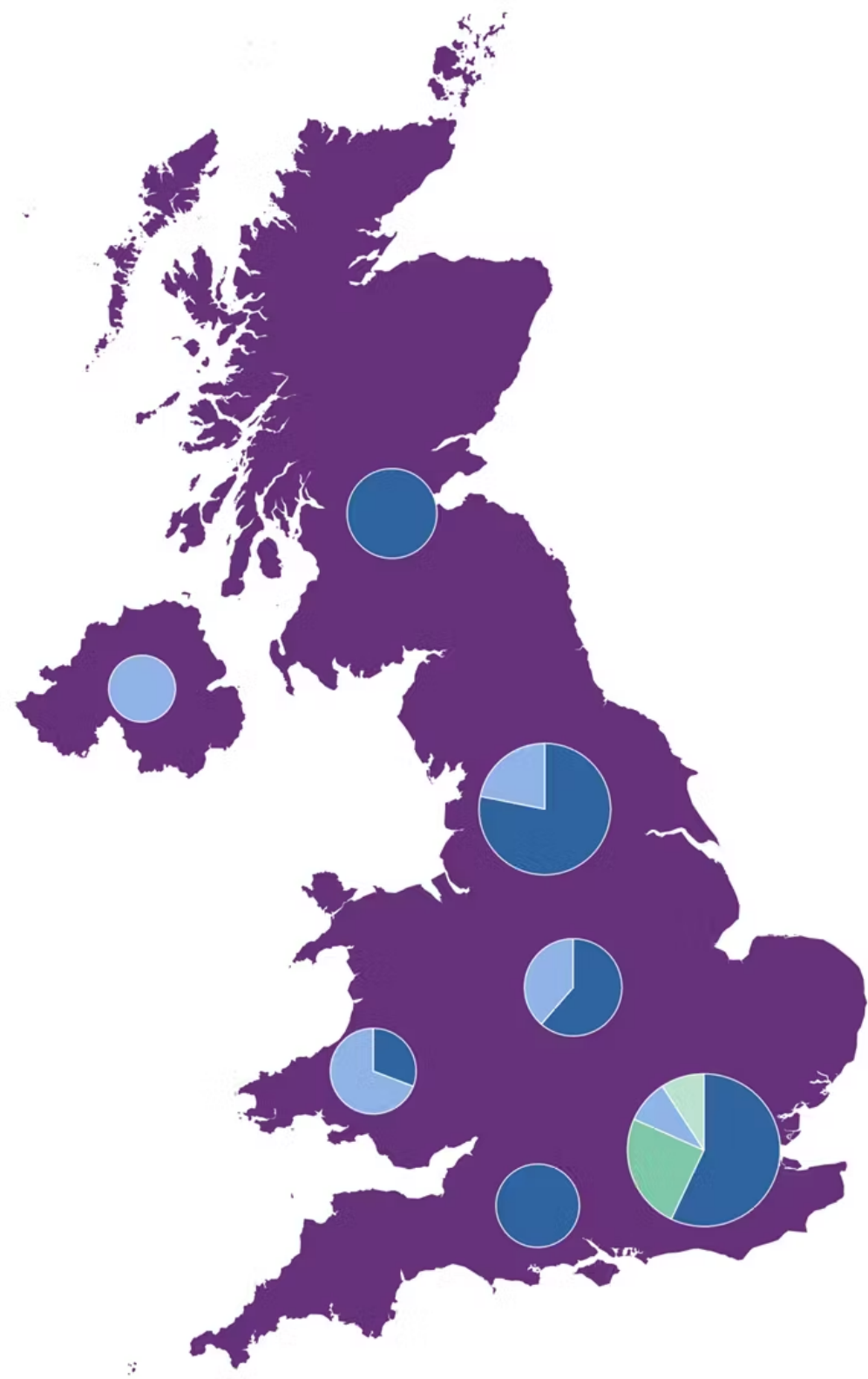
2022:

- Winner: Top 10 Operator (Homeviews).
- Recognised as Best BtR Operator (#1 in 2020, #2 in 2021 & 2022).

2020:

- Winner: Residential Property Agent of the Year (Insider North West).

Our Portfolio



We are the UK’s largest Build to Rent operator, with extensive experience in mobilising, operating, and stabilising developments since 2017.

Current Portfolio

We currently manage 26 Build-to-Rent developments and 3 Co-Living schemes across England, Scotland, and Wales, with further expansion underway – including our first scheme in Northern Ireland. Our regional structure has been designed to support operational excellence and ensure compliance with local regulations.

Region	BTR Operational	Co-Living Operational	BTR Pipeline	Co-Living Pipeline	Total
London	1,868	807	301	300	3,276
South	976	-	-	-	976
North	1,900	-	532	-	2,432
Midlands	818	-	515	-	1,333
Scotland	1,134	-	-	-	1,134
Wales	318	-	715	-	1,033
Northern Ireland	-	-	627	-	627
Total	7,014	807	2,690	300	10,811

Future Pipeline

We have an additional 2,500 homes in the pipeline, which will bring our portfolio under management to 10,000+ BTR and Co-living homes. Backed by strong client commitment to new investment opportunities, our flexible operational structure ensures we can meet the evolving needs of clients across the UK.

Our People

At urbanbubble, our dedicated support teams are the foundation of our success. Working behind the scenes, they empower our on-site teams with the expertise, tools, and guidance needed to deliver exceptional service to residents and clients.

At urbanbubble, our strong executive team drives our people to create customer-focused communities, delivering exceptional experiences for residents and clients alike.



Michael Howard
CEO



Claire Howard
People Director



Craig Barratt
Finance Director



Louise Bangee
Director of BTR



Matthew Bourne
Director of Business
Improvement & Tech



TBC
Director of Building
Safety

Central Functions

Customer Experience: Creating outstanding experiences by ensuring residents and clients feel valued and supported.

IT & Systems: Driving efficiency with robust IT infrastructure and streamlined system integration.

Facilities Management: Delivering cost-effective property support with a focus on Health & Safety compliance and sustainability.

People Team: Building an inclusive workplace by attracting and retaining top talent.

Learning & Development: Promoting professional growth through targeted training and development initiatives.

Marketing: Enhancing brand visibility with creative and impactful campaigns.

Mobilisation: Ensuring smooth transitions for new assets with precise operational planning.

Commercial Services: Providing insights and strategic consultancy to optimise performance.

Leasing: Maximising occupancy with streamlined leasing operations.

Finance: Ensuring financial health through accurate forecasting, reporting, and cost management to support sustainable growth.

Research & Insights

Data-driven decision-making is central to urbanbubble's approach, empowering our clients with valuable insights that drive successful outcomes.

Our research services include:

- **Demographic Analysis:** Understanding local population trends to align developments with resident profiles.
- **Market Demand Studies:** Identifying gaps in the market and ensuring developments meet demand.
- **Rental Benchmarking:** Analysing current and projected rent levels to maximise revenue potential.
- **City and Area Reports:** Providing comprehensive overviews of local markets, including supply, demand, and competitor benchmarking.

Our detailed analysis and actionable insights allow our clients to make effective decisions.



By offering detailed
data and actionable
insights, we empower
our clients to make
informed decisions.



Our consultancy is
underpinned by years of
hands-on experience

Consultancy Services

Our Expertise

- Trusted partner in BtR, Co-Living, and Leasehold property sectors.
- Proven record in delivering tailored strategies for design, mobilisation, and operation.
- Expertise in creating vibrant, community-focused developments nationwide.

What We Deliver

- **Informed Strategy:** Robust insights to guide market positioning and design decisions.
- **Comprehensive Support:** From pre-construction planning to operational stability.
- **End-to-End Solutions:** Encompassing rental forecasting, compliance, staffing, and customer experience.

Retained Consultancy Services

Comprehensive Ongoing Support:

- Tailored consulting through the planning, mobilisation, and stabilisation phases.
- High-level lettings strategy development.

Strategic Updates:

- Regular refreshes of OpEx models and Rental Value projections based on market changes.
- Market insights to adapt to evolving trends.

Specialised Planning Assistance:

- Guidance on Section 106 or other regulatory strategies required during planning.

Enhanced Operational Outcomes:

- Defect management, recruitment, and customer readiness for a seamless resident experience.

Consultancy Services



Design Reviews

- **Collaborative sessions:** With architects to align layouts with operational goals.
- **Focus on long-term functionality:** Ensures design supports efficient management, maintenance, and future scalability.
- **Resident-centric layouts:** Optimises communal spaces and private units to enhance liveability and foster a sense of community.



City Reports

- **Unit-by-unit rent assessments:** With 10-year growth projections.
- **Premium opportunities:** Based on market demand for amenities, parking, and more.
- **Comparable schemes:** Analysed for valuation accuracy.
- **Amenity value analysis:** Evaluates the impact of shared spaces like gyms, coworking areas, and entertainment zones on rental premiums.
- **Seasonal market trends:** Incorporates peak demand periods and fluctuations to optimise rental strategies year-round.
- **Corporate leasing potential:** Identifies opportunities for high-value, long-term leases with businesses in target markets.



Management Strategies

- **Frameworks:** Staffing models, health & safety protocols, and compliance frameworks.
- **Occupancy:** Leasing strategies tailored to maximise occupancy and resident satisfaction.
- **Sustainability initiatives:** Incorporates green practices and energy-efficient systems to align with ESG goals.
- **Crisis management protocols:** Prepares for emergencies with robust risk assessment and response plans.
- **Resident lifecycle planning:** Maps customer journeys from initial lease-up to long-term retention strategies, enhancing satisfaction and ROI.

Consultancy Services



Operating Plan

- **Health & safety and fire strategies:** Detailed plans to ensure compliance and resident safety.
- **Comprehensive operating strategies:** Covers all aspects of building and community management, including facility spaces, communal areas, M&E systems, and apartments.
- **Revenue and cost alignment:** Ensures operational success through balanced financial strategies.

Mobilisation

- **Procurement and compliance:** Establishes robust systems and sources contractors tailored to service needs, ensuring full compliance with residential health & safety regulations.
- **Recruitment and training:** Tailored recruitment campaigns for operational roles, with induction and specialised training programmes to ensure readiness.
- **Marketing and lease-up:** Customised marketing plans aligned with demographic insights, complemented by lease-up strategies to optimise occupancy rates and minimise void periods

Estimated Rental Values (ERV)

- **Unit-specific rent assessments:** Includes 10-year growth projections and premium opportunities based on market demand for amenities, parking, and more.
- **Comparable scheme analysis:** Ensures valuation accuracy through benchmarking.
- **Amenity value analysis:** Evaluates how shared spaces like gyms, coworking areas, and entertainment zones contribute to rental premiums.
- **Seasonal market trends:** Accounts for peak demand periods and fluctuations to optimise year-round rental strategies.
- **Corporate leasing potential:** Identifies opportunities for high-value, long-term leases with businesses in target markets.

Mobilisation

Mobilisation & Stakeholder Relations

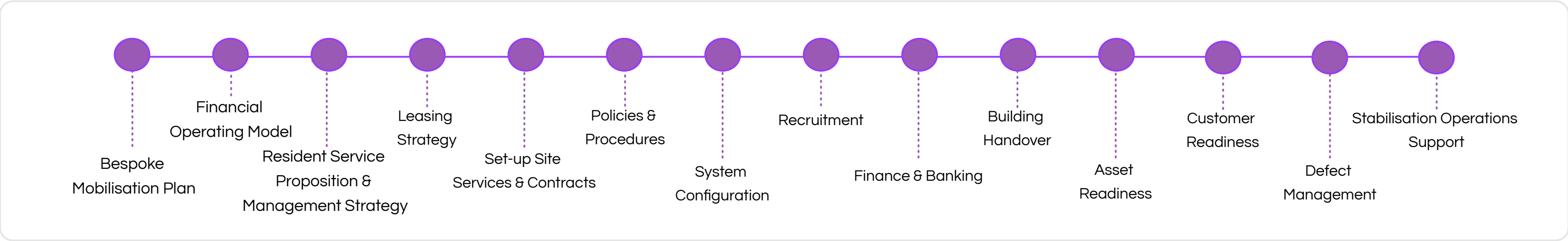
- **Tailored Workflow:** Built using MS Projects, adaptable to BtR, Co-Living, and various tenures, with a dedicated team supporting projects through to stabilisation.
- **Seamless Coordination:** Managing stakeholders, contractors, Local Authorities, and developers during defect periods.

Key Deliverables

- **H&S Compliance:** Ensuring certifications and safety standards are met.
- **Resident Readiness:** Preparing home guides, emergency procedures, and leasing terms.
- **Pre-Completion Setup:** Finalising Site Service Contracts, SLAs, and operational frameworks.
- **Materials & Supplies:** Strategies to reduce CapEx costs and ensure sustainable, ethical sourcing.

Proven Results

With a wealth of experience mobilising over 80 communities, we craft bespoke plans shaped by insights gained and close collaboration with developers.



Brand & Marketing

Portfolio Branding

- **Tailored Scheme Brands:** We create brands designed to genuinely connect with residents, fostering a sense of belonging to both their homes and the wider community.
Collaborative Approach: Working closely with consultants and marketing agencies, supported by our in-house Marketing Team, we combine national insights with local market understanding to deliver impactful results.
Seamless Identity: From logos to visual elements, branding is consistently applied across all touchpoints, including documents, portals, and apps, creating a welcoming and cohesive experience.
On-Site Team Alignment: Our teams reflect the scheme's branding, reinforcing its identity and building a strong sense of community.

Scheme Branding

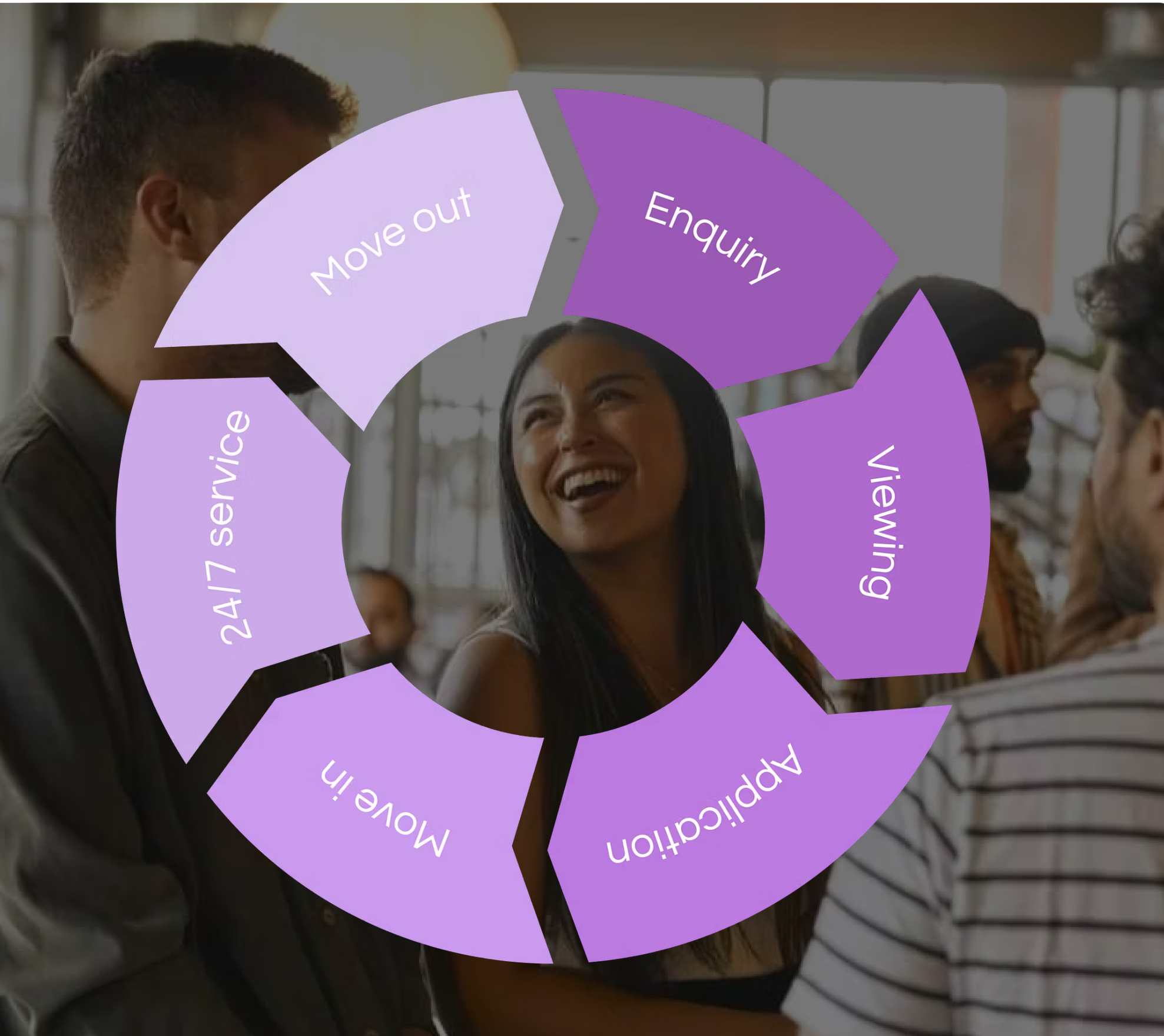
- We design overarching brands with unique sub-brands for individual developments. This approach balances distinct identities with portfolio-wide consistency, helping to build trust and loyalty.

Rebranding Services

- For onboarded or merged schemes, we offer rebranding support to create fresh, unified identities that strengthen community ties and ensure a seamless transition.



Strong branding fosters
a sense of belonging
and pride among
residents



Resident Journey

The Resident Journey

We bring extensive experience to every stage of the resident journey, from leasing and move-ins to mid-tenancy management and move-outs.

Our carefully developed processes enable our teams to consistently deliver an exceptional experience at every touchpoint.

Key Touchpoints

- **Enquiry:** Quick and efficiency pipeline management.
- **Viewings:** Personalised property tours tailored to prospects' needs, along with digital walkthroughs via Giraffe 360 AI technology.
- **Application:** Our streamlined leasing process covers all aspects of the application, ensuring compliance with legal requirements and alignment with industry best practices.
- **Move-In:** Seamless onboarding, ensuring compliance and readiness.
- **24/7 Service:** Dedicated team for ongoing resident support.
- **Renewals:** Proactive and simple lease renewal process.
- **Move-Out:** Efficient and organised final-day procedures and deposit returns.

Community-Building

We organise diverse activities and initiatives designed to bring residents together, promoting a strong sense of belonging through shared experiences. Whether online or in-person, our events aim to enhance residents' lifestyles while supporting local businesses and sustainability efforts.

Highlights of Our Community Engagement

- **Building Connections:** We host events and activities that help residents connect and build meaningful relationships, transforming neighbours into friends.
- **Inclusive Atmosphere:** Every initiative is designed to create a welcoming, community-focused environment for all.
- **Flexible Options:** From in-person gatherings to virtual activities, there's something for every resident's lifestyle and preferences.

Local Partnerships

We collaborate with local businesses to showcase their services while offering exclusive perks to residents. Partnerships span various sectors, including:








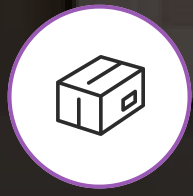






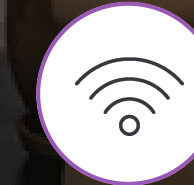
- Healthy groceries
- Beauty and wellness
- Eco-friendly products and services
- Fitness centres
- Pet care
- Local restaurants and cafes

By using shared spaces like resident lounges, roof terraces, and local venues, we create opportunities for residents to engage with their community while supporting local enterprises.



Creating connections, embracing inclusivity, and supporting local—where community feels like home.

Services & Experience

- | | | |
|--|---|--|
|  On-Site Management team & 24-Hour Concierge Services |  Pet Wash & Grooming Station |  Car Parking & EV Charging Points |
|  Resident Lounges & Co-Working Spaces |  Private Dining Rooms & Event Spaces |  Community Events & Social Programmes |
|  Work-from-Home Spaces |  Roof Terraces & Outdoor Areas |  Maintenance & Repairs Team |
|  Parcel Management & Secure Delivery Lockers |  Cinema Rooms |  Health & Safety, & Compliance Oversight |
|  Swimming Pools & Spa Facilities |  Games Rooms & Social Spaces |  Energy Efficiency & Sustainable Management |
|  Gym, Fitness & Yoga Facilities |  Bike Storage & Repair Stations |  Security & Key Management |
|  Tennis Court |  Laundry Rooms & Dry-Cleaning Services |  Wi-Fi & Smart Home Technology Intergration |

Building Management

We provide comprehensive Facilities Management services to ensure seamless statutory compliance, efficient maintenance, and operational excellence. Our central FM team oversees every aspect of building upkeep, supported by national and local service contracts tailored to the needs of each property.

Statutory compliance:

- Regular inspections and risk assessments ensure health and safety standards are consistently met.
- Comprehensive compliance systems, that track performance and aids detailed reporting.

Planned maintenance:

- Preventative maintenance schedules are implemented to minimise reactive tasks.
- Life cycle planning helps extend equipment lifespans and optimise long-term costs.

Reactive maintenance:

- Internal service level agreements (SLAs) ensure quick response times.
- Collaboration with specialist FM partners for complex or technical repairs.

Stock management:

- Inventory tracking ensures essential supplies are available to support operations.

Insurance claims:

- Expert handling of insurance-related repairs and claims, minimising disruption.

Refurbishments:

- Coordination of upgrades and refurbishments to maintain and improve property standards.

Our FM approach is proactive and cost-conscious, ensuring clients benefit from reduced operational risks, extended asset lifecycles, and optimised expenses



We have extensive residential facilities management experience and a strong track record of full building compliance.

Estate & Commercial

We bring extensive experience in managing Commercial Units and estates, ensuring seamless operations that benefit both residents and the wider community. Our approach combines deep operational knowledge with tailored strategies to meet the unique needs of each development.

Commercial unit management:

- Expertise across Co-Living and Build-to-Rent (BtR) portfolios, ensuring efficient operations.
- Collaboration with independent businesses to align with the ethos and vision of each site.

Estate management expertise:

- Proven capability in managing mixed-tenure estates, including both residential and commercial units.
- Focus on creating well-maintained, cohesive communities.

Compliance and governance:

- Oversight of statutory and health and safety requirements, ensuring adherence to best practices.
- Transparent management of service charges, with fair cost apportionment across tenures.

Operational consultancy:

- Specialist advice on the management of mixed-tenure sites to optimise efficiency and value.
- Support for aligning estate and BtR operations to enhance overall performance.



Building Safety Act 2022

At urbanbubble, we stay at the forefront of developments surrounding the Building Safety Act 2022, ensuring our clients comply with all legislative requirements. We monitor primary and secondary legislation closely, collaborating with supply partners, attending industry briefings and regulator updates, and proactively implementing the necessary measures.

We can directly undertake these activities or engage and manage specialists where required. Our expertise enables us to support clients in the following areas:

- Registering buildings with the Building Safety Regulator.
- Preparing comprehensive Building Safety Case Reports.
- Ensuring compliance with mandatory occurrence reporting requirements.
- Conducting assessments of fire and structural safety risks within your areas of responsibility.
- Extensive experience, having prepared over 50 Safety Case Reports with several submitted to HSE
- Developing and maintaining a Residents' Engagement Strategy.
- Establishing and reviewing a Building Safety Complaints Procedure.
- Providing residents with essential safety information about their building.
- Maintaining and updating prescribed property information digitally via the Golden Thread.

Our thorough understanding of the Building Safety Act ensures that we not only assist with compliance but also promote best practices in building safety, helping to protect residents and provide peace of mind to our clients.



Promoting best practices in building safety, helping to protect residents and provide peace of mind to our clients.

ESG & Social Value

At urbanbubble, we advise on ways to implement operational initiatives that align with our clients' ESG goals. We focus on delivering sustainability, inclusivity, and social responsibility to create thriving communities that benefit residents, colleagues, and the planet.

Key Areas of Focus

Our approach incorporates elements from the European set of 35 ESG focus areas, concentrating on the following priorities:

Climate Action:

- Reducing environmental impact and waste through targeted initiatives.
- Promoting energy-efficient, sustainable building designs and renewable technologies in new developments.
- Integrating life cycle assessments and carbon reduction strategies.

Good Health & Wellbeing:

- Implementing initiatives that prioritise colleague mental health and professional development.
- Creating safe, comfortable living environments for residents.

Sustainable Cities & Communities:

- Incorporating renewable energy systems and green infrastructure in urban developments.
- Recycling furniture and materials to minimise waste and support circular economy principles.

Reduced Inequalities:

- Promoting diversity and inclusion with 28 languages spoken across communities.
- Leveraging a dedicated Equality, Diversity, and Inclusion (EDI) team to foster equitable practices.
- Supporting affordable housing initiatives to broaden accessibility.



With our in-house ESG expertise, we can advise on ways to implement operational initiatives, in-line with our clients' own ESG goals.

What Our Clients Say

At urbanbubble, we pride ourselves on delivering top-quality service with passion and care in everything we do. Our commitment to excellence extends beyond residents to include our clients, contractors, and all stakeholders.



"urbanbubble continue to deliver a service to residents we are willing to attach our reputation to. Their passion for high quality customer service and positive culture is infectious through the 130+ staff urbanbubble have across our BTR schemes"

***Dan Batterton, Head of Residential
Legal & General***



"We have been particularly impressed with urbanbubbles' ability to mobilise and lease-up our assets, with all our schemes beating initial occupancy and rent targets. Through their scale they offer the financial security we are looking for from a residential property manager but also the flexibility of service that you don't usually find with larger property managers, adapting their approach to provide services to our Co-Living fund. Their ability to recruit and train high quality onsite staff that are supported by strong back office functions enables them to provide our residents with a great customer experience which is reflected in the resident satisfaction scores that they have generated across our portfolio"

***Chris Saunders, Investment Director
DTZI***



"urbanbubble have been a key management partner for our developments since we have started as a developer, mobilising on over 7 sites, at some of the most challenging times the property industry has ever had. The team have worked day and night to deal with these challenges head on to ensure they delivery for our buyers."

***Benjamin Ashcroft, Head of Marketing
Salboy***

What Our Residents Say

At urbanbubble, we pride ourselves on creating exceptional living experiences with passion and care in everything we do. Our dedication to excellence is focused on supporting our residents, fostering vibrant communities, and ensuring every home feels welcoming and well-managed.

"Well-Managed Building with Excellent Facilities The property management team is **responsive and helpful**, ensuring everything runs smoothly. "

Negin V, November 2024

"Candleriggs, the **best decision!**

Candleriggs is an absolutely stunning development, with wonderfully **homely décor, incredible amenities** and **welcoming and attentive staff.**"

Carla D, November 2024

"**Beautifully maintained flats and we feel very safe.**

The building is very beautiful and well maintained. The design is very cosy and modern. The staff are very nice and helpful"

Lena G, November 2024

"Life at Mustard Wharf

I **love the idea behind this place** and all the creative designs. I have been a **resident for almost 2 years and have never been happier with this choice.**"

R A, October 2024

"**A Delightful Stay at Mustard Wharf.**

The staff members have been consistently friendly and helpful, enhancing the overall living experience."

Segun A, November 2024

"**The perfect place to live if you want to live affordable on a your own in London**

Honestly loved living at Sunday Mills so much - the team both at reception and maintenance are some of the kindest, most lovely people I've ever met and I feel so grateful to have called it home for the last year"

Gaby, October 2024



CHECK OUT OUR [HOMEVIEWS](#) REVIEW

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