Brent Cross Fusion Accommodation Institution & School Partnership Action Plan

Objective: To increase occupancy and build long-term partnerships for Brent Cross Fusion Accommodation by targeting universities, institutions, language schools, and existing education partners through direct outreach and relationship-building activities.

1. Current Partner Engagement

- Send launch announcement emails to all existing school and institutional partners.
- Share updated pricing, availability, location benefits, and promotional offers.
- Schedule follow-up calls and in-person meetings with key partners.
- Arrange property tours and presentations for counsellors and student advisors.
- Strengthen relationships with existing partners and secure repeat/group bookings for upcoming intakes.

2. University & Institution Outreach

- Conduct cold visits to nearby universities and colleges.
- Introduce accommodation offerings to student services and accommodation teams.
- Leave brochures, pricing sheets, and promotional materials.
- Build a targeted database of accommodation, welfare, and international offices.
- Send personalised introduction emails highlighting location advantages, flexible terms, and group booking opportunities.
- Follow up within 3–5 working days after initial contact.
- Arrange virtual or in-person presentations with decision makers.

3. Language School Partnership Strategy

- Target language schools across London with strong international student intake.
- Create dedicated partnership packages for schools.
- Offer group rates, flexible short-term stays, and dedicated account management.

- Conduct cold visits to schools within 20–40 minutes of Brent Cross.
- Launch targeted email outreach campaigns.
- Arrange meetings and networking sessions with school management teams.
- Provide digital brochures and direct WhatsApp support for admissions teams.

4. Partnership Visit Planning

- Conduct a minimum of 3–5 institutional visits per week.
- Conduct a minimum of 5 language school visits per week.
- Arrange monthly review meetings with current partners.
- Maintain a detailed outreach tracker including contacts, outcomes, follow-ups, and booking potential.

5. Expected Outcomes

- Increase awareness of Brent Cross Fusion Accommodation.
- Generate new leads and partnership opportunities.
- Secure meetings with institutions and schools for upcoming intakes.
- Build long-term preferred accommodation partnerships.
- Increase yearly group bookings and occupancy levels.

6. Next Steps

- Finalise target institution and language school database.
- Begin weekly outreach visits and cold calls.
- Launch email campaigns and follow-up strategy.
- Schedule property tours and partner meetings.
- Provide weekly progress updates to management.
