Meeting Summary

Main Purpose & Context

The primary objective of this meeting was to discuss the reopening and allocation of rooms at Ivy Hall, a student accommodation property recently acquired and undergoing significant renovation. The meeting brought together the Londonist Sales Team and the property operator to clarify operational details, marketing strategies, allocation logistics, and to address questions regarding facilities, maintenance, and student experience. The context is the urgent need to fill 109 allocated rooms before the academic year starts, leveraging both the operator's and Londonist's sales and marketing channels. The meeting also aimed to ensure all team members are equipped with accurate, up-to-date information to confidently market and sell the property, and to clarify the timeline and impact of ongoing renovations and new amenities.

Key Topics Discussed

1. Room Allocation and Sales Confidence:
The operator expressed strong confidence that all 109 allocated rooms for Londonist will be filled within the next 11 weeks. The property was acquired three months ago, and a rapid partnership was established with Londonist. The operator has already rebooked previous residents at higher rates and is directing all new inquiries to Londonist, especially for the highly demanded en suite rooms.

2. Pricing and Market Positioning:
Ivy Hall is positioned as a budget-friendly alternative to central London accommodations, with weekly rates of £310, £350, and £370, compared to £600+ in other properties. The operator highlighted the value proposition: "Why would you pay £600 in King's Cross when you can pay £350 to live 12 minutes away?"

3. Renovation and Facility Upgrades:
The building is undergoing phased renovations, including conversion of non en suite rooms to en suite, kitchen upgrades, and the addition of new amenities. By Christmas, all rooms are expected to be renovated, with phased handovers to minimize student disruption. The basement will be transformed by May next year to include 19 new studios, a commercial kitchen, student lounge, classrooms, a wellness center, gym, dance studio, and cinema.

4. Marketing and Web Presence:
Plans were outlined to update both the operator's and Londonist's websites with new imagery and videos, including VR tours and Matterport 360s. Direct booking links will be established, and Ivy Hall will be listed on Middlesex University's student pad page, with click-throughs to Londonist.

5. Maintenance and Operations:
Maintenance is managed to ANUK code standards, with most requests resolved same day or next morning. Reporting can be done via reception, staff, or online portals, and the Bridge Portal CRM will be used for tenancy and maintenance management.

6. Room Details and Living Arrangements:
Room sizes range from 9 to 22 sqm, with non en suite rooms typically 10-12 sqm and en suites around 13 sqm. Shared kitchens and bathrooms are cleaned daily, with a ratio of approximately one bathroom per three to four students. The operator committed to providing detailed floor plans and room size breakdowns.

7. Guest Policy and Reception Hours:
Overnight guests are allowed (ID required, likely up to five nights per month), and reception operates 8:30am–5:30pm, with security concierge outside these hours.

8. Unique Selling Points and Partnerships:
Key USPs include community atmosphere, affordable pricing, rapid access to central London, upcoming high-end amenities, and partnerships with David Lloyd gym (offering discounted memberships), local businesses, and event programs.

9. Student Placement and Gender Allocation:
Discussion on gender allocation for shared bathrooms concluded that floors or blocks may be designated by gender, with further guidance to be provided.

10. Storage, Viewings, and Check-in Logistics:
Short-term storage is available for early arrivals and check-outs. Viewings require two days' notice, with group tours preferred to manage volume.

11. Under-18 Policy and Tenancy Duration:
Students aged 16+ can be accommodated with appropriate safeguarding and guarantor documentation. Standard tenancy is 40 weeks, with potential for summer extensions subject to negotiation.

12. Current and Future Amenities:
Existing amenities include bike storage, laundry, courtyard, events program, 24-hour security, and communal kitchens. Future amenities will include gym, wellness center, cinema, and more.

Participant Contributions

Martin (Property Operator):
Martin provided an extensive overview of his background in student accommodation, emphasizing his experience with various operators and his hands-on approach, including living in properties to understand student needs. He detailed the acquisition and rapid development of Ivy Hall, the phased renovation plan, and the marketing strategy. Martin addressed numerous operational questions, including maintenance

response times, guest policy, room sizes, and the impact of renovations on students. He committed to providing updated floor plans, marketing materials, and clear communication regarding room allocations and gender splits. Martin also highlighted unique selling points, partnerships (notably with David Lloyd gym), and the community-focused atmosphere of Ivy Hall. He clarified the under-18 policy and outlined the process for handling early arrivals, storage, and viewings.

Murat Aker (Londonist Sales Team, Head of Growth):
Murat opened the meeting, facilitated the discussion, and posed key questions regarding reception hours and unique selling points. He emphasized the need for clear, concise messaging to support rapid sales and requested bullet-point summaries of Ivy Hall's USPs. Murat also inquired about the policy for hosting 17-year-old students and the process for extending tenancies beyond 40 weeks.

Rateb Bakeer (Londonist Sales Team):
Rateb asked detailed questions about maintenance procedures, reporting mechanisms, and the existence of an app or portal for students. He also raised concerns about noise levels in shared clusters and the quality of the building, specifically regarding noise cancellation and the age of the property. Rateb sought clarification on the guest policy and the process for handling complaints.

Marawan Ayman Abdelaal (Londonist Sales Team):
Marawan inquired about the timeline and scope of basement renovations, specifically the addition of new studios and amenities. He requested more information on how these upgrades would be communicated on the website and the phased rollout of new facilities. Marawan also confirmed understanding of the renovation plan and thanked Martin for the detailed responses.

Shabnam Hidayetova (Londonist Sales Team):
Shabnam asked for clarification on the total number of rooms, the allocation for Londonist, and the specifics of shared bathroom and kitchen arrangements. She requested detailed information on room sizes for both en suite and non en suite options and emphasized the importance of having floor plans with square meter details for student inquiries. Shabnam also raised questions about gender allocation for shared bathrooms.

Khaled Matar (Londonist Sales Team):
Khaled asked about the guest policy, specifically the number of overnight guests allowed and the process for managing guest access. He also contributed to the discussion on operational logistics.

Other Londonist Team Members:
Additional team members contributed questions regarding storage options for early arrivals, logistics for student viewings, and the process for advertising Ivy Hall on

Middlesex University's student pad page. There was also discussion about cleaning services, amenities, and the process for extending tenancies.

Important Decisions

- Ivy Hall rooms (109 units) will be marketed and sold via Londonist, with direct booking links and updated imagery/videos. In Progress
- All en suite rooms to be prioritized for Londonist allocation and expected to be sold out within one week. In Progress
- Renovation of all rooms (conversion to en suite, kitchen upgrades) to be completed by Christmas, with phased handovers to minimize disruption. In Progress
- Basement redevelopment (studios, amenities) to be completed by May next year, with phased opening of facilities. In Progress
- Updated floor plans and room size details to be provided to Londonist for marketing and student inquiries. In Progress
- Gender allocation guidance for shared bathrooms to be provided by the operator. In Progress
- Under-18 students (16+) can be accommodated with appropriate safeguarding and guarantor documentation. Done
- Ivy Hall to be listed on Middlesex University's student pad page with click-through to Londonist. In Progress

Tasks & Deadlines

Task	Responsible	Deadline	Status	Priority
Provide updated floor plans and room size breakdowns for all allocations	Martin (Operator)	By tomorrow	In Progress	P0 (Critical)
Update website imagery and add video/VR tours for Ivy Hall	Martin & Londonist Marketing	ASAP (starting tomorrow)	In Progress	P1 (High)

Establish direct booking links between Ivy Hall and Londonist websites	Martin & Londonist IT	Within 1 week	In Progress	P1 (High)
Provide gender allocation guidance for shared bathrooms/blocks	Martin (Operator)	By tomorrow	In Progress	P0 (Critical)
Send marketing materials and property images to Middlesex University for student pad listing	Martin (Operator)	Immediate	In Progress	P1 (High)

Open Issues

- Finalization of gender allocation for shared bathrooms and communication to sales team. In Progress
- Confirmation of viewing logistics (who will conduct tours, group scheduling). In Progress
- Clarification of summer extension policy and communication to students. In Progress
- Completion of all renovation phases and timely communication of student moves. In Progress

Meeting Participants

Name	**Role in Meeting**	**Key Contributions**
Martin (Operator)	Property Operator, Main Presenter	Provided detailed operational, marketing, and renovation updates; answered all technical and logistical questions; committed to follow-up actions and materials.

Murat Aker	Head of Growth, Londonist Sales Team; Facilitator	Led meeting, clarified sales priorities, requested USPs, inquired about under-18 policy and tenancy extensions.
Rateb Bakeer	Londonist Sales Team; Questioner	Asked about maintenance, noise, guest policy, and building quality; sought clarity on operational standards.
Marawan Ayman Abdelaal	Londonist Sales Team; Questioner	Inquired about basement renovations, website updates, and phased facility rollouts.
Shabnam Hidayetova	Londonist Sales Team; Questioner	Requested details on room numbers, allocations, shared facilities, room sizes, and gender allocation.
Khaled Matar	Londonist Sales Team; Questioner	Asked about guest policy and contributed to operational discussions.
Other Londonist Team Members	Sales & Operations; Contributors	Raised questions on storage, viewings, amenities, cleaning, and marketing logistics.