Nomination Investment Pack – Sanctuary Students: Manna Ash Residence

Building Images







A. Deal Snapshot – Sanctuary Students: Manna Ash Residence

A. Deal Snapshot

Building Name: Manna Ash House – Operated by Sanctuary Students
Address: 8–16 Pocock Street, London SE1 0BW
Total Rooms: Approx. 253 Ensuites and 5 Studios
Contract Type: N/A
Term Length: 1–3 years (to be negotiated)
Buy Rate:

- Ensuite Room: £XX–£XX p/w
- Studio: £XX–£XX p/w

Target Sell Rate:

- **£367.50 – £449.00 p/w** (Pricing on Sanctuary Students Webpage)

Expected Occupancy (Based on University proximity and Student numbers and Local Area Demand Vs Supply): 90–96%
Key Dates:

- Contract Start: N/A
- Marketing Launch: N/A
- Refurb/Unit Checks: N/A

Summary: Strong London Zone 1 location near major universities with stable operator. Medium–High demand expected.

B. Location & Benchmark Analysis

Micro-Location (Southwark / London Bridge Zone 1)

Nearby Universities (Within 10–25 min):

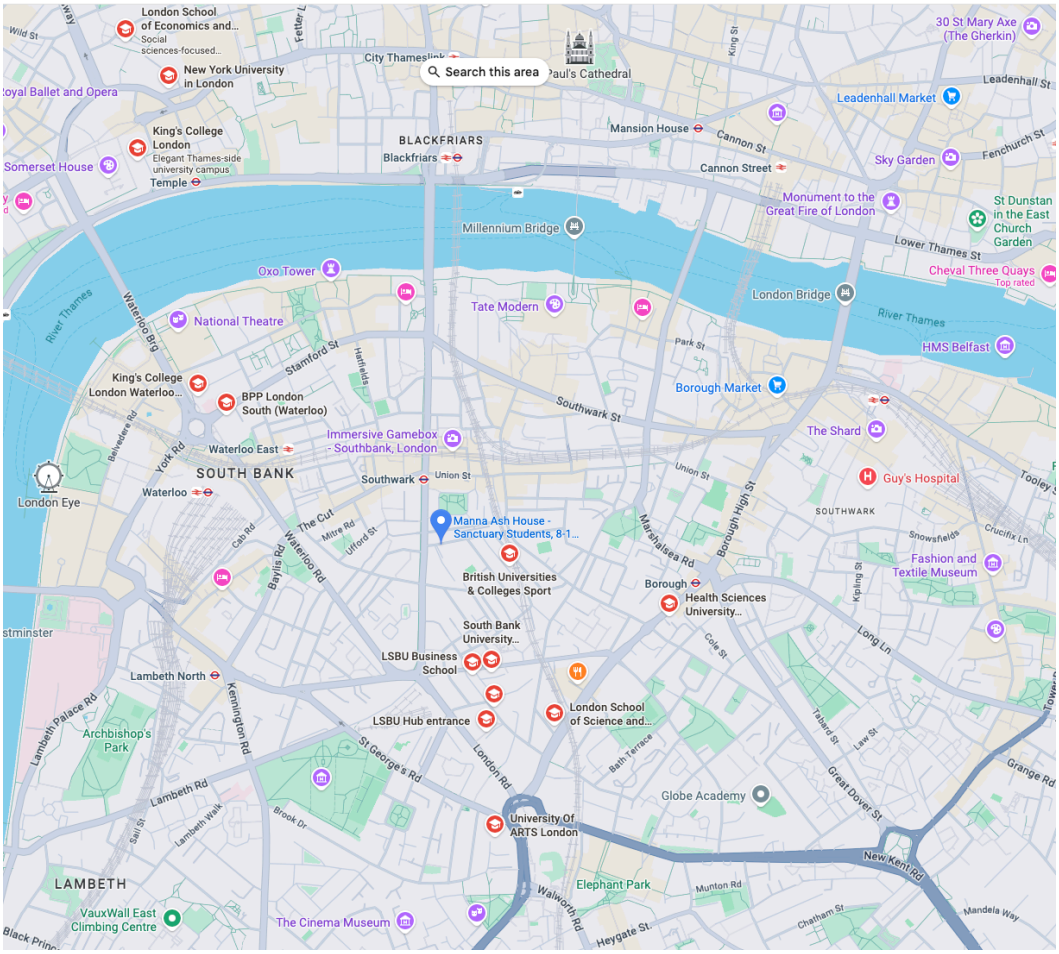
- King's College London (Waterloo & Guy's Campus)
- London School of Economics (Holborn)
- London South Bank University (LSBU)
- University of the Arts London (UAL – Elephant & Castle)
- University of Westminster (Regent)

Student Profile: High mix of international students, PG + UG, strong demand from EU & Asia.

Competitor Map (Local PBSA Pricing)

Property	Operator	Room Type	Price Range
Urbanest Waterloo	Urbanest	Ensuite/Studio	**£399–£465 p/w**
iQ Paris Gardens	iQ	Studios	**£405–£525 p/w**
Scape South Bank	Scape	Ensuite/Studio	**£380–£480 p/w**

Revised Positioning: With Manna Ash now priced at **£367.50–£449.00 p/w**, it sits **below ultra-premium providers** (iQ, Urbanest, Scape) but **above mid-market stock**, creating a strong *upper-mid* category position.



Travel Times from Residence:

- KCL Waterloo: 10–12 min walk

- LSE Holborn: 18–20 min via bus
- UAL E&C: 10–12 min walk
- LSBU: 6–7 min walk
- Waterloo Station: 10–12 min walk

Area Profile (Southwark)

- Safe, busy, student-friendly area
- Near supermarkets, gyms, cafés, nightlife
- Known for Borough Market, South Bank, Tate Modern

Noise & Safety Notes:

- Mild city noise due to central location
- Well-lit streets with strong night transport links

Location Pros:

- Outstanding Zone 1 location
- Extremely strong demand from KCL, LSBU, UAL, LSE
- High convenience, excellent transport

Location Cons:

- Higher rental costs in surrounding market
- Competitive PBSA cluster (pricing pressure)

C. Building & Asset Quality

Building Facts

- **Year Built:** Built in 1998, Refurb in 2019 (Sanctuary-owned development)
- **Room Mix:** Ensuite rooms in cluster flats (6–9 rooms per flat) and Studios
- **Communal Facilities:**
  - Shared kitchens
  - Communal lounges & study space
  - Laundry room
  - Secure bike storage
- **Accessibility:** Lift access + step-free entry

Compliance & Risk

- Sanctuary Students typically compliant with:
  - Fire Risk Assessments (FRA)

    - Gas & Electrical Safety Certifications
    - HMO licences (if applicable)
- EPC Rating: Likely C–D (typical for PBSA of this age)
- No major structural issues publicly known

Asset Pros:

- Reliable operator with strong compliance standards
- Good quality & functional building

Asset Cons:

- Older building compared to new luxury PBSA
- Kitchens can feel basic compared to newer providers

D. Online Reputation & Reviews

Reputation Summary (Google & Student Crowd – indicative themes)

Top Positive Themes:

1. Excellent central London location
2. Friendly and responsive Sanctuary staff
3. Good value for Zone 1 (compared to premium PBSA)

Top Negative Themes:

1. Older building feel / basic facilities
2. Kitchens can be small for 6–9 residents
3. Occasional noise from street & communal areas

My View:

- Issues are manageable and mostly aesthetic, not structural.
- Service level + cleaning + community management can significantly improve resident experience.

E. Financial & Scenario Modelling (Indicative Example)

Buy-Rates vs Sell-Rates (Ensuite)

- **Buy Rate:** £XX p/w

- **Sell Rate Target:** £XX p/w
- **Gross Margin:** £XX p/w per bed

Seasonality

- Strong academic demand (Sept–June)
- Good potential for short-stay summer bookings due to location

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F. Strategic Fit for Your Agency

Portfolio & Brand Logic

- Strengthens central London inventory
- High demand for KCL, LSE, UAL — fits target customer base
- Good for full year + summer strategy
- Strong alignment with mid-market pricing segment

Strategic Rating: 🟢 **Strong Fit**

G. Pros & Cons Summary for Your Agency

Key Pros:

- Extremely strong Zone 1 location
- High and diversified university demand
- Ensuites only (highly desirable)
- Reliable operator with low compliance risks
- Easy to market (central London always sells)
- Strong international student appeal

Key Cons:

- Competitive PBSA area → must price carefully
- Older building – not luxury level
- Higher buy-rate than Zone 2+ alternatives
- Kitchens may generate minor complaints

H. Recommendation

Proceed – High Confidence
Manna Ash Residence is a stable, high-demand, low risk addition to your portfolio. The location alone secures strong occupancy, and pricing can be positioned attractively against luxury competitors.
