

Partnership,
innovation
and community,
delivered
responsibly.



PAGE	SECTION
2	Introduction
-	-
11	Partnership
-	-
23	Innovation
-	-
35	Community
-	-
47	Responsibility
-	-
54	Portfolio
-	-
56	Our journey

Everything we do comes down to a fundamental belief in the value of universities.

This document sets out our brand values. These values are rooted in our approach, and they inform the way we work. They demonstrate what we stand for now – and where we aspire to be.

**At UPP, we want to play a real part
in ensuring the success of universities.**



UPP's business is about building environments and creating communities where students can live, study, feel safe and thrive. That's why what we do can never be about just bricks and mortar.

Our partnerships are about empowering universities to invest in the things that will make them even stronger: teaching, research and great student experiences.

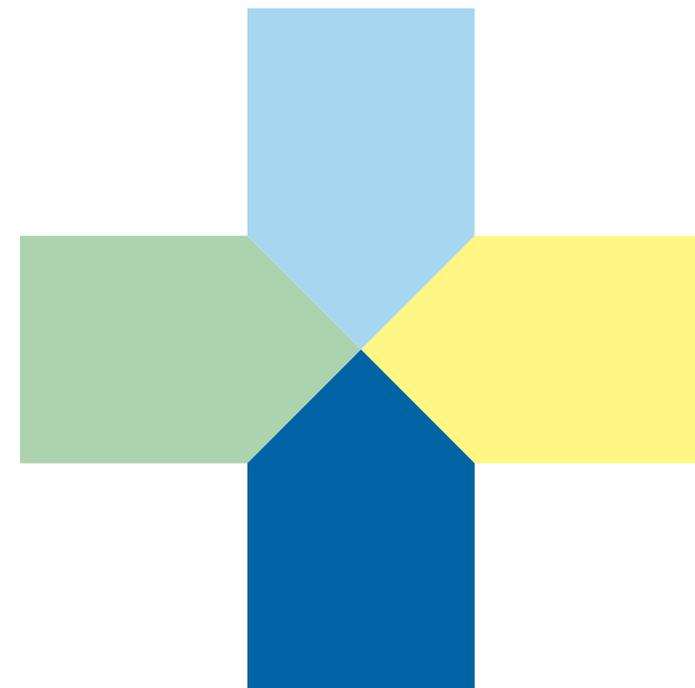
PARTNERSHIP

STUDENT EXPERIENCE →



Our values help us to articulate and understand the way we support universities, their students our staff and the communities in which we work.

They're not just words. We use them to check our approach and measure our progress. They are a public expression of why and how we operate, our aspirations for the future, our people, our partners and the higher education sector as a whole.





PARTNERSHIP

INNOVATION

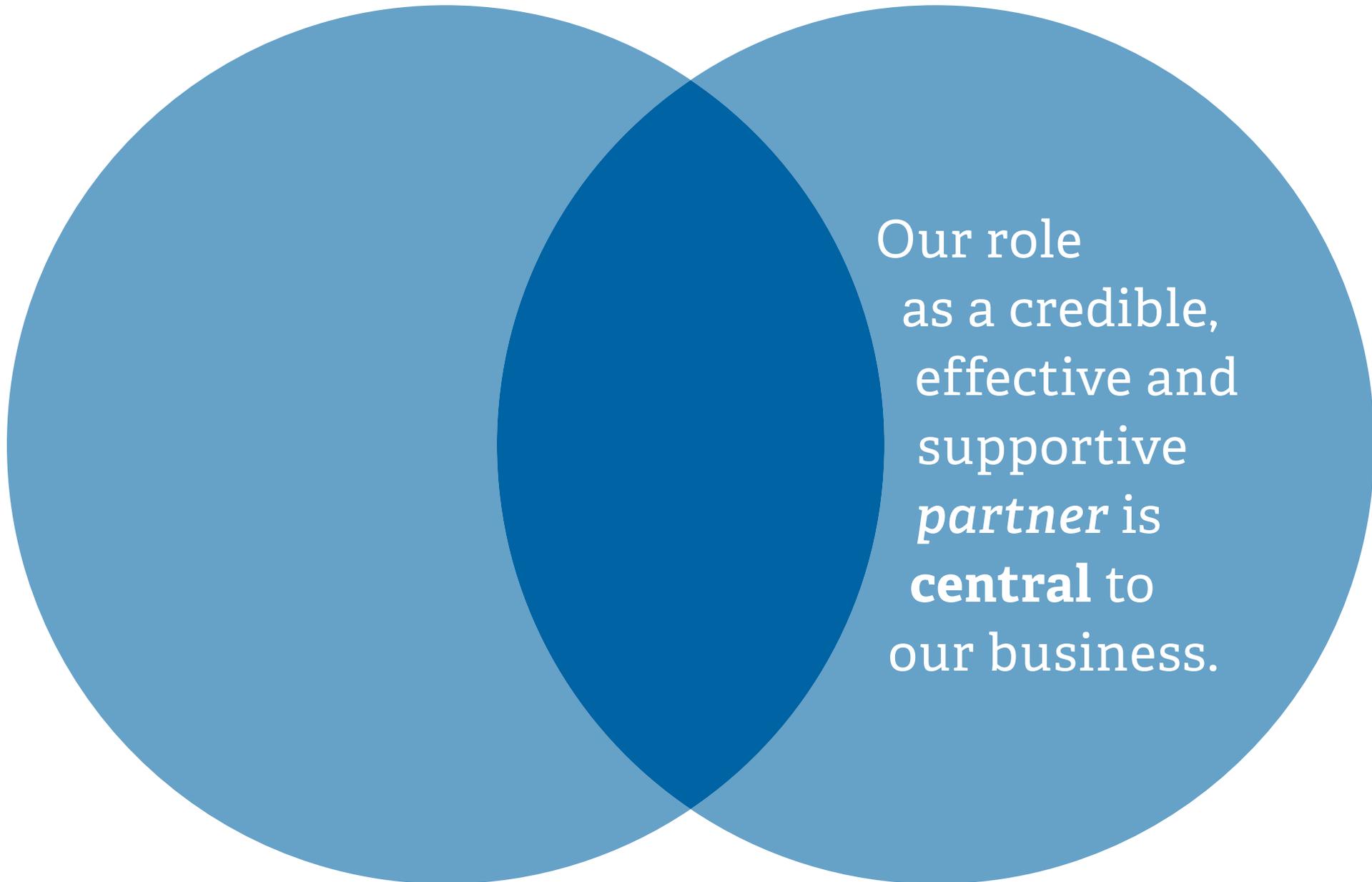
COMMUNITY

RESPONSIBILITY



PARTNERSHIP

Partnership is at the core of what we do. True partnerships are rarely straightforward, and like any relationship, each has to be worked at. We must listen and respond; we must keep our promises and we must deliver.



Everything we do is possible because we work in partnership; our success is built on it.

“

Our partnerships work for the long term. Because our aims are aligned, we're all working toward the same goals.

We want universities to be as successful as possible, so we work incredibly closely with our partners to really understand their strategies and aims.

Every university is different, so we listen carefully to make sure we really know what a student experience means to them and their students, so we can create a partnership that really delivers for both.

”

Sam Bailey-Watts

Group Director, Partnerships



FLEXIBILITY

Whatever the solution we provide for our partners, whether it's procuring funding, estate transfers, providing services to students, or designing and building state of the art new facilities; we bring our experience and our imagination.

Every university is **unique**; and we *never* adopt a one-size-fits-all way of working.

Instead, we try to understand a university's history, ethos and ambitions – making sure we fully understand what sets them apart. We then apply our skills and expertise to help them reach their goals.

“

I lived in UPP accommodation when I was a student, so I can relate to students and talk to them about what they want. There's real value in listening to our residents.

We get an honest appraisal of how we're doing. They tell us exactly what they want from their student experience.

Regular focus groups, surveys and feedback further help us to understand how to do better. Proper two-way contact with the Student Union and the JCR helps too. Everything feeds directly back into improving our partnerships.

”

Andy Schulten

Student Experience Coordinator





Paul Welsh

Maintenance Manager

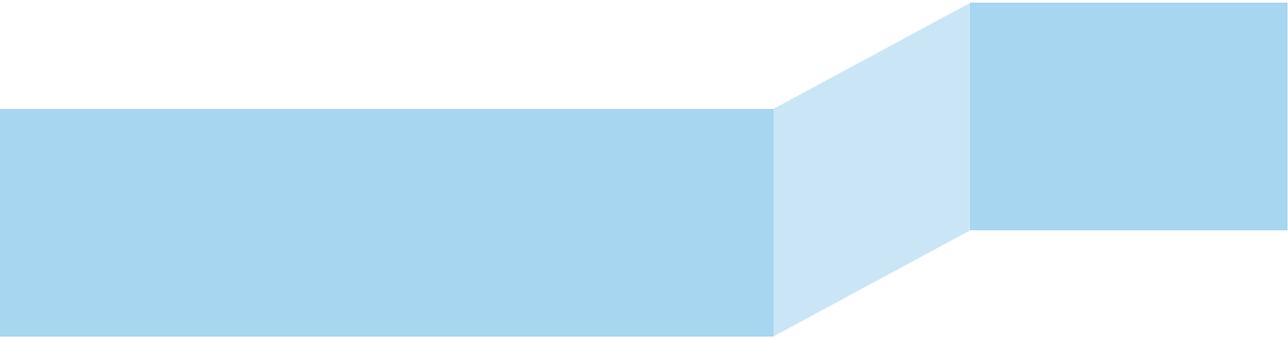
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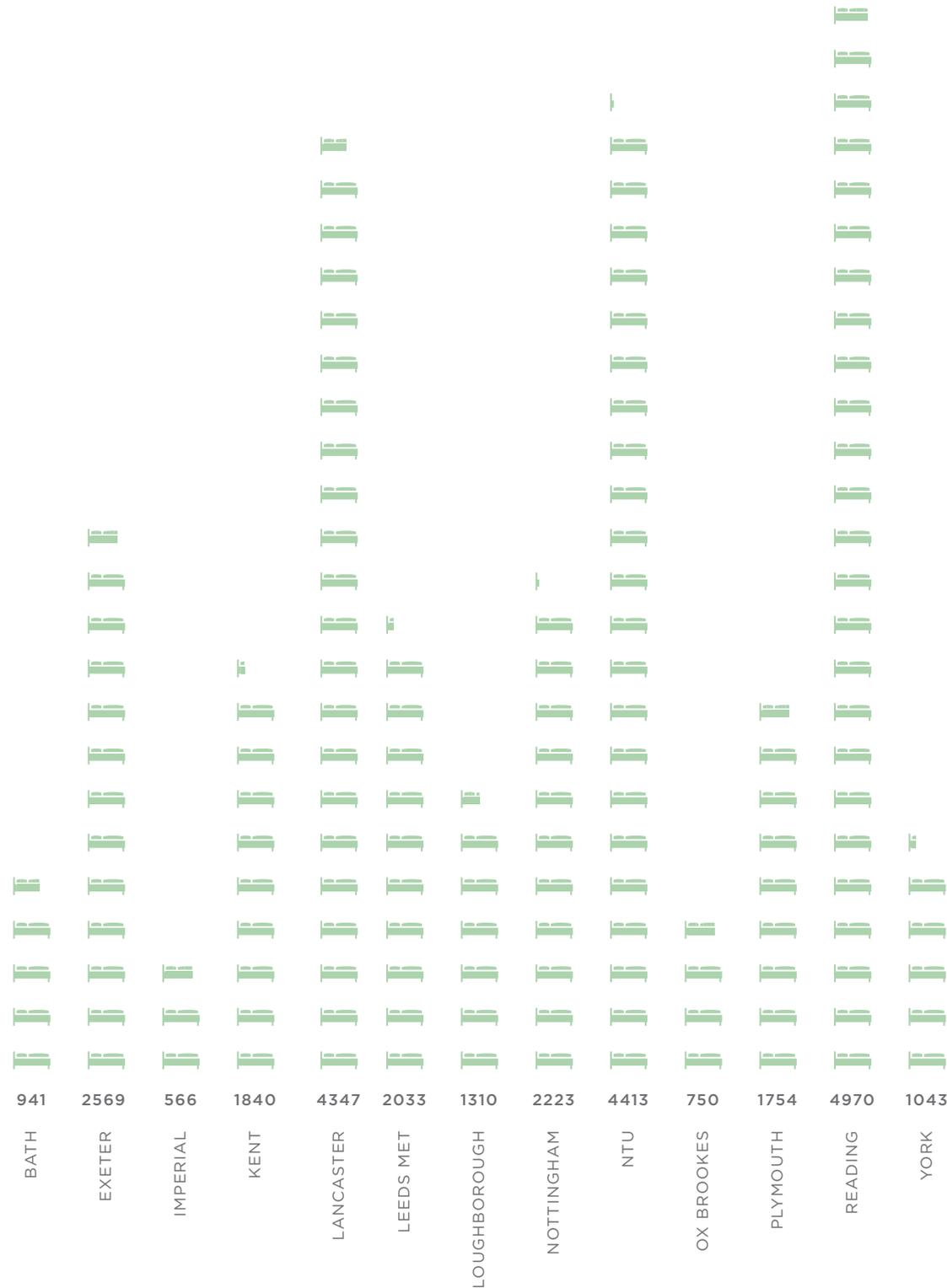
My team bring new skills and experience to the partnership at Bath, and our colleagues at the university help us to understand their ways of working too.

Together we deliver massive improvements in service delivery. We learn from them, they learn from us. It's genuine partnership, and it delivers real results.

At the end of the day, we both know we're there to get the job done properly and improve the student experience.

”





Despite great success stories and a strong track record, we know there is always more we can do.

We know we should always be thinking and creating. We must never rest on our laurels.

Twenty-eight thousand rooms in operation at 13 leading UK universities cannot have been delivered without an absolute commitment to innovation. It spreads right across our business. We listen, push ourselves and test our ideas - and we innovate at every turn.

200 BEDS

“

Shower heads that use less water, and initiatives that help students to play their part in recycling all help reduce our impact on the environment.

Last year we reduced water consumption by 20% across the estate. Through recycling waste materials, we reduced landfill by over 50%.

We are always looking for new ways to recycle and reduce waste; sometimes the smallest ideas make the biggest difference.

”

Dennis Lwanga

Maintenance



'Firsts' help our partners to stand out from the crowd, allowing us to challenge and shape the market in exciting new ways. We were first to deliver partnerships backed by bond markets and first to deliver institutional investor support for the largest single estate transfer in the sector too.

We support our partners to deliver *innovations* that matter.

We like to make a big difference behind the scenes too. CO² reduction technology, behavioural change campaigns to BREEAM rated buildings, Passivhaus construction methods, and manufacturing programmes that extend replacement life cycles across our portfolio all play their part.

Our people like innovation too - we get the most out of them when they feel inspired. That's why we encourage people at every level of our business to understand what innovation means to each of our partners, and support them to play their part.



Ben Hammond

Managing Director, UPP Projects Limited

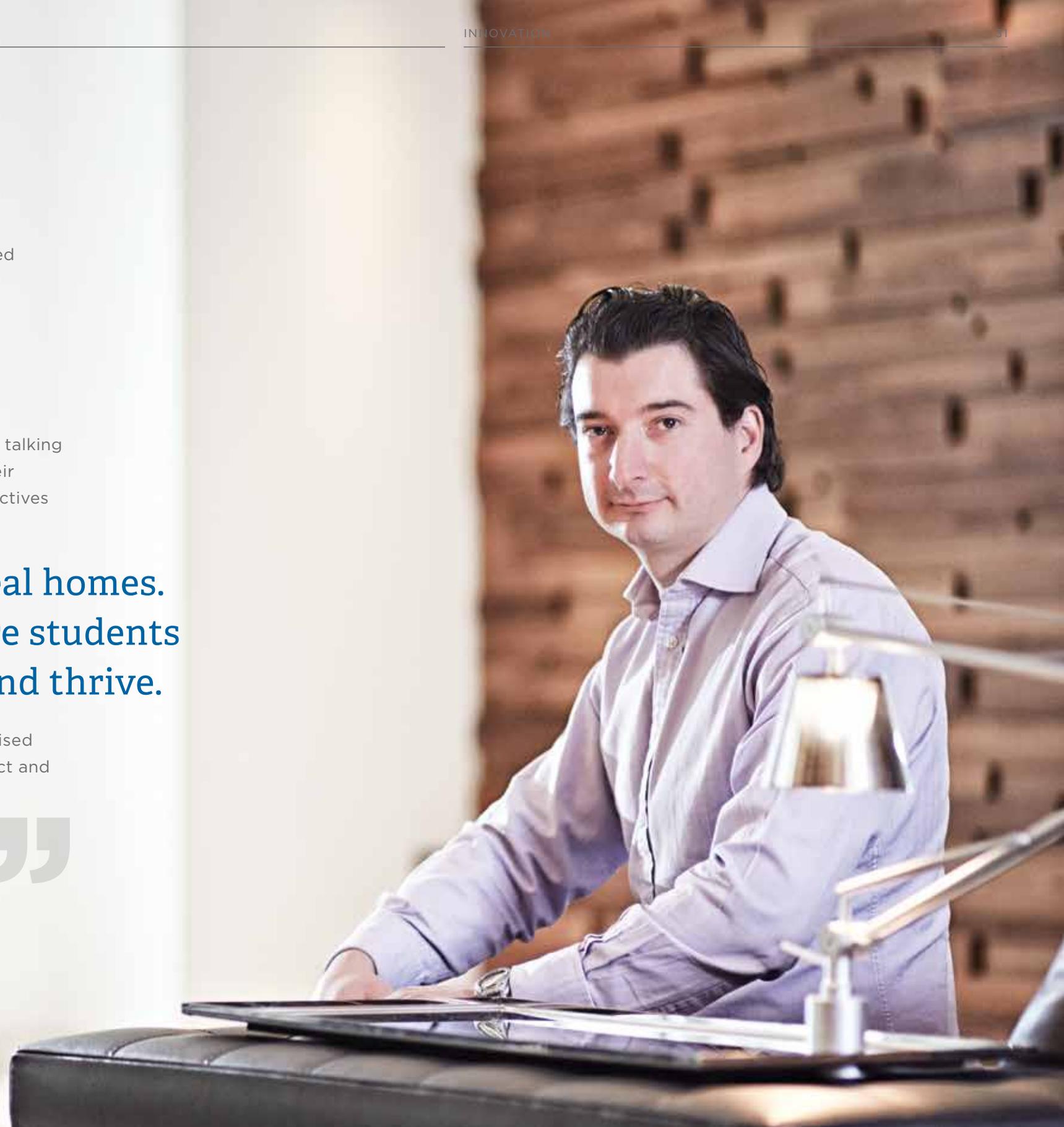
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Delivering a responsive design is about talking to and listening to universities and their students. Understanding aims and objectives is the start of the process.

We want to create real homes. Environments, where students want to live, study and thrive.

...In an increasingly competitive globalised market, this helps our partners to attract and retain the very best students.

”



Whether we are developing new approaches to project funding or working with our supply chain to develop smarter products and materials; innovation is and always will be key to the success of our partnerships.

For us, being **innovative** is more than a mind-set. It is something tangible that is firmly *embedded* in everything we do. It sets us apart from our competitors.



COMMUNITY



At UPP we believe that community is essential.
Communities are where we feel welcome, secure,
productive and positive.

We know that ideas have more impact when
people **come together**; the sharing of ideas can
help to create something *greater* than the sum
of the parts.



“

Looking after the students out of hours is my responsibility. It's a tough job at times, but the relationship I have with the students is based on trust and mutual respect.

Students need someone around who can keep an eye out for their health and safety, and be there for them when they need help.

I'm expected to be 'Mum', a 'Dad', a shoulder to cry on sometimes. But I wouldn't change it for the world.

”

Tracey Vallis-Horn

Residence Duty Officer



For most students our accommodation will be their first experience of living away from home; away from friends and support networks. Before students arrive, they need to be assured that there is a community waiting for them.

We have to deliver a safe and secure environment where people can quickly feel at home. That alone can represent the critical difference between a good or bad student experience.

COMMITMENT

Community is important to our people too (we know because we ask them). We recognise and reward success, and we encourage an inclusive mind-set in both our office and campus environments.

Most of all, we treat our people with respect and fairness. Key to this is listening and responding to individuals at every level of the business. This allows us to work together, understanding how each of us can make a difference in our own jobs.

“

We're often the first port-of-call for the students, so we chat with them on a daily basis. They might have lost their keys or need to report a maintenance issue - or there could be something deeper worrying them.

As a mother myself, I think parents like to know there is someone here to look out for the students. When perhaps they're just feeling a little homesick; we try to be the friendly faces that they can begin to recognise.

We can help with problems, big or small. It's amazing how five minutes and a chat over a cup of tea can often work wonders.

”

Liz Pearce

Reception Administration Manager

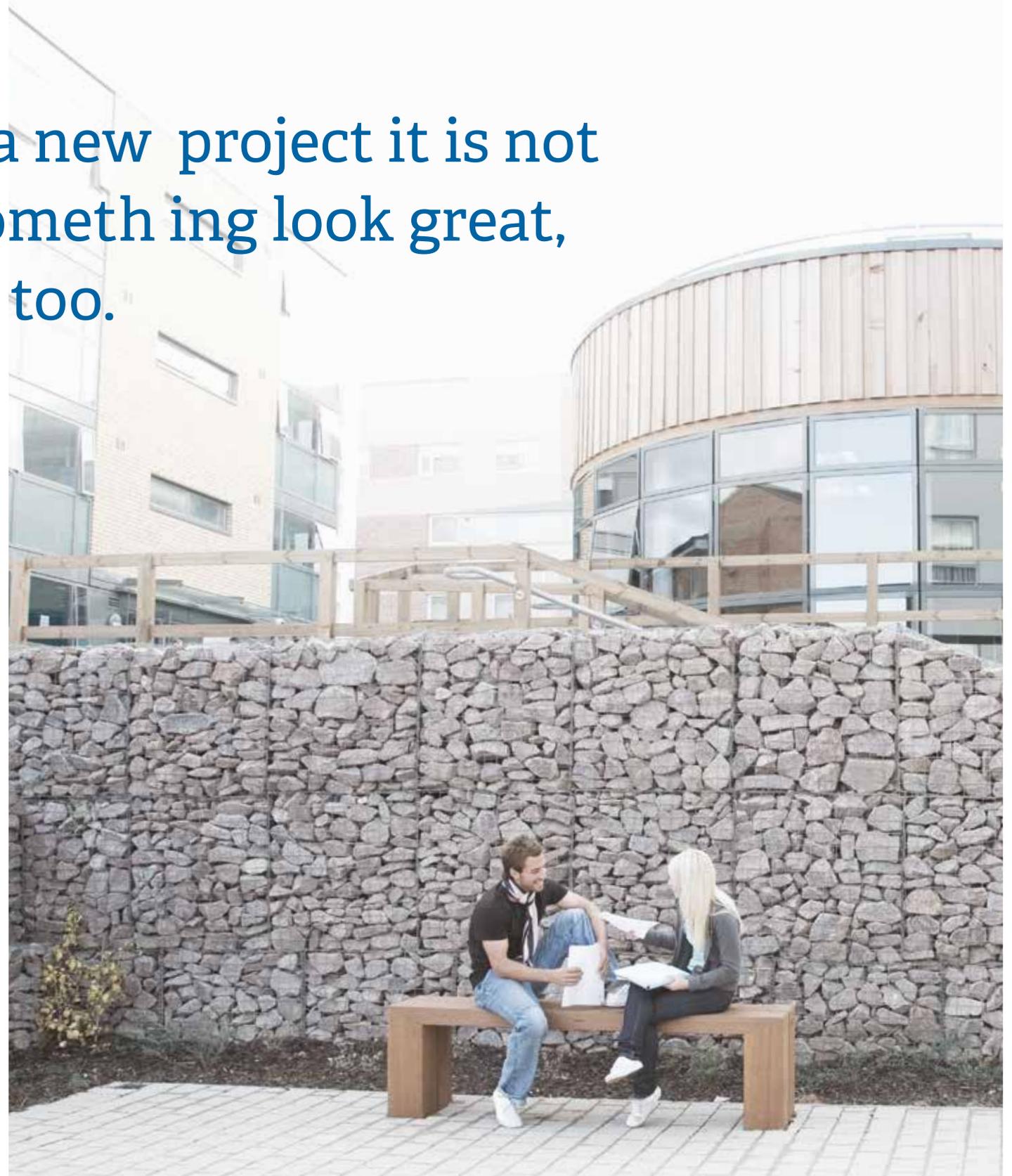


When we develop a new project it is not enough to make something look great, it has to feel great too.

At UPP we are absolutely committed to making a positive contribution to the people who live in and around the areas in which we work.

The skills our business requires in the future will come from the communities nearest to us now, so we work hard to ensure that they understand our business and the range of opportunities it offers.

We are also proud patrons of The Prince's Trust, who support young people to access jobs and training.





Responsibility provides the foundation upon which all our values sit. Responsibility guides every decision we make.

We are responsible investors and responsible partners; this drives the way we innovate and develop throughout the business. It informs the way we foster community, look after the environment, our people and the students placed in our care.

Being responsible requires that we acknowledge our role in the higher education sector and the importance of doing our jobs to the best of our ability.

We want to make positive contributions to the success of our partners, always taking responsibility for our role in the growth and development of this extraordinary sector.

INTEGRITY



It's our *responsibility* to be a **partner** to our clients.

It's our *responsibility* to **innovate**.

It's our *responsibility* to foster a sense of **community** in the way we work.

These are our values.
We believe in them.

We thread them
through everything
that we do.

The people featured in this document embody our values and are quoted in their own words. Video clips of their full interviews are available via our corporate website at www.upp-ltd.com

Ø 2mm — 100 ROOMS

Leeds Met
ROOMS **2033**
£154.2 MILLION INVESTED



Lancaster
ROOMS **4347**
£213 MILLION INVESTED



York
1043 ROOMS
£44.3 MILLION INVESTED

Loughborough
ROOMS **1310**
£61.4 MILLION INVESTED



Nottingham
2223 ROOMS
£115.1 MILLION INVESTED



Nottingham Trent
4413 ROOMS
£206.9 MILLION INVESTED

Reading
ROOMS **4970**
£275.5 MILLION INVESTED



Oxford Brookes
ROOMS **750**
£37.7 MILLION INVESTED



Imperial College
566 ROOMS
ASSET MANAGED

Bath
ROOMS **941**
ASSET MANAGED



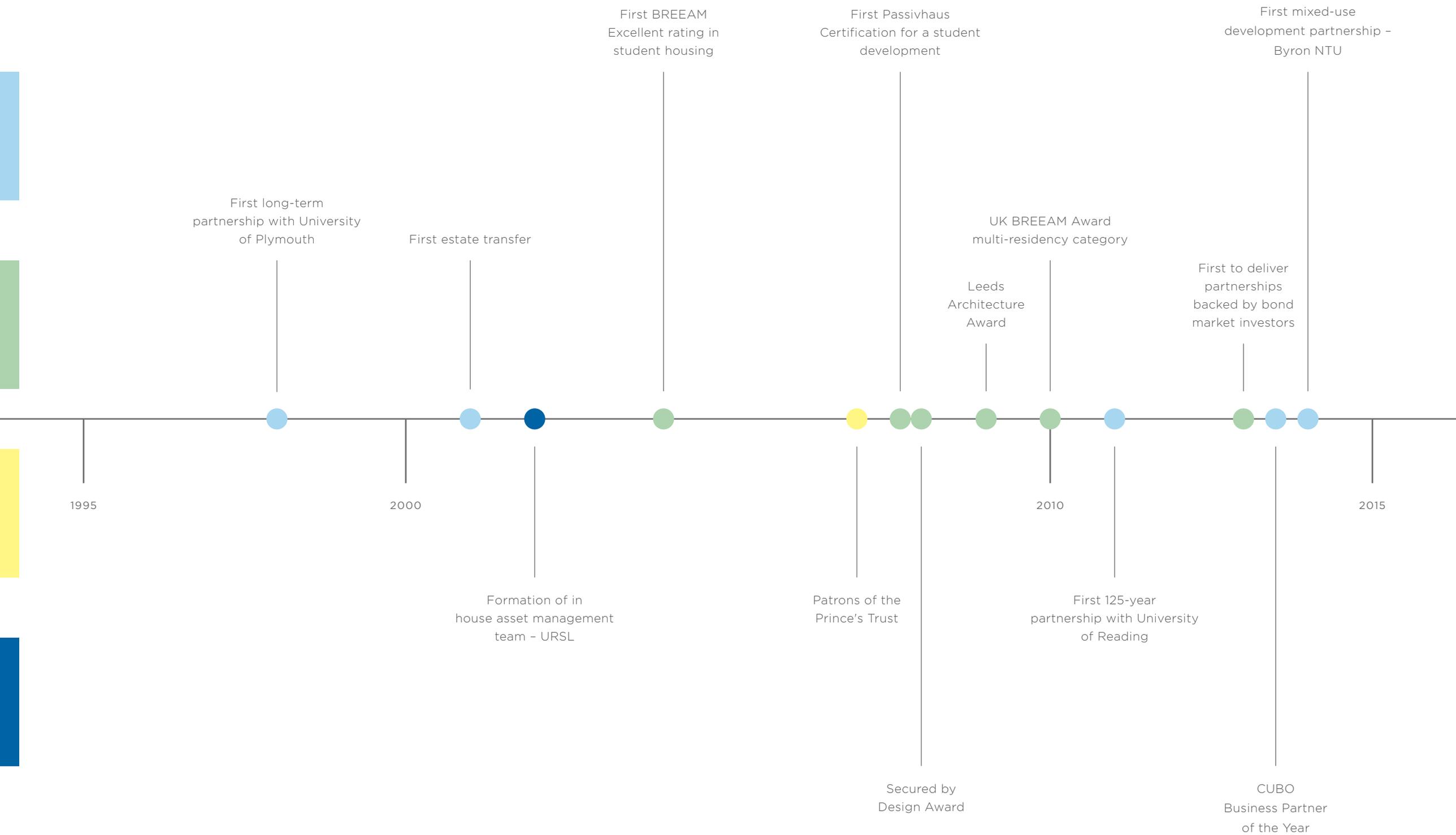
Exeter
ROOMS **2569**
£130.8 MILLION INVESTED



Kent
1840 ROOMS
£102.6 MILLION INVESTED



Plymouth
1754 ROOMS
£94.7 MILLION INVESTED



We believe partnerships that start with the right values, create value. To find out how a partnership could benefit your university, get in touch.

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