PfP Students

Service delivery *standards*

Delivering consistency, partnership and experience across our Higher Education Communities.

We are committed to delivering a consistent, high quality experience *across our student Communities.*

Our new Service Delivery *Standards.*

Across the UK higher education landscape, expectations around quality, governance, student experience and accountability continue to evolve.

As a trusted partner, we recognise our responsibility not only to meet these expectations but to define them.

Over the past year, we have undertaken a comprehensive review, refinement and formalisation of our Service Delivery Standards. This work has resulted in a clearly defined, institution-aligned framework that underpins every aspect of how we design, manage and deliver our services.

These standards represent our commitment to:

- consistency across partnerships
- transparency in our delivery model
- clear accountability and ownership
- a high-quality, student-centred experience
- long-term, sustainable partnership.

This is more than an internal framework. It is a visible commitment to excellence for our university partners.





Why Service Delivery *Standards matter.*

Following our transition from Derwent Students to PfP Students, we have taken the opportunity to strengthen how we deliver services across our PBSA portfolio.

As part of the wider Places for People Customer strategy, we are aligning our operational delivery to the Group's five Customer Promises.

The UK higher education environment demands clarity, rigour and demonstrable quality assurance.

We developed our Service Delivery Standards to:

- **Strengthen governance:** to provide institutions with a clear view of how delivery is structured, monitored and continuously improved.
- **Enhance consistency:** to ensure that every PfP student experiences the same high standards of academic and operational delivery, regardless of programme or cohort.
- **Increase transparency:** to articulate defined service levels, responsibilities and escalation pathways across our partnership model.
- **Protect institutional reputation:** to ensure that PfP delivery reflects and reinforces the academic values and expectations of our university partners.

This work has been informed by sector best practice, institutional feedback, and our experience supporting students across diverse progression pathways.

What we heard from the sector.

- Universities expect **consistent service across sites.**
- Students expect **seamless, responsive experiences.**
- Partners expect **clear accountability and communication.**

Why standards matter.

- provide clarity for operational teams
- ensure consistency across diverse portfolios
- build trust with students and university partners
- translate strategy into daily service delivery.



"Our goal is simple: ensure every student and partner experiences the same high standard of service wherever we operate."

Developed with our *teams and leaders.*

Key points:

- developed through **leadership workshops and operational insight**
- built on feedback from **site teams across the UK**
- designed to ensure standards work in **real operational environments**
- reflect the **collective voice of PfP Students.**

At our leadership away day we brought together Colleagues from across our portfolio to shape what excellent service should look like in practice. The resulting framework reflects the insight of those delivering services every day.



"These standards were built with our teams, not for them."

Kayleigh Stevenson — **Service Delivery Manager.**

A clear framework *for service excellence.*

To deliver consistent, high-quality service across our portfolio, we have developed a clear and structured framework built around three core touchpoints:

Essential, Experience, and Partnership.
This approach translates our customer promises into practical, measurable standards that guide how we operate day to day. It ensures that the fundamentals of service delivery are always met, that the customer experience is intentional and positive, and that our relationships with clients are collaborative and transparent.

Together, these touchpoints provide a simple, unified way of defining what great service looks like for our students, our clients, and our teams.

Essential:

First impressions and operational fundamentals.

Examples:

- cleanliness and presentation
- professionalism
- reception experience
- operational reliability.

Experience:

The day-to-day student journey.

Examples:

- wellbeing and belonging
- ease of service
- feedback and engagement
- Community experience.

Partnerships:

Our relationship with universities and partners.

Examples:

- visibility and transparency
- professional communication
- trust and accountability
- collaborative working.



From reception desks to client meetings, our framework ensures *every interaction reflects our service values.*

Turning Customer Promises *into action.*

Key explanation

- the framework aligns with **PfP's five Customer Promises**
- each promise is translated into **practical standards**
- applied across the **three service touchpoints.**

The result — 15 clear service standards

Features:

- aspirational yet achievable
- measurable through existing tools
- written in clear operational language
- relevant across all sites.

Measurement examples

Standards are supported by data including:

- student satisfaction feedback
- ease-of-use / effort scores
- complaints insight
- operational audits.

Delivery Standards	Essential *First impressions, daily interactions, cleanliness and professionalism.*	Experience *(Our primary Customer group). Wellbeing, service ease, belonging and feedback.*	Partnerships *(Our relationship with universities and partners). Visibility, communication, professionalism, and partnership trust.*
Before and when you become a Customer... we make it easy to join, welcome People in, and explain what to expect.	We make joining effortless and welcoming, so you feel prepared, informed and part of our Community from day one. We will provide clear information, smooth booking and payment processes, and guidance for moving in.	We will make moving in easy with at least 85% of students rating the process as 'easy' or 'very easy' in the move-in survey.	We will set clear expectations from day one agreeing a meeting schedule, reporting format, and visibility plan to ensure transparency and shared goals.
While you're with us... we are considerate, compassionate, fair, and trustworthy.	You will be acknowledged and welcomed into safe, inviting public areas, with all statutory checks up to date. Our reception areas will be uncluttered and accessible, with clear signage and friendly staff so you always feel valued, respected and confident in our care.	We will ensure you feel safe and supported with at least 85% of students agreeing in the GLSI survey. This is supported by team members equipped with MHFA training across all our sites.	We will keep you informed and connected, providing monthly reports, relevant company updates, and industry insights to support decision making.
When you need us... we make it easy to join, welcome People in, and explain what to expect.	We will respond quickly and keep you informed assigning your repair within four hours and updating you on progress until the job is complete.	We will make giving feedback effortless — achieving an average effortless score of 4.5 or higher across the year.	We will respond quickly and professionally, acknowledge all client queries within 24 hours and resolving or updating within three working days.
If something goes wrong... we listen, say sorry, and put things right quickly.	We will handle complaints promptly acknowledging 100% within one working day and resolving or escalating them within five days.	We will resolve issues fairly, with at least 75% of students agreeing in the move-out survey.	We will communicate promptly and openly reporting all major incidents within two hours and providing a full follow-up report within 72 hours.
All the time you're a customer... we go above and beyond to help Customers thrive.	We will always be here for you, with a trained team member on site 24/7 ready to assist with enquiries or parcel collection, and your overall wellbeing.	We will create experiences worth recommending with at least 80% of students saying they would recommend their accommodation in the GSLI survey.	We will build genuine partnerships, inviting you to at least on-site resident or partnership event per year to strengthen relationships and share understanding.

What our standards mean *for partners.*

Key benefits:

Consistency — a shared standard of service across all PfP Students sites.

Transparency — clear expectations for service delivery and performance.

Stronger partnerships — structured communication and engagement with universities.

Improved student outcomes — a more consistent and supportive student experience.

Operational clarity — clear expectations for teams delivering services on the ground.

For our partners, these standards provide:

Confidence — clear articulation of how programmes are managed and monitored.

Visibility — defined reporting structures and measurable performance indicators.

Reduced risk — structured governance and documented processes supporting institutional assurance.

Consistency — a standardised delivery model that protects student experience and institutional reputation.

Long-term partnership stability — a framework designed not for short-term operational management, but for sustainable growth and shared success.

We understand that PfP Students delivery reflects directly on institutional reputation. Our standards are designed to protect and enhance that reputation at every stage.

"Our service standards strengthen how we work with universities to deliver safe, supportive and thriving student Communities."



Building the future *of Service Delivery.*

These standards represent the beginning of a continuous improvement journey. As our portfolio grows and the student sector evolves, we will continue refining our approach to ensure our services remain relevant, consistent and impactful.

The introduction of our Service Delivery Standards marks an important milestone, but it is not the end point.

These standards will:

- be reviewed annually
- evolve alongside sector developments
- be informed by partner feedback
- be strengthened through performance data and student outcomes.

We see this framework as a living commitment — one that demonstrates our long-term investment in quality, accountability and partnership maturity.

Future commitments:

- continuous review and refinement of standards
- collaboration with clients and partners
- integration into training and operational reviews
- alignment with PfP's wider customer strategy.

When standards are clear, service becomes consistent.

When service is consistent, students and partners thrive.

We are proud of the work undertaken to define these standards, and we look forward to continuing to work collaboratively with our university partners to deliver exceptional PfP outcomes.

A clear standard.
A consistent experience.
A stronger partnership.

PfP Students

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