



Built for Students
powered by Community

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Our Promise

**We transform where
students live and learn
*into Communities where
they will thrive.***

About Us

Driving value in student living

PfP Students, formerly Derwent FM and Derwent Students, delivers a comprehensive wraparound service designed specifically for the higher education sector. We act as a dedicated partner for students, universities, investors, and landlords, ensuring every stakeholder is supported.

As one of the few providers capable of serving the entire sector, we not only manage high quality student accommodation but essential academic sites and wider educational facilities. By integrating property management right through to wellbeing-led student services, we create vibrant environments where both People and institutions can thrive.

Scalable solutions. Proven results.

Being part of Places for People, the UK's leading Social Enterprise, allows us to combine significant scale with a deep set of expertise. We provide student-first, partner-focused solutions built on trust, designed to meet the needs of the sector today, and tomorrow.

PfP



Our Story

1964

Derwent Housing Association formed

Established to deliver affordable housing across the UK, creating a strong foundation in social impact and Community development.

2004

Rebrand to Derwent Living

Transitioned to a more modern, aspirational brand to broaden appeal and support growth, particularly among younger demographics.

2010

Launch of Derwent FM (Facilities Management)

Established as a commercial subsidiary to generate revenue, leveraging in-house expertise to support the core social housing mission.

2017

Integration into Places for People Group

Derwent Living and Derwent FM joined a leading UK property management group, significantly increasing scale, resilience, and access to investment capacity.

2026

Rebrand to PfP Students

Aligns the student accommodation offer more clearly with the Places for People (PfP) Group brand, strengthening market recognition, reinforcing group scale and credibility, and providing a more cohesive platform for institutional partners and investors.

Onwards

- Strong positioning in the student accommodation sector, forming long-term university partnerships.
- Emphasis on long-term contracts, lifecycle management, and high-quality service delivery.
- Profits reinvested into Communities, aligning commercial performance with measurable social value, supporting partner ESG and CSR objectives.

Why Sector Leaders Choose PfP Students

Partner with PfP Students to unlock long term value, operational excellence, and a student-first approach that defines the future of Higher Education.



Finalist

Student Accommodation Operator of the Year at the 2026 Property Week RESI Awards



Finalist

Global Student Living (GSL) Awards 2026





Exceptional track record

Over 15 years of specialist experience operating within UK higher education, providing confidence in regulatory, operational and student-market complexity.



Operational scale

A trusted facilities and property manager of over 10,000 beds nationwide, delivering consistent performance across diverse PBSA portfolios.



Student experience

Our standardised delivery model protects student experience by ensuring a consistent, high-quality, student-centred approach across all our Communities.



A prestigious network

Appointed by local authorities, developers and globally recognised institutions, including the Universities of Essex, Hertfordshire, Gloucester, York and the Royal College of Art.



Asset maximisation

We enhance long-term asset performance through proactive operational management, data-led reporting, strong occupancy levels and high resident satisfaction.



Places for People

PfP Students is part of Places for People, the UK's leading social enterprise. This offers a unique advantage through our integrated business model.

We combine our passion with market leading expertise across homes, regeneration, investment, and leisure to be far greater than the sum of our parts. We harness this collective strength to truly support all our clients.



Unmatched scale and reach

We support partners across every stage of the property and Community lifecycle, owning and managing over 262,000 homes across our range of sectors, including:

- **PBSA:** Managing high quality student accommodation through PfP Students.
- **Build to Rent (BTR):** Creating premium, professionally managed rental Communities.
- **Later Living:** Providing specialised environments for Customers aged 55 and over.
- **Social Housing:** Delivering quality, affordable homes at scale.



£1,059m *Turnover*

£215m *Profit before tax*

£7.5m *Total assets*

A commercial model with a social purpose

We operate with a commercial mindset to ensure long term financial resilience and maximum ROI for our clients. However, this success is always rooted in our mission, to help Communities thrive. By collaborating across our diverse teams, we unlock innovative solutions that traditional providers cannot. Helping to build and manage sustainable, thriving places where both People and investments can flourish.



Together, we are
creating a lasting
legacy of positive
impacts.

Our Services

Commercial & Performance Management

Revenue & yield optimisation

Pricing, demand and let-up strategy to maximise income across the cycle.

Financial reporting

Clear reporting on occupancy, income, arrears and performance vs budget.

Budgeting & cost control

Budgeting, forecasting and control of operating costs to protect margins.

Asset & Risk Management

Lifecycle maintenance planning

Planned maintenance to protect asset condition and reduce unplanned spend.

Compliance & regulation

Full oversight of statutory compliance and audit readiness.

Risk & incident management

Processes for safeguarding, incidents and reputational risk.

Client & Investor Alignment

Single-point accountability

Regular reviews and performance reporting aligned to investor goals.

University partnerships

Management of nomination and academic relationships to support demand.

ESG, Wellbeing & Value Creation

ESG & wellbeing delivery

Initiatives supporting retention, satisfaction and long-term value.

Customer insight

Use of resident feedback to drive service and asset improvements.

Growth & Exit Support

Mobilisation & stabilisation

Fast, low-risk setup of new or transitioning assets.

Exit & refinance support

Operational data and insight to support sale, refinance or repositioning.



On site. On hand. On your side.

*End-to-end operational
management that protects
income, performance and
asset value.*



Our Portfolio

Across our student accommodation portfolio of more than 10,000 beds, we deliver the operational infrastructure and support required to create safe, well-run and high-performing student living environments nationwide.

*Nationwide reach.
Proven performance.*



Glasgow (174 beds)
Hyndland House

York (3,341 beds)
Langwith, Constantine, Anne Lister,
David Kato, Goodricke, University of York

Sheffield (356 beds)
Beton House

Norwich (228 beds)
All Saints Green

Cambridge (251 beds)
Brunswick House

Essex (651 beds)
The Copse, The Quays, The Meadows

Hertfordshire (3,111 beds)
University of Hertfordshire

Cheltenham (791 beds)
Pitville Campus, University of Gloucester

London
Royal College of Art, Kensington,
Battersea, White City

Egham, Surrey (100 beds)
Parish Hall



Our Service Delivery Standards

Our goal is simple: to ensure every student and partner experiences the same high standard of service wherever we operate. This approach delivers consistency, partnership, and experience across our Higher Education Communities.

Through a clear framework for service excellence, we define what great service looks like for our students, clients, and teams. Together, these touchpoints bring that vision to life in a simple and consistent way.

Essential

First impressions and operational fundamentals.

Experience

The day-to-day student journey.

Partnerships

Our relationship with universities and 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 experience:** A more consistent and supportive journey for students.
- **Operational clarity:** Clear expectations for teams delivering services on the ground.

What this means for our partners

Our standards are designed to provide confidence, visibility, and long-term value:

- **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 both student experience and institutional reputation.

Student Wellbeing

'Room to Belong'

Uncovering student loneliness

Our Room to Belong campaign is born from research uncovering the scale of loneliness among students today. As a leading student accommodation provider, these insights challenged us to look deeper and step forward with intent.

Here's what the research uncovered about the growing crisis of loneliness among students in university halls:

70%

say they have felt lonely or isolated.

33%

feel this way often.

44%

find it hard to make friends where they live.

41%

say the design or layout makes meeting People harder.

79%

say mental health support would help when choosing where to live.

What PfP Students is doing

We're not just calling for change - we're delivering it across the sites we manage. Our commitments include:



24/7 support for all PfP Students sites.



Enhanced training for all frontline staff, including Mental Health First Aid as part of a broader wellbeing skillset.



Service and design approaches that encourage Community, connection and day-to-day wellbeing.



Strong partnerships with universities, landlords and providers, raising expectations for the student experience.



Delivering programmes and events that foster connection, Community and positive student living experiences.



Providing access to the Hub of Hope via Behind Every Door QR codes within our buildings - connecting students to 14,000+ UK mental health support services.



**Together, we can
give every student**
*the support they need
to grow and flourish.*

Property Spotlight

In 2022, PfP Students assumed management of Brunswick House, initiating a comprehensive strategic review to align the asset with the highest standards of modern student living. Our mission was clear: to bridge the gap between operational requirements and true Customer satisfaction.

By championing the property's USPs, from its prime proximity to campus to its high-spec amenities, we have positioned Brunswick House as a premier, affordable choice in a competitive market. Our impact is driven by a sophisticated, multi-channel approach:



Targeted digital

We engage the 18-24 demographic through high-impact social media campaigns and data-driven SEO strategies.

Global reach

Through strategic collaborations with leading student portals and excellent relationships with international agents, we ensure maximum visibility for properties.

Operation integrity

Our proactive management ensures that every process, from leasing to maintenance, is seamless and resident focused.



Asset performance

Pre management

- Under-performance and broken Customer relationship.
- Poor occupancy; 89% leased.
- Health and safety breaches.
- Safety concerns: access and egress.
- Poor critical asset maintenance.
- Building condition survey: only c.75% compliant.
- EPC Poor (D) with no EPC improvement plan.
- Facilities and services out of use: Laundry/Kitchen Services – minimal efficiency.
- Low Student Satisfaction Rates.

Asset performance

Post management

- **100% occupancy** since operation.
- Finance and rent collections: Effective and fully engaged process with low bad debt.
- Health and safety: **100% compliance.**
- Fire safety management and emergency lighting safety compliance: **100% compliance.**
- Critical asset maintenance: **100% compliant** - efficient and effective operations.
- Building condition survey: **100% compliant.**
- EPC Improved: EPC B rating.
- CapEx Improvements undertaken across rooms and common areas including laundry/kitchen refurbishment - **100% satisfaction.**
- Revenue increase +24% under management.
- Ave rent increase from £175pw to £217pw.



The result is a high-performing asset that delivers consistent value for our partners and a supportive, vibrant Community where students can truly thrive.



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*Get in touch with us for a
no obligation conversation.*