



1 Battison Crescent – Change of Use Supplementary/Design & Access Information 20 April 2022

Introduction

1 Battison Crescent sits on a private road among 4 houses and a small converted block of 8 one bed flats. The property which is currently a licensed HMO with the ground level operating as a pub and entertainment facility will be restructured as a single high end HMO serving professionals working in the local area and the wider Stoke on Trent city.

The documents outlines the Battison Crescent HMO project involving the creation of 7 extra large superior ensuite rooms in addition to the HMO rooms on the upper floors. Our intention is to redecorate and add additional bathroom facilities to the upper floors.

The document covers all aspects from management to demographic, layout, design and our responses to community feedback.

We bring a fresh professional approach to HMOs, raising the standards and amenities to our tenant customers. We explain the ethos of the people behind the application, the history of the property, practical examples of similar developments in Stoke on Trent and neighbouring town Crewe.

We also provide further clarity and commitments for the local neighbourhood on the residents referencing, our demographic and management of the HMO and have also referenced recommendations from Highways with regard to parking.



About the Project

1 Battison Crescent is a quality detached building with a beautiful external architecture located in between Dresden and Longton. The aim of the project is to provide high quality residential accommodation for professionals living and working in Stoke on Trent or moving from outside the area to work in Stoke on Trent

- ✓ Rooms over 3 floors, 2 of which is existing and has been licensed for the last 8 years. The ground floor to be converted to an additional 7 extra large superior rooms
- ✓ Large Rooms which will include private ensuite bathroom, working from home desks, small sofas, mini fridges in some rooms, Alexa smart concierge devices, USB & desk top chargers, SMART TV's and storage facilities
- ✓ Standard HMO rooms are guide-lined at a minimum of 6.5-10.2m² in size. Our rooms are from 13m² – 24+m² in size
- ✓ There will be a Supervisor's Office which will be covered throughout the day. Following the local consultation we may extend this to supervising illegal parkers on the Crescent

About Us

Essential Property Options operated by Amanda Woodward & Paul Samuda have developed and operated professional HMO's within Stoke on Trent for almost 10 years now.

We lived in Fairfield Avenue, Dresden for 2 years when we first started invested in Stoke and then moved across to Talke for 3 years

Through our investments and developments we continue to contribute to the Stoke economy and provide accommodation for working professionals only. We currently provide homes for around 350 people living and working in Stoke & Crewe.

Our ethos for our HMOs are for them to be comfortable, high spec and practical for people that are working in Stoke on Trent and the surrounding areas

We work with a team of around 15-20 self-employed contractors living in Stoke on Trent who manage everything from maintenance, refuse, emergency call outs, and housekeeping, in order to ensure a high standard and service within our properties.

Local Consultation

On 29 March 2022, we met with residents of Battison Crescent along with neighbours and business owners in the surrounding area to discuss our plans and hear their concerns. The discussions generally centred on some previous issues surrounding the pub along with them seeking clarification on how different we were to other HMO's in the area

We have met with Councillor Dodd to hear about any of the wider concerns and how to ensure there were solutions to prevent any issues arising.

We arranged a viewing of other HMO's that we operate in Stoke and Hanley in order to provide practical real life examples of the quality accommodation product we provide. The viewing date was 03 March 2022; only Councillor Dodd attended on the day.

We are confident that we will be able to comfortably manage the concerns of the neighbours through a mixture of our experience, on site supervision and our rental criteria used for tenancies. 3 concerns that came out of the consultation were parking, refuse and renter demographic

We suggested a potential formation of a small group that meets regularly, which keeps abreast of any possible issues that may arise and recommend any improvements.



248 London Road, Stoke Kitchen Diner



We are not a hotel

We do not operate a hotel

We provide superior rooms where people share some of the facilities within the property such as a kitchen, lounges or laundry room

The application provides for 3 kitchens, 1 on each floor with laundry utilities on lower ground floors

Our experience is that tenants are happier and stay for longer in a quality environment. We provide free teas, coffees and water in some of our HMO's

New move-ins typically do have to provide their own bed linen and towels as they are not provided unless they have made separate provisions with our concierge team



Various Rooms within our existing HMOs

Room Design

Large well designed functional superior rooms aimed at professionals, which include:

Working from home facilities to include SMART TVs, desk top wireless phone chargers, USB charging points, desk & chairs

Beautiful design for pleasant living environment which include wall art, shelving for soft furnishings, framed pictures on walls and accessories

The smallest room provides living area of approx. 13m² and the largest is 24+m². The average 19.4m² which provides additional storage and living area

Ensuite private bathrooms with some larger rooms having a freestanding bath. Some rooms with small sofas or arm chair and coffee table, closets, wardrobes and chest of drawers

Amenities such as iron, ironing board & kettles. Large rooms will have mini fridges and Alexa smart home devices.



Our Hanley HMO Communal Area



Ambience & Communal layout

- Our common areas are warm and vibrant introducing design and style to the building
- We use Local designers/Artists where possible
- We want our residents to want to stay and we work hard to be the best on the market for HMO Co-living
- We have CCTV in the entrances and externally to promote security
- We typically choose a theme for each new development, this particular one in Hanley was abstract sculptures placed in the common areas



Multi Model Parking facilities

As seen on the aerial view photos, there will be up to 9 on site car parking spaces, located at the front and rear. As recommended by Highways, we will also provide parking for 7 bicycles in a covered environment and 2 motorcycles, promoting sustainable transport modes.

- Area 2 is rear of property
- Area 1 is front of Property

Based on our existing general HMO resident profile, 30% are car drivers. Our demographic are climate conscious and are of the age where sustainability is high on their agenda.

Test market sample room requests 04 - 11 April

Enquiry Date: 05 April 2022

Name: Am.G. Mature student attending North Staffs University. Non driver. Non smoker. Using train from Longton station to Stoke each day. Requesting large room with desk

Enquiry Date: 04 April 2022

Name: Re.C. Lawyer working at BET 365. Non driver. Non smoker. Using public transport and up to 30 minute walk included

Enquiry Date: 11th April 2022

Name: RoC. Nurse working at The Sutherland Centre in Dresden. Non driver . Non smoker.. 5 minute walk to work . Job starts June 2022. Requesting a quiet room



One way viewing windows HMO Hanley



Privacy on Ground Floor

Battison Crescent is a private road, with minimal traffic. There are 6 houses on the crescent, 3 of which have off street parking plus a block of 8 flats which has private off street parking for all residents.

There is one room on the ground floor which has a window with a view of Battison Crescent. We will provide obscure window coverings which still lets in light along with a wall partitions in the large room to emphasis privacy.

We will also have beds behind walled screens or on a mezzanine/platform, promoting privacy

Location & Traffic Management

Our recent survey shows an average of 2.5 cars per hour driving on Battison Crescent.

Our photo evidence shows how vehicles can easily pass with on-street parking on either side whilst keeping the dropped curbs clear .

The available passing distance is measured at 5.2m with a car parked on one side.

The properties opposite have their own private parking via dropped curbs

Local trains from Longton to Stoke are frequent from 0630 to 2200 and buses are also a 3 minute walk away to Longton library

All major shopping and everyday facilities are within a 5-15 minute walk from Battison Crescent and there are a number of shops, pubs, pharmacies on Trentham Road under 5 minutes.

Traffic Survey 23 Feb 2022



Traffic Survey 25 Feb 2022



Bins and Refuse

We only ever use commercial bins for our larger HMOs and work with a national refuse company called Business Waste.

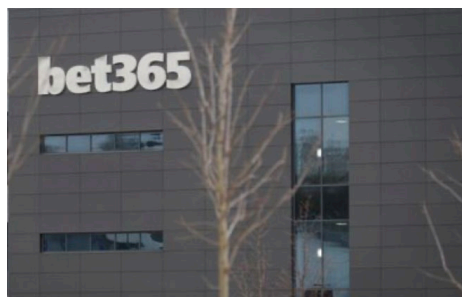
The company ensure the bins are collected which is logged in their system. We have a local 'refuse team' that ensures bins are not overflowing and ready to pick up on collection day

For 1 Battison Crescent, a commercial bin storage area will be erected at the rear of the property and cordoned off from the road and view with a fence.

The smoking enclosure at the front of the property will be removed and a smoke free zone will be promoted with signage.



Our Typical Resident



Age 25-45, a mix of male and female

Working professionals, blue and white collar employed in the local area, along with other parts of the city

Nurses, doctors, care workers, builders, mature students, logistics, warehousing & distribution, software engineers, retail workers and managers, automotive industry all make up our resident client base

We respectfully do not accept ex-offenders, homeless or vulnerable people to live in our HMOs in as much that is not our target market and doesn't meet the referencing criteria

Noise



Using our existing HMOs as a comparison, we expect 7 new residents living on the ground floor to generate far less noise than a pub and function room would. Minimizing any noise disturbance remains important

For the conversion, we have already included additional insulation to ensure the tenants have quiet harmonious enjoyment whilst at home.



Litter & Smoking

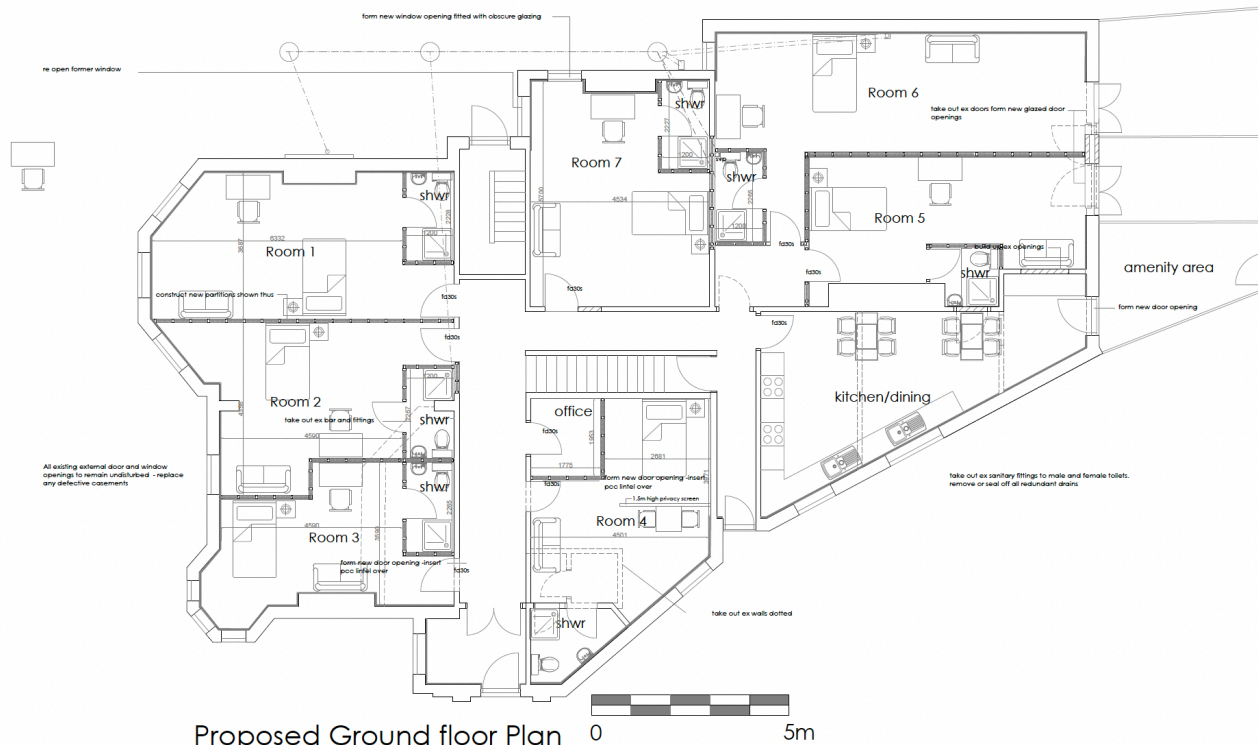
Our property, like all our other HMO's that we operate will be No Smoking with the normal internal signs

We will promote a smoke free zone around the exterior of the property

Our Housekeepers and Refuse team will be checking and reporting any cigarette butts that are found on the grounds

Our resident cleaning team brief includes internal communal areas along with the immediate surroundings of the building for any litter

Property Management & Supervision



Our plans show an office as part of the development which will be used for on-site personnel from 8am to 6pm

We currently have 24 hour telephone support phone line which is open 365 days a year and a team that can quickly attend to any out of hour issues.

One of the Directors is located in Stoke 3 days per week

There will be a minimum of 4 days per week communal cleaning with a specific team assigned to the building. Photos are taken on every visit and stored.

There will be CCTV which can be accessed remotely both outside and within the property

Criteria for renting a room



Our existing dressed HMO rooms at 71 Lower Bethesda, ST1



Our existing dressed HMO rooms in 248 London Road, ST4

All applicants must be working and show their last 3 pay slips and bank statements

Previous landlord references take place along with a check for any adverse credit

All applicants go through standard ID checks with non UK nationals having to pass an increased level of 'Right to Rent' checks as set out by the UK Government

Sample Testimonial at one of our HMO's

From: Ben Taylor <bendstaylor@essentialpropertyoptions.co.uk>
Date: 28 February 2022 at 11:34:10 GMT
To: "Townhouse PLUS @ Lower Beth Street Stoke" <service@essentialpropertyoptions.co.uk>
Subject: Testimonial

Hi Team,

Please see my testimonial below:

My name is Ben, I am 27 years old and currently working as an Account Manager and have enjoyed living and working in Stoke on Trent. I have been living at Lower Bethesda St for 9 months and this is my second stay. I like the fact there are other working professionals in the house and is a relaxed environment to live in. The house is kept clean and tidy by the house, however I like the fact that the management company also including cleaning services to ensure things like the oven and fridge are always and clean for me to use . The team are always available for questions via the WhatsApp group and I would recommend the houses they manage. I'd like to say thanks to the team for everything during my stay & would definitely stay again!

Best regards,

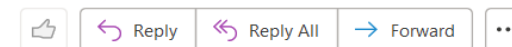
Ben

Sample Testimonial at one of our HMO's

Testimonial



Thusal Hettiarachchi <thusal@...>
To: service@essentialpropertyoptions.co.uk



Tue 01/03/2022 07:59

Hi,
Please find my testimony below,

I have enjoyed my stay at 248 London Road where I stayed for multiple months. The property was cleaned regularly (including the shared bathroom) and was kept in well shape. Any maintenance issues were addressed very quickly as well. The property is located at a great location with easy access (5 min walk) to a lot of takeaways and major grocery stores. There are plenty of parking spots around the property as well.

Name - Thusal Hettiarachchi
Age - 25
Profession - IT Network Engineer

Cheers,
Thusal
Sent from my iPhone=

Summary

As a company we provide quality accommodation for local working professionals who contribute to the Stoke on Trent economy

We are known for raising the standard of HMO accommodation in the city, which reflects in the quality of our applicants.

We are certain that that the concerns raised, understandably by local residents, will be overcome by our professional management both on and off site along with our business values.

Thank You
