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ALIVE  
PLACES



Making **living** better

# Imagine a place...

...where renting a home is a choice, not a financial necessity.

A place which is founded on a vision of making living better; where different people live together in a conveniently located, diverse and vibrant community.

A place where you can be yourself and feel at home.

A place where it is easy to connect and make friends, yet still enjoy privacy.

A place where Londoners can feel secure and choose to live and rent for the long term.

We've been inspired to look at renting with fresh eyes, unconstrained by traditional thinking and receptive to new ideas to solve the housing crisis. We have taken the viewpoint of the consumer to identify a financial model that works for everyone, builds trust and creates truly sustainable communities.

We are excited because we believe we are on the verge of **making living better.**



# The joy of belonging

A home is an emotional investment as well as a financial one.

A good home is a place we can escape to and feel content in – and open up to share with visiting friends and family.

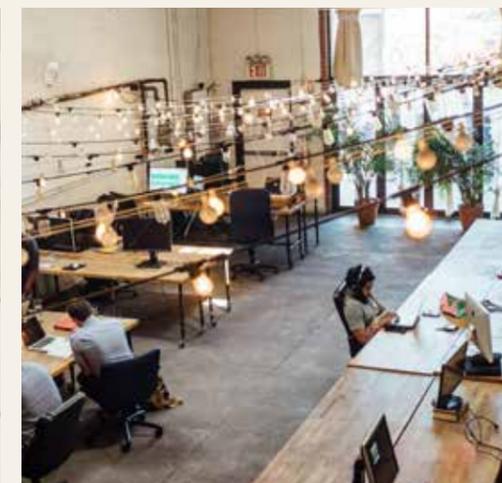
Outside our home is the place where we live. It includes our immediate neighbours, wider community and local shops and businesses. It is part of urban living and equally important; we connect with a place as much as a home.

We know a place doesn't just happen. We have to work at it and nurture it over the long term; to be open, warm, honest and engaging. We have to include our community and invite them to shape **ALIVE PLACES**. We have to be there at the start to influence the physical forms of our building, and be there at the end to manage our places – to bring them ALIVE.

That is what our vision for **ALIVE PLACES** will achieve.

## Our homes and places will provide:

- a mix of homes for between one and four residents rather than ever smaller and inefficient studio and one bed 'units';
- a rent that is affordable on median London earnings, with up to 35% of homes affordable for those earning less;
- long-term, secure tenancies;
- homes that tenants treat and think of as their own;
- a welcoming on-site presence to help build a sense of community;
- space for working as well as play;
- places for socialising and relaxing with neighbours;
- conveniently located, modern, environmentally friendly and well-designed buildings;
- mental and physical wellbeing;
- a diverse community of all ages and backgrounds that has chosen to make **ALIVE PLACES** their home.



# Rethinking how we live

ALIVE PLACES will be part of the answer to the housing problem.



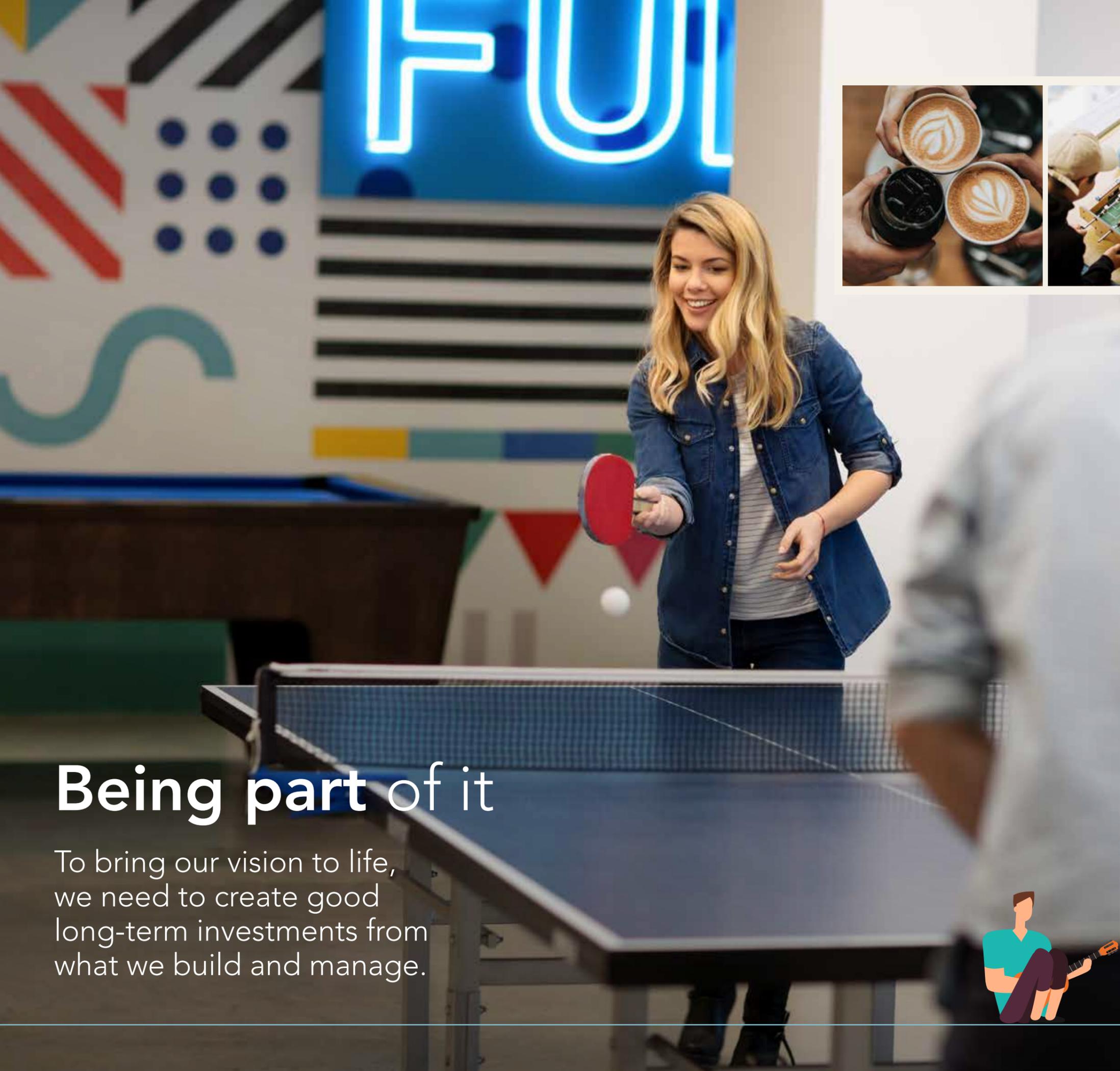
The solution to our housing challenge is to build homes that are affordable; homes that are lived in and that serve a social purpose. Developers serving the needs of private investors have created a new class of housing that is out of reach to median earners. We will bring our expertise and capital to create great homes that are affordable and meet the needs of everyday people living locally.

Our financial model is different, relying on the stable income of rent and viewing the properties as security for financing rather than assets to be sold. Because our financing is long term, so is our investment approach. Delivering homes slowly or creating a land bank serves us

no purpose; we are motivated to create investments that produce an income – that means building homes quickly and efficiently. Affordable housing is part of our model, not just a token add-on, as it makes good long-term social and business sense.

It makes even better sense to create a product that is truly driven by market demand – the residents of the home, not the investor. This approach results in homes that people and communities have been wanting and needing for years. Homes that meet the needs of all social groups and build cohesive and vibrant communities.





# Being part of it

To bring our vision to life, we need to create good long-term investments from what we build and manage.

We will invest in and manage the places we create, as our vision and values will help them perform better. This will build trust with our partners, attracting investors as they know they will share in our success. We will deliver steady and secure investments, not 'sell and run'. Our model is ideal for patient and risk adverse investors such as insurers and pension funds.

We also aim to provide flexibility, enabling people to invest in individual properties or be part of a co-investment of funds. We can also accommodate land owners interested in exchanging their land for an interest in the long-term investment.

The growing Build to Rent sector and policies discouraging private investment in second homes demonstrate that we are not alone in our thinking. They will help create the right environment for further investment and more homes that deliver on our purpose of **Making Living Better**.



# Making living better

Although Astir, which will create the places, and **ALIVE PLACES**, which will manage them, perform different roles, they are driven by the same core values and aspirations under common ownership to:

- build a sustainable and long-lasting business driven by people who share our vision;
- create a brand and places where people choose to live;
- contribute to people's physical and emotional wellbeing with fantastic homes;
- attract more investment to unlock more housing in urban locations;
- help alleviate the housing crisis in a sustainable and socially beneficial way.

We will use our framework of values to inform our business, rather than act as a rule book. This gives people the freedom to think creatively, yet ensures they stay true to our vision. Our model will reward entrepreneurship as we aim to have owners and custodians of the business, rather than employees.



## Our values, which place wellbeing at the centre of our thinking, are:

To be industrious, recognising the importance of hard work and application to success;

To always be fair in our dealings;

To embrace and encourage creative ideas and solutions

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