

Reimagining student halls to become 'aspirational living' spaces

How Samsung is partnering with Future Generation to create student accommodation that promotes health and well-being



Future Generation Profile

Future Generation Ethos:

Future Generation delivers distinguished aspirational student developments that make sense for students and investors alike. It is part of the Southern Grove group of companies which span the full breadth of property developments – from built-to-sell to rental.

Flagship Development:

Guilden Village is the place to be, offering views over Stoke Park, state of the art amenities that foster health and wellbeing, free bikes and a shuttle bus service.

Key Sites:

Our collaboration has involved five sites, covering 2,029 beds in:

1. Colchester
2. Sheffield
3. Loughborough
4. Guildford
5. Nottingham

<https://southerngrove.co.uk/>
<https://futuregeneration.com/>

Location of HQ: London





Ushering in a new era for purpose-built student accommodation – that was the mission behind the partnership between Samsung Electronics and Future Generation.

Future Generation is a student accommodation specialist (part of Southern Grove), that is delivering #NextLevelStudentLiving. How? By being powered by Samsung's expertise and trusted products, this long-term partnership is delivering a next level living experience to shape the future of student life.

The partnership with Samsung has become one of Future Generation's key selling points and major differentiators in a crowded market, benefiting not just from the quality of premium tech-products, but from the association with one of the biggest and trusted technology companies in the world.



Future Generation has taken advantage of the full range of Samsung appliances to bring a premium experience to every corner of its properties, while also only having to deal with one partner for all its technology needs – from air conditioning and environmentally friendly heat pumps, to state of the art TVs, mobiles, sound systems, white goods, and IoT connectivity.

Together, Samsung and Future Generation have created a unique offering of aspirational and connected living for students in purpose-built accommodation. The partnership is challenging the established norms of student living to raise the bar on the level of service and quality that students should expect during their university years. Future Generation and Samsung have created a premium product for the student accommodation market, but still deliver that at competitive prices.

Part of the secret to achieving that affordable excellence is in how the project is funded in the first place. Future Generation benefited from Samsung Capital, the flexible financing solution to fund the supply and installation of all Samsung products, meaning no upfront costs and predictable affordable payments.

At the same time Future Generation has also taken advantage of Samsung's enhanced service level agreement, so they know that their customers' connected experience is protected and guaranteed far beyond standard product care. In fact, all Samsung products are guaranteed for the entire duration of the contract. This is one of the key foundations of the long-term partnership, which has big ambitions to shape the next generation of purpose-built student accommodation.

This duo is committed to creating a new standard of living which embraces new technologies to meet the expectations of students and their parents (many of whom have never lived apart from their loved ones before). This new standard takes many forms, from safeguarding health and wellbeing, to embracing the student community experience, or delivering on the accommodation specialist's goal of "aspirational living."

Parents and students alike need to know that the accommodation will be clean and safe, and working with a global and trusted brand like Samsung gives Future Generation even more credibility and assurance in the market.

With the global onset of COVID-19, Future Generation saw increased demand in the UK for studio apartments, as people looked for segregation and safety in contained living. But, as the UK began to open up, the team saw a strong resurgence in the demand for a sense of community – something at the heart of traditional student life. The only difference was that this now came with a big emphasis on health.

The pandemic shone a spotlight on living conditions and the importance of cleanliness. Future Generation believes that embracing affordable and vibrant community experiences shouldn't mean having to compromise wellbeing. This is particularly important for students and their parents, especially foreign students who are already taking the unnerving step of moving to another country to study. It is crucial for them to have peace of mind, know that their accommodation is the best possible and have their concerns around air quality answered.

Future Generation tapped into Samsung's high-spec air-conditioning systems, which include an anti-bacterial coating that helps protect against dangerous airborne contaminants¹. They also come with WindFree™ technology that spreads fresh air evenly without creating any unpleasant cold drafts². The AI Auto Comfort feature analyses room conditions and usage patterns to automatically adjust the temperature to optimise the room's climate conditions, guaranteeing total comfort at all times³.

Furthermore, the waste heat produced during the cooling process of the air conditioning units in the communal areas is used to sustainably heat the hot water for the building.

The pandemic has been a catalyst for changing student attitudes towards accommodation. Until recently, the primary factor for choosing accommodation was cost. But that drove the market in a race to the bottom on quality. Now, we're seeing a demand for much higher standards of living. And that's in everyone's best interests: the providers can generate better incomes while providing a far better premium product for students.

Before the pandemic, many students would enter halls for their first year and then move into a house share with others for the rest of their time at university. Now, due to convenience, safety and quality of life, Future Generation is expecting post-pandemic attitudes to shift, resulting in students staying put in their purpose built student accommodation beyond their first year. That means creating a perfect environment for students to continue to learn at their best throughout their university experience is crucial. And Future Generation is expecting its partnership with Samsung to be reflected in a rise in rebookings of up to around 50-60% this year, from 5-10% the year before.

¹Tested in Korea test lab. Data has been measured under specific testing conditions and may vary depending on environmental factors and individual use.

²ASHRAE (American Society of Heating, Refrigerating, and Air-Conditioning Engineers) defines "Still Air" as air currents at speeds below 0.15m/s which lacks the presence of cold drafts.

³A Wi-Fi connection and Samsung SmartThings application account are required. The AI Auto Comfort functionality stores user data, preferences and usage patterns to suggest the most useful options.



Andrew Southern, Founder and Chairman of Future Generation and Southern Grove, said:

“Samsung is a crucial partner, helping us create our vision of aspirational living for students. Having the technical capability in place, from a globally recognised and trusted brand like Samsung, instils confidence in students and parents that our properties are safe and fantastic places to live. The high-quality technology installed reflects the premium nature of our schemes and we look forward to continuing our flourishing relationship with Samsung.”



Murtaza Bukhari, GM - Strategic Partnerships Samsung Electronics UK & Europe, said:

“Future Generation has taken on the bold mission to reimagine what student accommodation can and should be. Driven by the shift in focus on student health and wellbeing brought about by the global pandemic, we are on a journey with Future Generation to reimagine how student accommodation can go beyond being enjoyable and engaging to also prioritise the health and well-being of its tenants. We’re excited for the next stage of our partnership together, delivering aspirational living for the brightest minds of tomorrow.”
