

MODA

NEXT GENERATION LIVING

WINTER 2020

THE FUTURE IS LOOKING GREEN

We're taking some industry leading steps to pioneer a more sustainable future for all.

WHAT A YEAR WE'VE HAD

WE LOOK BACK
OVER SOME OF
OUR GREATEST
ACHIEVEMENTS IN
A CHALLENGING 12
MONTHS, AND LOOK
FORWARD TO THE
YEAR AHEAD

KEY DATES FOR YOUR DIARY

DEVELOPMENT NEWS

NEW TEAM MEMBERS

A STRONG END TO 2020

Moda MD's, Tony Brooks and Johnny Caddick reflect on how Moda has triumphed over the adversity of a pandemic hit 2020.



2020 has been a roller-coaster for everyone. The challenges of two national lockdowns have been coupled with the highs of a number of exceptional achievements. As a team we've adapted, from learning the benefits and efficiencies of virtual meetings and conferencing to running virtual show rounds and a 24 hour concierge via the MyModa app. Through a difficult time in the market we have secured 250 reservations at Angel Gardens, received planning approval on our two largest Moda neighbourhoods to date, Sackville Road in Hove and Great Charles Street in Birmingham. In March we started on site at the McEwan in Edinburgh, topped out 34 storeys at The Lexington in Liverpool in September and this month officially signed the contract for Robertson to build our Glasgow development.

2021 looks to be our busiest year yet with three ground breakings, four topping outs and two openings. Across the UK our developments will be responsible for employing over 2,000 people. As a developer, operator and custodian of our Moda neighbourhoods we have a responsibility to positively impact the communities we work in. Next year we'll be working within the build to rent and wider property industry to lead change. We're a founding member of a new network called Footprint, a collective of forward-thinking authorities, developers, investors, designers, consultants, and contractors collaborating to find economic, sustainable solutions that will shift UK planning policy and accelerate action against climate change. In September 2021 the first Footprint conference will take place in Brighton with the aim of addressing the challenge of meeting zero net carbon by 2050.

KEY DATES

2021 IS SET TO BE MODA'S BIGGEST YEAR YET. HERE'S JUST SOME OF THE HUGE THINGS IN STORE FOR THE NEXT YEAR..



INSIDER ONLINE FORUM
DISCUSSING ALL THINGS MANCHESTER, THE PEOPLE, THE PLACES, THE POTENTIAL.



THE MERCIAN TOPPING OUT
JOIN US VIRTUALLY TO CELEBRATE THE TOPPING OUT OF OUR TALLEST NEIGHBOURHOOD.



THE LEXINGTON OPENS
OUR SECOND NEIGHBOURHOOD OPENS ITS DOORS TO RESIDENTS.



FOOTPRINT BRIGHTON
THE LAUNCH OF AN INDUSTRY PIONEERING CONFERENCE AIMING TO HELP BUILD A MORE SUSTAINABLE FUTURE. MODA IS A FOUNDING MEMBER.

Testament to the Moda concept of creating high quality, tech enabled, well communities, we were officially awarded Development of Year at the Property Week Resi Awards. A huge success to end the year on and a fantastic team effort from everyone involved.

We are also refurbishing the Harrogate office which will be complete before Christmas. The work creates more meeting rooms and flexible spaces, with a full redecoration. Hopefully with the worst of the pandemic behind us, we can all look forward to getting back to the office on a daily basis, rekindle some office banter and work more productively in the new space.

Congratulations and thank you on what has been a challenging but phenomenally successful year for Moda. Here's to 2021 being our biggest and best yet.

from Tony & Johnny

2020 MILESTONES

FEBRUARY

Robertson announced as contractor for 525 home Edinburgh development.



MARCH

Planning approved on an 824 multi-generational neighbourhood in Hove.

Live streamed a Covid-safe workout in the Angel Gardens courtyard with over 20,000 views online.



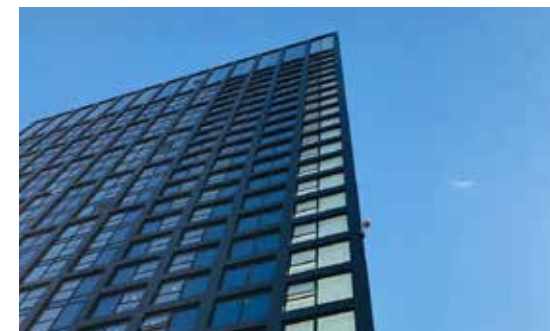
Hosted wellbeing workshops for Property Week readers in partnership with hero.

MAY

Walked the UK virtually as a team, covering 566 miles in 7 days to raise money for the NHS.

JUNE

Launched our 35 storey tower at Angel Gardens live for reservations.



SEPTEMBER

Topped out 34 storeys at The Lexington in Liverpool.

Created the highest restaurant experience in Manchester in partnership with Manchester Food Drink Festival and Higher Ground.



OCTOBER

Sponsored Resi Convention.

Angel Gardens celebrated its 1st birthday.

NOVEMBER

Planning approved for our 722 neighbourhood in Birmingham on Great Charles Street, our second in the city.

DECEMBER

Signed the contract for Robertson to build our Glasgow Holland Park neighbourhood.

Won UK Development of the Year for Angel Gardens at the Resi Awards.



A YEAR IN NUMBERS

159,309
APP ENGAGEMENTS

280
RESERVATIONS

4,598
CONCIERGE REQUESTS

5
NEW TEAM MEMBERS

2,092
TOTAL EVENT BOOKINGS

2
PLANNING APPROVALS

1
AMAZING YEAR FOR MODA

IT'S BEGINNING TO LOOK A LOT LIKE CHRISTMAS...



Angel Gardens is looking festive with a whopping 18ft Christmas tree situated in the double height atrium opposite reception.

This beast of a tree has got our residents and guests well and truly feeling those festive vibes.



Resident doggo Rambo provided lots of laughs (and insta likes) for his festive get-up - looks like someone's on the nice list this year!



TOY DRIVE

We've teamed up with Sisk to deliver toys for children at the West Midlands Rehabilitation Service in Birmingham this Christmas.

The donated toys, which include a mix of shop-bought and handcrafted wooden toys, created by Sisk's apprentice carpenters over the past two months, were received by six year old Jordan, a patient at the West Midlands Rehabilitation Service. The key service provided by Birmingham Community Healthcare NHS Foundation Trust is based in Selly Oak and supports anyone requiring rehabilitation due to limb loss, following surgery that may benefit from provision of an artificial limb.



Tony Brooks, Managing Director at Moda, said: "With the extreme challenges faced by so many this year, it is a true pleasure to be able to bring some Christmas joy to children in Birmingham. We work hard for the communities we live in and The Mercian is no different - we're proud to stand tall against the Birmingham skyline and give back to the community."



RES AWARDS

MODA ANGEL GARDENS

UK DEVELOPMENT OF THE YEAR

Angel Gardens in Manchester is the first five-star BTR development outside London. Phase one was fully pre-let two months ahead of schedule. The scheme has pioneered health and wellbeing with JLL/hero, created a tech-first approach with a bespoke resident app plus 10-click online reservation process, and has achieved carbon neutral status,

working with provider Community Utilities. The judges said the development “appears to be very well thought through and slick” and liked the fact that it includes all the “bells and whistles” in its resident engagement programme, while going the extra mile in aligning utilities consumption with its ESG agenda.

PLANNING APPROVED FOR GREAT CHARLES STREET

**722
HOMES**

**50,000 SQFT
COMMERCIAL SPACE**

**27,000 SQFT
AMENITY SPACE**

**6 MINS
TO SNOW HILL STATION**

Moda's 722-home Next Generation Neighbourhood in Birmingham's Jewellery Quarter is given the green light!

This November, Birmingham Council approved plans for Moda, Great Charles Street, a £260m build-to-rent neighbourhood on the edge of the city centre. Moda will commence its delivery of 722 apartments and public realm - including ground floor retail, independent café-bars and restaurants, and workspace for small businesses - at the vacant car park at Great Charles Square, bridging the city's Jewellery Quarter and business district.

The two-acre site has lain dormant for almost 70 years. Receiving planning for this site is a huge achievement for Moda, especially as a number of developers have previously failed to bring forward varying schemes from offices to residential, due to site constraints and viability challenges.



Moda's Managing Director Tony Brooks said: "Great Charles Street will be a fantastic asset for Birmingham, and we are delighted that Birmingham City Council has now backed our exciting vision. Our team has designed a quality scheme reflecting the site's location as an area of transition between the Jewellery Quarter and Colmore Business District, respecting its location within the Conservation Area.

This decision is the culmination of months of collaboration with planning officers, stakeholders and residents. We are keen to get on site to start delivering this important, sustainable project, create jobs and invest in Birmingham over a long-term horizon." Now that Great Charles Street is approved, Birmingham will be the only city in the UK to host two of Moda's Next Generation Neighbourhoods, with Moda's other neighbourhood, The Mercian, set for topping out this coming January. The Mercian was subject to Goldman Sachs' first-ever UK BTR development loan.



RESI CON GOES VIRTUAL



This year, Moda Living was a flagship sponsor at Property Week's annual RESI Convention in November. The sponsorship culminated in a two-day virtual conference.

Moda's Director of Brand Oscar Brooks joined an esteemed panel chaired by the BBC's Mark Easton, alongside Samsung's European Vice-President Ralf Elias and Utopi's Co-Founder Ben Roberts, to discuss 'the role Smart Technology is playing in the future of housing'.

Oscar and his fellow panelists explored how tech-innovation is starting to transform the BTR sector, even influencing the design of Moda's future-d other players in the space can ensure a Smart, sustainable way of living during and beyond the Covid era. Oscar spoke frankly about the steps residential developers and operators can take to future proof their offering using Moda's adoption of IoT technology as an example.

Take-aways? Just that 2020 might be remembered as the year Moda Living became the first BtR PropTech; by committing to a digital infrastructure from blueprint stage across future neighbourhoods, to improve the operational efficiency of our homes, drive the asset value up, but most crucially, provide the best customer experience for our residents.



"BY INTEGRATING TECH PROPERLY, WE CAN DRIVE CONVENIENCE FOR THE END-USER, SO THEY HAVE MORE TIME TO SPEND DOING THINGS THEY ENJOY.

IRONICALLY, THIS SENTIMENT APPLIED JUST AS NEATLY TO THIS YEAR'S ONLINE-ONLY RESI CONFERENCE! "

Oscar Brooks

UKAA FESTIVAL OF BTR

The UKAA's inaugural virtual 'Festival of BTR' took place from 16th - 20th November with an agenda of over 60 inspiring, engaging talks, thought provoking seminars and panels, social activities, and exhibitors showcasing the best of BTR.

Moda Living was invited to take part in two sessions. We set the tone with a virtual study tour of Moda, Angel Gardens, showcasing our flagship neighbourhood. The video explained how we managed to keep residents connected during both national lockdowns, as well as continuing to offer a best-in-class 24/7 concierge service despite the challenges set by Covid 19. We also showcased our innovative approach to technology and the role we play in delivering a more sustainable operation. The tour finished with a live Q&A with Moda's Director of Operations Dan Brooks, which gave delegates a unique insight into the reality of BTR and gave a rare opportunity for competitors in the space to ask questions.



WATCH NOW

Our second session was chaired by Moda's Head of PR, Lucy Sharp who hosted a 'Meet the Press' panel, alongside Carol Lewis, Deputy Property Editor at The Times, Graham Norwood, 'Property Journalist of the Year', Quintain's Harriet Pask and Oracle PR's Caroline Coskry. The group explored how the sector is currently perceived in the media, how BTR can better promote itself, as well as the best approach for growth, collaboration and managing crises.



Lucy Sharp, Head of Corporate PR

UKAA – COLLABORATING FOR GROWTH

Our work with the UKAA got us thinking...how can we use this mouthpiece for the sector more effectively to drive change and spread the word about the amazing things we do?

We are excited to announce Moda's role in the UKAA's first PR steering group, kicking off in January 2021. Lucy Sharp, our Head of PR is on a mission to drive more collaboration across the UK's BtR sector and will chair the committee from launch encouraging some of the biggest names in BtR to join her.

Alongside Moda, the committee will consist of PR leads at the British Property Federation, Quintain, Grainger, L&G, Get Living and other major players in the space. The mission is to build and execute a strategy that positions the UKAA as the trusted industry body representing the UK's growing BtR sector, and the go to commentator in the UK media. Lucy said: "By forming a collective with other leading brands in the sector, we can set objectives that will enhance how BtR is viewed by investors, policy makers, customers and peers. We believe that by sharing knowledge & raising standards together, we can build the profile & reputation of BtR, as well as offering a voice to smaller businesses driving positive change. This movement will encourage a collaboration between pioneering sub-groups within BtR including investors, operators, developers, architects, contractors, agents, lawyers, regulators & suppliers."

If you have any brilliant PR ideas that will help us to promote the sector in 2021, please do share them here: pr@ukaa.org.uk

BIG NIGHT IN

ANGEL GARDENS

STAYING IN THE MODA WAY

We didn't let lockdown 2.0 dampen our vibe... no 10pm curfew and no rule of six. The ultimate (virtual) 'night in in!' For Moda's Big Night In, we teamed up with some of the most renowned names in Manchester. Bringing the drinks, food and music to the Moda family.

A Friday night vibe was had by all. 4.2k people tuned into the live event on Facebook.

"A 10/10 FRIDAY NIGHT." "THE PERFECT FRIDAY NIGHT IN!" "MADE MY DAY THIS - WHAT A SET!"

THE DRINKS...

Cocktails from bars across Manchester, including Albert's Schloss and Crazy Pedro's via The Drinks Drop.

THE FOOD...

Residents cooked up a storm with a meal kit from Mughli Charcoal, the most delicious family owned Indian soul food venue in the city! AKA the Indian street food masters. We were the very first people in the city to get our hands on Mughli's meal kits.

Giving everyone a chance to cook a restaurant style meal at home. Virtually sharing an epic naan with our neighbours and there were some impressive cheffin' skills.



THE MUSIC...

We hit the kitchen room and living room dance floors...

For 1 night only we opened up one of Manchester's much-loved live music venues... One Eight Six. Bringing Dean Mac and The Sublime Seven, live straight to our residents and people's gaffs. A Motown and RnB set live streamed from Moda, Angel Gardens' Facebook page. Drinks were drank. Hands were thrown in the air!

If you missed it, where were you?
<https://www.facebook.com/watch/live/?v=2904859106467822>

MYNDUP x MODA

We've teamed up with MYNDUP to help remove the barriers of gaining mental health support.

Joel, who set up MYNDUP after going through his own mental health journey, understands first hand, there's 'no one size fits all' when it comes to mental health. We, also know, there's no single solution...

No wait list, no we'll call you back. The Moda family; that's residents and team Moda, can have subsidised one-to-one virtual mental health session with a MYNDUP qualified practitioner within 12 hours.

Mental health, counselling, wellbeing, therapy, all words we're hearing constantly throughout 2020. Call it what you want, with this partnership, getting support is literally as easy as 1, 2, 3...

STEP 1

Tell MYNDUP [HERE](#) how you're feeling

STEP 2

Choose a time and a practitioner - use code **MODA10** at checkout

STEP 3

Begin your live 1-1 video session via a secure encrypted video

Pre-Covid, during Covid, post-Covid... looking after your mental health is paramount. We'll pay 10% towards your session. We've got you.

CHRISTMAS ISN'T CANCELLED...



ELFRIDGES

THURS 26TH - SAT 28TH NOV

We teamed up with Selfridges to bring the Elfridges to the Moda, Angel Gardens residents. A bespoke virtual shopping experience, complete with a little festive treat.

Residents could book a 30 minutes slot with the gift-giving gurus to find those wow-worthy gifts for their nearest and dearest. All from the comfort of their sofa! The goods were then delivered directly to their door within 24 hours!

To really get in that festive mood, we dropped off some festive treats to their door ahead of their call. Ho Ho Ho.

NO NEED TO SKIP TO 2021...



OUR NEW VIDEO

Going into Lockdown 2.0, the team updated our campaign video. Highlighting there's no need to hit the pause button on life.

Show rounds and move-ins continued. Workouts with hero and virtual residents' events never stopped! The Moda, Angel Gardens' residents lived their best lockdown life!

CHECK OUT THE VIDEO [HERE](#)

FEATURED DEVELOPMENT

NEW YORK SQ, LEEDS

THE SITE

As building work progresses on site at New York Square, we turn our attention to the placebrand that will embody the rich cultural history of the city's creative quarter.



THE HISTORY

Quarry Hill was noted for its sheer size and modernist design. It had then radical and modern features such as solid fuel ranges, electric lighting, a state-of-the-art refuse disposal system and communal facilities including a swimming pool.



Lettings Brochure

THE BRAND

Utilising the brand assets and the bespoke devices created for the placebrand, we are able to create an authentic brand experience through all collateral touchpoints for residents. From lettings brochures to welcome packs, each item will feel instinctively Moda, New York Square.



THE INTERIORS

Applying the supporting elements of the brand to interiors brings the brand to life, enhancing the brand experience.



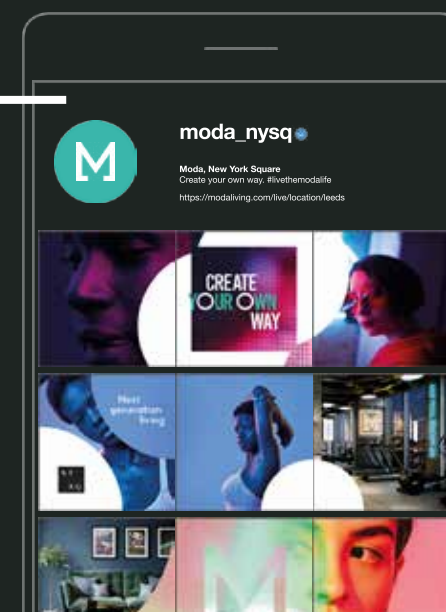
SIGNAGE & WAYFINDING

Signage a wayfinding that reflects the art deco history of the developments namesake.



DIGITALLY FOCUSED

Dividing the brand's instagram grid into rows of three creates spanning graphics that generate intrigue and engagement.



GEARING UP FOR GLASGOW

Friday 11th Decmeber saw Robertson sign the building contract for our Holland Park development. A 433 apartment neighbourhood, with 22,000 sqft of mixed use commercial space and 15,000 sqft of amenity space, Holland Park is set to put Moda on the map in the west of Scotland.

Work on site will commence in January, with construction scheduled to complete Q2 2023.



HOLLAND PARK

433
HOMES

22,000 SQFT
COMMERCIAL SPACE

15,000 SQFT
AMENITY SPACE

WE'RE BUILDING A GREENER FUTURE FOR ALL



The clock is ticking. Decision makers in the built environment need to act now, not tomorrow. Moda is committed to reducing its footprint, and achieving green, zero-carbon living for the generations of the future.

There is already an emerging movement of innovative, like-minded individuals joining forces to discuss how we can move towards a zero-carbon future supported by Shadow Minister Peter Kyle MP and Caroline Lucas MP.

Footprint, an annual conference due to take place in September 2021, is a collective of forward-thinking authorities, developers, investors, designers, consultants, and contractors collaborating to find economic, sustainable solutions that will shift UK planning policy and accelerate action against climate change.

Moda is a founding member, with our Planning Director James Blakey taking a seat on the advisory board, alongside Footprint's founders - renowned architects Emily Day and Tim Pyne together with Sophie Law-Smith, the champion of Design Brighton.

As a brand, Moda strives to pioneer, and when it comes to ESG, we understand that making positive changes requires commitment, a long-term vision and a substantial investment. By starting and encouraging meaningful conversation surrounding sustainability and zero carbon living, we can make a real impact on the wider property industry.

We are excited to share more of our plans with you all as we move into 2021.

NEW TO THE TEAM

RICHARD SMITH
MANAGING DIRECTOR, MODA LIFE



MODA NEWBIE...

MR SMITH

A cat person, owning his own feline friend, Mr Montgomery. He's a man that likes his steak rare, who's fave movie of all time is Toy Story 1 and loves coffee. Especially from Luxe Café Bar, Cirencester – his daughter's coffee shop! His fave artist being James Vincent McMorrow. Go to cocktail, the classic Mojito. His scent is Mont Blanc and the book he loves is The Book Thief.

LIFE BEFORE MODA

Hospitality practically runs through Richard's DNA. Both parents had careers in hospitality and that's where his love for the industry began... Fast forward and Richard now has 30 years' experience which he's putting on the table to influence and transform the living experience of our residents.

THE POA

Local people, local communities and local knowledge and experience is what we want for each Moda neighbourhood. Always a hands-on kinda guy, Richard recognises the value of the team at every level.

"GETTING THE RIGHT TEAMS IN PLACE IS THE KEY INGREDIENT IN BRINGING THE ESSENCE OF MODA TO LIFE, AND BY EMPLOYING LOCAL PEOPLE, OUR VALUES WILL FLOOD OUT INTO THE LOCAL COMMUNITY ORGANICALLY... WE WANT OUR OWN TEAM TO BE AS POWERFUL BRAND AMBASSADORS AS OUR RESIDENTS AND TO SHOW THE COMMUNITY THAT WE ARE A NEIGHBOUR."

WHAT BROUGHT YOU TO MODA?

Being able to be part of a journey to an incredible destination.

WE'RE SO GLAD YOU'RE HERE FOR THE RIDE! LAST ONE...

IF YOU COULD EXPLAIN MODA IN ONE WORD?

Lifestyle.

SWEET OR SAVOURY?

Both!

BEER OR WINE?

Both!

WES ANDERSON OR QUENTIN TARANTINO?

Always Quentin

BEACH OR CITY BREAK?

City

EARLY RISER OR NIGHT OWL?

Early riser

QUICK
FIRE
ROUND

CONSTRUCTION NEWS

"2020 has been a really challenging year for everyone but Covid-19 hasn't stopped the Moda projects on site making incredible progress. This has been a huge effort by everyone involved at Moda and within our professional and contractor teams. Next year will see both The Lexington and The McEwan open up for our next Moda residents. The Mercian and New York Sq will both be following up quickly in 2022. Thank you and well done to everyone who has kept things progressing through the year and lets look forward to an exciting 2021!!"

Rob Auld, Construction Director

THE LEXINGTON READIES FOR LAUNCH IN SUMMER

Contractor: BCEGI

The Lexington is now looking more like the finished building from the outside although work carries on at a pace on the inside.

The tower crane has been taken down this week to allow for work to start on completing the car park structure alongside the main building. Internally walls are up all the way to level 31 and all the bathroom pods have been delivered and installed. Fitout works are up to level 23 and the first 14 floors have received their final decoration. The Amenity space on level 17 is making great progress as well.

HOLLAND PARK

Contractor: Robertson

Demolition is now complete and the whole site is being made ready for work to start in the new year.

NEW YORK SQUARE, LEEDS MARCHES ON



Contractor: Caddick

New York Sq has really made an appearance in Leeds in the last few months. The building's structure is now up to level 10 and the envelope works are well established on site. All of the internal trades are now up and running and the corridors and lower apartments are starting to take shape.

CRANES ARE UP AND RUNNING IN EDINBURGH



Contractor: Robertson

After a 3 month Covid break The McEwan has flown back into action. Block A is almost at the top with the concrete frame and Block D is looking to be complete to level 2 before Christmas. Pod install, blockwork, facades and MEP have all started in the last few weeks. With the speed at which this project is progressing, its amazing to think we'll be setting up the marketing suite and show flats in just under 9 months time and this time next year there will be people living there!!

THE MERCIAN SET TO TOP OUT IN JANUARY

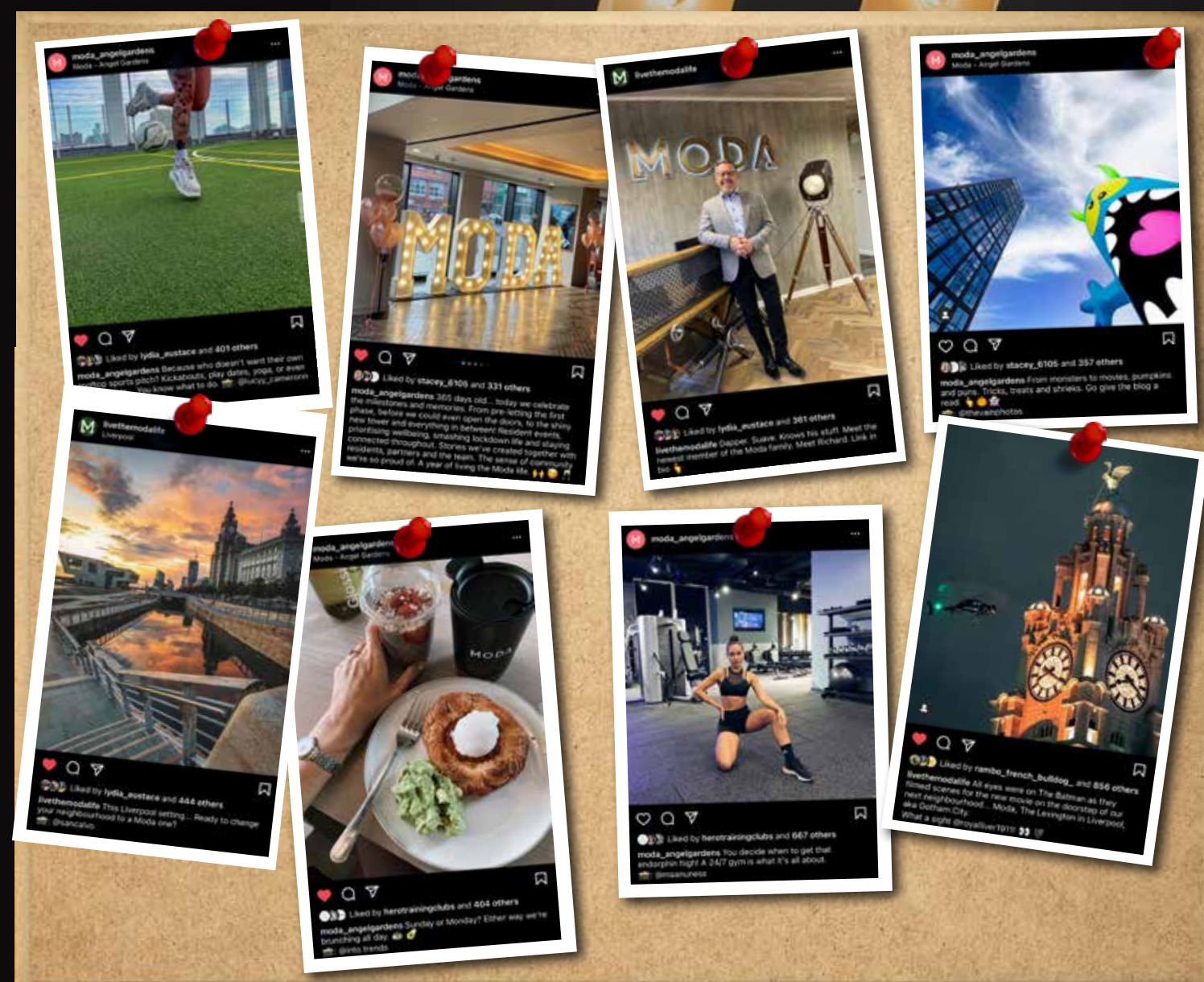


Contractor: Sisk

The large concrete core is now up to the top floor at level 42 with just the over-run to complete and the surrounding concrete frame is complete up to level 35. The two cranes have now been climbed to their full height to allow for the building fabric to be completed. Pods are in up to level 21 and the cladding is just a floor behind at level 20. Internally the fitout of the apartments is ongoing up to level 13 with finished apartments starting to be completed on the lower levels.

GETTING SOCIAL

The likes and shares have been coming thick and fast recently, check out some of our social posts below that are getting us noticed.



THE FAMILY TREE

Our UK wide brand is growing rapidly, with further expansion to new cities and sites in the pipeline.

As our opportunity to expand our communities across the country grows, so too does your opportunity to grow your career organically within our family tree.

MODA



HERE'S TO 2021 AND ALL THAT WE HAVE
IN STORE - SEE YOU NEXT YEAR!