

Fresh.

Calico

STUDENT LIVING

Mastering Mobilisation In Challenging Circumstances

The Property

Calico Liverpool, a 735-unit property in Liverpool was our first scheme for a new Client and opened in September 2019.

What We Did

We were involved in every step of the development providing pre-operational advisory services at the initial stages of planning, including informing on the mix, scheme layouts, and the level and type of amenity spaces.

The Result

With our strong experience, skilled team and University contacts we were able to retain 90% of the bookings despite the delay to move in, and we reached 100% occupancy the following year in record time.

We also recommended a renowned interior designer for the Client to work with and together have created a unique scheme in what is a crowded market. We also mobilised the scheme and have successfully managed it since opening.

Whilst the scheme was delivered late, we managed the late delivery process successfully on behalf of the Client and received thanks from the University for the service we provided to their students, rehousing over 500 students at short notice for 2-6 weeks.

Our Services

Pre-Operational Advisory, Property Marketing and Mobilisation, Operational & Financial Management.

"The team at Fresh demonstrated proactiveness and excellent organisation skills when Calico Liverpool was delivered late. They were efficient in organising alternative accommodation for a large number of students, and well coordinated in students returning back into the scheme once completed. We have been very pleased with Fresh and are pleased to be achieving 100% occupancy every year."

Testimonial from
Bhavik J Shah,
Director of Niveda

