



“ Welcome to your edition of The Simple Life! Your annual newsletter covering events and community work done to benefit *you*, our fantastic Simple Life residents. ”

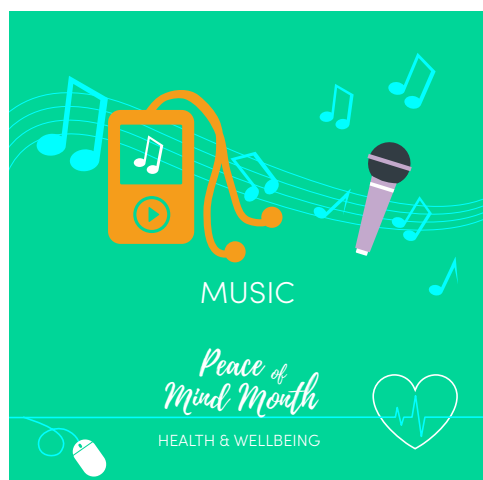
TOTAL PEACE OF MIND

THANK YOU TO THE SIMPLE LIFE COMMUNITY!

We would like to firstly thank all our residents for your patience, understanding and resilience as we've found ourselves in a new normality in these first few months of 2020.

We know that the current crisis has impacted everyone in different ways, but have been delighted to see how engaged and empathetic our residents have been, and continue to be, in supporting key workers, neighbours and Simple Life staff whilst we work together to ensure everyone is kept safe and secure in their homes.

PEACE OF MIND MONTH & HEALTH & WELLBEING VIDEOS



Since the end of March, we've seen the Simple Life community come together virtually to engage with our Health & Wellbeing series of videos, encouraging people to try something new, whether it be cooking, fitness, or fashion.

Over 6 weeks, we joined with professional partners as well as extremely talented residents to bring all sorts of fantastic content to keep you entertained during the lockdown.

We hope you enjoyed getting involved from finding a little mental space, getting through the spring cleaning, experimenting in the kitchen or having a virtual party in our final DJ set.

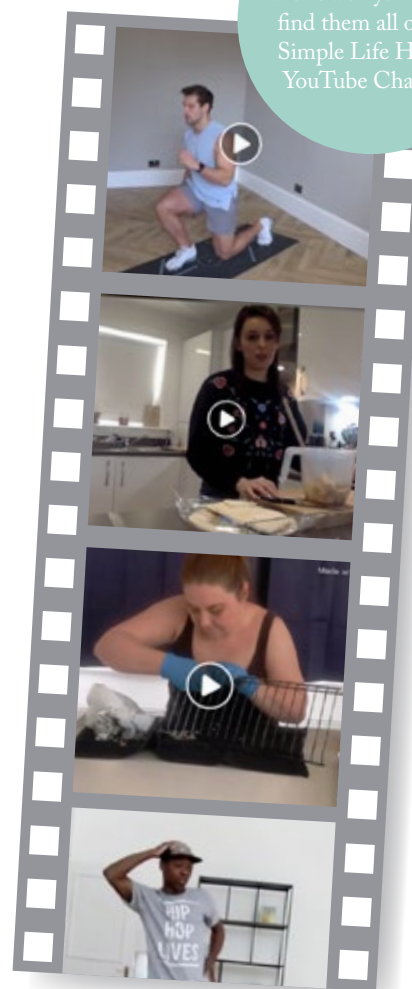
We also saw an incredible outpouring of support for friends, partners and neighbours through our Peace of Mind Month 2020 Competition.

We asked Simple Life residents to nominate someone they felt deserved a little extra peace of mind at this time – made all the more poignant by the changing circumstances we find ourselves in. We received over 50 entries, all of which were unique and moving in their own right.

Needless to say, we had a task ahead of us to choose our winners – initially setting out to reward just three, we made the decision to gift 8 incredible nominees with not only a spa break voucher, but also a bespoke prize to suit them.

From shopping vouchers to vamp up that new wardrobe or refresh their homes, to motorbike lessons, to holidays, to DJ equipment, the prizes highlighted the personalities of those nominated, and we hope will bring a little extra joy at this time.

Missed the videos? Don't worry! You can find them all on the Simple Life Homes YouTube Channel.



Thank you to everyone who entered – we were overwhelmed by some of the stories we received and are extremely proud of our Simple Life family spreading such positivity.

SOME OF OUR 2019/20 PROJECTS...



CONTINUED SUPPORT FOR:

- SALFORD HOMELESS CHARITY, LOAVES AND FISHES
- MONKSDOWN SCHOOL & PARK PALACE PONIES, MERSEYSIDE

- NEW KIT FOR WOLVERHAMPTON TENNIS CLUB!

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- LAUNCHING CLOTHES BANKS FOR YOUR UNWANTED THINGS

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Competition Winners!

SOPHIE - Highfield Place

Nominated for: Working extremely hard as a care worker on the frontline.

Sophie's extra special prize: Shopping vouchers, champagne & flowers

MICHELLE - Canalside

Nominated for: Being a great friend and a supportive housemate.

Michelle's extra special prize: Shopping vouchers, champagne & flowers

MARY & JONATHAN - Silkin Green

Nominated for: Being great neighbours and working hard as frontline nurses.

Mary & Jonathon's extra special prize: Shopping vouchers, champagne & flowers

LEE - Prescott Park

Nominated for: Working tirelessly as an A&E doctor on the frontline in the fight against Covid-19.

Lee's extra special Prize: Voucher for new DJ equipment

JAKE - Holyoake Road

Nominated for: Doing amazing work as a newly Qualified Teacher.

Jake's extra special prize: Voucher for motorbike lessons

GILL - Abbotsfield

Nominated for: Continuing to smile despite living through difficult circumstances.

Gill's extra special prize: Voucher towards a holiday in Cornwall

DIONNE - Prince's Gardens

Nominated for: Giving her spare time to charity and raising a puppy for vulnerable children.

Dionne's extra special prize: Shopping vouchers, champagne & flowers

DANIEL - Hollystone Bank

Nominated for: Being an amazing father and supportive partner.

Daniel's extra special prize: Voucher towards a Lake District holiday & Liverpool FC tickets

Peace of
Mind Month

2020

MORE THAN JUST A HOME

TECH

We are delighted to introduce some new technology soon to be rolled out to all Simple Life residents, which will improve the ways you can get in touch with us when it comes to reporting any issues and keeping up to date with news and events.

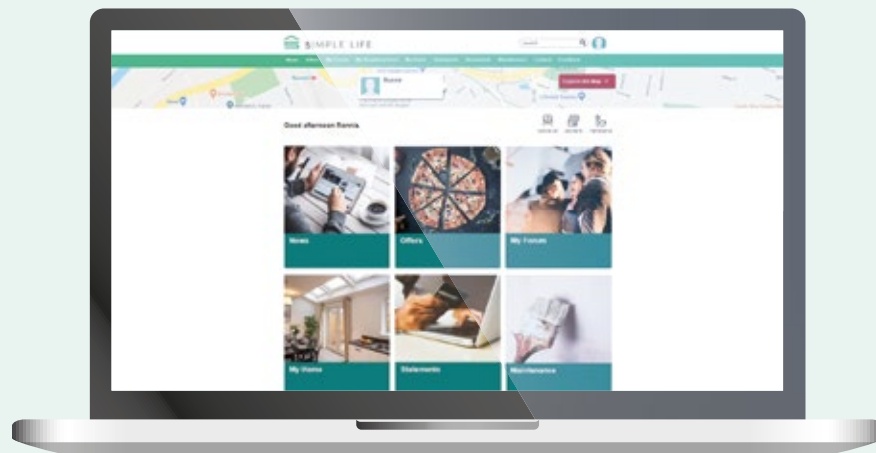
FIXFLO

FixFlo is our new online repair and maintenance reporting tool. Available on desktop and mobile, it's a quick and easy way to report any maintenance issues 24/7. With handy tips along the way to help you self-fix wherever possible, it will also keep you up to date with any changes to the status of your request. We will be contacting residents over the coming months with information of how to sign up and use FixFlo, so keep an eye on your inbox! 📧



MY SIMPLE LIFE PORTAL

We are delighted to announce the new 'My Simple Life' Resident Portal launching Summer 2020. This will be a one-stop-shop for all residents including your property documents and manuals, payment options, local news, exclusive discounts, access to the FixFlo reporting tool, and a community forum where you can keep up to date with events as well as establish new groups in your neighbourhood. Access will be phased to residents over the coming months - we'll be releasing more information about how to register soon! 📧



INSTAGRAM INSPIRATION!

Launching at the end of June on National Selfie Day, we'll be running a new series of interviews on the Simple Life blog featuring some of our Instagram residents.

Get an insight into their interior design ideas, great tips and tricks to add your personal touches to your home, and of course feel inspired by their stunning properties!

Featuring:

- Rebecca, @oursimplehome_31
- Abi, @notineteenforver
- Emily, @insidnumber5_
- And others!

Do you have a dedicated home account? Let us know and we may be interviewing you too! Email us at marketing@simplelifehomes.co.uk

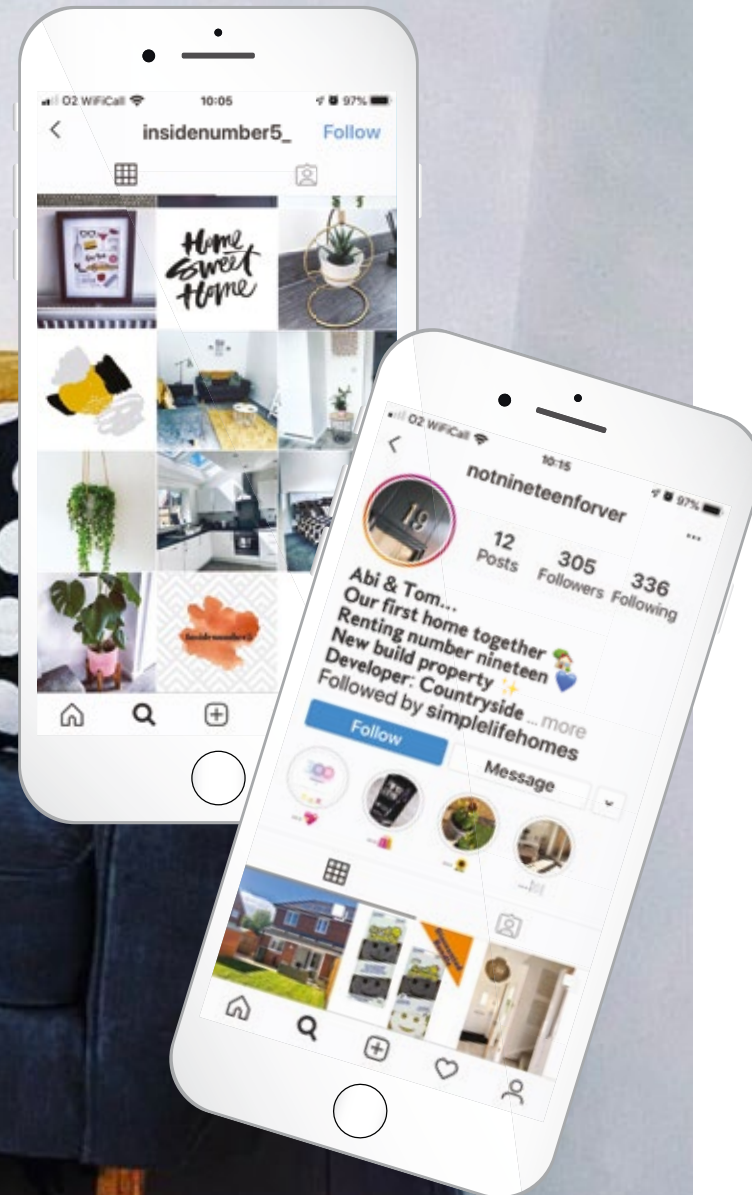


Photo courtesy of: @insidnumber5_

INVESTING IN THE LOCAL COMMUNITY



SALE RUGBY CLUB

"Last year, the popular initiative taught rugby skills to around 2,500 boys and girls."

Simple Life was proud to be the main sponsor for the Sale Colts (under 18s) Rugby Club for the third year running, with our sponsorship continuing to help the club to fund its team kit.

We previously donated £2,000 to the club's local schools' scheme, which offers introductory rugby lessons to children across a number of schools within the area, including Flixton Girl's School (pictured). Last year, the popular initiative taught rugby skills to around 2,500 boys and girls. This year we are pleased to again support the team and

in-schools scheme with over £2500.

Andy Hughes, community coach at the club, said: "Flixton Girls would like to thank Simple Life for their kind sponsorship of the Sale FC Community Rugby Programme at the school."

"This has enabled the girls to have weekly extracurricular rugby sessions after school with me, which has led to the girls progressing their sporting and personal development, whilst preparing for their first ever rugby game next month, a huge testament to the girls' progress and attitude. Women's rugby is an ever-growing sport in Manchester and it's fantastic that these girls have the opportunity to become part of the rugby family." 📧

NEW READING GREENHOUSE FOR SALFORD STUDENTS!

"The outdoor greenhouse allows us to associate reading time within playtime and therefore it to be viewed as a pleasure and not homework or a task."

River View Primary School in Salford is benefitting from an outdoor reading greenhouse and new books thanks to an £8,000 donation from leading PRS home provider, Simple Life.

Simple Life is building almost 300 new apartments in the area, and as part of its Corporate Responsibility Policy (CSR) has donated the money as a way of supporting the local community to flourish.

Claire Richmond from River View Primary School said: "One of our key focuses at the school is reading. We have a number of children from different ethnic backgrounds and English isn't always their first language. Reading support isn't always available at home and so it's really important for us to encourage reading amongst the children."

"We're really grateful for the donation from

Simple Life; the outdoor greenhouse allows us to associate reading time within playtime and therefore it to be viewed as a pleasure and not homework or a task."

This is another example of Simple Life working with schools that are close to their own developments. There are 299 new one, two and three bed Simple Life apartments, set across six floors being built on Clarence Street, which is located just behind the school that will be released for rent mid-way through 2020. More information on this exciting new development to come.

Ron Dawson, Simple Life, said: "We have already built over 1,000 homes to rent across England, with over 3000 currently underway and along with our parent company we've been heavily involved in the regeneration of the Broughton area over the last 13 years. With a heritage in regeneration, we are committed to helping a number of schools close to all of our developments for the long-term. River View Primary School has completed a brilliant project and it was so lovely to see how excited all the children were to use this new space and to read all the new books." 📧



ANYONE FOR TENNIS?

"The club organised competitions for many local schools and hosted the first disability tennis festival in Wolverhampton."

With a growing portfolio in the West Midlands including the recently launched Stonefield Edge in Wolverhampton, this was a cause very close to our hearts.

We are extremely pleased to be supporting The Albert Lawn Tennis Club this year!

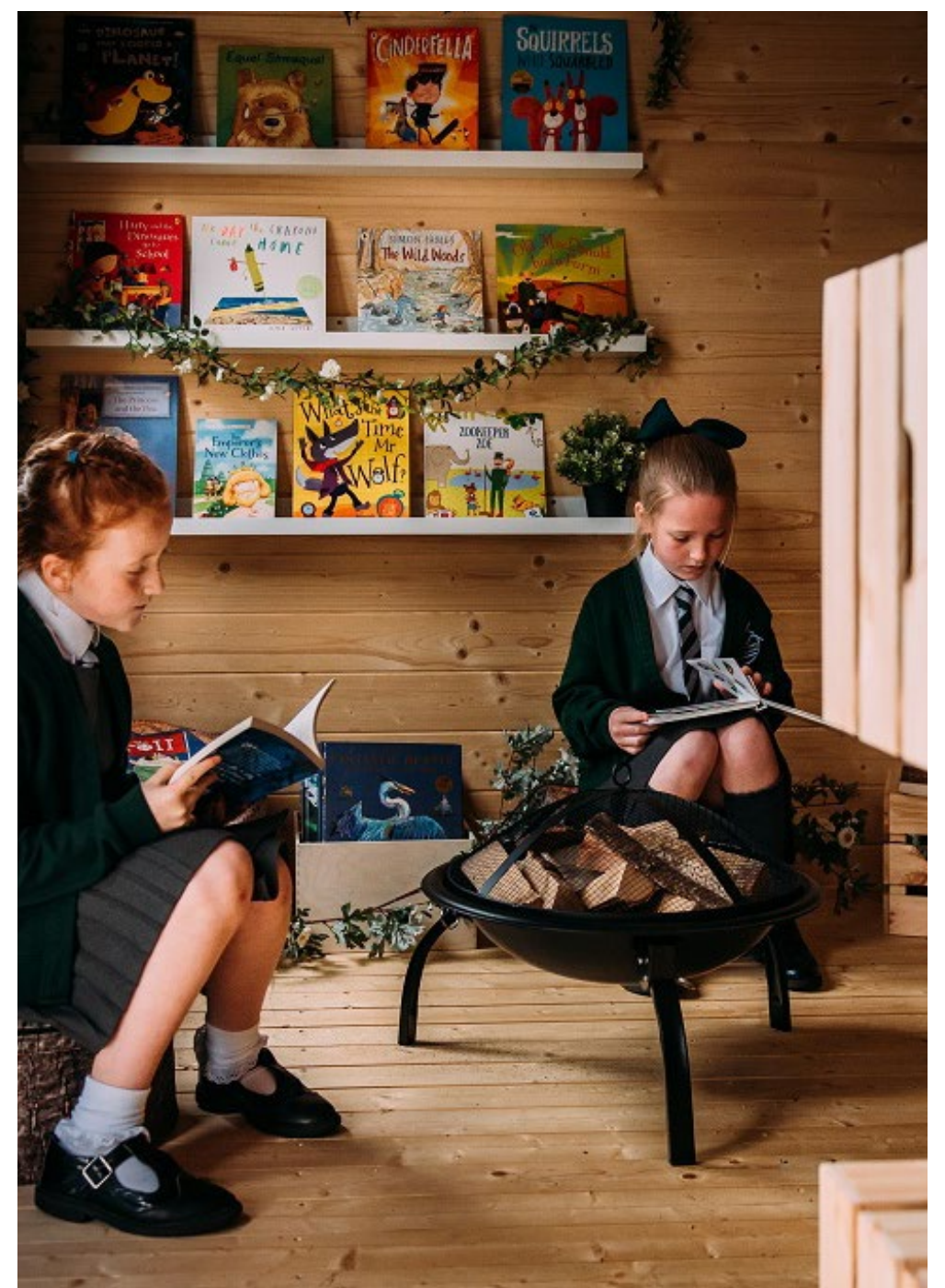
Dating back to 1922, today the club is home to five men's teams, four ladies' teams and many junior teams. Close to Simple Life developments in the Wolverhampton area, the tennis club has a growing youth section which works with several local schools in Wolverhampton and South Staffs.

In 2019, the club organised competitions for many

local schools and hosted the first disability tennis festival in Wolverhampton. For the first time in its history, the club has been awarded the Tennis Staffordshire Championships which is due to be held in August 2020. This competition is for all players in Staffordshire and will be a great opportunity to see some of the best juniors in the UK.

This year Simple Life is sponsoring the club, which will allow the club to invest in much needed new clothing and equipment for the tennis academy.

Nick Williams, Head Coach, said "We are delighted that Simple Life has supported our juniors this year. Our programme caters for all levels of junior players up to and including junior county champions. The addition of new kit has been wonderful for the children who really feel part of a team. They look so smart on the courts and are all looking forward to a successful summer season in 2020." 📧



INVESTING IN THE LOCAL COMMUNITY

SUPPORTING LOCAL SCHOOLS

As is now Simple Life tradition, we are pleased to be able to continue supporting schools local to our developments. Here's a little insight into their upcoming projects.

Galton Valley Primary School, Smethwick	Memorial garden for child who passed away and gardening lessons	£5,000.00
Galton Valley Nursery, Smethwick	Outdoor and indoor renovations	£6,000.00
Mills Hill Primary School, Chadderton	Daily mile outdoor fitness course	£5,000.00
River View Primary School, Salford	Renovation of pond area to facilitate wildlife lessons	£5,000.00
St Richard's Roman Catholic School, Atherton	Fitness equipment	£8,000.00
Mesne Lea Primary School, Walkden	Playground regeneration – trim trail	£8,000.00
St Peter and Pauls RCP, Kirkby	Outdoor sheltered area for play and literature for playtimes	£8,000.00
Moat House Primary School, Coventry	Playground equipment	£8,000.00
Bilston C of E Primary School, Wolverhampton	Landscaping and adventure park improvements	£8,000.00



IT'S A NO BRAINERY

We're excited to be supporting Regeneration Brainery, an exciting initiative created by property developer Capital and Centric and Homes England to get young people into construction, property and regeneration. Regeneration Brainery works by hosting events in order to help to get the potential property and construction stars of the future engaged with these great industries, providing free of charge five-day courses and connecting young people with mentors in the industry. Rob Sumner, residential investment director said: "As part of our Corporate Social Responsibility (CSR) commitment, we want to give back to causes that we feel passionate about. The property and construction sectors are crying out for the brightest minds and Regeneration Brainery gives young people the chance to connect with brilliant mentors and learn all about these rewarding

"The work that they do is priceless, and we hope that one day some of their cohorts or 'Braineers' will join us."

industries. The work that they do is priceless, and we hope that one day some of their cohorts or 'Braineers' will join us." Judi Greenwood from Capital and Centric (founders of Regeneration Brainery) comments "We can't thank our Friends at Simple Life enough for supporting the Brainery. We have now helped support over 100 young people through our programme and have visited Manchester, Birmingham, Bristol and London. The more support we have the more Braineers get supported!" Find out more about the cause at regenerationbrainery.co.uk



TAKE FIVE: WITH THE SALFORD FOUNDATION

Through Salford Foundation's Take 5 scheme, Simple Life has agreed to take part in a minimum of 5 days in schools. The scheme encourages local businesses to volunteer individuals to take part in a range of school career focused activities which supports the students in the development of enterprise and work-related skills. There are four main activities, including a: World of Work Day – opportunities for a variety of businesses to talk to students about different jobs, qualification and industries, allowing the students to find out more about different career options.

Mock Interviews – undertaken by the company volunteers, students will have a one to one interview with an opportunity to receive feedback after their interview, preparing them for future college/university/job interviews. Tycoon Launches – enterprise challenge which sees students work in small groups. The teams compete against each other to design a product for potential investors. The teams then pitch the prototype to a business representatives. Work Preparation – this is a three part session where students will look at Personal Branding, Interview Preparation and a CV workshop.

Vicky Hurcomb, Head of Marketing at Simple Life comments, "We are pleased to be part of such a great opportunity that will really make a difference to the Year 11 students of Greater Manchester. Year 11 is such a critical time for many, just before choosing a college or apprenticeship, it is important that they are given enough information about different careers, but also the courses and qualifications required for those roles."

"We are pleased to be part of such a great opportunity that will really make a difference to the Year 11 students of Greater Manchester."

"We have just completed the first of our Take 5 volunteer days with Mock Interviews at Cedar Mount Academy in Gorton. We were so impressed by how well the students came across and how well they answered the questions. We hope that this has not only given them some insight into to what to expect from an interview, but also helped to calm nerves and boost confidence in those that may have been slightly nervous, better preparing them for any future interviews they might have."

GIVING BACK TO YOUR COMMUNITIES

Four charities have been selected to receive £5,000 over 5 months (£1,000 per month), using our donations on a variety of needs including food provision, staffing, storage or premises, to ensure that the foodbanks are able to continue to function. Essentially, however they deem fit to gain maximum benefit.

ATHERTON & LEIGH Recently, Simple Life staff visited Atherton & Leigh foodbank which has received its donations across July to November 2019. Over the course of their 5 days per week opening times they'll see around 150 people come to use their services.

KNOWSLEY We also went along to The Big Help Project in Knowsley who again received their funding in July to November. Requiring more than 55 tonnes of food every year, they are able to store just 8 tonnes at a time. They're also more than just a foodbank – they have now created 'food clubs', the step after foodbanks, where people can pay just £3.50 for a large bag of shopping, selecting items of their choice within ranked allocation. They also have a 'painting green' initiative, where users can purchase recycled paint to help around their home. Their charity furniture shops and 'fresh start' housing initiative aims to rehouse vulnerable people and help break the poverty cycle.

THE TRUSSEL TRUST All the foodbanks we are supporting, excluding The Well, are part of the Trussel Trust. TT serve over 1,200 foodbanks across the UK, providing over 820,000 emergency food parcels in just

6 months. They have acknowledged that the primary reasons for referral to foodbanks are low income, changes to benefits and delays to benefit payments. They believe that the key to breaking the poverty cycle is reducing the long wait for Universal Credit, ensuring benefits cover the cost of living, and investing in local emergency support for people in crisis. We are proud to provide a level of income to enable them to continue to work hard to influence these changes and support their communities.

SIMPLE LIFE SUPPORTS FOODBANKS ACROSS THE COUNTRY THROUGH THE COVID-19 OUTBREAK

As we move in very uncertain and worrying times, we are looking to support our communities in any way we can to help minimise the impact of COVID-19. In immediate response to the worsening situation, we have given each of our foodbanks a further £5,000 of support to help see them through this difficult time. The Big Help in Knowsley, The Well in Wolverhampton, Atherton and Leigh Foodbank and Coventry Foodbank, will each receive £5,000 over the next 5 months. The donations will be used for additional food supplies, staff resource and running costs to help keep these brilliant charities serving their communities. We would like to take this opportunity to applaud foodbanks across the country and all the staff and volunteers that do such a wonderful job.



Images courtesy of The Big Help Project, used with thanks.

SIMPLE LIFE LAUNCHES CLOTHING BANKS

This March, we were able to implement Simple Life clothes banks onto our apartment car parks, so now our Simple Life residents have an easy way of clearing out their unwanted garments as well as contributing to a fantastic cause. From production to disposal, our clothes have significant and harmful impacts on our environment. White Rose are an incredible organisation committed to combating this waste crisis. What makes the White Rose charity even more amazing is that all the profits they generate from selling the clothing, support the Aegis Trust's essential education programs in places at risk of violence – saving lives and building peace.

We are proud to say that Simple Life have now joined their Green Fashion Mission! The White Rose team come and collect recycled clothing and re-sell them in hand picked Recycled Fashion stores.

Clothes banks are available at Coral Mill and Fenman Mews, Holyoake, where you can donate clothes, shoes, accessories (such as scarves and bags) and linens. In order to make a real difference, the ideal donations will be in good enough condition to be resold. 60% of all the clothing they collect can be immediately resold and the remaining 40% is either up cycled, transformed into something new or recycled, which means waste is significantly reduced.



NOW GET RECYCLING! [instagram @whiteroseshops](https://www.instagram.com/whiteroseshops) www.whiteroseshop.co.uk

YOUR 2019 EVENT ROUNDUP

EASTER EGG HUNT



Covering eleven completed developments across our regions, our professional Bunny, Egg, and Easter Princess were greeted by children and adults keen to track down the most chocolatey treats.

With music, dancing and plenty of smiles, the April weather was kind to us too, with warm sunshine making the event even more special.

It was brilliant to see everyone coming out of their homes and engaging with their wider neighbourhood – something we're keen to promote as much as possible for all Simple Life tenants.

Thank you everyone who came. ☺



THE EXTRA MILE

With our very own Simple Life branded Ice Cream van, the team visited 21 developments throughout all our regions, meeting tenants right at their doorsteps to spread some summer cheer.

Travelling for around 600 miles over 4 days, our vendor pulled hundreds of ice creams, all well drizzled in syrup and of course topped with the essential chocolate flake.

No matter the time of day, we were so pleased to see so many tenants come out and join in – with our earliest visits being mid-morning and our latest after dinner, we were also able to

accommodate when kiddies were tucked up in bed by handing out tubs of ice cream for the freezer, to make sure no-one missed out.

It was a great chance to get out into our fully constructed or near-completed sites, and the weather remained relatively friendly as well, though the odd shower didn't put off too many people from grabbing their cone.

Thank you to everyone who attended, and to those who we didn't get to visit this time, keep your eye out for updates of future events. We hope to see you soon! ☺



A PIZZA THE ACTION



In 2019 we were delighted to bring the Woodfired Pizza Company to more developments after the success we had in Sheffield in 2018.

"The wee were delighted to treat our customers to lunch or dinner on us!"

Focusing on sites with apartment car parks so there was plenty of space for the team and the oven to be set up, we were joined by residents on 5 locations – Holyoake Road, Coral Mill, Earle Street, Prescott Park and of course Park Grange House.

With different toppings to choose from and a selection of both beer and soft drinks, we were delighted to treat our customers to lunch or dinner on us!

Despite the rain, everyone came out to grab a hot slice, and have a catch up with neighbours and staff alike.

Thank you everyone who joined us! ☺



SANTA DELIVERS CHRISTMAS CHEER

Through sunshine, rain, hail and freezing temperatures, we were delighted to have so many residents come out to join in the festive fun, and receive their special pre-Christmas treats in November and December 2019.

Over the course of 5 weekends, Santa visited sites throughout Manchester, Merseyside, Cheshire, West Midlands, Shropshire and South Yorkshire, handing out over 2000 bags of chocolate coins.

It was a great opportunity to also see the fantastic Christmas decorations our residents have been duly putting up, creating winter wonderlands with fairy lights, wreaths, ribbons and glitter galore.

In 2019 we also ran a new competition, to award everyone at the best-dressed festive development £100! A huge congratulations to Silkin Green, who got well into the spirit of Christmas with their fantastically decorated homes.

Thank you to all our customers for another fantastic year. ☺



THINGS TO LOOK FORWARD TO

A VIRTUAL EASTER

Our traditional Easter Egg Hunt took on a virtual guise this year – which was perfectly timed as we all found ourselves in our homes rather than out and about!

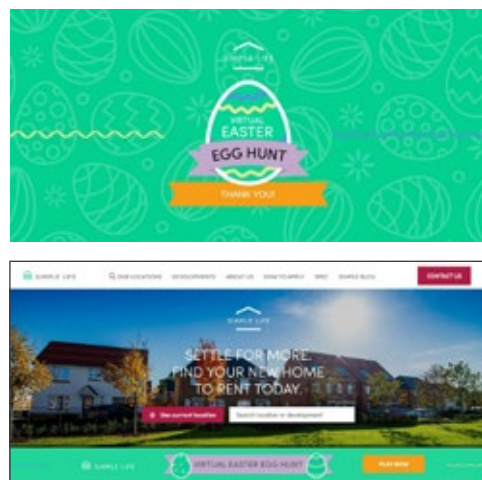
12 eggs were craftily hidden across the Simple Life website, and we invited residents to go on their own online hunt. Following clues that took them to the four corners of the site, we ensured that there was an excellent mix of quick wins and brain teasers to keep things interesting.

We had an incredible 133 entries over the

course of the week – without a doubt the biggest response to a competition ever!

10 lucky winners received a fantastic chocolate hamper from Love Cocoa – a sustainable chocolate company founded by the great-great-grandson of John Cadbury himself. Whilst all our entrants received a unique branded chocolate bar as a well done treat.

Thank you everyone who took part, we hope you had some fun! 🍫



YOUR 2020 EVENTS!

We are of course well aware of the potential impact the Covid-19 pandemic may have on the other events we've planned this year. Our priority is always the health and safety of our residents, and we will work closely with our partners to ensure any events that go ahead do so safely and responsibly.

SUMMER

Ice-Cream Dash – We are hopeful that we will be able to return to our developments in August 2020 with our branded ice cream van! We'll be visiting our 29 completed sites to share some tasty summer treats.



AUTUMN

Pizza Nights – Thanks to more of our developments being completed, we're bringing our pizza and beer event to our 8 apartment schemes in October 2020. Join us for lunch or dinner, grab a slice and have a break. If you live on a development which has an apartment scheme, please come along and join in - we have made sure there will be plenty of pizza for all residents on the development.

CHRISTMAS

Santa – Of course it wouldn't be Christmas without Santa and this year is set to be no different. As we continue to grow we'll be bringing Santa to your doorstep across 7 weekends in November and December, to make sure he can get around to everyone before the big day!



“MY
SIMPLE LIFE
STORY”

KELLY WOOD

IT'S A REALLY SATISFYING
FEELING KNOWING OUR
LANDLORD IS LOOKING
AFTER OUR NEEDS.

Kelly Wood and her partner, daughter and family cat live in a three-bedroom Simple Life home in Telford. Kelly needed a home close to her daughter's school and fell in love with the homes on the Silkin Green site and had to have one...

LOVE AT FIRST SIGHT

“A friend of ours had purchased a property on the site and as we had a

look around, we fell in love and knew that we had to have one too.

“What struck me was as a brand-new build, it was a blank canvas to make our own and much more spacious than anything that we've rented before.”

DANCING IN THE KITCHEN

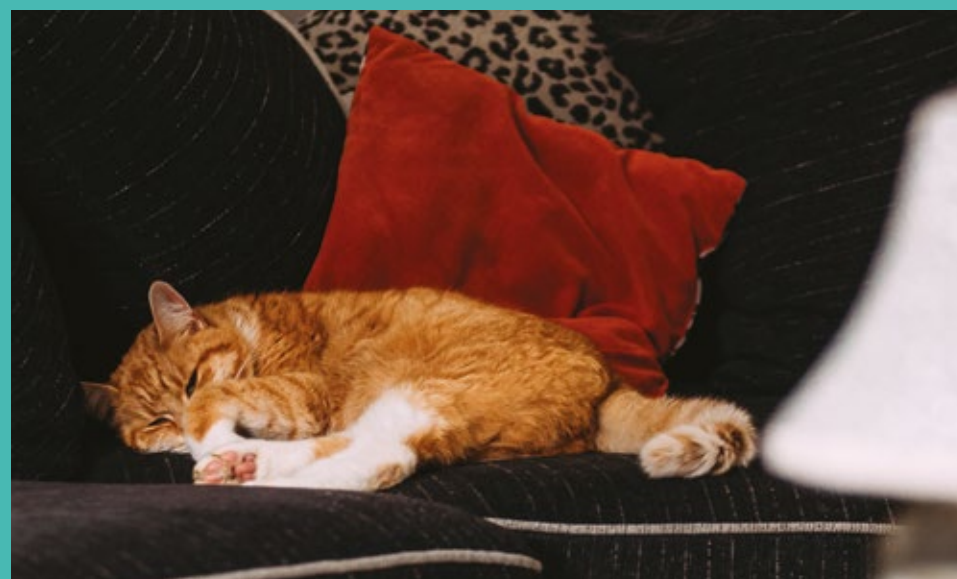
“We spend most of our time in the family kitchen as it's so big and airy. I can be cooking while my daughter is doing her homework or crafting – there's usually glitter everywhere. We stick the radio on and there's plenty of dancing around.

“We love the Velux windows especially, and we have double doors that open out to the garden which feels like an extra room – everything is so big. Having all new appliances is brilliant – if anything breaks we know we don't need to fork out thousands of pounds to fix it.

“The front room is nice and cosy and now that the winter months are coming too, we have been spending a bit more time there but the kitchen is our favourite place to be.”

GREAT TRANSPORT LINKS

“The area we are in is fab! We are right by the park, off the main road and the transport links are really good – we can walk into town and everything is on our doorstep.”



RECOMMEND TO A FRIEND

“One of my friends is just across the road, then another friend lives on the site too and I've recommended another Simple Life property to a colleague.

“The actual process of organising moving in was so easy, the contact was great, and we were always updated on progress. We're not on top of one another like with some new builds, everyone has at least one car parking space and the garden is nice.”

PEACE OF MIND

“One of the main perks for me is the peace of mind we have. We don't have to worry if there's any issues in the house, maintenance are straight

there and just get it done, get it fixed, whereas with a normal private landlord it could take weeks.

“It's a really satisfying feeling knowing our landlord is looking after our needs, we don't have to worry about if they are going to sell or them taking months to get something fixed – they care about the property.” 🍫

WHAT'S YOUR SIMPLE LIFE STORY?

We'd love to hear about your experiences with us.

Drop us an email to share your story marketing@simplelifelifehomes.co.uk

If selected, testimonial participants will receive a £200 shopping voucher, as well as all of the photos from your shoot!



WE ARE PLEASED TO CONFIRM THAT AS OF JUNE 2020 WE WILL NO LONGER
BE CHARGING A PET RENT! GET IN TOUCH TO FIND OUT MORE.

