

# *the* SIMPLE LIFE

2020-2021 ISSUE#03



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

Since our last newsletter in May/June 2020, the year continued to surprise and test us personally and professionally.

We are again extremely grateful for the support and cooperation of all our residents as we've continued to work through this time, to ensure we have beautiful homes for you to move in to, and resources in place to deal with changing circumstances.

Despite Covid's best efforts, Simple Life has been as busy as ever, with plenty of exciting updates and continuous improvements.

## SUSTAINABILITY

*Test your knowledge*

## WE NEED YOU!

*Calling all book guardians*

## NEW PODCAST

*The Simple Life Chat  
launching soon*



*Settle for More*

# NEW SITE LAUNCHES

We've been busy as ever over the last year, and have launched a whopping 30 new developments, many in completely new locations. Here are some of our highlights.

### ACCRINGTON

**Ribblesdale Place** offers a range of beautiful new build homes exclusively to rent benefitting from great transport links

- Less than a mile away from Accrington town centre
- M65 a 6 minute drive
- A range of outstanding and good Ofsted rated schools within a close proximity

### NORTH EAST

Our first North East developments, **Kirkleatham Green** and **Bracken Grange**, are already filling up with residents!

- Brand new style 2 & 3 bed homes
- Bracken Grange is located next to the Middlesbrough Sports Village

### MANCHESTER

**Empyrean** is our biggest apartment scheme to date, with a fantastic aspect in Salford overlooking Green Grosvenor Park.

- 298 apartments across 6 blocks
- Apartments are named after famous astronomers
- Less than 2 miles from Manchester's Deansgate

### STOKE-ON-TRENT

**Stanley Park** has easy access to many amenities and a host of excellent schools.

- 10 minute walk from Longport Station
- Links to Stoke City Centre, Crewe, Manchester and Derby
- Close to parks and shopping facilities

### NUNEATON

With views of green fields surrounding **Baberton Grange** the site also benefits from easy access to many amenities and a host of excellent schools

- Less than three miles to Nuneaton Train Station
- Within walking distance to a number of shops including the Co-op and Aldi

Available Summer 2021

## REFER A FRIEND

Don't forget our Refer a Friend Scheme! If you know someone who's after a new home – whether that be on the same development as you, or further afield – recommend us and you'll be rewarded.

Refer a friend and get... **£100.00** High Street Gift Voucher

Your friend must mention your name on their application. You will only receive your voucher once they have been verified and moved in.



## LISTEN UP! THERE'S A NEW PODCAST IN TOWN

It gives us great pleasure to announce *The Simple Life Chat*, a brand new podcast series launching soon.

Through conversations with real residents, the Simple Life team, and our partners, we're looking to readdress the balance in the way renting is perceived, showing what a positive and engaging experience it can be.

Whether as a temporary pit-stop, a long-term lifestyle choice, or an opportunity to try something new, there's more to renting than just a property or a landlord.

Get under the skin of what it means to rent, the community it builds, and discover more along the way.

If you'd be interesting in taking part in any of our discussions, then please get in touch with us [marketing@simplelifelifehomes.co.uk](mailto:marketing@simplelifelifehomes.co.uk)



# SIMPLE LIFE'S 4TH BIRTHDAY!

September 2020 marked 4 years since Simple Life launched! Here's what's happened over that time...

- From just 50 houses at Woodbine Road, we now have over 3,500 across the UK!
- We've successfully run events since 2018, with more and more residents getting involved from Easter to Christmas.
- There are now more than 3,000 of you following us on Facebook and Instagram, as our online community has grown too!
- We're all about giving back, and continue to support charities and local communities year on year.

Thanks for being a part of the Simple Life story - here's to the next chapter!

# SIMPLE LIFE LONDON

Following a soft launch in 2020, we officially announced our expansion into the Greater London area in January 2021.

Starting with two fantastic developments – Fresh Wharf in Barking and Beam Park in Rainham – our fully-furnished apartments are already proving popular.

With people continuing to look for quality, professionally managed homes throughout the UK, we're proud to bring Simple Life into the conversation in the capital.

Check it out at [simplelifelondon.co.uk](http://simplelifelondon.co.uk)

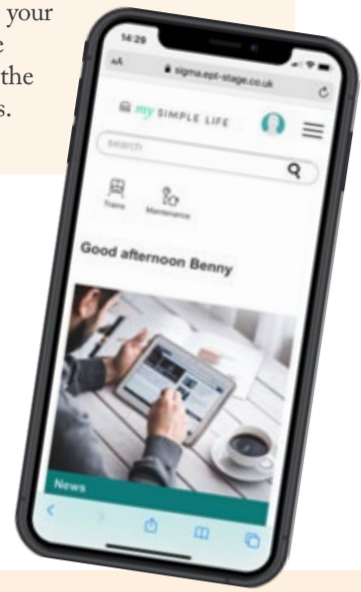
HOME TOTAL PEACE OF MIND

TECH UPDATES

The My Simple Life portal is being upgraded to a bespoke mobile app.

This will be bigger and better than before, with improved functionality.

Keep an eye on your emails for more information in the coming months.



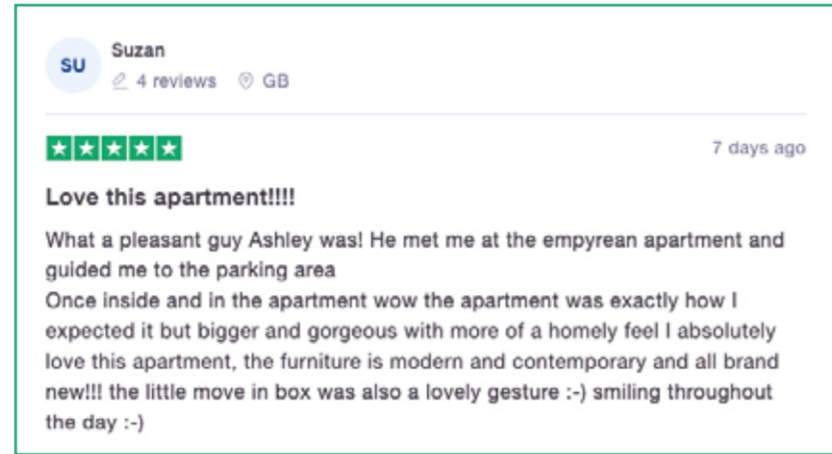
IMPROVING THE STANDARD

Some of our residents will be aware that during the first half of this year we've been making improvements and changes to our Property & Asset Management teams.

Following continuous internal reviews, as well as feedback from our customers, we saw the need to streamline processes, in order to ensure the level of customer service continues to improve and exceed expectations.

We hope that for those of you who have had a change in team see an improvement in response times and ongoing service.

As always we value our customer's feedback, and if you have any suggestions of other ways we can improve, please get in touch.



To leave a review please visit: [www.trustpilot.com/review/www.simplelifehomes.co.uk](http://www.trustpilot.com/review/www.simplelifehomes.co.uk)

Winners!

2021 was another fantastic year for our Peace of Mind Month, with nearly 100 nominations. See our well-deserving winners below!



MEL

Nominated by: Kiarna  
Nominated for: Making the neighbourhood feel like home, and becoming a trusted friend  
Prize: Funds for a well-deserved holiday

Stonefield Edge



BRIAN

Nominated by: Ashley  
Nominated for: Being a true survivor  
Prize: A more comfortable and accessible bed to relax in

Baytree Lane



NIKKI

Nominated by: Becca  
Nominated for: Being an incredible neighbour and supportive friend (and for completing her PhD!)  
Prize: A pet-friendly holiday for her and Rudie the dog

Prince's Gardens

FIDELMA

Nominated by: Faith  
Nominated for: Working tirelessly through the pandemic with a smile on her face  
Prize: Vouchers for a shopping spree

Brookside Grange



DEBBIE

Nominated by: Darryl  
Nominated for: Starting a new job and planning an elopement within 7 weeks - in the middle of a pandemic!  
Prize: Contributions towards a full family & friends wedding celebration

East Hill Gardens

THOMAS

Nominated by: Charlotte  
Nominated for: Being an incredibly supportive partner throughout a difficult time  
Prize: Vouchers to get a new Games Console

Prince's Gardens



BANU

Nominated by: Murali  
Nominated for: Being a tireless daughter, wife, mother and student  
Prize: Ergonomic office furniture - no more studying on the floor!

Bracken Grange

ASHLEY

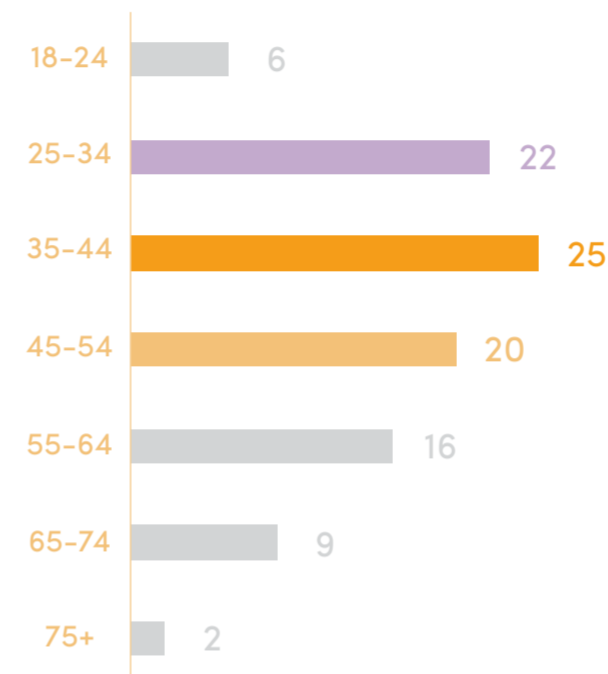
Nominated by: Kerry  
Nominated for: Being a supportive neighbour and mental health nurse  
Prize: Vouchers for a shopping spree

Wards Keep

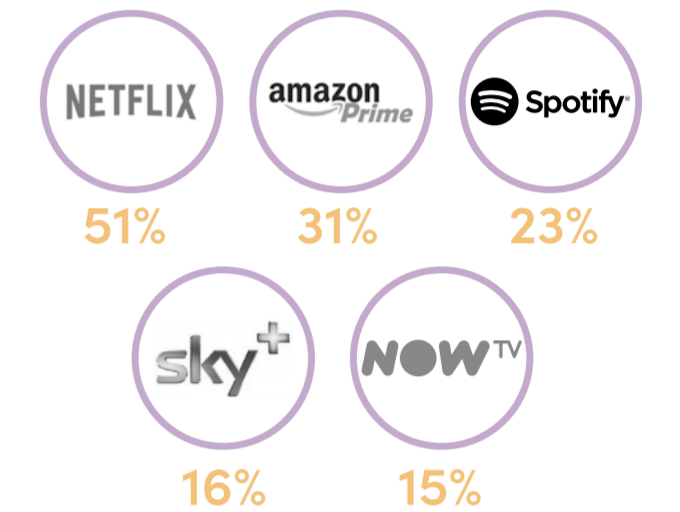
DID YOU KNOW...?

In 2019 we conducted a market research project, interviewing thousands of renters across the UK to find out who they are, what they want from renting, and how the market is viewed. Here are some particularly interesting statistics that came out of the research!

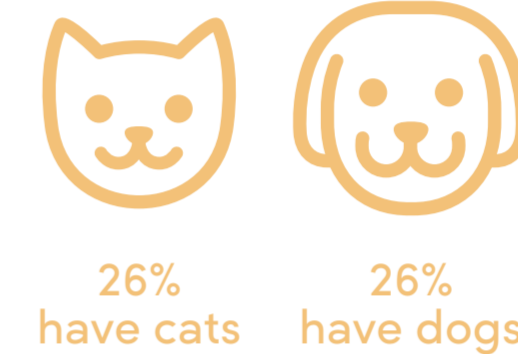
...72% of renters are over the age of 35



...the top choices of media services for renters are:

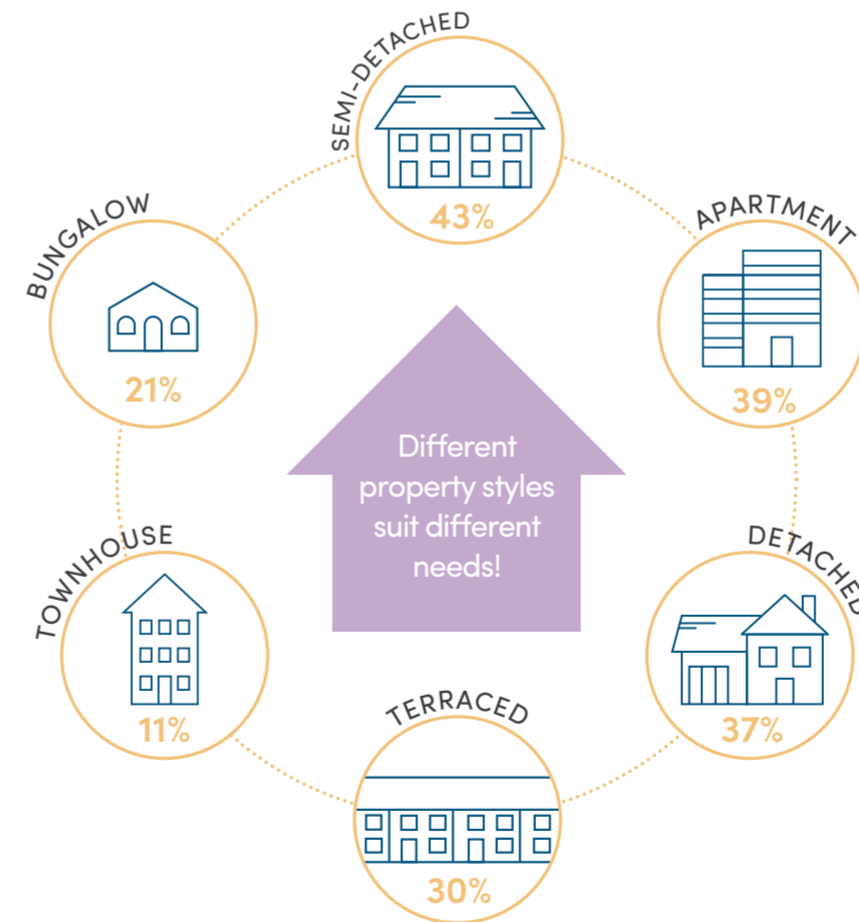


...50% of renters have pets



Don't forget to get in touch with your Asset Manager if you want to add a furry friend to your tenancy!

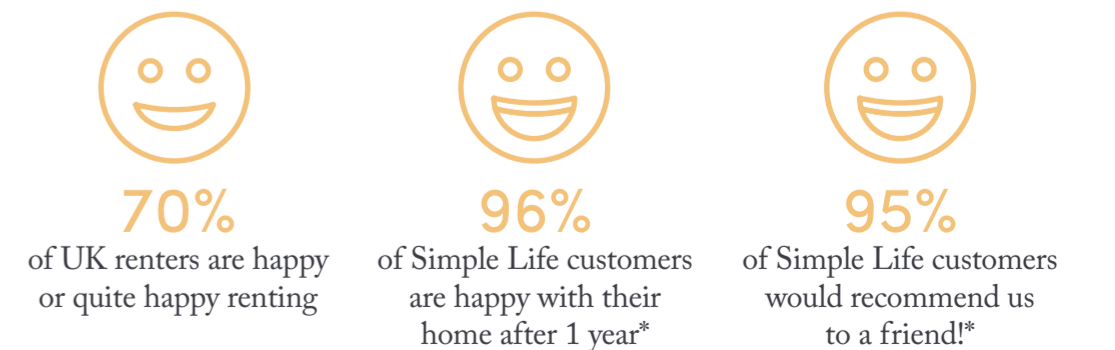
...75% of renters said property type is important to them



...renters want somewhere to entertain and feel at home



...households come in all shapes and sizes



\*customer satisfaction survey results June 2019 - June 2020

# SUSTAINABILITY



## Introducing our new ESG Director

Hello everyone! I have joined the Simple Life team as ESG Director. I am keen to engage with residents and the local community on these matters, as I can already tell there are lots of great ideas out there.

I believe that as individuals we can achieve things, but together we can achieve even greater things. I look forward to meeting many of you as I journey around and become more familiar with the goals and aspirations of us all.



Niamh



### Going Green with Pink Sheep!

Our commitment to finding more sustainable processes includes the way we print our materials (including this newsletter!) and source our reusable bottles and bags.

Working with merchandising company PinkSheep, we've joined their Ora scheme which gives each job 'Eco points'. These points add up to planting real trees in the Highlands of Scotland.

Since joining the scheme in December 2020, we've already contributed to the planting of 15 trees and counting! Check the back page to see how many the printing of these newsletters has helped too...

### Bringing Nature to Normanton

One of our new developments, Ashfield Park, features a range of biodiverse projects including a selection of Nature Gardens, tree planting, wild flower spaces, bird boxes and hedgehog runs.

We hope to implement more schemes like this across new and existing developments with our building partners!

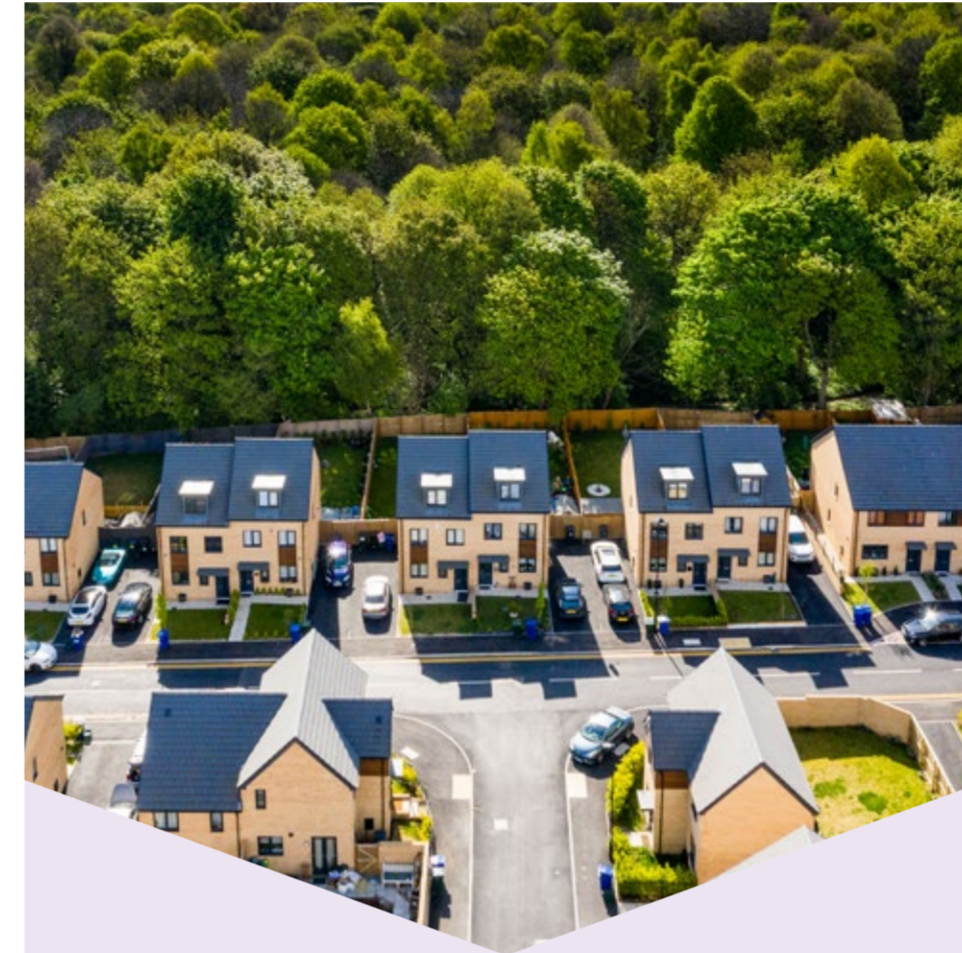
### Clothes Banks CO<sub>2</sub> Impact

Last year we began implementing Clothes Banks wherever possible on our apartment schemes, to encourage residents to recycle unwanted garments.

Since then, we were pleased to see that residents at Coral Mill, Newhey donated 230kg of clothing, preventing an estimated 828kg of CO<sub>2</sub> emissions.

Residents at Fenman Mews, Worsley did a sterling job too, with 335kg of clothing donated preventing over 1,200kg of CO<sub>2</sub>.

This is another example of the small steps we can take as communities – thank you!



### It's Over To You!

Do you have a Solar Panel on your home? Do you live in one of our apartments and do you know if there are solar panels installed on the roof? Are you aware of the energy generated?

We are gathering this data and looking to work with residents keen to understand the benefits to us all, People and Planet, so please get in touch.

We are also keen to understand our water use and how we can encourage more efficient use of water and energy. As part of our overall commitment to improving biodiversity and indeed the feeling of our local environments, we are targeting increased tree planting.

As part of our Earth Day challenges, we have seen some feedback on the species of trees, garden water butts and provision of wildlife habitats. This is a key area of focus for us and we look forward to engaging with residents and the wider community on how we can work together in this regard.

Email us at: [marketing@simplelifelifehomes.co.uk](mailto:marketing@simplelifelifehomes.co.uk) with your feedback or ideas.

### So much more...

We have lots of other ideas in the pipeline including:

- Retrofitting Electric Vehicle charging points on our older properties
- Looking into water butt installation in back gardens
- Reviewing what is permitted in terms of planting in gardens
- Book swap boxes (see back page)

Please get in touch with any other ideas of how you think we can improve our sustainability for residents now and in the future!

## LAST YEAR'S EVENTS SUMMER ICE CREAM

It was our biggest event to date, and our trusty ice cream van travelled to nearly 30 developments throughout the country.

We were blessed with phenomenal summer weather for the majority of our visits, the blue skies and sunshine being the perfect accompaniment to the 1,700+ ice cream cones that were handed out!

Thank you to everyone who came out to join us – we were so grateful to have full cooperation on all our developments regarding social distancing, so we were able to keep our attention on having fun and handing out plenty of ice cream throughout the week.

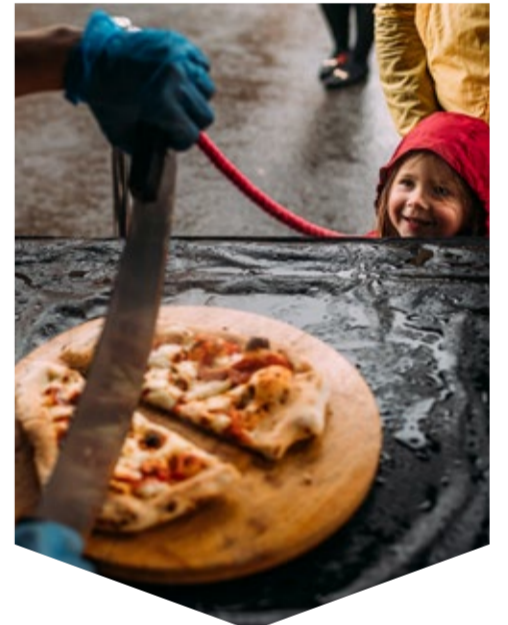


## PIZZA

Residents of our completed apartment blocks came out in force, braving the rain in order to get their made-to-order pizza.

It was fantastic to see neighbours catching up safely, including new residents enjoying their first taste of a Simple Life event. At some developments it was so popular the team were on the verge of running out of dough!

With toppings varying from cheesy garlic bread, to indulgent truffles, to meat feasts and spicy sausage, there was something for everyone, all washed down with a range of soft drinks or beers.



## CAR PARK PANTO

Car Park Panto gave Manchester and Merseyside residents the chance to win tickets to 'Horrible Christmas' for free! 150 residents enjoyed a festive drive-in performance.



## SANTA STILL CAME TO TOWN



Despite all the uncertainty throughout 2020, we were extremely pleased to be able to end the year on a festive high and still provide a little Christmas magic for our well-deserving residents.

After a couple of false-starts and a lot of rescheduling, Santa and his Elves and Reindeer were able to visit 31 Simple Life developments over 7 days. Things were a little different to years past, and Santa instead paraded through the neighbourhoods, enabling children young and old to have photos taken safely from their doorsteps.

We were overwhelmed by the turnout and support, making this year our busiest for events yet! Even more importantly, we were very grateful to see everyone staying mindful of the distancing rules.



## QUIZ

### Question 1:

What does ESG stand for?

### Question 2:

What do you call a baby bird who's just learnt to fly?

### Question 3:

How many SV panels do you think are installed on the 6 apartment blocks at Emphyrean? The answer may surprise you!

### Question 4:

How many gallons of water does it take to make a pair of jeans?

*Answers on the back page!*

## COMPETITIONS



### DATE NIGHT

November saw us launch a competition for the grown-ups to win a £50 Just Eat voucher and have their own date night! From nearly 300 entries, we declared a winner from every development, and it was great to give you dinner on us!



### VALENTINES

Still in lockdown in February 2021, we challenged you to dress-to-impress at home! From fancy pooches to adorable babies to red carpet worthy dresses, we loved to see your pictures. Well done to our 4 winners who received Just Eat vouchers!



### VIRTUAL EASTER EGG HUNT

Following the success of the 2020 Virtual Easter Egg Hunt, we launched again this year! Over 150 residents successfully found all the clues across the Simple Life website and received bespoke honeycomb chocolate bars from our friends at Love Cocoa, whilst 10 lucky entrants were randomly selected to receive luxury chocolate-filled hampers!



### SELFIE COMPETITION

New residents at Empyrean have been invited to share their move-in selfies within the first 3 months of getting settled, with one winner from every block getting a month's rent back – cash! Our winner at block 6 was Amy & Jamie! Block 5's winner will be announced at the beginning of June, so keep an eye on our social channels!

## COMMUNITY-LED EVENTS

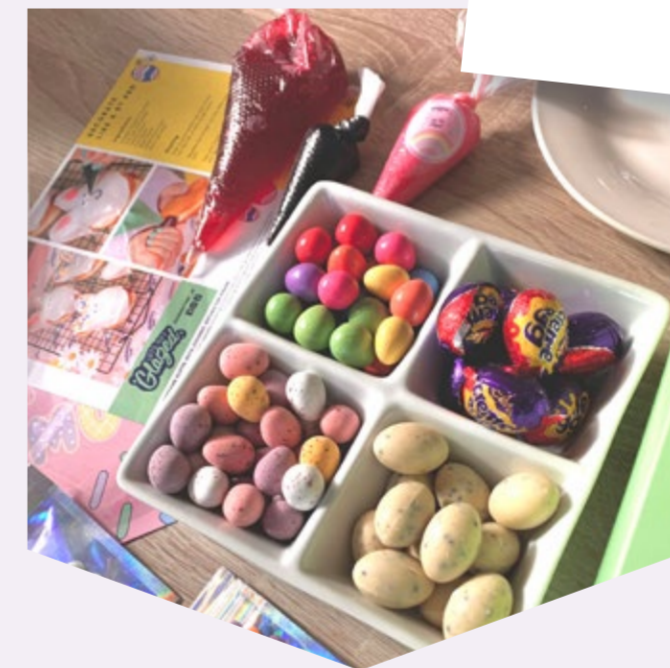
### ABBOTSFIELD'S EASTER EGG HUNT

We were delighted to see that over the Easter Weekend in 2021, the residents of Abbotsfield came together to host their own Easter Egg Hunt.

Resident Jessica Parry initiated the idea, by designing a beautiful map for the estate, which was then printed and distributed by neighbour Nicola. The neighbours joined in to leave clues, eggs, pictures or toys to make it an interactive and fun experience for all involved.

Jessica said: "It was a great community effort and I'm sure everyone who took part would say the same, all the children loved it and we even had a visit from the Easter Bunny!"

Seeing the neighbourhood come together in a safe and fun way in the current climate is brilliant, and exactly what we hope our Simple Life residents find when they move in.



### HILTON PARK

Hilton Park seems to be the place for community! Back in October, we saw a flood of comments from existing and soon-to-be residents on our popular development in Leigh, finding out who the neighbours would be and getting to know each other in advance. We hope you're all feeling settled in your new homes!



### PRINCE'S GARDENS

Prince's Gardens was our big development winner of the 2020 Christmas competition – we loved the creativity of the decorations, with stunning window displays. Well done everyone!



### LOCAL BUSINESSES

In the run up to Christmas 2020 we wanted to encourage our customers to shop small, and began to showcase businesses run by our own residents.

This has been really popular, and in honour of Local Business Week in mid-May, we've put together a directory of business profiles run by Simple Life residents.

We are happy to promote small businesses! Please note if you wish to run a business from your home you must contact your Asset Manager for approval first.



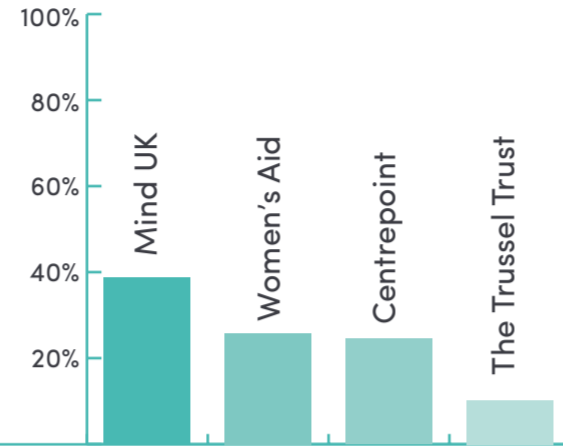
Scan to load the directory

# INVESTING IN THE LOCAL COMMUNITY

## SIMPLE LIFE DONATES £100,000 TO 4 CHARITIES

In addition to our existing support for local communities and organisations, in 2020 we donated a further £100,000 to four specially selected organisations. The charities were chosen by staff, with the effects of COVID-19 on fundraising in mind, and our Simple Life residents helped determine the level of donations given to each.

% of Vote	Charity	Total Donation
38.96%	Mind UK	£31,980
25.97%	Women's Aid	£25,480
24.68%	Centrepont	£24,840
10.39%	The Trussel Trust	£17,700



## SIMPLE LIFE SUPPORTS PARK PALACE PONIES FOR A THIRD YEAR

The equestrian centre which is based in Liverpool, aims to inspire a new generation of young riders. During our first year of supporting the centre, the organisation was able to facilitate its first school partnership with Monksdown Primary School in Norris Green. Each year, Simple Life's donation sponsors pony

Moses and also covers the cost of the riding lessons for one full school year for Monksdown school children. This has made riding lessons more affordable and accessible for children living in urban areas. The centre has now successfully partnered with 5 more schools.



## SALE UNITED GIRLS

Sale United Girls Football Club has used Simple Life's latest donation to sponsor 6 of its teams including the following age groups; under 9, under 10, under 11, under 13, under 14 and under 15. This year, the team's kit also sees the lovely addition of the Manchester Bee on one arm and the NHS logo on the other.

We look forward to seeing Sale United Girls Football Club progress over the next year and hope to see the girls attend a foreign football tour in the not too distant future.



## THANK YOU FROM THE NSPCC

For Christmas 2020, we chose to donate £2,000 to the NSPCC rather than send out Christmas cards. They've shared with us what the donation means in practical terms to their organisation and the children they support. The donation enables them to:

- Answer 250 contacts to Childline to help children who need someone to turn to
- Answer 200 contacts to the NSPCC Helpline for adults who have concerns about a child

*"I am so immensely grateful that you were there to listen without telling me I am lying, judging me or making me feel worse about myself and that is the amazing thing about these chats, they can save lives."*

Girl, 14

*"Sometimes people will say they're scared of making a mistake. I've had a few people saying 'supposing I'm wrong?' I always say that's what we are here for, to talk things through and you are right to phone, because suppose you are right."*

NSPCC Helpline Counsellor

## SIMPLE LIFE SPONSORS THE MIGHTY PANTHERS

A grass-roots FA Community Club, affiliated to the Cheshire FA, The Mighty Panthers prides itself on providing an inclusive environment for boys and girls to play football from the age of five.

The Under 12 Panthers play in the Chester and District Junior Football League and we at Simple Life wish them every success for next season.



## SUPPORTING LOCAL SCHOOLS

We were delighted to see the completion of a number of school projects from our 2019-2020 donations, following Covid delays. See a summary below and find out more on the Simple Life blog.



Mesne Lea Primary School, Walkden	Playground regeneration – trim trail	£8,000.00
St Richard's Roman Catholic School, Atherton	Fitness equipment	£8,000.00
Moat House Primary School, Coventry	Playground equipment	£8,000.00
River View Primary School, Broughton	Renovation of pond area to facilitate wildlife lessons	£5,000.00

# THINGS TO LOOK FORWARD TO



## YOUR 2021 EVENTS!

### ICE CREAM

We'll be back with the Simple Life Ice Cream Van in July-August 2021! Sharing tasty treats in the sunshine (hopefully!)

### PIZZA

Our 12 developments with apartment blocks will once again be visited by our friends at the Wood Fired Pizza Company, for dinner on us.



### ESCAPE ROOM

New for 2021, we're teaming up with Clever Cogz which is run by James, a Simple Life resident in Walkden. Enjoy a mobile escape room and learn team-building skills.

### CHRISTMAS

We're working hard to arrange a truly magical Christmas for all our completed developments. It may be a little different to past years, but it's still set to be spectacular!

More details of all our events will be announced throughout the year!

## CALLING ALL BOOK GUARDIANS!

Over the next 12 months, we want to encourage not just reducing waste, but also child and adult literacy.

We would like to introduce Book Boxes on our developments, where residents are invited to swap and share books in a community library.

Like large bird houses, the Book Boxes will provide accessible and protected storage of books that residents on site want to pass on, allowing anyone to pick up a title and return another.

But we need **YOU!** We're looking for volunteers to be our Book Guardians, who will host a Book Box in their front garden and keep an eye on it for us.

If you'd like to hold this mini library, please let us know by emailing [marketing@simplelifelifehomes.co.uk](mailto:marketing@simplelifelifehomes.co.uk)

We're also keen for these to be built by our residents! If you're handy with a hammer, get in touch too, we'd love to see the creativity of our residents (and their children) shine through. The ideal task for the summer!



## QUIZ ANSWERS

**Answer 1:**  
Environmental Social Governance – this means looking into the way we can protect the planet, do more for the people, and ensure we are accountable.

**Answer 2:**  
Fledgling!

**Answer 3:**  
929, generating around 187,661 kWh energy every year!

**Answer 4:**  
1800 gallons – that's to grow enough cotton for just 1 pair.



This newsletter is printed on Edixion Offset FSC Mix Credit Paper, contributing to the planting of around 6 trees in the Scottish Highlands!