

BLACKSTONE'S NIDO STUDENT LIVING UNVEILS BOUTIQUE RESIDENCE IN NOTTING HILL

London, UK October 24 2011 – Blackstone's Nido Student Living will unveil their new boutique residence in Notting Hill, Thursday 3rd November 2011.

Representatives of universities, colleges and language schools will tour the 6-storey, 277-bedroom accommodation and already, occupancy is at 95% with students from 35 different countries.

Nido Notting Hill is Blackstone's third independent student accommodation hall. With full occupancy at Nido King's Cross and strong rental demand at Nido Spitalfields, Notting Hill offers a more boutique style living. It is smaller and more compact with colourful quirky spaces to hang out in or study, movie screening room, games space, a fitness centre and facilities for everyone to share.

The new addition to the Nido family is attracting students studying across the City. Typically, students are from Regent's College, London School of Fashion, SOAS, Central and West London College, as well as various language schools.

There are over 40,000 university and language students studying in close proximity, but there continues to be a demand / supply shortfall between university and private sector accommodation in London. University provided accommodation is not able to keep up with the growing numbers of students and private sector accommodation is only available to 21% of students.

Maureen McDermott, Director of Student Accommodation at Nido Student Living, said, "Today, students in London are vying for some of the best accommodation in the world. Going to university is seen as an once-in-a-lifetime opportunity, and living in shabby quarters does not complement what students are paying for their education. Students want more and the levels of interest we have seen over the last few months are proof that they are getting just that".

Nido Notting Hill has a range of room options; Single Studios, Accessible Studios, Twin Studios and Two Bedroom Studios. Single Studios range from £245 - £280 per week. Twin Studio (2 people sharing) from £170 per person/pw. The 2-bedroom Studios (separate bedrooms) are £230 per person/pw and Accessible Rooms from £260 per person/pw (see notes to editors for inclusive facilities). The pricing varies according to the length and terms of the contract.

There is a live-in Residence Manager and live-in resident assistants who help create a vibrant student environment, but also provide pastoral care. If a student needs to go to A&E or hospital, they will be accompanied. If there are other medical issues, the resident staff will be aware of how to respond to get the resident appropriate care. Or if someone is just homesick, there will always be someone to speak to about it. All Residence Life staff participate in a training programme and monthly training sessions.

McDermott, said, *“London continues to be one of the dominant cities for students in world education and the supply of accommodation remains severely restricted by planning and funding constraints. Not only does London have more international students than any other city in the world, but this element has consistently increased year on year by an average of 7%.*

“Generally there is strong investment demand for prime student accommodation. Although direct let provision has risen over the past few years, it still only stands at 4% and the large majority (79%) of full time students are still unable to reside within university or direct let accommodation and therefore live at home or at HMO (Houses in Multiple Occupation) accommodation. This shows that there continues to be a significant shortfall of accommodation in London”.

Nido Notting Hill is located near to Ladbroke Grove and Westbourne Park underground stations.

The innovative Nido Student Living brand was created by The Blackstone Group in 2006, offering significant amenities and activities for its students. Nido is found in great locations/neighbourhoods where students want to live and experience London. There are over 85 nationalities at Nido across London - students from USA, UK, Spain, India and China are the most populated, followed by Greece, Turkey and Brazil.

For further information on Nido Notting Hill please contact: Maureen McDermott, Director of Student Accommodation on +44 (0) 207 395 7259, mcdermott@blackstone.com or visit www.NidoStudentLiving.com

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NOTES TO EDITORS

What to find at Nido Notting Hill

Communal spaces at Nido Notting Hill include a shared lounge, laundry facilities and an outdoor courtyard on the first level.

Services include an electronic swipe entrance with the ability to match key card to a photo of the resident, 24-hour security staff with security monitoring room, CCTV outside and inside of the building and Cashless Vending.

Connectivity is key, and Nido provides high-speed cable and wireless Internet for free throughout the facility, and VOIP and IPTV available on request.

Weekly community events will be scheduled to encourage student interaction such as Nido film nights, retro Pacman competitions, tours of London markets, cultural festivals, dance classes, and personal health and safety discussions throughout the year.

Nido is also about simplifying things. The cashless vending environment allows students or their parents to 'top up' their room key card with cash to use for laundry, vending, or for paying their rent. Students do not need to carry cash around the building. There is in-room cleaning and dry cleaning available for a fee, bicycle storage, and the students can buy most items they need for their stay at Nido through the Nido Store.

The weekly fee includes:

- Accommodation
- high speed cable and wireless internet
- gas, water and electric costs
- 24 hour security
- live-in student services staff
- resident events
- onsite maintenance
- bike storage
- dishes
- bed linen

The Nido Notting Hill Neighbourhood

Numerous shops, restaurants, and delicatessens can be found nearby or across the Canal on Harrow Road in Ladbroke Grove. Nearby, Chamberlayne Road, named by Vogue as the hippest street in Europe, is home to several cool gastro pubs. Jade Jagger, Sophie Dahl and Daniel Craig are just some of the A-listers attracted to this quirky neighbourhood; many call it the New Soho of the West End. Among local vintage and antique shops you can discover the secret celebrity home-ware boutique, Smith, whose regular clients include Sara Cox, Billie Piper and Alan Carr. Nido Notting Hill is just a stone's throw from Portobello Road and the infamous neighbourhood of Notting Hill, - famous for the Notting Hill Carnival, the largest street festival outside of Rio. Portobello Market, where bargain hunters scour for antiques and treasures, is also nearby.