Brent Cross Fusion Accommodation Strategic Partnership Action Plan

Objective: Increase occupancy and establish long-term partnerships with universities, colleges, institutions, and language schools through targeted outreach and strategic relationship management.

Target Universities & Colleges

Institution	Focus Area	Reason for Targeting
Middlesex University	International Students	Close proximity to Brent Cross and strong international intake.
Sheffield Hallam University London Campus	New London Campus	Located within Brent Cross Town development.
College of North West London	Further Education	Large local and international student population.
Regent College London	Business & International Students	Strong recruitment of overseas students.
London Brookes College	International Students	Nearby location and easy transport access.
Brampton College	Foundation & College Students	Located close to the accommodation site.

Target Language Schools

Language School	Location	Opportunity
Lexis School of English	North West London	International language students seeking accommodation.
Malvern House London	King's Cross	Short-term and summer student demand.
Berlitz London	Central London	Adult learners and international students.
CCLS English School London	Kensal Green	Affordable English programmes with overseas students.
LSI London	Central London	Strong group booking potential.

Language School	Location	Opportunity
Kaplan International Languages	London	Large international student intake year-round.

Prepared for Brent Cross Fusion Accommodation Management & Directors