



**BRADFORD
UNIVERSITY STUDENT
ACCOMMODATION**

A Case Study

Milliken™



Communal areas for socialising, Bradford University Student Village.

Background

There are eight buildings at the Bradford Student Village, offering accommodation for up to eight hundred students. The Student Village was purpose built as a University accommodation campus in the 1960's and is extremely spacious and beautifully landscaped. As well as having lots of communal areas for socialising the Student Village offers a wide variety of accommodation, in six different buildings.

The property is owned by CB Richard Ellis and managed by Universal Student Living. At the end of 2015 the reception area underwent a complete re-design.



“When students returned after their summer break to see the transformation they really were wowed. The overall effect is more appealing to the, predominantly young, students who live here. The redesign of the layout also gives the space a more friendly and homely feel.”

Phil Turner,
Area Manager of Universal Student Living

Design approach

The student accommodation market is increasingly competitive and it is vital that the highest standards of interiors are provided to help attract student tenants. The reception area and the impression it creates is critical; it is the focal point for everything that happens and leads on to a games room, café, library and meeting rooms. Before the re-design the reception area had a large imposing desk that seemed to create a barrier between staff and students. The ambition was to create a bright and welcoming environment for students.

Derek Matthews, Design Director of Monteith Scott, architectural interior design company based in Birmingham, was responsible for the design and vision. The designer injected colour and created an accessible and friendly interior through his choice of colours, lighting, furniture and floor covering.

“When students returned after their summer break to see the transformation they really were wowed”, explains Phil Turner, Area Manager of Universal Student Living responsible for overseeing the re-design. “The overall effect is more appealing to the, predominantly young, students who live here. The redesign of the layout also gives the space a more friendly and homely feel.”

Staff moved from offices upstairs to the reception area itself. Gone is the divisive reception desk, replaced by an open and welcoming environment for all. One of the aims of the reconfiguration was to make staff more available to their student customers and always be on hand to offer help and advice.

Any reception area has one of the highest footfalls within a building and for this reason it was crucial that the flooring was not only impactful, but also hard wearing. The Milliken flooring product selected was Formwork, a dense high performance loop pile, cushion backed, carpet tile offering unparalleled durability. The floor area is punctuated with light greens and blues echoing the coloured glass of the building. The Formwork collection combines high impact bright colours with a palette

of neutrals which can be used to define circulation areas or specific zones.

Another benefit of Milliken carpet tiles in this context is provided by the cushion backing which not only offers great underfoot comfort it also massively improves acoustics, reducing noise by up to 25-50% more than other carpets. These qualities were of particular benefit in this mixed use environment where staff and students gather for leisure activities, to communicate and also to work

When Monteith Scott and Universal Student Living selected the interior elements their choices were informed not only by the visual impact but also the environmental credentials of suppliers.

Phil Turner of Universal Student Living explains: “Our student visitors are increasingly concerned with environmental issues and we owe it to them to ensure everything we put into our accommodation should comply with the most stringent environmental standards.”

Milliken’s Formwork carpet tiles are produced using 90% recycled content in the cushion backing. The collection is GUT & CRI Green Label Plus certified for indoor air quality BRE ENP 491 rated certification - A/A+. Formwork carpet tiles are designed and manufactured in the UK at Milliken’s ISO14001 certified factory in Wigan.





Client : Universal Student Living
Designer : Monteith Scott
Flooring : Milliken
Furniture : WOW! Lifestyle Ltd
Photography : Midi photography

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