



## Summary of the 2010 Annual Report

**For Idealis, 2010 was particularly a year of vision and preparation for real estate projects. In 2010, we formulated our real estate strategy, with strong focus on acquiring locations or turn-key projects to implement this strategy. The annual report provides an extensive description of our activities. Below is a recap of our main activities in 2010.**

### **Rental performance: first-year students housed by 1 May**

Idealis currently manages some 4,000 units in Wageningen and 500 in Ede. Our goal is to find housing for all first-year students during the current academic year. We again achieved this aim in 2010. By March, all registered first-year students (for studies starting in 2009) whose housing requirements matched the units on offer had been housed.

At the end of 2010 there were 600 registered students still actively looking for rooms. More than 700 students who registered for housing in 2010 did not apply for rooms. More than 350 first-year students for the 2010-2011 academic year found housing with Idealis in 2010 (including 150 with travel-related priority status).

Priority housing status was given to those able to demonstrate an urgent need for housing at the start of the academic year. Effective 1 January 2011, Idealis will no longer grant travel-related priority status to first-year students during the months of July, August and September. Priority based on social/medical grounds remains in effect.

Tenancy turnover policy at Idealis requires termination of tenancy agreements for student rooms within one or two years after a tenant completes his or her studies. Contracts signed up to 31 December 2010 are still based on a maximum period of two years. In 2010, we decided to limit the turnover period for all tenancy agreements starting 1 January 2011 to one year. This policy is intended to keep housing available for specific focus groups chosen by Idealis.

Effective 1 January 2011, young people with jobs may no longer register. The current registered group will still be eligible for housing. This policy has the full support of the municipality. We refer this group to the housing on offer at [Huiswaarts.nl](http://Huiswaarts.nl), among others.

### **Tenancy Agreements: new collaborative agreement established**

Communication with tenants takes place through various channels: direct contacts with Idealis staff (mainly the Housing Services team and the caretakers), via our website, various information sheets, brochures, surveys, information folders, letters, e-mail and Digitalis (electronic newsletter).

In 2010 there was an internal and external inventory of needs and wishes. Based on this, a new, interactive website will be constructed in 2011. Clients (house seekers and/or tenants) can log in and review or change their personal details. Much of the information that tenants currently receive by letter will soon be published on a tenant's page for each complex. The aim is to have the new website online in the autumn of 2011.

Idealis has some 1,300 international tenants. Information provision and communication with this specific group (which has very high turnover rates) takes place in English.

There are regular consultations with tenant representatives of the student complexes with regard to the situation in the complexes concerned. The tenant representatives are members of the SFO (flat consultation association). Idealis greatly appreciates their advice in matters relating to policy and administration in the development of new policy. In 2010, SFO and Idealis signed a new collaborative agreement. Among other things, this concerns a joint effort to improve communication with tenants.

Besides general consultations with the SFO, Idealis would also like to increase direct communication with tenants through electronic surveys, client panels and the like. For this purpose, several surveys were conducted in 2010: a Feedex survey among departing and new tenants; a survey of housing needs among all students of Wageningen UR and the Van Hall Larenstein University of Applied Sciences, along with a livability survey among our tenants.



The Feedex survey showed that the Idealis clients were satisfied with our service provision and personal service. The key finding was that they were also satisfied with the housing.

The housing needs survey confirmed the impression that students prefer to share facilities such as kitchens and living rooms. Most students consider private facilities, such as kitchens, showers and the like less important (over 70%), or even unimportant. They consider living in cozy communes much more important. Conversely, another group (nearly 30%) prefers a totally different lifestyle, in which having their own facilities is important. When choosing housing, students place considerable importance on the cost of living, followed by the sizes of the rooms and the state of repair.

#### **Livability: rating of 7 or higher**

The Idealis student complexes consist primarily of private rooms where tenants share facilities such as kitchens, showers, etc. This means that the tenants must expressly make allowances for each other. Besides the tenants, our caretakers and housing steward also contribute to a good residential and living environment. To maintain livability, for example, there are cleaning and fire-safety inspections. In 2010, new information facilities and escape-route floor plans were posted in the corridor hallways of all student complexes. The meeting rooms and layouts of the common rooms also contribute to the livability of a complex.

The 2010 livability survey showed that a large majority appreciated the livability factor, giving it a score of 7 or higher. The bicycle sheds are also a major point of attention. Since 2010, bicycle wrecks are being removed. In addition, there was an inventory of capacity and management in 2010. Improvements in capacity and layout will take place in 2011 and 2012.

#### **Strategic Housing Stock Policy: 1,000 extra rooms**

Idealis also plans to continue providing good housing for future student generations. In the coming years we expect an increase in demand for student housing of some 1,000 units. This increase, based on expected growth of the number of students at Wageningen UR, was the starting point for formulating our 2010-2015 strategic housing stock policy.

This includes the new Stoas College of Applied Sciences in Wageningen. Allowances were also made for the loss of 250 temporary housing units at the end of five years on the Haarweg, currently used by international students of Wageningen UR. Idealis plans to meet this additional demand by providing permanent housing. In addition, a new replacement building on the Walstraat will have 30 fewer rooms.

In July 2010, our new building complex on the Burgtstraat, with 36 units, was ready for occupancy. Initial agreements were made in 2010 to house 95 students in the Nieuw Kortenoord district. Also, construction of 345 student units on the Rijnsteeg will start in 2011. This addition of approximately 475 units will leave an estimated shortage of around 525 units.

In 2010, we inspected the market-related and economic feasibility of various construction sites in Wageningen and Ede. We are still holding discussions about several locations. Among others, this involves an opportunity afforded us by Wageningen UR to realize between 300 and 400 units located near the campus.

<b>Investments in new buildings</b>	<b>Number of housing units</b>	<b>Year built</b>	<b>First year of operation</b>
Burgtstraat	36	2009/2010	2010
Kortenoord	95	2011/2012	2012
Rijnsteeg	345	2011/2012	2012/2013
Location not yet known	100 <sup>1</sup>	2013	2014
Location not yet known	200 <sup>1</sup>	2014	2015
Replacement of 250 WU units	250	2014	2015
Walstraat demolition	-109	2015/2016	
Walstraat new building	80 <sup>1</sup>	2016	2017
<b>Total number of units</b>	<b>1,000<sup>1</sup></b>	<b>2009/2016</b>	<b>2010/2017</b>

\* Up-to-date overview of the Strategic Housing Stock Memorandum

<sup>1</sup> Estimated number



### **Differentiated New Building Projects**

With new building projects, the aim is to close the gap between the qualities of student housing and housing needs, wherever possible. Our current student housing consists for about 75 percent of rooms with shared facilities, half of which on corridors with 10 or more tenants. The remaining 25 percent refers to self-contained rooms and small, two-room homes.

In the future, to offer choices to its tenants, to invest as cost-effectively as possible and to limit the risk of vacancies, Idealis will take a flexible, differentiated approach to new building projects. The emphasis will be on differentiation in housing with relatively smaller living units and in residential communes of four to seven persons. The accent will be on non-self-contained units with differentiation qua size, facilities and cost of living.

Preferably, new student buildings should consist of self-contained units rented by the room, with shared facilities such as living rooms/kitchens. In case of over-supply in the long term, these self-contained units would also be suitable for rental or sale to target groups other than students. To a lesser degree in Wageningen and Ede, the aim is also to realize self-contained rooms with their own facilities.

### **Cooperation Results in Concrete Agreements**

Idealis is making every effort to continue good cooperative relations with the tenant's organization, the educational institutions, the municipalities and fellow associations. Our strategic housing policy was among the main topics of discussion in 2010. In addition, the forecast of student numbers is a recurring subject of consultation with Wageningen UR, the Van Hall Harenstein University of Applied Sciences and the Christian Ede University of Applied Sciences.

In 2010, Idealis signed a letter of intent with Woonstede of Ede for student housing at the knowledge campus in Ede. In 2012, Woonstede plans to build an attractive complex with some 300 student rooms on the Zandlaan. These units will be leased long term to Idealis, which in turn will rent the rooms to students. Located next to the higher and intermediate secondary schools and within walking distance of the train station, it will mark the first time that housing has been specifically built for students in Ede.

Idealis has submitted a concrete proposal of performance agreements to the municipality of Wageningen in 2010, which was well received. We are now awaiting the policy proposals from the municipality, which are relevant for entering into the agreements.

### **Rent Policy: differentiation desirable**

The cost of living is a major point of attention in student housing. For existing student housing, our basic assumption is 80 percent of the maximum allowable rent-control price. Further differentiation, however, is desirable. This refers to such things as supplemental housing valuation, particularly for aspects not fully included at present in the points system for non-self-contained units, such as energy labels and location. Considering the extra qualities of new buildings that are not taken into account in housing ratings (for example, relatively low consumption of energy), Idealis has opted to charge the maximum allowable rent-control price for new subsidized buildings. There could be extenuating circumstances that could result in a slight deviation from this policy in a range of between 80 and 100 percent of the maximum allowable rent.

### **Maintenance: 6.3 million invested in 2010**

In 2010, to keep the housing stock at an acceptable level, there were also major investments in maintenance: over 6.3 million euro in total. This included the electrical project (completed in 2010), renovation of the bathrooms at Hoevenstein and Asserpark, and renovation work at Walstraat.

### **The Environment: to achieve a climate-neutral organization**

As an environmentally-conscious housing association, in 2010 Idealis opted to purchase carbon-neutral gas. This followed the decision in 2009 to purchase green energy for all complexes where we arrange the purchasing. In addition, we are in the final stages of setting up a carbon footprint. The carbon footprint is a means of visualizing our contribution to carbon dioxide emissions from internal operations and of studying how we can reduce these emissions. In 2011, we will decide how we can compensate for carbon dioxide emissions. This could take the form of planting trees or investing in renewable energy, for example.



**Sound Financial Position: also, following the planned new building projects**

To enable new construction, Idealis must take measures to finance the investments. These measures concern both a reduction in spending and an increase in income.

Idéalis has opted to defer and cut-back scheduled maintenance of the student complexes in Wageningen, wherever possible. In the coming years there will be slight delays in implementing various maintenance items. In addition, some adjustments were made after taking a close look at the maintenance cycle.

**More information**

If you would like additional information about our activities, visit our website ([www.idealism.nl](http://www.idealism.nl)), where you will find the complete annual report. You can also request a printed version at this site.

Idéalis  
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