

STUDENT ACCOMMODATION SURVEY



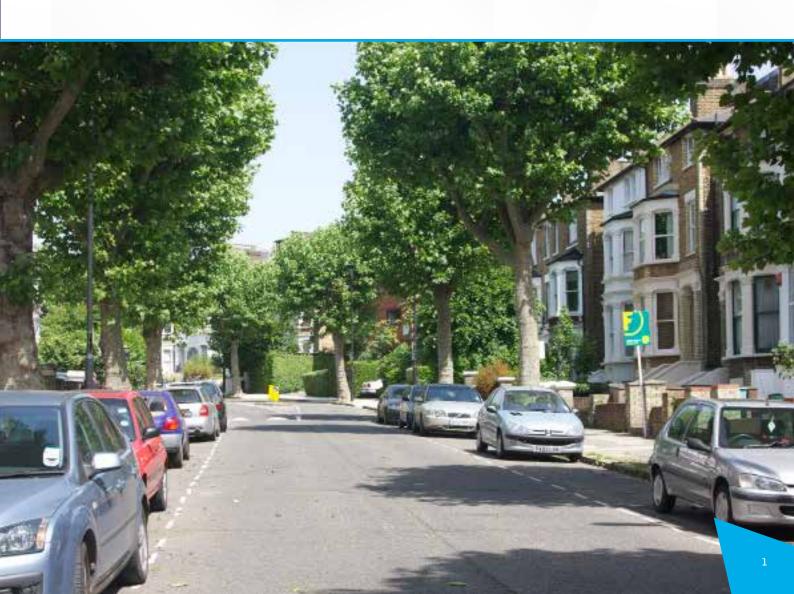






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INTRODUCTION

With over 6,000 completed responses, this is the largest survey of student housing in London ever conducted. We would like to thank both UPP and Cass and Claredale for their sponsorship. Without their assistance we would not have been able to receive such an excellent response.

Student housing is a subject that has attracted press coverage and competing visions of what is necessary to meet student needs. It is a subject of political debate with local authorities, the NUS, the HE sector and private developers debating the way forward to encourage both investment in, and delivery of, appropriate student housing.

The Mayor of London has facilitated this debate through the London Academic Forum. The result has been that, in principle, the latest iteration of the London Plan will require private developers to either work in partnership with an HE Institution or deliver an element of their housing at rents affordable to the majority of students.

We hope that these survey results will inform the further development and implementation of this policy.

There are a number of questions that the survey addresses and one, in particular, which it cannot:

- » It assesses the overall level of demand for rooms in Purpose Built Student Accommodation.
- » It addresses the likely level of demand for rooms at different price points, by reference to the budget expectations of students already in London.
- » It assesses the experience and expectations of students looking for or living in the private rented sector.
- » It assesses the experience and expectations of students living in Halls of Residence

The survey was directed at students who had already chosen to come to London and not those who were considering whether to do so.

Consequently, the question that we could not address was whether a lack of affordable housing was affecting students' choices about whether to study in the capital or not.

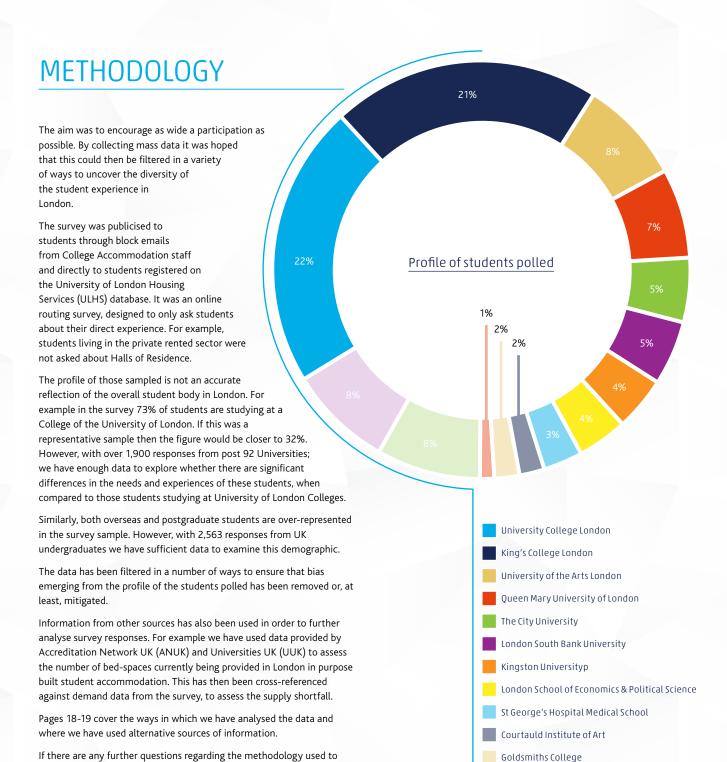
Although the survey could not directly answer this question, there are indications that it is a concern. For example, although the majority of students we surveyed were happy with their housing and the support provided to them by their University, by reference to our previous survey in 2012, it appears that dissatisfaction is increasing. The most common student complaints were either about the overall cost of housing or the lack of University rooms available.

The HE sector in London generates a regional Gross Value Added (GVA) of over £7.9billion per annum. If students are being discouraged from attending our Universities because of the cost of housing, this is not just a threat to the ambitions of talented young people it is also a threat to the continued prosperity of our capital.

KEY FINDINGS AND BACKGROUND

A number of statistics are referred to here as background to the survey findings. For details of sources for the numbers of bed-spaces by category of provider and numbers of students by category (1st year undergraduate, taught Masters etc.), please refer to page 18.

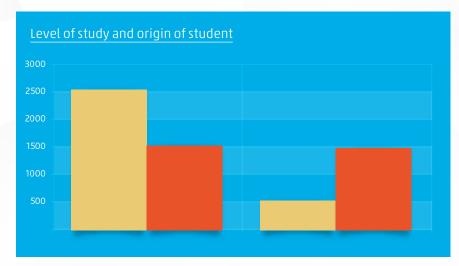
- Within the survey 70% of students living in shared flats/houses in the private rented sector were paying less than £150 per week in 2014. The overall average rent paid by students (including an estimated £12 per week for utility bills) was £148 per week. The rent paid by students living in the private rented sector is an indication of what students consider to be within their budget. As such, it should help guide decisions on the pricing of affordable accommodation within Halls of Residence.
- » The survey and other data, shows demand from over 120,000 students for Purpose Built Student Accommodation.
- » This consists of demand for over 40,000 bed-spaces from students already living in London and demand for 80,000 bed-spaces from students coming to London for the first time.
- » In total, in January 2015, there were less than 74,000 bed-spaces available in Halls of Residence across London. The majority of these are almost evenly split between private developers (36,000 bed-spaces) and Universities (34,000), with a number of charitable Halls offering an estimated 3,750 bed-spaces.
- » Universities can only accommodate 34,000 students within their own Halls. As a result, many Universities now rely on nominations agreements with private providers to house students that are coming to London for the first time. However, many students who have not previously lived in London, are still left to find their own housing in the private rented sector.
- » Within the survey, the average rent paid by students living in Halls of Residence, owned by private providers but with nominations agreements with an HEI, was £183 per week.
- The average rent paid by students living in direct let Halls of Residence, within the survey, was £233 per week. Of those students in London looking for housing for next year, just 14% budgeted for rents over £200 per week.
- Within the survey, the average rent paid by students living in non-catered University Halls of Residence was £162.66.
- » Although the majority of students remain happy with their housing, both within Halls of Residence and the private rented sector, dissatisfaction is increasing.
- The University of London Intercollegiate Halls of Residence and charitable Halls scored highest with regard to satisfaction ratings.



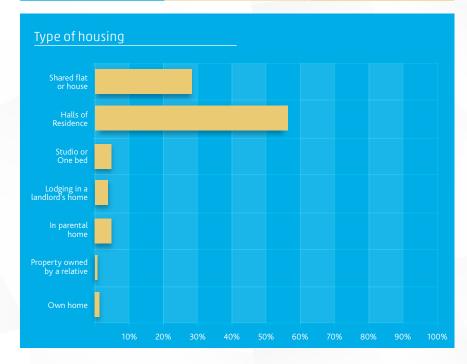
Royal Academy of Music Other UOL Colleges Other non UOL Colleges

arrive at figures quoted, please contact roland.shanks@london.ac.uk

PROFILE OF STUDENTS POLLED



	Undergraduate	Postgraduate
ик	2,563	508
Overseas	1,527	1,496



Shared Flat or House

28% of students in the survey were living in a shared flat/house rented from either a landlord or letting agent. If this was a representative sample, the figure would be higher than this. Most estimates consider that over 40% of students rent from private landlords.

Hall of Residence

The majority of students polled (57%) were living in student Halls of Residence. There is less than one bed-space in Halls of Residence for every four full time students in London. This group of students is, therefore, overrepresented in the survey sample.

Studio or one bed flat

Over 5% of students in the survey were living in either studios or one bed flats (on their own or with a partner). The average rent paid by these students was £204 per week, excluding bills. This is considerably higher than the average of £136 per week for students living in shared flats/houses. It was unfortunately not clear from the questions asked, how many students were living with a partner and how many were living on their own.

Lodging in a landlord's home

Just under 3% of students were living in a landlord's home. Some students were either acting as au-pairs or assisting an elderly person with household chores. Where it was possible to assess the rent, these students were paying on average £122 per week.

In the parental home

Over 5% of students were living at home with their parents. 57% of these students listed cost as their main reason for living at home. Just 7% stated that not being allocated a place in a Hall of Residence was their main reason. The majority (54%) were spending more than 40 minutes commuting to College.

Property owned by a relative

A number of recent press articles have talked about the parents of overseas students buying properties for their children in central London. Given the profile of those students that took part in the survey, we would expect to see some evidence of this in our sample. However, less than 1% of students in the survey were living in a property owned by a relative.

Own home

1% of students owned their own home. 60% of these were postgraduate students.

STUDENTS IN HALLS OF RESIDENCE

Postcode analysis was used to identify which type of provider students were living with. Below are descriptions of the categories.

Nominations:

These are privately owned Halls of Residence where there is an agreement in place for the occupation of that Hall by a specific Higher Education Institution.

College

Halls of Residence directly managed by a Higher Education Institution.

Charitable

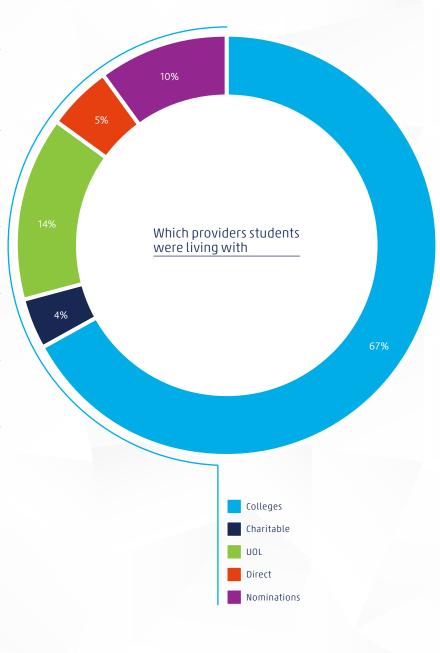
Halls of Residence that are run by the charitable sector.

UOL

Halls of Residence managed by the University of London.

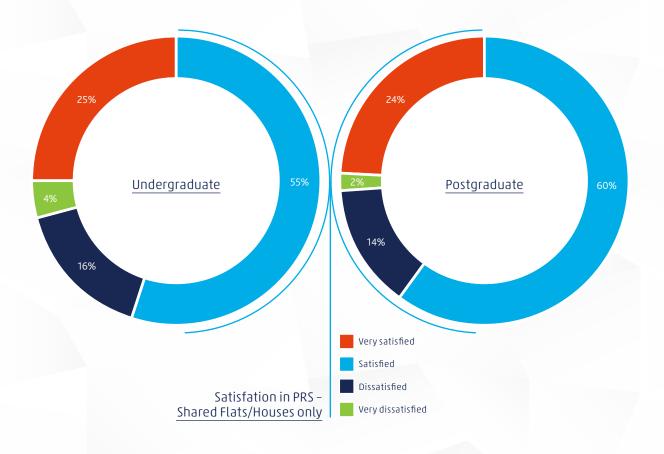
Direct

Privately owned and managed Halls let directly to students, independent of Colleges allocation procedures.



STUDENTS LIVING IN THE PRIVATE RENTED SECTOR

SATISFACTION



Overall

In 2012 we carried out a similar survey and asked students how satisfied they were with their housing. Satisfaction levels have decreased for both undergraduate and postgraduate students.

Dissatisfaction has increased at a greater rate for postgraduate students than for undergraduates.

Undergraduate	2012	2014	Postgraduate	2012	2014
Dissatisfied	12%	16%	Dissatisfied	9%	14%
Very Dissatisfied	4%	4%	Very Dissatisfied	1%	2%

Satisfied

Within the broader context, more students were very satisfied with their housing than dissatisfied.

Those students that were happy with their accommodation tended to mention their flat-mates, the location and price. However, many students also appreciated the use of a garden, the size of their rooms and a good relationship with their landlord.

Dissatisfied

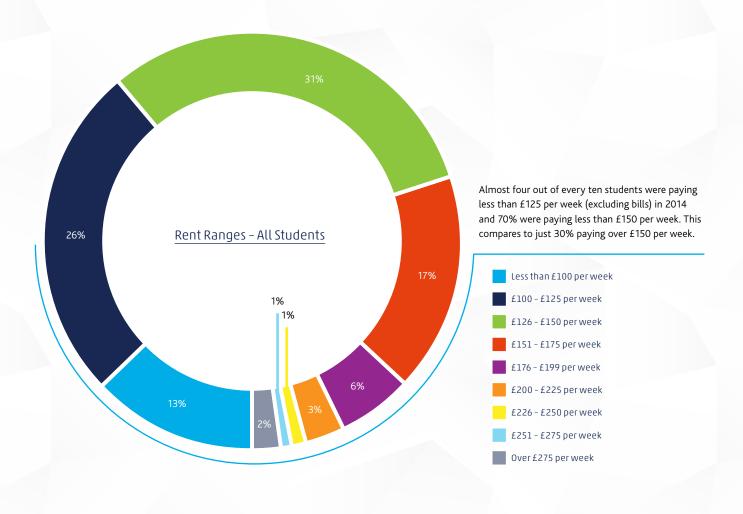
Most complaints were focused on poor management of the property by either a landlord or a letting agent. Students detailed ranges of problems from mould and damp through to pest infestations. Price was often mentioned, especially with regard to value for money.

Other students complained of over-crowding in the property and its cleanliness.



Wordle-showing most commonly used words by students dissatisfied with their housing.

RENT RANGES – ALL STUDENTS (SHARED FLATS/HOUSES)



RENTS IN PRIVATE RENTED SECTOR

	Average rent
UK	£134.08
EU	£140.43
Non EU	£150.35

Average rents can be misleading as high rents can push up the average rent far more than an equal number of lower rents can lower it.

However, the table on the left gives some indication of the overall rent differential between different groups of students.

AREAS AND RENTS

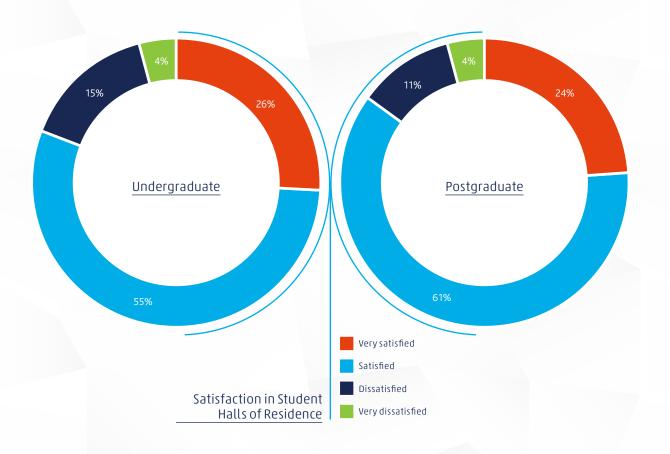
Below is a list of the most popular postcodes for those renting shared flats/houses and the associated rent. Although the question asked students to give a weekly rent for their room; when analyzing the statistics, it became clear that many were either entering the rent for the whole property or the calendar month rent. In addition, it was not possible for many postcodes to be accurately identified from the student entry. Filtering rules to remove anomalies are outlined on page 19.

Postcode	Ave. Rent 2014	Sample Size	% of sample
NW1	£155	100	6.9%
SW17	£128	75	5.2%
SE1	£152	62	4.3%
E1	£135	56	3.9%
N7	£143	51	3.5%
WC1	£175	47	3.2%
N1	£150	41	2.8%
SE17	£141	40	2.8%
SE15	£122	38	2.6%
SE14	£126	37	2.5%
N4	£123	35	2.4%
SE5	£131	31	2.1%
NW2	£124	31	2.1%
NW6	£151	29	2.0%
KT2	£96	25	1.7%
W1	£195	25	1.7%
E3	£140	24	1.7%
EC1	£179	24	1.7%
SE16	£152	23	1.6%
NW5	£127	23	1.6%
KT1	£98	20	1.4%
E14	£141	19	1.3%
E2	£140	19	1.3%
N15	£116	19	1.3%
SW19	£123	19	1.3%
N19	£130	16	1.1%
N22	£109	16	1.1%
SE4	£114	16	1.1%
SW6	£156	16	1.1%
W14	£159	16	1.1%
N16	£160	15	1.0%
SW8	£136	14	1.0%
E17	£104	13	0.9%

Postcode	Ave. Rent 2014	Sample Size	% of sample
SW2	£126	13	0.9%
SW9	£137	13	0.9%
SW11	£158	13	0.9%
TW20	£92	13	0.9%
N8	£122	12	0.8%
N17	£95	12	0.8%
SE11	£136	12	0.8%
SE13	£95	11	0.8%
SW16	£113	11	0.8%
W6	£146	11	0.8%
NW3	£149	11	0.8%
E15	£115	10	0.7%
N5	£144	10	0.7%
E9	£119	9	0.6%
W2	£153	9	0.6%
W9	£166	9	0.6%
NW8	£144	9	0.6%
NW10	£114	9	0.6%
SW1	£170	8	0.6%
SW4	£151	8	0.6%
NW4	£122	8	0.6%
EN6	£90	8	0.6%
KT6	£85	7	0.5%
E5	£111	7	0.5%
W12	£139	7	0.5%
SW15	£107	6	0.4%
E8	£141	6	0.4%
NW11	£133	6	0.4%
N6	£131	4	0.3%
SE10	£135	4	0.3%
Inner LDN Misc	£133	84	5.8%
Outer LDN commuter	£118	58	4.0%

STUDENTS LIVING IN HALLS OF RESIDENCE

SATISFACTION STUDENT HALLS OF RESIDENCE



Overall

The same pattern of increasing dissatisfaction can be shown with Halls of Residence. However, in this case, dissatisfaction has increased at a greater rate for undergraduate students than for postgraduates.

Undergraduate	2012	2014	Postgraduate	2012	2014
Dissatisfied	10%	15%	Dissatisfied	10%	11%
Very Dissatisfied	2%	4%	Very Dissatisfied	3%	4%

Satisfied

Once again it is worth stating that the vast majority of students were happy living in Halls.

The most common praise for Halls of Residence were their location and cost. After this, students were enthusiastic about the atmosphere being created in the Halls, often assisted by welcoming staff.

Some students also appreciated having their own showers and noticed when the property was cleaned well.

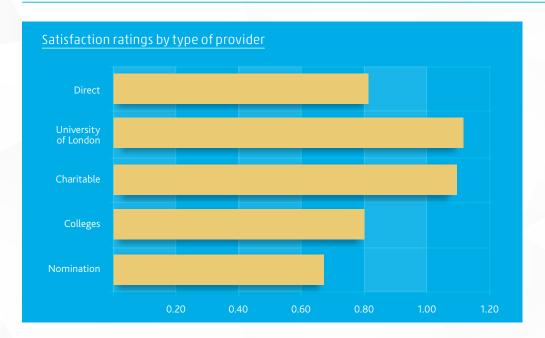
Dissatisfied

Some Halls generated a disproportionate amount of complaints. Many complaints covered a number of areas.

Below is a table showing the most common complaints and the frequency with which they appeared, when students were complaining.

Complaint	Frequency
Cost	27%
Plumbing, water and heating	25%
Unfriendly or rude staff	21%
Size of room	17%
Poorinternet	17%
Cleaning	9%
Pestinfestations	9%
Location	9%
Other students	5%
Fire Alarms	5%

SATISFACTION RATINGS BY TYPE OF PROVIDER



When analyzing satisfaction ratings, we assigned the following scoring:

Very Satisfied	+2
Satisfied	+1
Dissatisfied	-1
Very dissatisfied	-2

The above are averages of the total scores.

Direct

In 2012 direct let providers had the lowest satisfaction scores of any providers. However, since then, there has been a large influx of new operators into the market.

Students now have considerably more choice and this competition appears to have increased standards.

University of London

University of London Halls have the highest satisfaction rating of any provider. There could be a number of reasons for this.

- 1. The survey is being run by the University and this could influence students to be more positive.
- The University of London offers catered Halls. This is something of a niche market in London.
- 3. The University of London has just closed down three very old Halls to be completely rebuilt. In other words, their least attractive Halls are temporarily out of operation.
- 4. The University of London have responded to previous surveys by playing to their strengths. This has involved spending more money on catering and enhancing the training of wardenial staff.

Charitable

In 2012, the charitable sector came first in scoring for satisfaction. They remain extremely popular.

Colleges

The two Colleges with the largest participation in the survey were King's College and UCL. Both Colleges have been under considerable student union pressure over their rents. This may have reinforced existing dissatisfaction with provision of housing by Colleges. A number of new Halls being delivered by Colleges this year also had significant teething problems.

In 2012 provision by Colleges was the second most popular choice after charitable Halls. It is now fourth.

Nominations

In 2012 nominations were considerably more popular than direct lets. In 2014, these were the least popular form of housing being provided.

In 2012, most of the existing nomination agreements had been in place for some considerable time. This year many were relatively new. The survey was also conducted at a time when one particular Hall had lost its water supply, leading to a large number of negative comments. If this one Hall were excluded from the results, then nominations would be close to the Colleges score.

EXPECTATIONS

OVERALL RENT EXPECTATIONS FOR THOSE LOOKING FOR HOUSING NEXT YEAR

We asked students whether they were looking for housing next year and, if so, what their budget would be, including utility bills but not including travel costs.

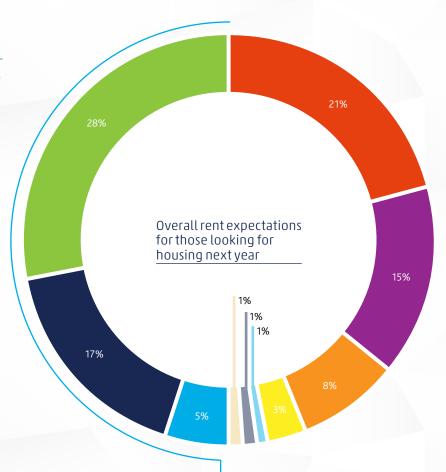
In 2012, just 8% of students were prepared to budget for in excess of £200 per week. Two years later this has now increased to 14%. Although this is an increase, it is still less than one in seven students that can budget for this amount and twice as many students budget for £126-£150 per week.

The majority are budgeting for under £150 per week.

The above snapshot is unweighted and does not take into account the demographics of those that took part in the survey. The survey sample is weighted towards overseas students and those that are currently living in Halls. We have, therefore, filtered the results to see if the survey sample has inflated the rent expectations in the pie chart shown.

The results of the filtering are shown below.

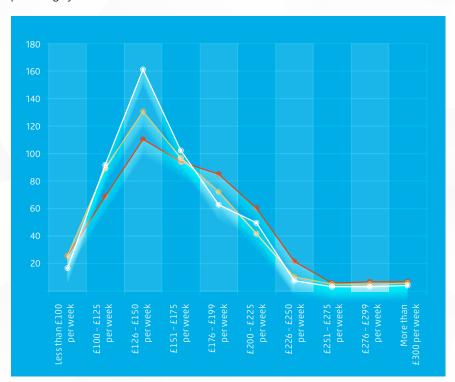
Whichever filter is applied, however, it is clear that the most popular price category is £126-150 per week.

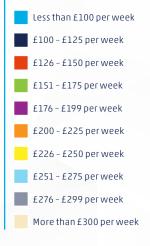


RENT EXPECTATIONS FOR THOSE LOOKING FOR HOUSING NEXT YEAR-FILTERED

Student Origin

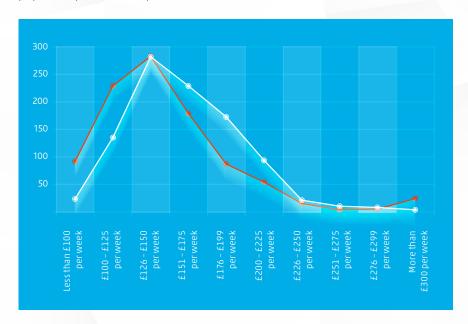
There were more overseas than UK students prepared to consider higher rents. Overseas students were also more highly represented in the lowest price category than UK students.





Halls students versus those living in PRS

Students already living in the private rented sector were generally more optimistic about achieving a lower rent, albeit with a small number prepared to spend over £300 per week.





We asked students if they were looking for housing next year and, if so, what their preferred choice would be?

Halls of Residence-returners market

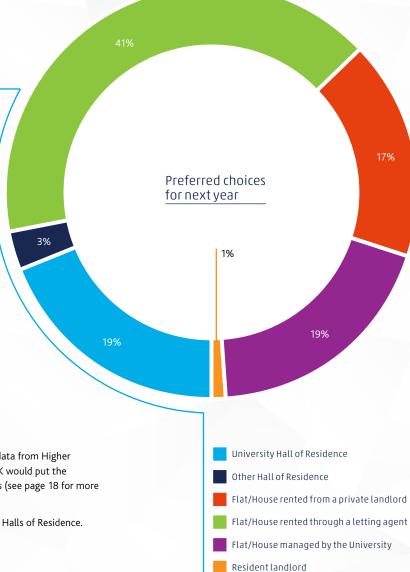
23% of students were looking for a place in a Hall of Residence. 19% wanted a University of Hall of Residence and 3% preferred another Hall of Residence. This is a small drop from the 2012 survey in which 26% of students chose Halls of Residence.

The survey is targeted at students already living in London, either within Halls or in the private rented sector. This 23% should then be added to existing demand from 1st year undergraduate students and postgraduate students on one year courses.

Analysis of the data shows that 23%, across London, is a large number. Almost none of the students in the survey will be able to access a University Hall of Residence next year since priority is always given to first year undergraduate and overseas postgraduate students.

A conservative estimate, cross referencing against data from Higher Education Statistics Agency (HESA), ANUK and UUK would put the demand from the survey at over 40,000 bed-spaces (see page 18 for more data).

These students will only be able to access direct let Halls of Residence.



Flat/House rented from a private landlord or letting agent

The majority of students (58%) were looking for housing in the private rented sector. Most of those were looking to rent directly from the landlord.

Previous surveys have indicated a perception that dealing directly with the landlord is cheaper and more effective when resolving disputes. However, an alternative view is that letting agents are likely to be more professional in their approach.

It appears that most students subscribe to the former than the latter view.

Flat/House managed by the University

This year we added a choice of a Flat/House managed by the University. This is the "Head Lease" option, whereby Universities rent properties direct from landlords, guaranteeing the rent, and then sublet them to students. The University of London, Kingston University and Brunel University all offer these schemes.

This choice appears, in theory, to be very popular with students. Its popularity may be another reason for the marginal decline in the popularity of the Halls option.

Resident Landlord

Just 1% of students wanted to live with a resident landlord. However, it appears that considerably more students choose this option when they look for housing. In our survey almost 3% of students were living with resident landlords.

Resident landlords are the cheapest housing option.

Others

A little less than 1% of students specified alternative options. These ranged from buying their own home to establishing a housing co-op.

TRAVEL TIMES AND RENT EXPECTATIONS (INCLUDING BILLS) FOR ALL STUDENTS

	Less than 10 minutes	10-20 minutes	21-30 minutes	31-40 minutes	41-50 minutes	51-60 minutes	More than an hour	
Less than £100 per week	10	10	51	38	22	20	5	4%
£100 - £125 per week	24	129	186	172	62	67	10	17%
£126 - £150 per week	26	211	350	292	108	72	12	28%
£151 - £175 per week	15	168	311	218	88	32	4	22%
£176 - £199 per week	20	128	219	126	40	26	4	15%
£200 – £225 per week	10	88	111	67	16	18	1	8%
£226 – £250 per week	12	27	34	16	5	6	3	3%
£251 - £275 per week	3	13	16	6	2	1	1	1%
£276 - £299 per week1	1	13	10	8	8	1	1	1%
More than £300 per week	7	14	11	11	5	3	1	1%
	3%	21%	34%	25%	9%	6%	1%	

Only 17% of students were prepared to consider travelling times of more than 40 minutes. For students already living in shared flats/houses within the private rented sector, 19% were commuting more than 40 minutes.

When students were asked to rank what factors were most important to them when choosing their housing, cost was considered to be almost twice as important as location.

Again, when students were asked to rate a range of factors that might persuade them to look further away from their College, "Cost of Accommodation" was rated as the most important.

NOTES ON DATA ANALYSIS

Value of HE sector to London economy (page 2)

"Universities and higher education colleges in London are anchors for local investment working with the private, public and charity sectors.

London HEIs generate a regional Gross Value Added (GVA) of over £7.9 billion, equivalent to 2.8% of total London GVA. UK wide economic impact London universities directly and indirectly provide a total of 163,500 jobs in London and the UK across a range of occupations and skill levels." Source: Higher Education in London: How London's universities and higher education colleges enrich people's lives, London Higher

 $http://www.londonhigher.ac.uk/fileadmin/documents/Publications_2014/LH_LondonHE_2014.pdf$

Number of Hall spaces in London (page 3)

There are two main accrediting bodies for Halls of Residence in London. These are ANUK and UUK.

ANUK generally covers both privately owned and charitable Halls of Residence, UKK covers University owned Halls. However, there are some anomalies. A large Hall of Residence on a long nominations agreement with UAL is owned by a private company but is managed under the UUK code and Greenwich University has its accommodation managed under the UUK code. A number of charitable Halls are not managed under any Code.

The statistics in this document are taken from information provided by ANUK and UUK as well as an informed estimate for charitable Halls of Residence.

Demand for places in Halls of Residence from returning and other students (page 3)

There are 74,000 bed-spaces in Purpose Built student accommodation within London (see above). In the survey 73% of students currently living in Halls of Residence were looking for housing in London for the following year. Of these 26.8% of specified that, living in Halls for a further year would be their preferred option. This equates to 14,477 students (74,000 multiplied by 73%, multiplied by 26.8%).

In the survey, 56% of students living in the private rented sector were looking for housing next year. Of these 11.3% specified that living in Halls would be their preferred option. To find what number this equates to, we need to first find the number of students living in the private rented sector.

If we take HESA figures that 36% of all students in London live in the parental home, and subtract this amount from the total number of full time students studying at HEFCE registered Colleges (2013/2014), we are left with a figure of 203, 570 full time students. If we then subtract a further 74,000 for students living in Halls of Residence, we are left with a figure of 129,570 students living in the private rented sector

If 56% of these are looking for housing next year, and 11.3% specify that Halls of Residence are their preferred option, this equates to 8,199 students.

The above calculations are based on HESA statistics. In 2013, London Higher and University of London estimated, for the London Academic Forum, that there were a further 46,500 students not counted in HESA statistics. These include students at campus Colleges, private Universities, ERASMUS and US Student abroad programmes. Assuming a conservative

level of demand of 25% from these students for places in Halls of Residence, we arrive at a figure of 9,300.

According to HESA statistics 36% of students live within the parental home. This equates to 101,426 students. 7% of these students said that their main reason for living at home was that they were not allocated a place in a Hall of Residence. This equates to 7099 students

The combined total for all students is, therefore, as follows:

Category	Numbers
Students leaving Halls of Residence, studying at HEFCE Institutions	14,477
Students in Private Rented Sector, studying at HEFCE Institutions	8,199
Students at non HEFCE Institutions	11,625
Students living at home, studying at HEFCE Institutions	7100
TOTAL	41,401

Demand for places in Halls of Residence from first year students (page 3)

Below is data provided by HESA for first year students from 2013/14.

We have assumed that London HEIs would ideally like to be able to offer all 1st year UK undergraduates, coming from outside London and all overseas 1st year postgraduates, on taught Masters, a place in Halls of Residence.

First Years	PG Taught
Other EU	6970
Non EU	21,170
	Undergraduate
ик	56795
Other EU	5820
Non EU	11345
	102100

This gives an initial figure of 102,100. However, according to information provided to HESA by University registry departments 36% of students live at their parental home. If this figure is applied to the number of first year undergraduates, it reduces overall demand by 20,446.

It can be argued that not all overseas postgraduate students want a place in Halls of Residence. However, we have only included figures for postgraduate students on taught Masters Degrees. There are a further 2,915 first year overseas postgraduate research students that we have excluded. Furthermore, we have not considered UK postgraduates.

Rent analysis for the Private Rented Sector (pages 9-10)

There were 1,963 students that were living in a shared flat/house. However, only 1,739 of those entered details of their rent.

The question in the survey asked for the individual rent that a student was paying for their room and whether this included or did not include bills. However, analysing the results showed that many students either entered their monthly rent, or rent for the whole household rather than rent for their individual room. This required setting rules to eliminate bad data (shown below).

Once filtering had been applied, 286 results needed to be excluded. This left a sample size of 1,453 rents.

Filtering and Adjustments (pages 9-10)

- Within each individual postcode, if a rent has been entered which is more than five times the lowest rent then it is assumed that the student has entered the calendar month's rent rather than the weekly rent. Consequently the rent entered is multiplied by 12 and divided by 52.
- » Where a rent is either 25% above or below the next lowest or highest rent within a sample size of 20 or less, then this rent is discounted.
- » In sample sizes of 21-30, this rule can apply to up to two entries. For example if there are two outliers that are both more than 25% above or below the next rent in the sequence, then both should be discounted.
- » Entries with clearly inaccurate postcodes have been removed.
- » Twin rooms have been excluded.
- » Utility bills were calculated at £12 per week (Gas, Electric and Water). Where a rent is inclusive of bills, this figure has been deducted from the rent shown.

Students living in Halls (page 13)

It was not possible to identify 7% of Halls using postcodes entered by students.

NOTES





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