What universities expect from accommodation providers & vice versa - good & bad trends and practices

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unipol STUDENTCROWD

Traditional accommodation priorities…

Universities

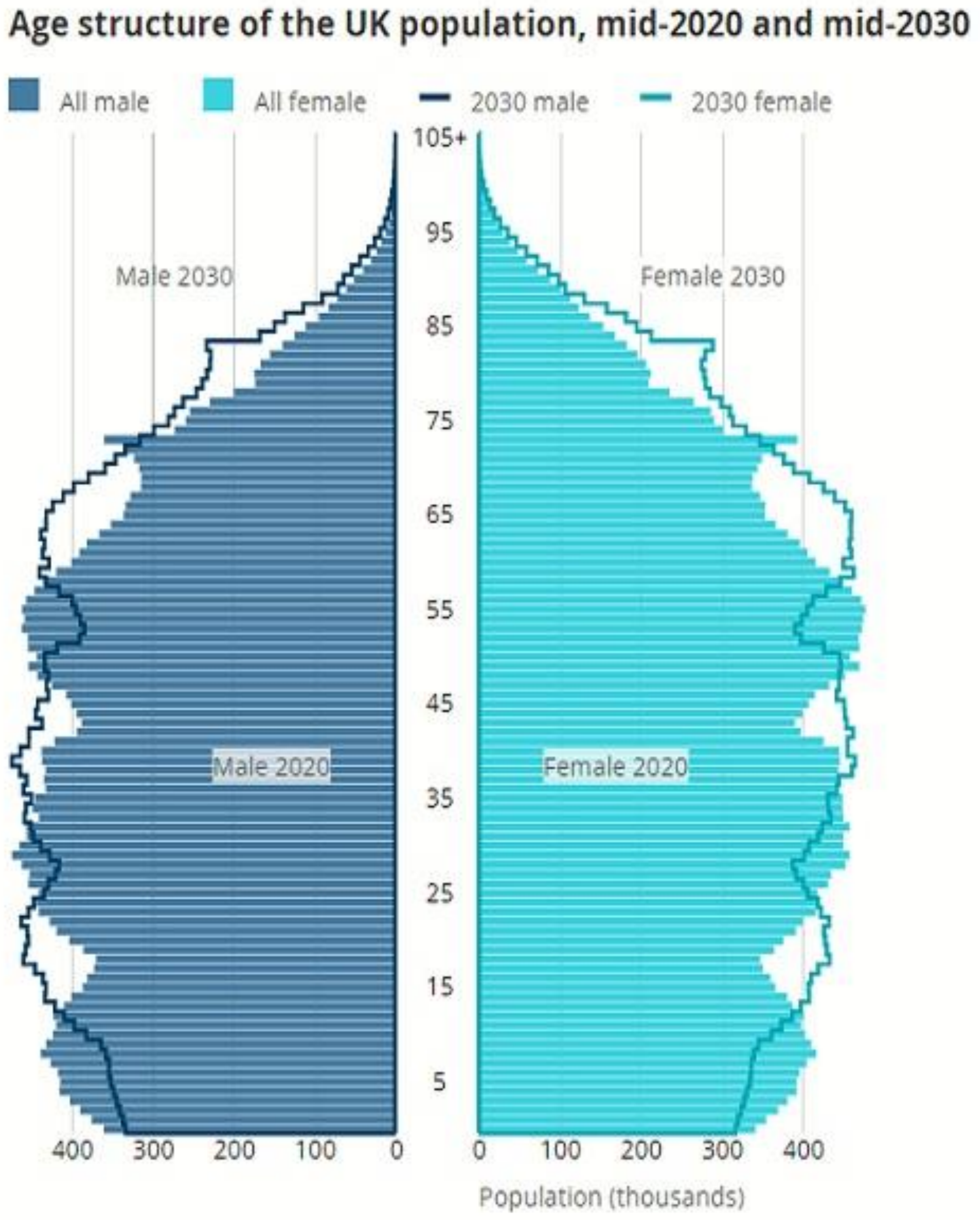
- Support Teaching
- Support Students
- Attract Students
- Make Money

Providers

- Make Money
- Attract Students
- Support Students
- Support Teaching

New accommodation drivers…

- Universities cannot subsidise accommodation, it needs to make money or at least break even.
- Accommodation is a key driver – availability, quality, location, and price – Universities have been slow coming to this, but we're there
- Support needs increasing, Universities and providers expected to do more
- Student choice and knowledge
- Universities recruiting from WP backgrounds – more commuting and price sensitivity
- Non-core teaching online – less accommodation for language or pre-sessional courses, or for international colleges and shrinking estates



2020-based population projections: a GAD technical bulletin

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Trust issues

Who here…

- Has been stuck in a deal that looked good all those years ago but didn’t work as times changed?
- Immediately released residents from contract in March 2020?
- Shared the pain of low occupancy?
- Shared the pain in nomination or lease deals?
- Sets rents based on what is the highest we can get away with?
- Puts student welfare above revenue and reflects this in staffing, services and policies?
- Has regular, open and honest discussions with partners or potential partners?

A new world?

- In a declining international market will PBSA seek to directly attract first year HomeUG? Will it have to?
- In a tighter market will PBSA work more with universities or less?
- How will new legislation and pressure from councils change the landscape?
- Are long-term deals possible anymore? Can they be made more attractive?
- Can both sides be flexible?