The Urban Living Festival

StuRents

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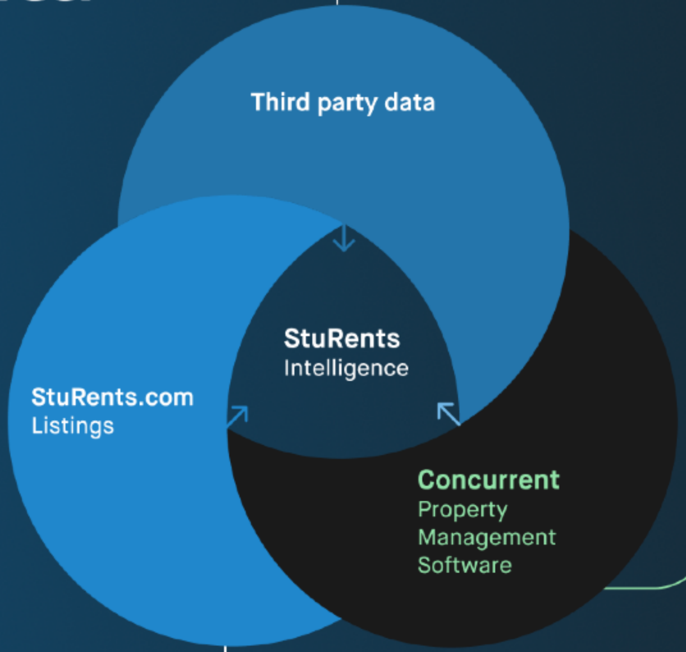
Where we get our data

One data source
Everything you need in one place

- HESA
- UCAS
- **ONS** (Office for National Statistics)
- Planning applications



- 100m+ data points
- Enquiry Distribution
- Search Seasonality
- >750k listed beds
- HMO & PBSA Pricing
- Search behaviour

750,000 +
beds advertised

£2.5 billion
tenancies signed in platform

- Executed rents
- Payment plans
- Tenancy length
- Utilities

Topics

01 Clearing

The latest data from UCAS covering Clearing

02 Shifting Demand

How has demand been changing?

03 Accommodation Needs

How does demand vary per demographic?

04 Future Supply

Is future supply aligned?

05 Outlook

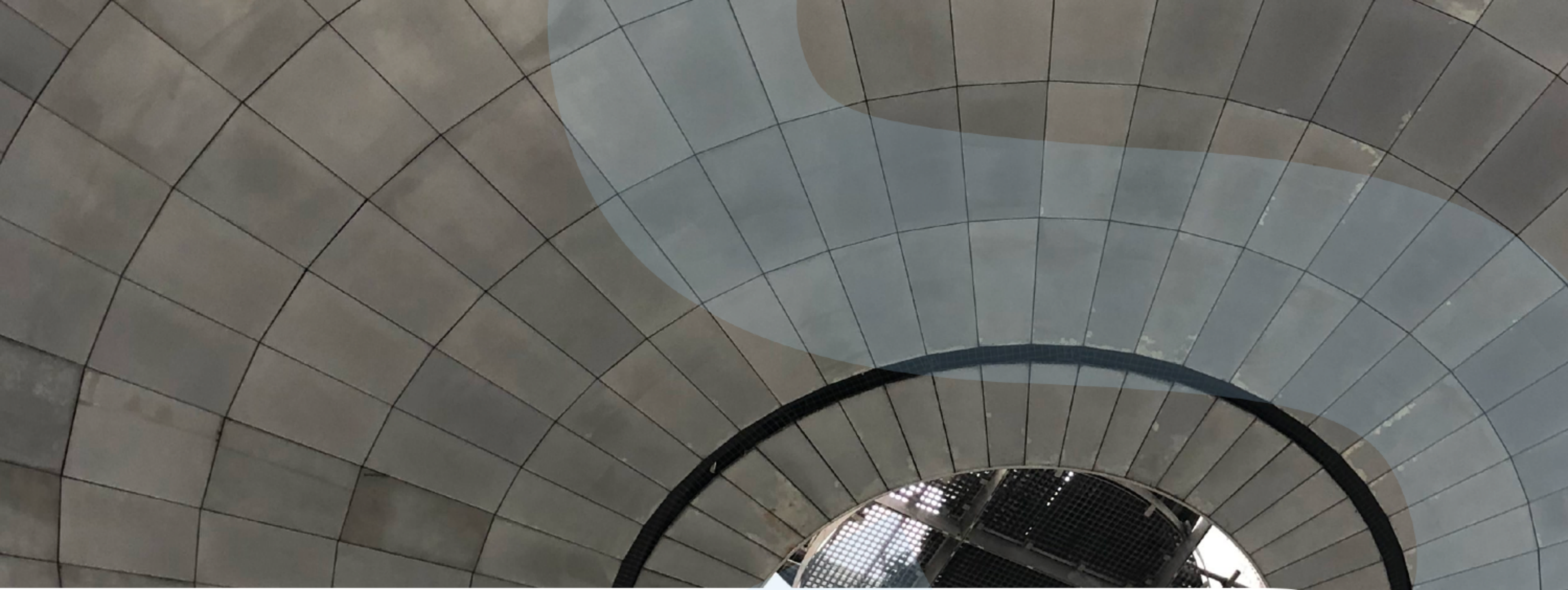
What does the future hold?

Data limits

01 UCAS

02 HESA

03 Office for Students



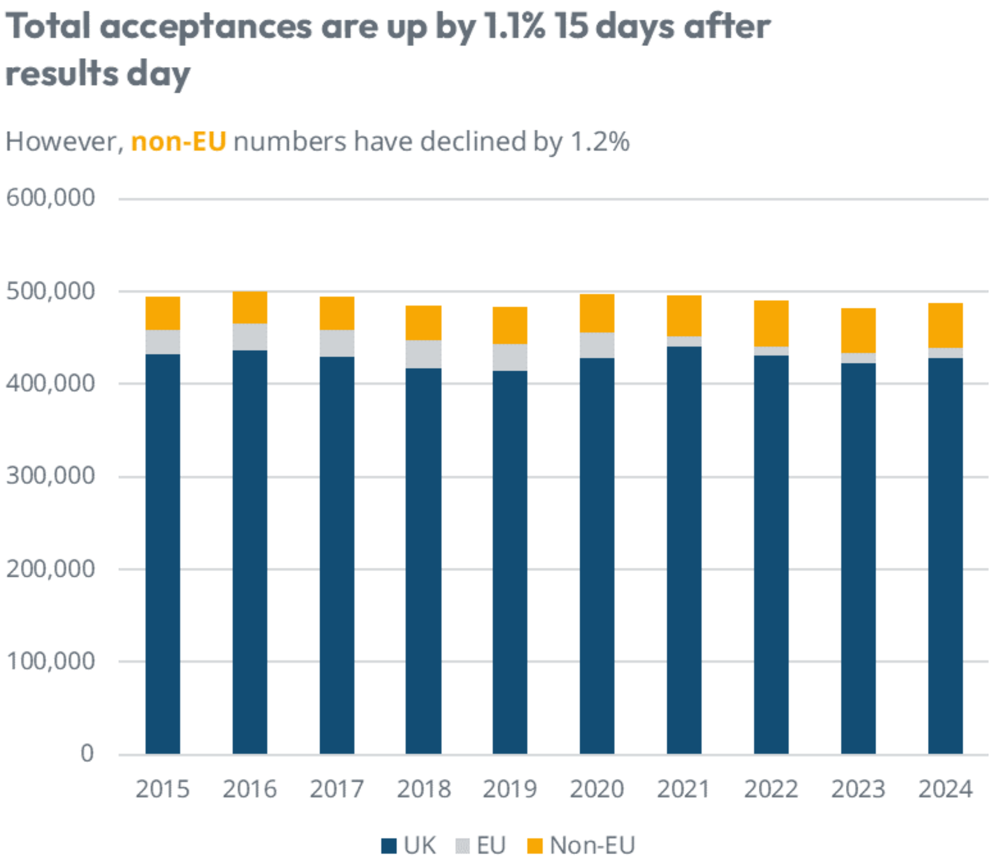
01 UCAS

Acceptances by domicile

01 UK +1.4% YoY

02 Non-EU -1.2% YoY

03 Postgraduates?



Source: StuRents, UCAS

China & India

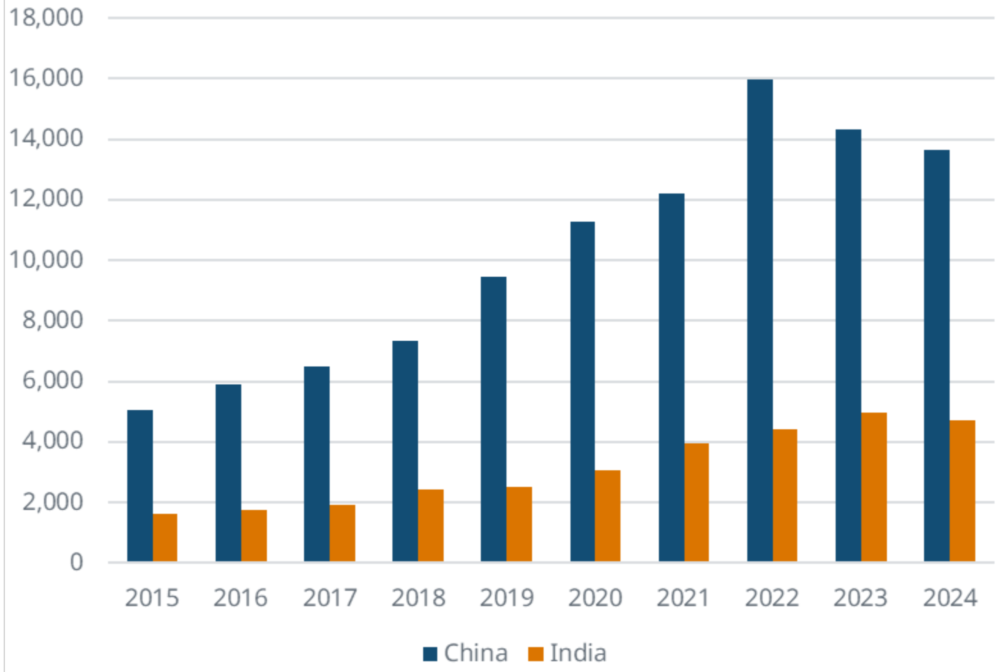
01 2022 & 2023 were extraordinary years

02 Reverting to sustained growth?

03 India flatlining?

Chinese acceptances are down by 14.5% from their peak

However, long-term the trend remains positive with numbers 11.8% higher than in 2021



Source: StuRents, UCAS

Elsewhere

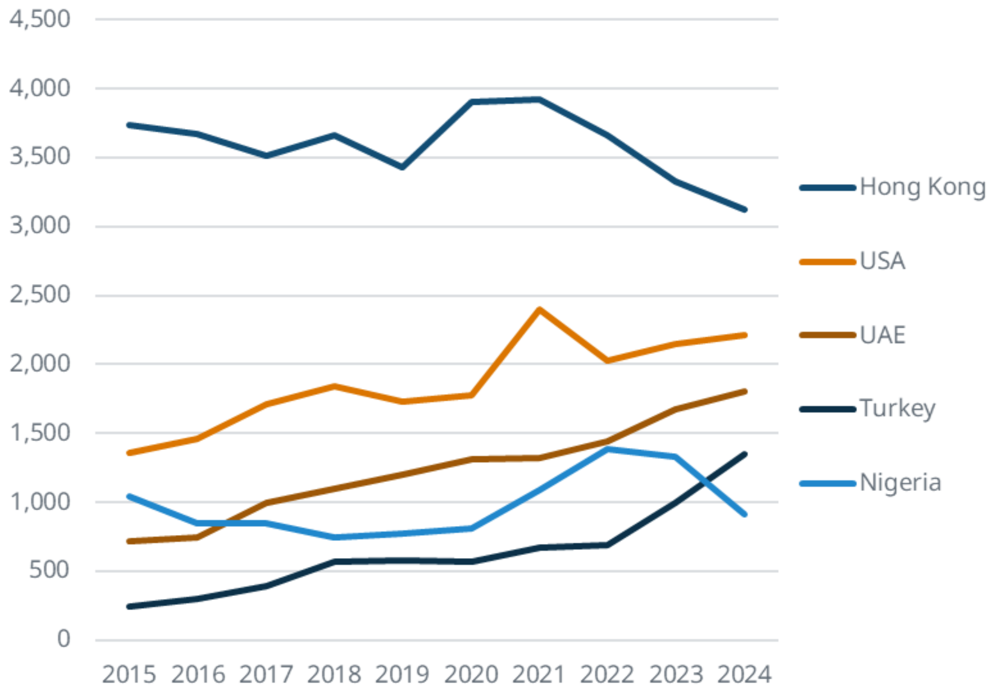
01 Growth but from low bases

02 Huge long-tail – 128 countries equate to 63%

03 However, China (27%) and India (10%) still constitute the lion's share of non-EU demand

Acceptances from Nigeria have collapsed 31.6% YoY

However, other countries such as the US have steadily grown



Source: StuRents, UCAS

By tariff:
Non-EU

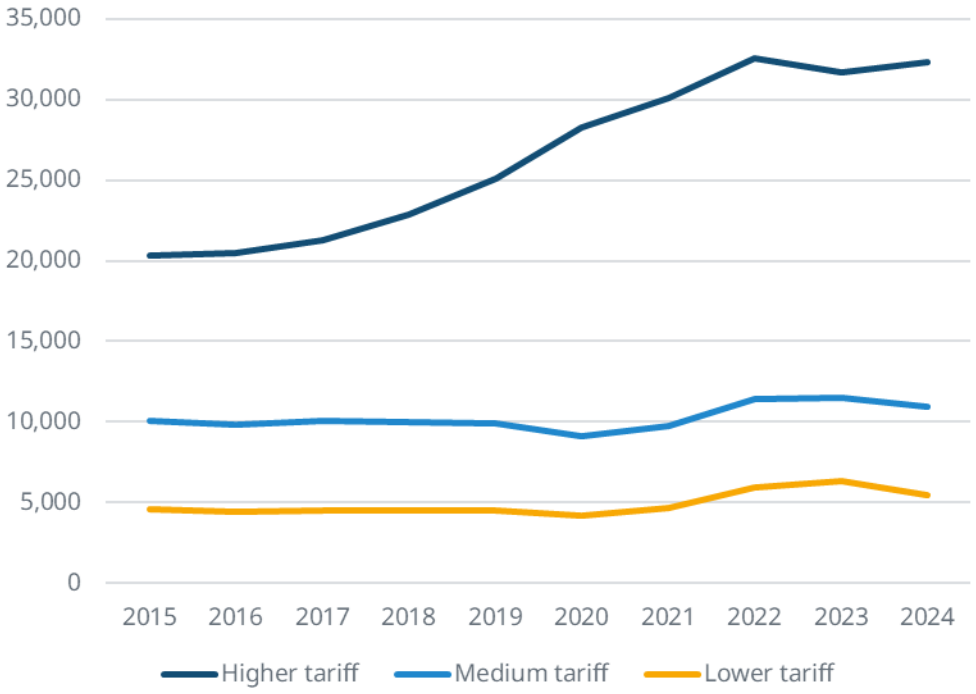
01 Only higher-tariff providers have reported growth so far (2.2%)

02 Medium – 4.4%

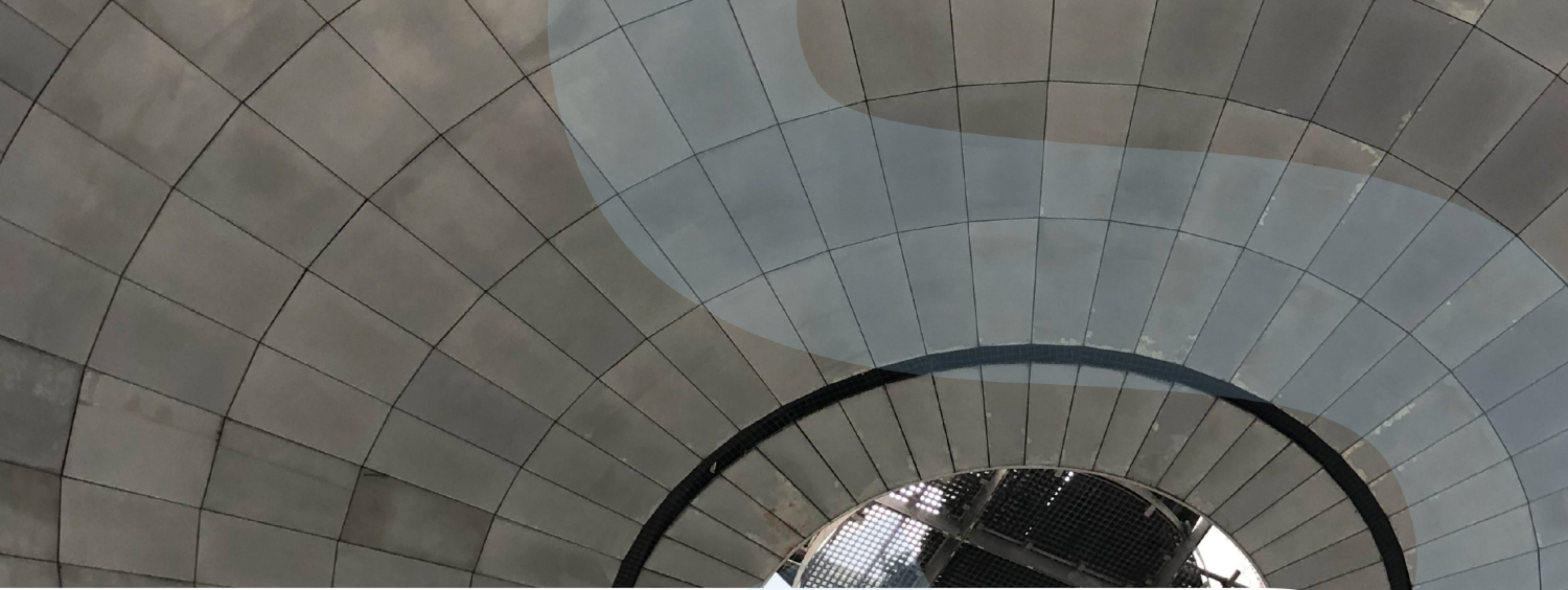
03 Lower -13.0%

Higher tariff providers equated to 66.3% of all acceptances

Lower tariff providers have seen numbers fall by 13.0% YoY

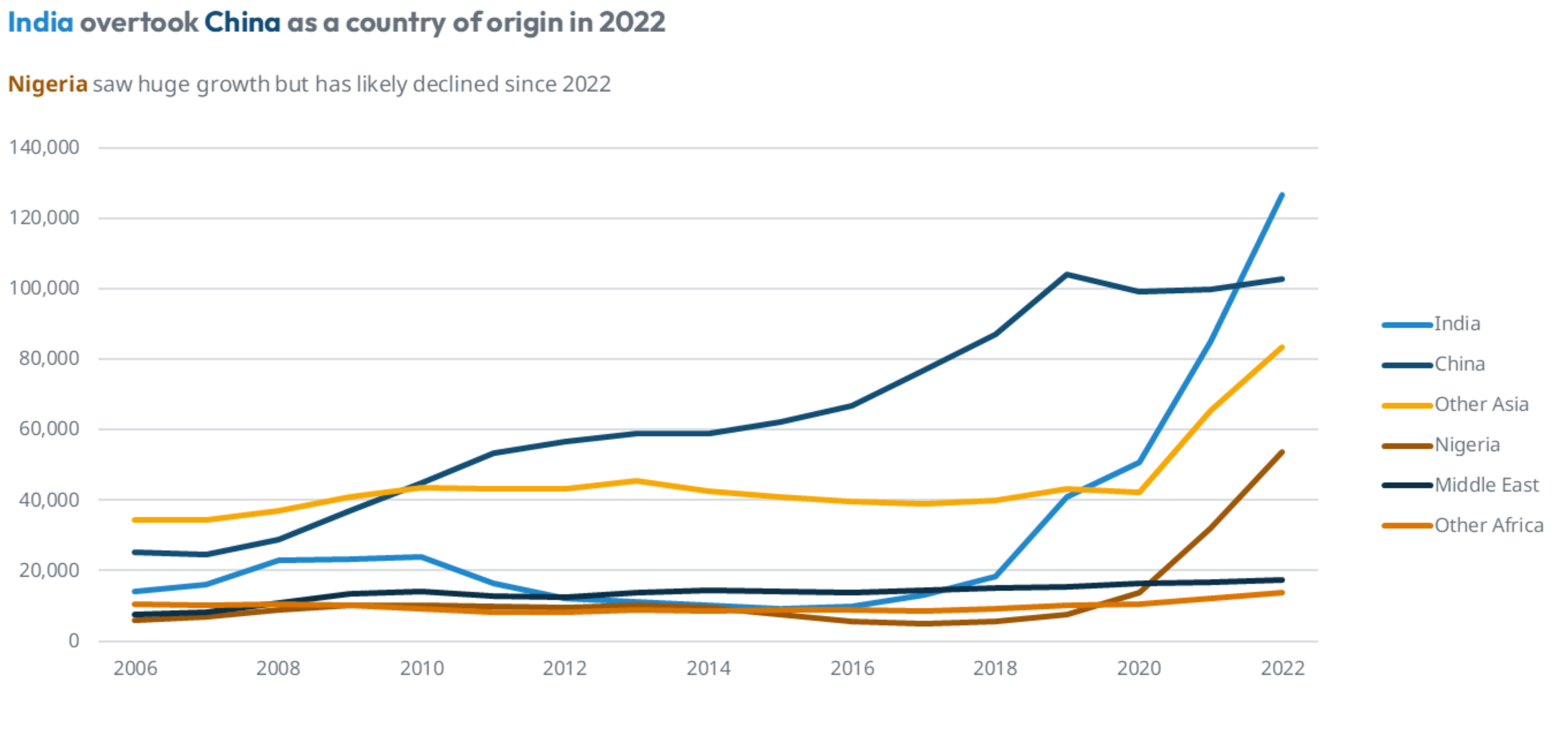


Source: StuRents, UCAS



02 Shifting Demand

Overseas growth (HESA)

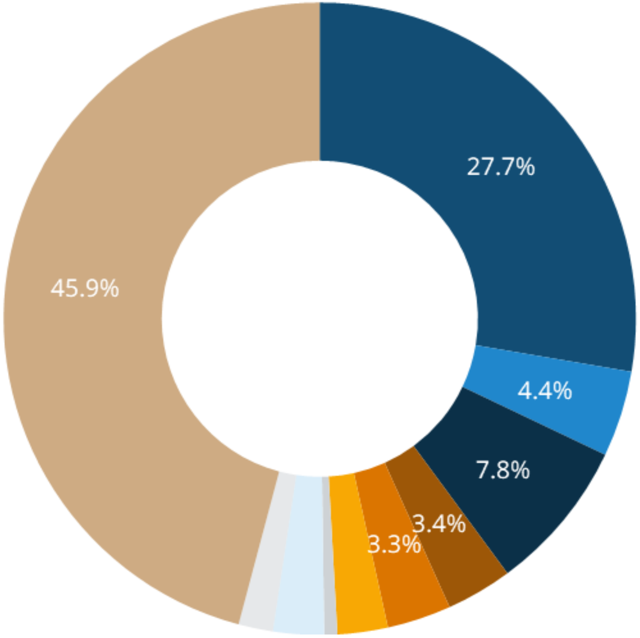


Source: HESA

Shifting Demand (Manchester)

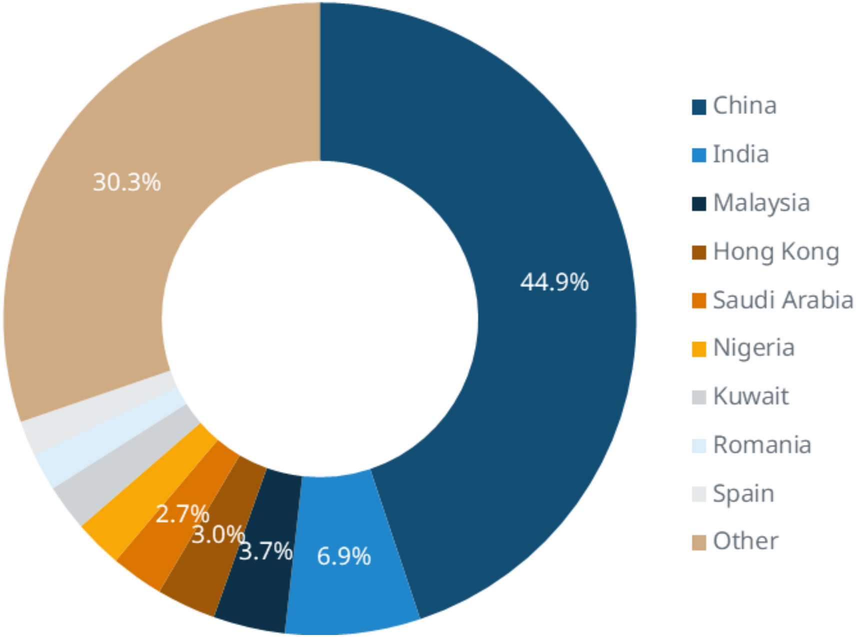
2014-15

Chinese equated to just 28% of non-UK students in 2014



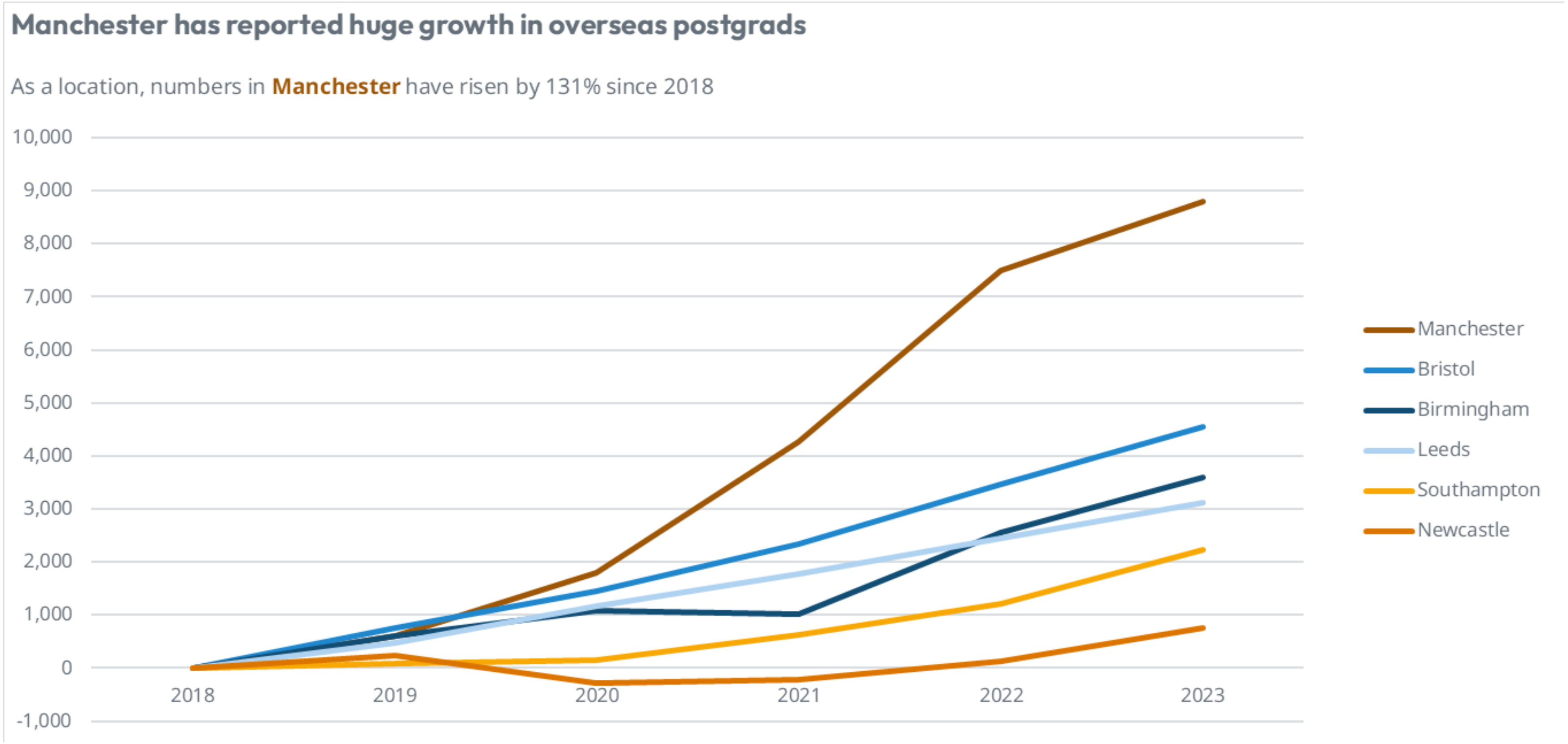
2021-22

Chinese equated to 45% by 2021-22



Source: HESA

Overseas growth (OfS)

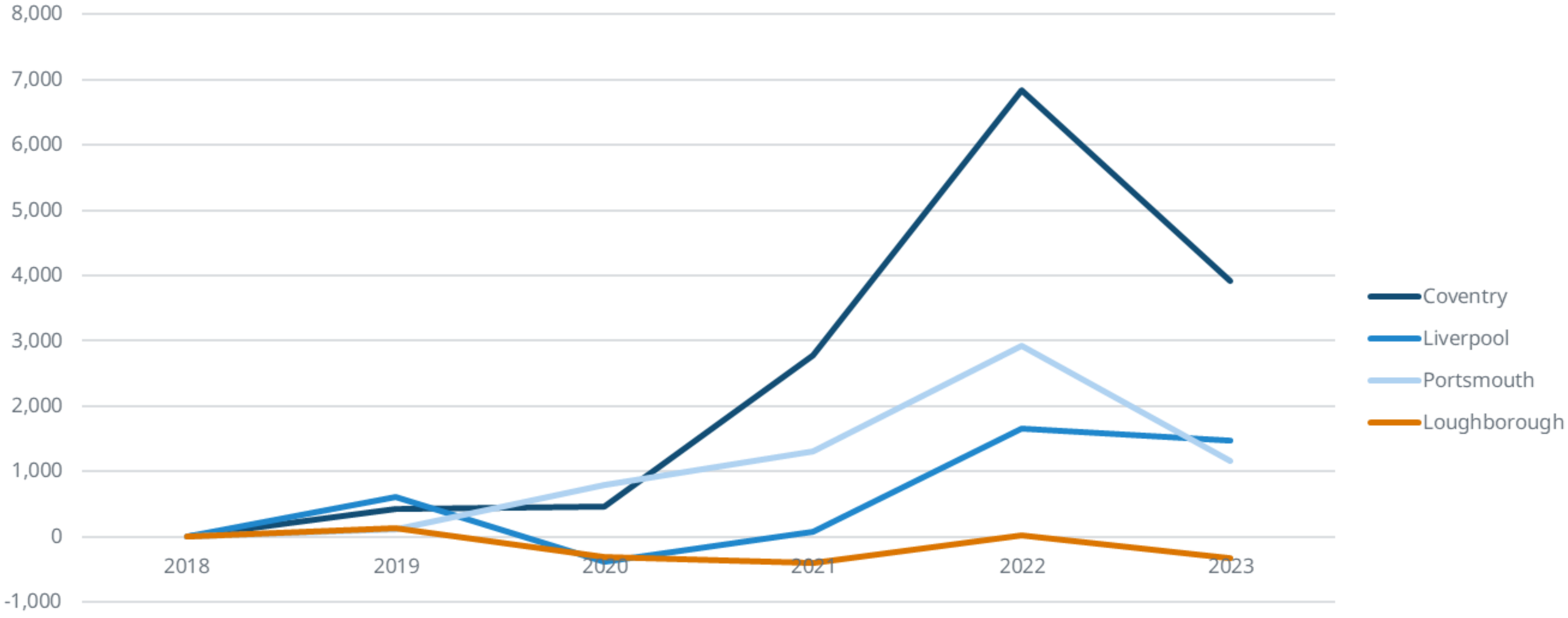


Source: Office for Students

Overseas Volatility

Some locations have seen huge recruitment swings in overseas postgrads

As a location, numbers in Portsmouth declined by 43.6% in 2023



Source: Office for Students

03 Accommodation Needs

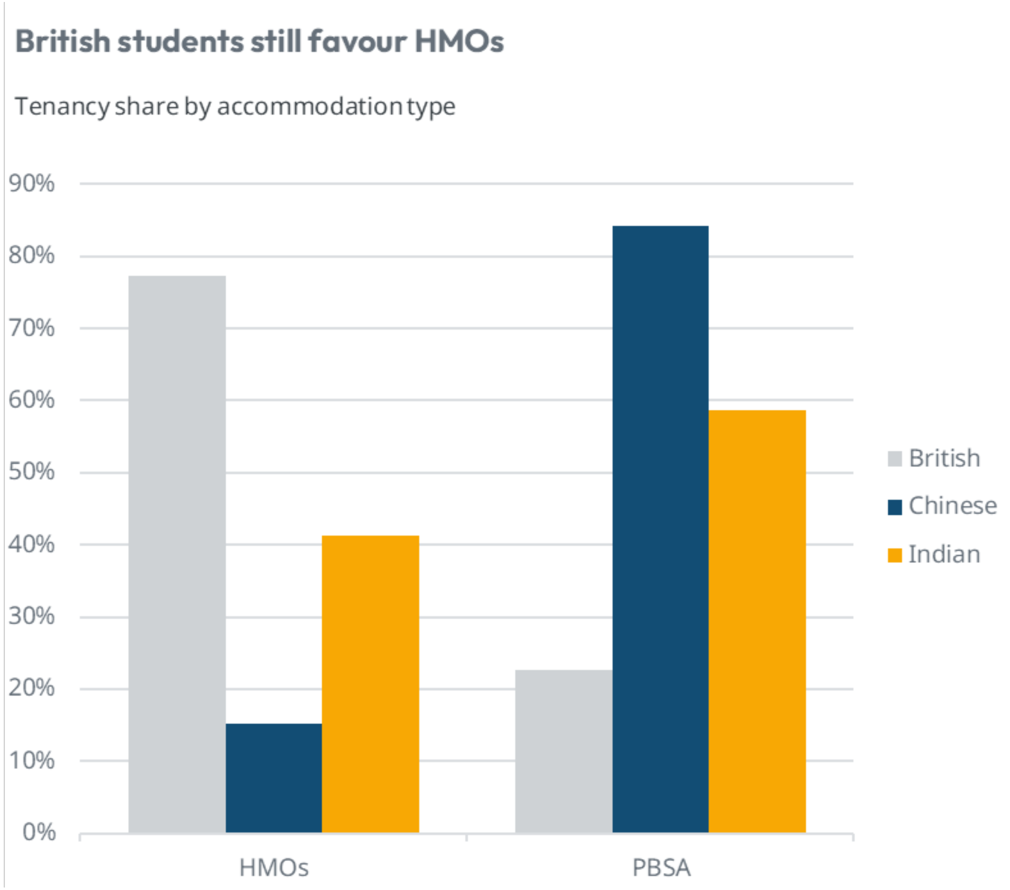
Tenancies by accommodation

01 Not all students want or can afford PBSA

02 Chinese students heavily skewed towards PBSA

03 Average executed tenancy YTD

British: £160pppw
Chinese: £226pppw
Indian: £150pppw



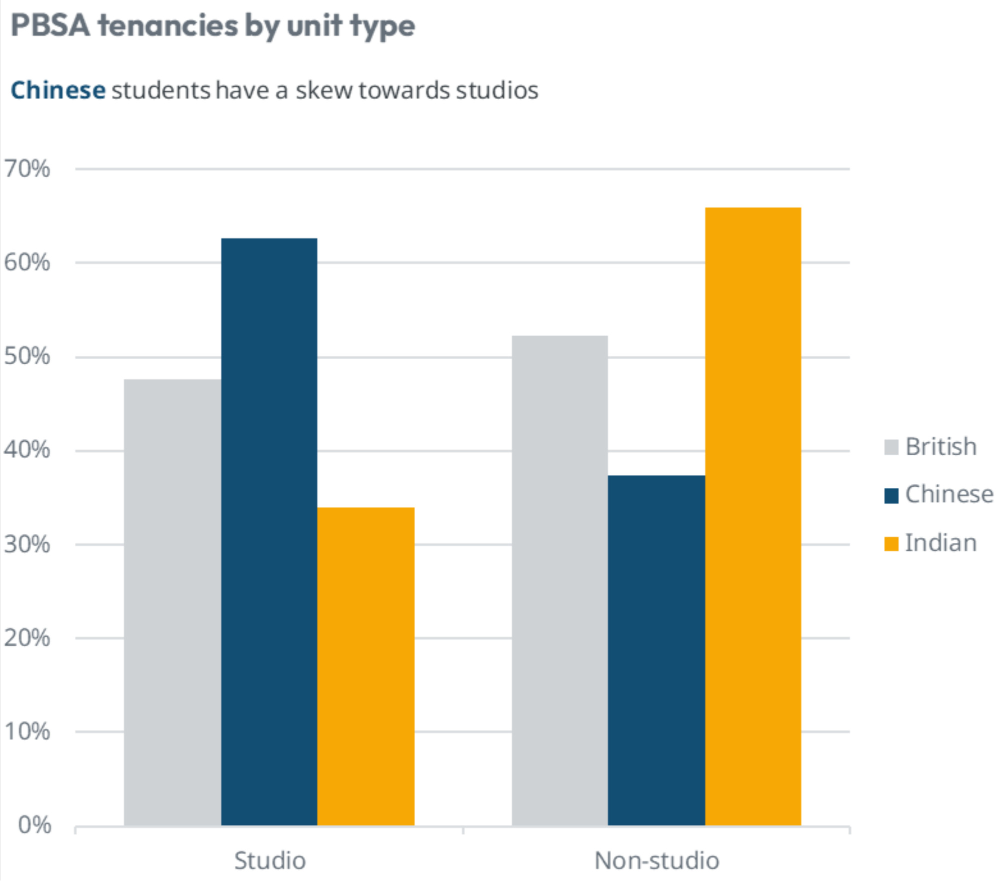
Source: Concurrent.co.uk

Tenancies by type

01 Availability of stock plays a role

02 PBSA studios usually sell first

03 Not a room at any cost



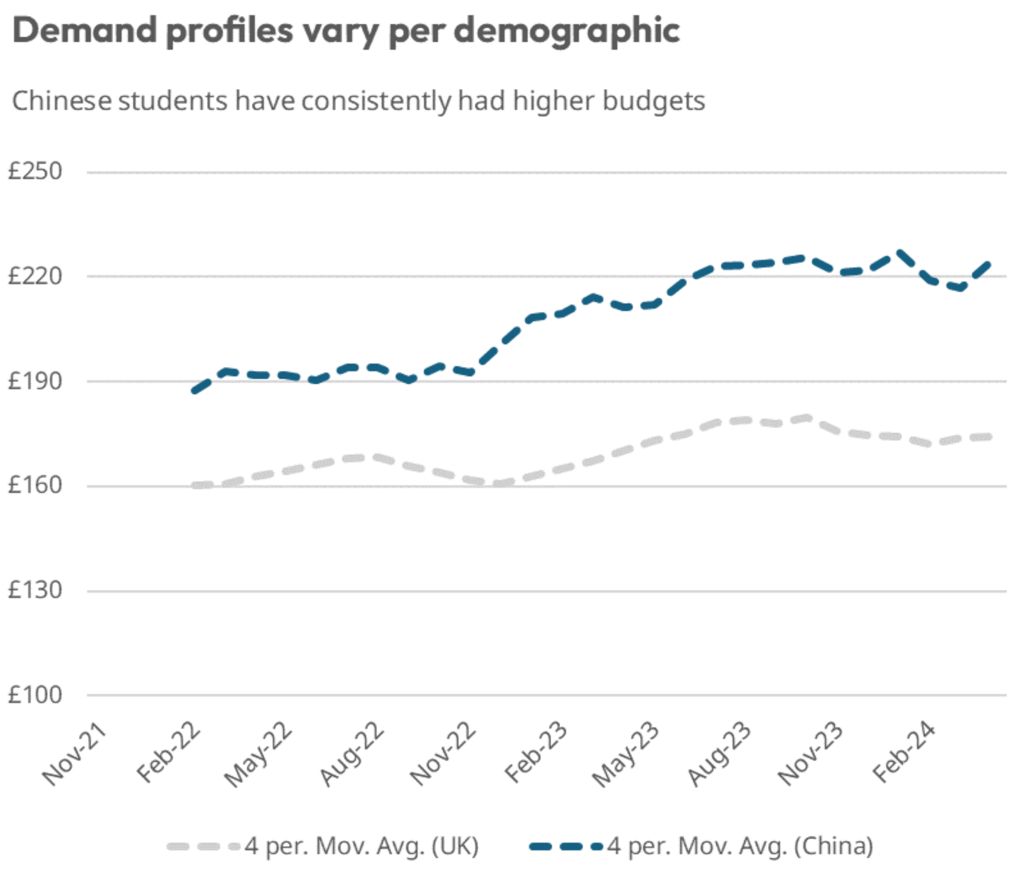
Source: Concurrent.co.uk

PBSA price demand

01 Chinese student search budgets are consistently higher

02 PBSA demand is a small proportion of UK demand

03 There remains a noticeable price spread between demographics



Source: StuRents

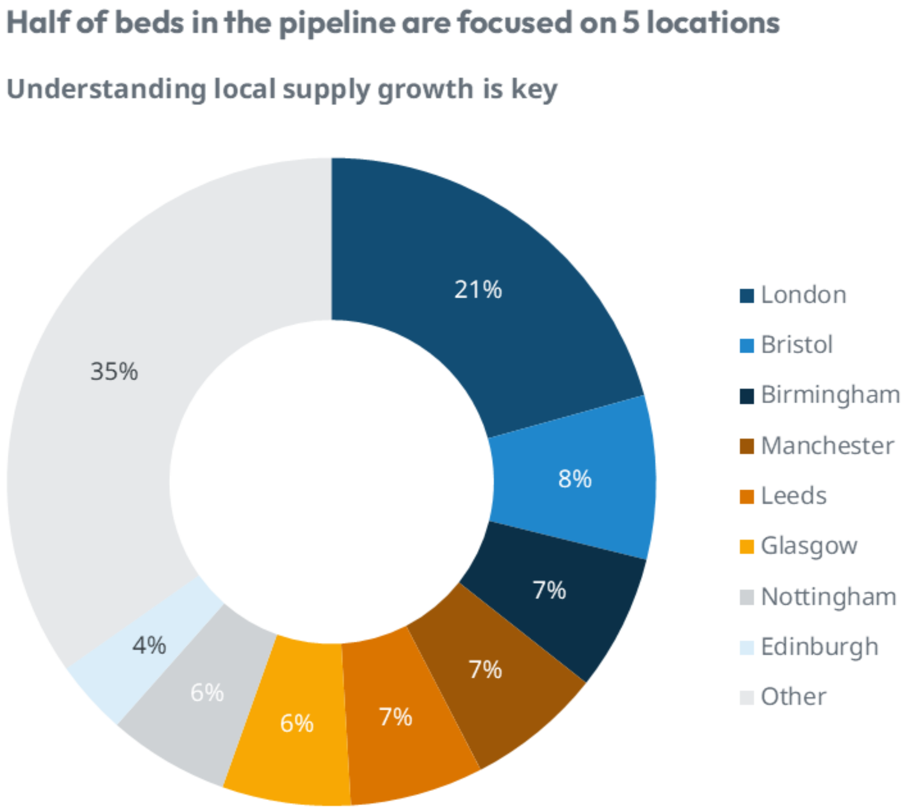
04 Future Supply

Planning hotspots

01 Limited to relatively few locations

02 Are beds being delivered where they are needed?

02 Does the pipeline reflect future demand?



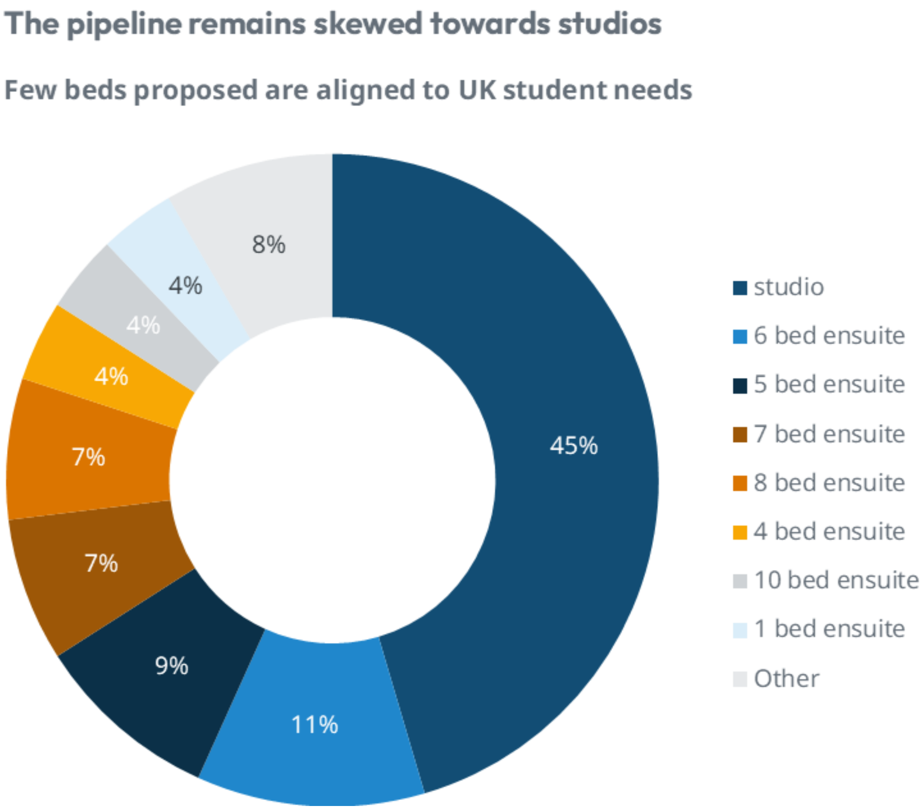
Source: StuRents

Pipeline mix

01 Planning by unit mix

02 UK student preference

03 Not enough new beds at a national level, but the local level is key



Source: StuRents

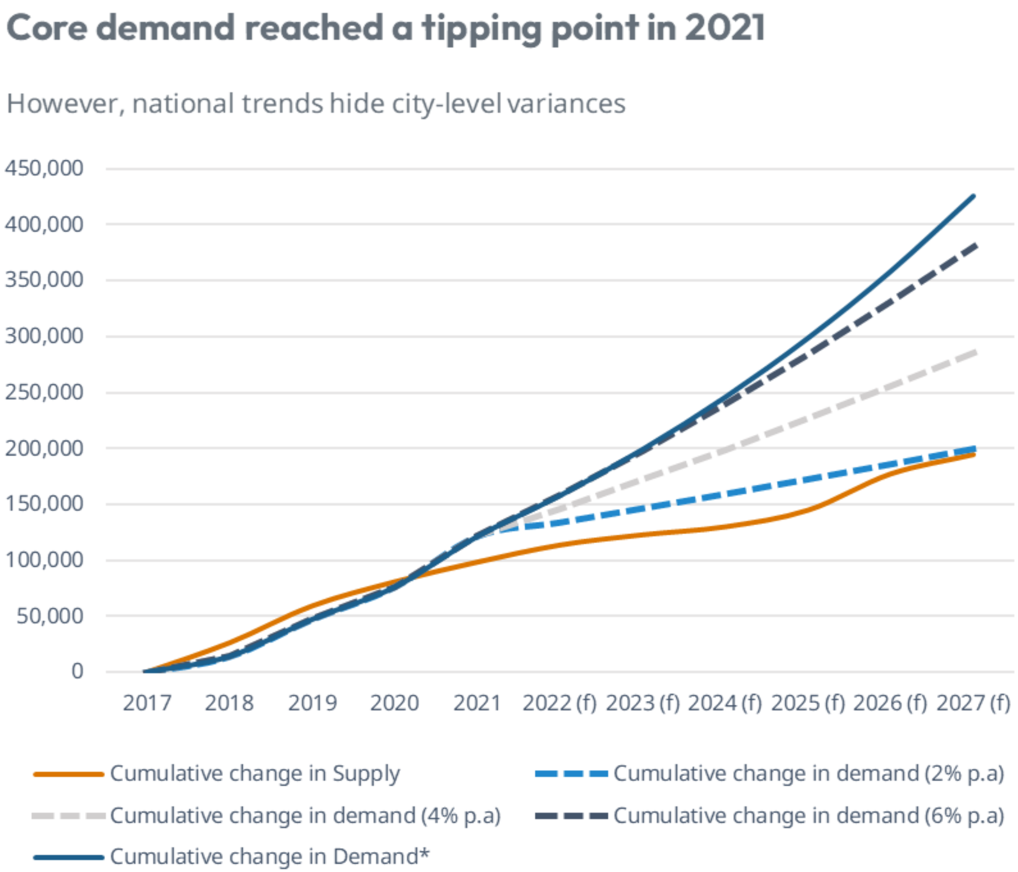
05 Outlook

Core PBSA demand

01 Core demand likely to outstrip supply growth

02 Huge variances between locations

03 Not all locations undersupplied – don't forget HMOs!



NB: Excludes London, core demand excludes 2nd and 3rd yr domestic students, based on 60% of the pipeline delivered

Source: StuRents

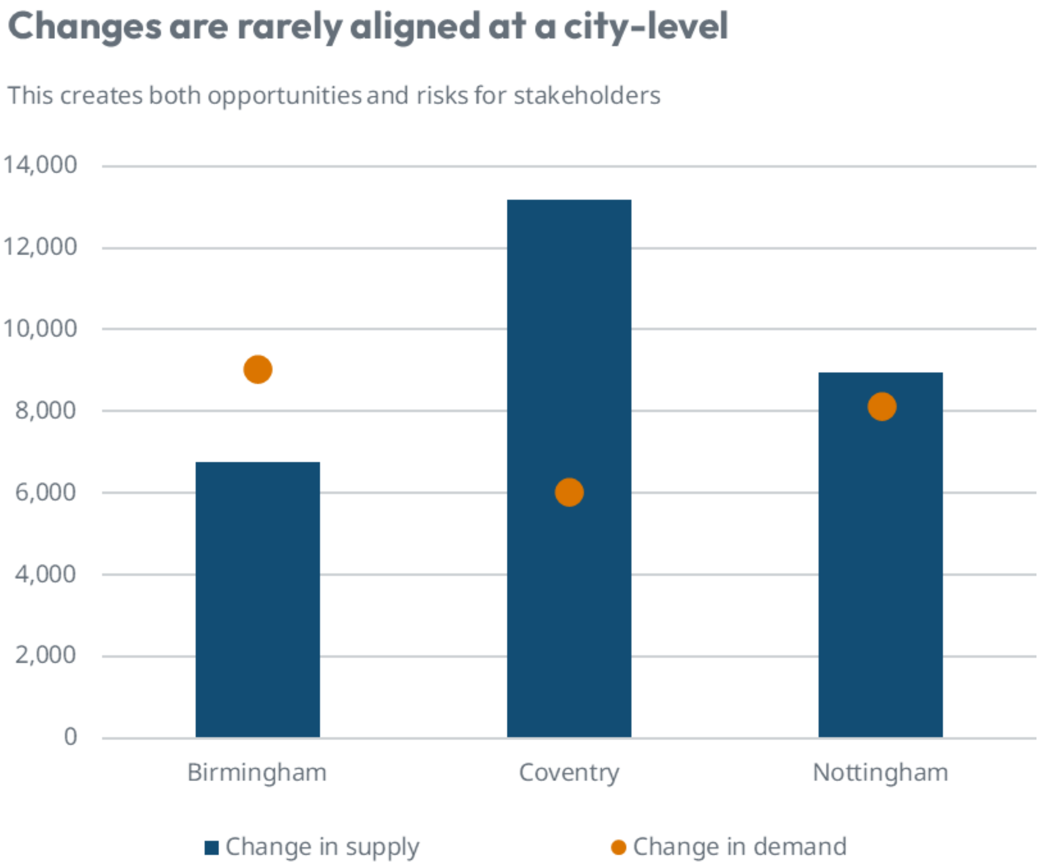
Assessing supply vs demand

01 At a local level changes are often not aligned

02 Creating opportunities and risks

03 Beds added per student added (2017-2024)

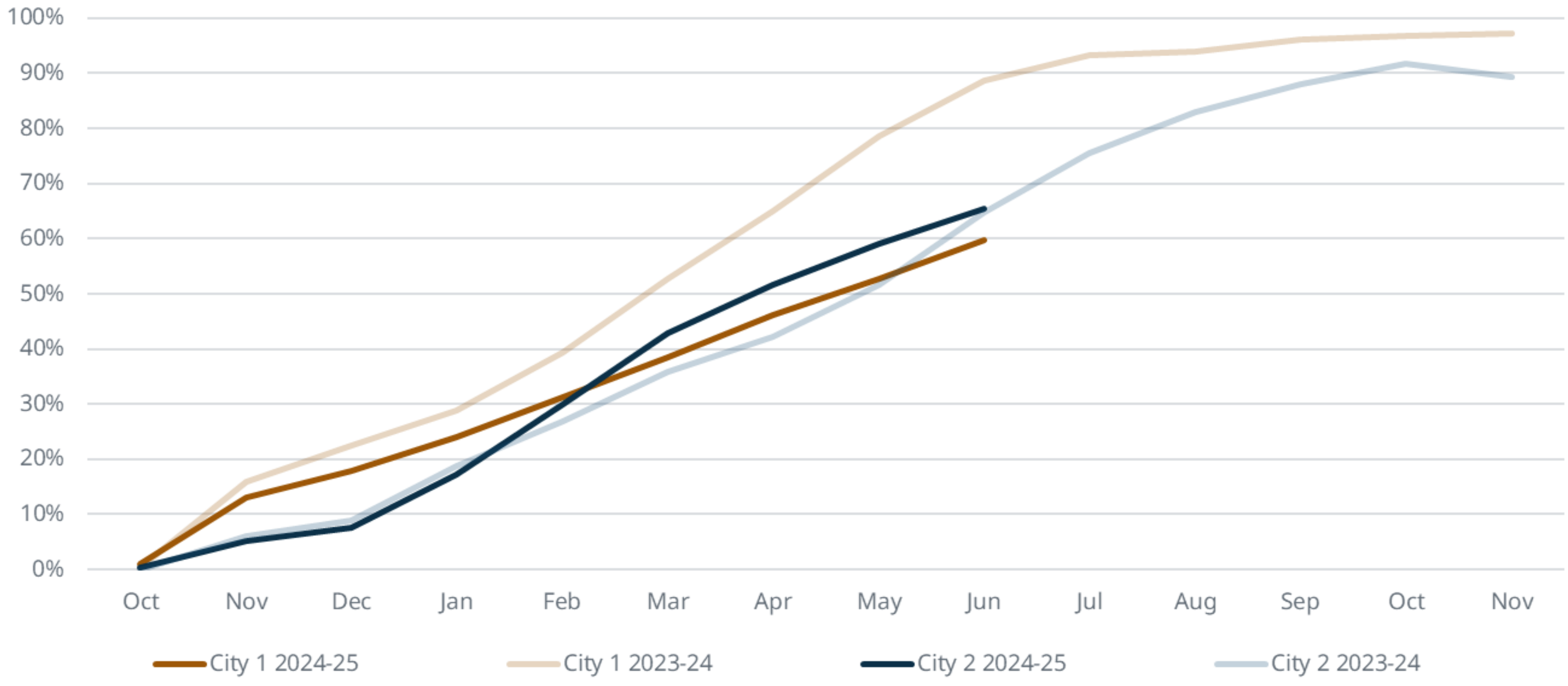
Birmingham: 0.75
Coventry: 2.2
Nottingham: 1.1



Source: StuRents

Studio PBSA Occupancy

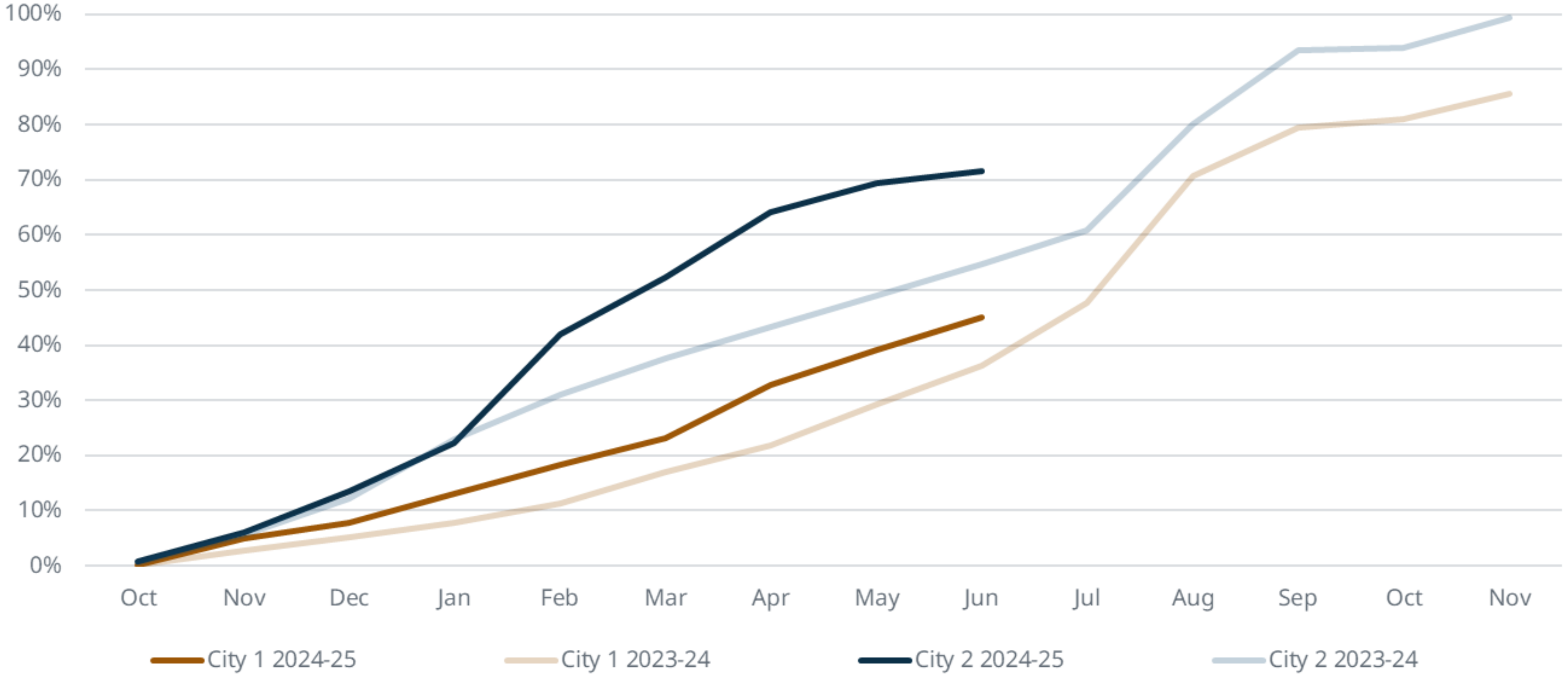
YoY studio performance has been mixed



Source: StuRents Occupancy Survey

Cluster PBSA Occupancy

YoY performance has improved in some locations



Source: StuRents Occupancy Survey

Summary

- Demand patterns can quickly shift
- Price sensitivity and preferences vary by demographic
- National trends not reflected locally
- Understand local markets in their entirety
- Historical performance not a reflection of future trends

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