

Business Problem

The business problem I have chosen to set out to solve for this project is based around the idea of needing to find the best location within London to set up new student accommodation. This is a problem that will be faced increasingly frequently by developers as the numbers of students studying in London is increasing year on year. "In 2015/16 there were 2.3 million students in the UK with about 372,000 or 16% studying in London". (London Higher, 2017). As this number continues to grow, students will be forced to pay more and more towards rent, to the benefit of private accommodation companies. Now may be the best time in years for investment in London, with property prices stalling. "In London prices fell 1.2 per cent in the year to April – more than any other UK region" (Chapman, 2019).

This project aims to recommend different areas within London where demand may be high for new student accommodation investment. I will be looking at existing accommodation buildings and property prices to help educate an answer.