

Bristol or Bath?

A data driven approach to choosing a PBSA location

1. DATASETS

The primary data source for this study is Foursquare. It is a location discovery platform which leverages GPS capability of the user's device to identify their location and find nearby places to suggest. The Places API offers real-time access to a database of elaborate venue data, including venue attributes and categories.

In comparing both cities, the required feature of the API is:

- **Venue Search**, for which a coordinate, and a radius value can be specified, thus restricting the search result to suitable limits. The search returns name, location and category for each venue.

A key basis for comparison is the level of student satisfaction that can be derived from living in the chosen city. Research carried out by Savills UK found convenience was the deciding factor for student accommodation choice. This includes distances to key facilities in the city, and more importantly, to the institution itself. Affordability followed closely, with safety rounding up the top three.

To analyse both locations on these three factors, data will be procured from the following sources:

- **Police Street Crime and Outcome data for the Avon and Somerset Constabulary** (source: data.police.uk/data)
- **Congestion and Reliability Statistics Series** (source: Department for Transport. gov.uk/government/organisations/department-for-transport)
- **Experimental Index of Private Housing Rental Prices** (source: Office for National Statistics. ons.gov.uk)

Finally, the viability of either location would also depend on the number of student enrolments typical for each city. **The Higher Education Student Enrolment dataset** (source: HESA.ac.uk) provides this data and will be used to analyse expected student volume.