

Private rented sector housing

- How are students finding accommodation?
- When do they start looking?
- What contracts are they signing?
- What kind of landlords?
- What are their priorities in choosing accommodation?
- How much are students paying?
 - What about bills, facilities?
 - Average monthly costs for rent and utility bills?

Private rented sector housing

- Significant proportion of UG students stay in family home
- 1st years in “Halls”
- 2nd and subsequent in PRS
- PGs- PRS or University depending on timing and preference
- Local authority license “Houses in Multiple Occupation”
- Some students in Housing Association or Local Authority housing (not PRS)

Private rented sector housing

- Potential issues:
 - Availability
 - Contractual
 - Quality and fitness
 - Price
 - Location
 - Landlord defaults (disrepair, deposit returns, harassment/eviction)

Private rented sector housing

- Quality issues:
 - Appropriate accommodation for study?
 - Heating
 - Broadband
 - General state of repair
 - Insulation
 - Safety

Private rented sector housing

- How do students find housing?
 - Word of mouth
 - Estate Agents
 - Web searches (eg Glasgowpad, Gumtree etc)
 - Social media

Private rented sector housing

- Student preferences
 - Market knowledge?
 - Priorities?
 - Location
 - Price
 - Quality
 - Safety

Private rented sector housing

- What kind of housing?
 - Flatshares/househares
 - Self contained
 - Private “halls”
 - Bedsits
 - Room with an owner occupier
 - Others?

Private rented sector housing

Topic Areas:

1. House hunting

- How are students finding a place to stay in PRS?
- How long is it taking them
- What are their priorities in choosing?

2. Experience of housing

- What are students' experience of private rented sector?
- Landlords
- Disrepair/quality of housing
- Costs including bills
- Location, safety

3. Housing and course choice

- How important was accommodation in choosing Strathclyde
- Preferred housing options before coming to Glasgow
- ... and after coming to Glasgow

Choosing to study at Strathclyde

- What motivates a student to apply to us?
- UG students apply through UCAS
- PG students, direct application

Choosing to study at Strathclyde

- Undergraduates
 - Guidance from school/college
 - UCAS application
 - Offers made
 - Student chooses firm and insurance offer

Choosing to study at Strathclyde

- Significant proportion of UG students are “local”
- High entry requirements
- Capped places due to funding
- Drive to recruit students from less advantaged backgrounds
- Scottish Index of Multiple Deprivation centiles

Choosing to study at Strathclyde

- Academic reputation and quality?
 - Institution
 - Specific department
- Personal connection/recommendation
- Entry requirements
- Location
- Attracted to Glasgow/want to stay in Glasgow
- Availability of additional funding?
 - University Scholarships
 - Discretionary Funds

“target” groups

- “RUK” students
 - Fee income
 - Could attract more
- SIMD 0-20 and 20-40
 - Government targets 0-20
 - General problem across Scotland
- International students
 - Difficult market environment?

Promotion and “conversion”

- How do people find out about Strathclyde?
 - Web pages
 - Prospectus
 - Agents
 - School staff
 - Open Days
 - Web promotion
 - Education fairs

Promotion and “conversion”

- How do people decide to apply?
 - location
 - Reputation
 - Courses available
 - Personal recommendation?

Promotion and “conversion”

- How does an application become a registration?
 - Post-application experience?
 - Open Days and Applicant Days
 - Communications
 - Customer care
 - Exam results

Topic Areas

- Why Strathclyde?
 - Promotion
 - Application
 - Conversion
- For:
 - Scottish UG
 - Questionnaires: SBS/HaSS ; Science/Engineering
 - Focus Group
 - Interviews