

**Optimise
your next
decision**



STUDENTCROWD

Insight snapshot

Since 2019, overall student numbers (inc. UG & PG) have increased by 17% (over 400,000) based on [HESA student number data](#); this has been as a result of the increase in domestic 18 year olds, international student numbers and participation in post-graduate study.

59%

Of respondents to a StudentCrowd poll described that the **shortage of accommodation** as having some influence on their choice of university

For **10%** it was **THE deciding factor**

However, student accommodation bed numbers have decreased in this period primarily due to a contraction in the number of HMOs (see analysis by [PwC and StudentCrowd in July 2023](#), based on figures collated by the [Department for Levelling up](#)). Purpose-Built Student Accommodation (PBSA) has sought to plug this gap with 35 new PBSA properties, adding 8,923 beds, opening in the last 12 months. But why not more? There have been a number of driving factors:

- Rising construction costs & availability of labour
- Rising cost of borrowing
- A long lead time from concept, and planning permission to a completed building
- More positively, there is a higher desire for safety & sustainability
- And we are seeing the impact of regulation - for example, The London Plan - this is well-intended policy but has had the unintended consequence of discouraging investment.

35%

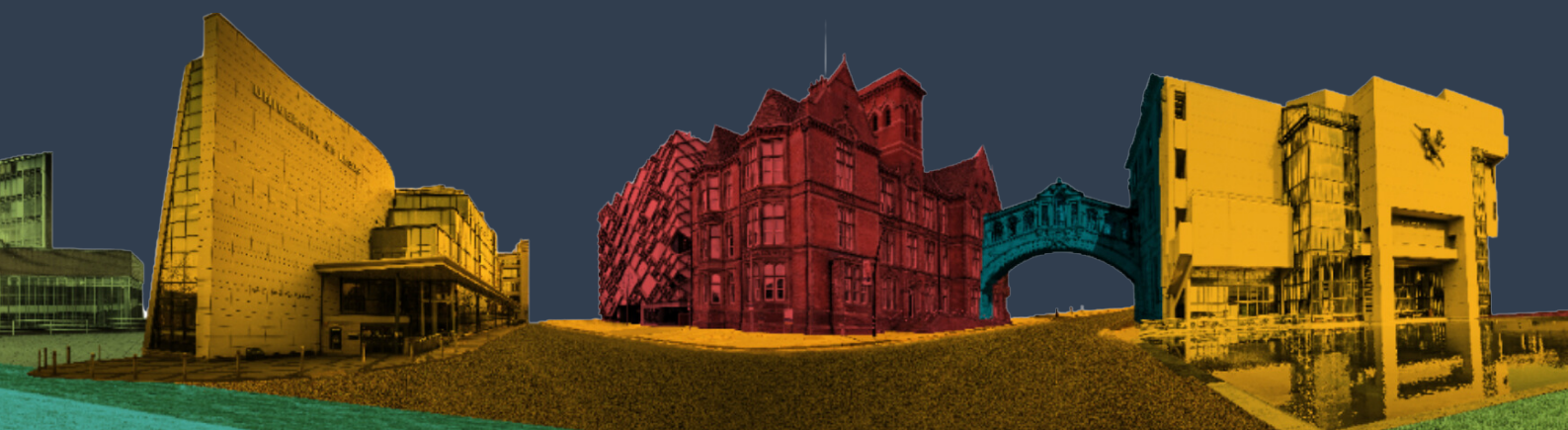
of respondents described the **cost** of accommodation as being a highly significant or **the deciding factor in their choice of university**

All of which results in an increased challenge to build affordable PBSA properties in the UK - despite the increase in student demand. And it is precisely this lack of affordable accommodation that most impacts students (and parents). However the sector is actively working to solve this shortage in a variety of ways.

In our recent poll of 1,747 StudentCrowd users, 35% stated that the 'Cost of Living / Accommodation' was having a significant impact on the university they chose to apply to.

Yet, despite price rises, our verified student reviews demonstrate that PBSA provides good value for money. The average value-for-money score across all UK PBSA was 4.26/5 in 2023. Categorically, the best way to add value is by investing in great staff. Nothing can more positively impact whether a student thrives at university than the staff they are supported by.

Recent reports that StudentCrowd produced with PwC featured on the front page of The Times, page 2 of the FT, in a television broadcast for Sky News - this popular interest is often because well intended policies are having unintended negative impacts. How can we all collectively leverage insight to more positively shape the policy landscape of the future?



About us

StudentCrowd - the only aggregator of 100% of UK PBSA data.

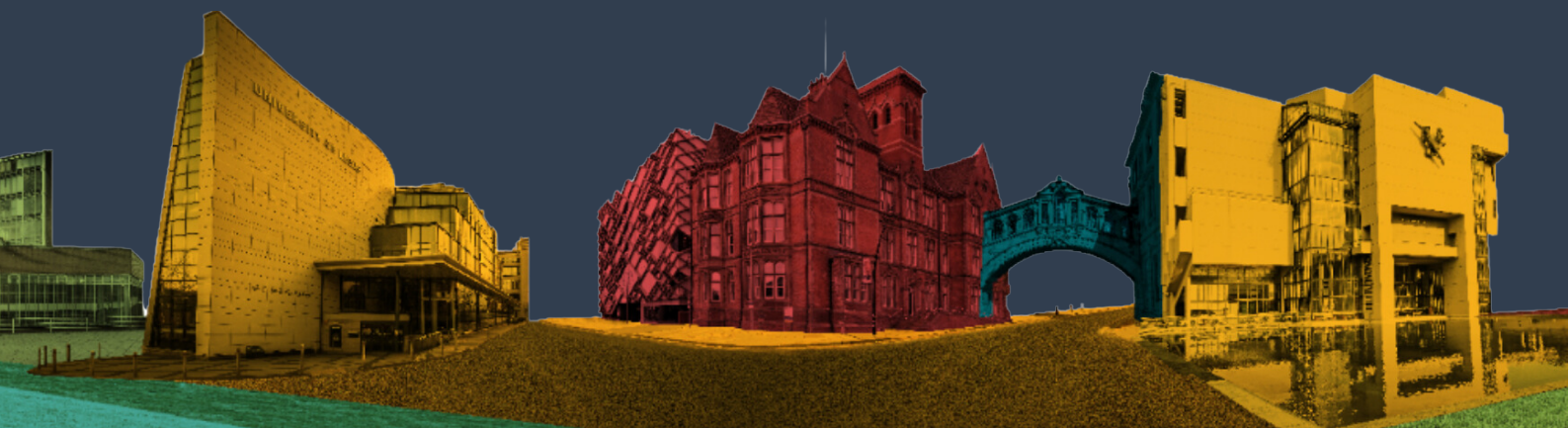
At StudentCrowd, we are revolutionising how students make important choices by offering comprehensive support through our verified review platform. Our focus is on providing insights into course selection, university choices and accommodation options.

Just like you, students actively seek peer-to-peer feedback to gain a genuine understanding of what their experience could be like. Authenticity is key to us as we believe it's crucial for making informed decisions.

Our team collects and manages a comprehensive dataset that covers the **entire UK PBSA market**. Our goal is to provide a centralised platform where students can easily find all available accommodation options.

Over the past year, we have successfully **served 1.7 million users**, empowering them to make well-informed decisions through trustworthy reviews and all-encompassing information conveniently provided in one place.

By taking care of the data collection process, we offer you the opportunity to access a dependable and thorough dataset. This enables you to make data-driven decisions on critical business matters, ultimately driving your success.



Our Dataset

Unlocking Strategic Insights

At StudentCrowd, we have curated the essential dataset for the student market. Our comprehensive and up-to-date information is invaluable for investors seeking to gain a competitive edge in the market. Containing every PBSA in the UK with the option to add on Ireland and Spain, we keep the dataset live and updated weekly with the latest:

- ✓ **Operator and building-level information**
- ✓ **Bed numbers and property features**
- ✓ **Weekly rental prices**
- ✓ **Incentives for all tenancies**
- ✓ **StudentCrowd reviews**

In short, we have created the best dataset for student accommodation in the UK.

With the insights tool, you have access to real-time competitor analysis for every city and university. Understanding what drives success at a city level is crucial in the ever-changing landscape of PBSA.

Our insight tool enables you to delve into the factors contributing to success in specific cities, empowering you to make informed decisions by data that align with current market trends.

You can perform detailed comparisons between your properties and direct competitors. This comparison will not only form the foundation of your strategy but also help you identify opportunities for improvement and rental growth.

Our data, your way

Accessing our data couldn't be easier



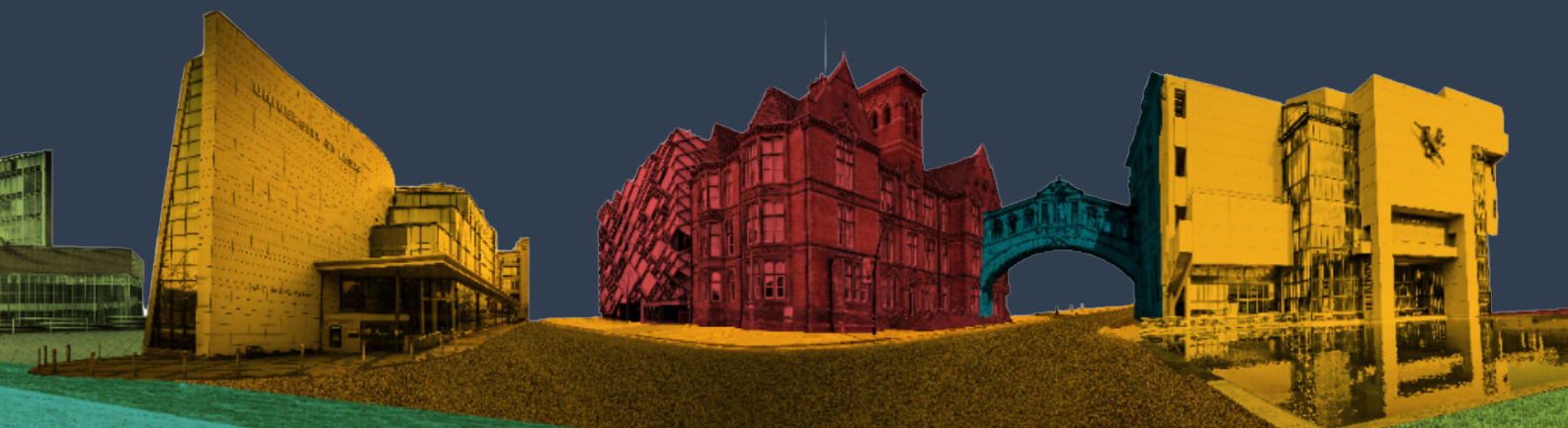
API - For those looking for an automated means to consume the data, our API is the 'plug and play' option. Able to automatically feed our live data directly into your systems and dashboards this is the most seamless way to integrate our data into your everyday decisions, research and actions.



Raw Data - A portal for accessing the live data in flat CSV files in order for your teams to use, analyse and manipulate - this method of access is particularly useful for doing YoY trend analysis or research for a defined project.



Insight Tool - A fully visualised and interactive tool, this is an especially accessible way to utilise all of the insight and knowledge that can be gained from the data particularly for teams with limited time for raw-data analysis.



What does 100% coverage look like?

All Private,
University and
Nominations

Data tracking
back 4 years

Refreshed
every week

Over 720,000
beds

More than
50,000
tenancy types



Our Data Partners



One Source of Truth

Why partner with StudentCrowd?

Data-driven Decision Making

- Gain access to a wealth of real-time data and insights from a diverse range of students.
- Make ever-more informed data-driven decisions for your assets, including pricing strategies, property acquisition, and portfolio optimisation.
- Be proactive and align your assets precisely with market demands, maximising occupancy rates and improving rental yields.

One Source of Truth

- StudentCrowd serves as a reliable one source of truth for market insights.
- Removing the inefficiency of fragmented information from different sources or delays to your decisions due to limitations in your view.

Market Velocity and Forecasting

- Focus on analysing data and staying updated on evolving market dynamics, track competitor rental changes weekly, anticipate industry shifts, and adapt your sales and marketing strategies quickly and accordingly.
- Making timely and informed decisions, improving forecasting and optimising returns on investments.



Strengthened Reputation and Credibility

- By leveraging the power of StudentCrowd, you are able to showcase your commitment to providing an excellent student experience.
- This not only attracts more students to your schemes but also enhances your reputation among investors and stakeholders.
- A strong reputation translates into increased trust and credibility in the market and enables you to position your organisation as a preferred choice in the industry.

Comprehensive coverage creates efficiencies

- By taking advantage of the platform's comprehensive data on UK student schemes, you can make quick data-driven decisions to help overcome challenges at underperforming schemes or maximise revenue on those selling quickly.
- Our comprehensive and readily accessible data, coupled with our user-friendly platform, empowers you to take control of your own assets.

By leveraging this unique advantage, you can confidently navigate the complexities of the market, drive improved performance, and achieve increased returns on investments.



StudentCrowd Support

Our commitment to you

- ✓ Comprehensive data, maintained and live at all times
- ✓ Reliable and accessible platforms and service
- ✓ Priority access to our insight reporting
- ✓ Opportunities to collaborate on projects
- ✓ Ongoing support from the StudentCrowd team
- ✓ An ability to expand, adapt and modify our data to fit your needs

We believe in collaboration and the power of collective intelligence. By partnering with us, you have the opportunity to collaborate on projects, allowing you to leverage our expertise and data to achieve outstanding results.

Our experienced team is committed to supporting you throughout your journey, ensuring that you have the necessary tools and assistance to maximize the value of our services and make the most informed decisions by data possible.

Data and insights are available for the UK, Republic of Ireland and Spain.



Contact us for more
information on how to
access StudentCrowd
data and insight:



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