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# Student Accommodation in Wembley

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London Borough of Brent

An Interactive Qualifying Project

*Submitted to the Faculty of*

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*In partial fulfilment of the requirements for  
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*This report represents the work of one or more WPI undergraduate students submitted to the faculty as evidence of completion of a degree requirement. WPI routinely publishes these reports on its website without editorial or peer review.*

## **Abstract**

London's Borough of Brent has received a number of planning applications for purpose built student accommodations in the Wembley area and needs to develop a student accommodation policy. This report analyzes the impact of students in the area through a number of methodologies, including research, interviews, and surveys performed in Brent. Through these methods, it is recommended that the council promotes the development of purpose built student accommodations in the Wembley area as it will positively influence the community.

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## **Authorship**

Amanda Bowden, Nathan Rivard and Juliana Rose all contributed to the research and writing of this report.

As for the completed methods, Juliana and Amanda conducted the student surveys while Nathan compiled the information gathered. On a rotating basis, each group member led interviews with Brent Officials and Councillors.

The introduction was written by Juliana and Nathan and was edited by the entire group. The literature review was broken into equal sections and then each team member edited the other two sections. The methodology was written by Amanda and edited by Juliana and Nathan. Each group member wrote an equal portion of the findings and each section was edited by the other two members of the group. As each group member wrote their findings, the subsequent recommendations were made and agreed upon as a team. The conclusion was written by Amanda and edited by Nathan and Juliana. Juliana also wrote the Executive Summary, Nathan wrote the Acknowledgements and they combined wrote the abstract. The final report was edited by all team members.

## **Executive Summary**

### **Introduction**

London has always been an extremely attractive destination for university students from around the globe. With over 60 universities and centres for higher education London is the ideal place for those seeking a quality education. Every year, thousands of students, most between the ages of 18 and 24, migrate to London to live and study, and every year that population gets larger. Since the majority of students travel away from their permanent place of residence to attend university, there is an irrefutable need for student housing. As universities can only house 15% of their students on average (Knight Frank LLP, 2011) all other students must search for housing opportunities in the private sector.

The Wembley area in the Borough of Brent is an ideal area for development of these housing opportunities. Wembley is in the process of a complete regeneration, and the borough is looking to revitalize all areas of life including the economy, local and national recognition, community excitement, and borough contributions to London (Partners for Brent, 2001). Students can contribute much to this regeneration as they bring a sense of life and vibrancy into an area, as well as a market for high end retail, entertainment, and food services.

### **Objectives and Methodology**

There were four main objectives associated with this project, and a variety of methodologies were used to complete them. The first objective was to analyze the supply and demand of student accommodation, both in Wembley and throughout London. It was necessary to understand the student housing market in order to provide the Borough with the most accurate recommendation when planning student accommodations. Information was obtained through data analyzed from the 2001 census and from a student survey conducted at current purpose built student accommodation. Insight into the situation was provided in personal interviews with Brent Borough officials as well as officials and councillors from other Boroughs.

The second objective was to determine the advantages and disadvantages of a large student population in a community. These factors will help influence the borough's decision on whether to encourage or discourage the development of PBSAs. Data for this objective was collected from case studies, especially the "Student Impact Scrutiny Review" completed in

Canterbury, 2005. The main methodology used was a comparative analysis between Brent and other outer boroughs with already large student populations, such as Camden, Islington and Southwark. By studying the positive and negative effects on those communities, a relatively accurate comparison can be drawn to Brent and its future situation if it continues to promote PBSA development.

The third objective was to identify the facilities that will be strained by students. This information will allow the Borough to plan ahead and encourage the development of facilities that will be used by the large student population. In order to predict these facilities, student expenditures and spending habits were researched. The PBSA student survey requested information about weekly spending, and these results were used to model spending habits of the average university student. The places in which students spent the most were identified as the facilities strained but also points of investment and growth. The data was also compared to a national student expenditure report completed in 2008 for accuracy, and other documents and interviews contributed to the conclusions drawn.

The fourth and final objective was to define a methodology to recognize an over-concentration of students within the Borough of Brent. If an over-concentration is reached, the community can no longer provide for the students living there. Any information that might prevent this from happening is valuable. Because an over-concentration is a rather intangible concept, a vast number of sources were gathered so that the full scope of the issue could be examined. Borough officials from Brent and Islington were interviewed for their expert opinions on the matter. Information was also gathered from Brent and Southwark councillors as to the community response associated with a large number of students. Although there are no case studies that specifically pertain to over-concentration, data was collected from numerous literature sources.

## **Findings**

After careful analysis of all data collected, it is recommended that the Borough of Brent promote the development of purpose built student accommodations in the Wembley area. Some key findings which support this recommendation include:

1. There is a high demand for student accommodation throughout London.

- Number of higher education students in London increases annually.
  - Universities can only provide housing to 15% of their students, forcing the remaining 85% to turn to the private sector.
  - Purpose built accommodations are the best accommodation choice for many students, especially international students.
  - PBSAs currently running experience high rent levels.
2. Wembley will provide an ideal area for student living.
- Wembley is looking to become a nationally known area with many retailers, restaurants, night life etc. which will attract students to the area.
  - The location of Wembley Stadium and Wembley Arena will be an exciting draw for students searching for accommodations.
  - Wembley is very well connected to the rest of greater London and students will find the ease of travel as highly convenient.
3. Purpose built student accommodations contribute positively to the local economy.
- As large-scale schemes, PBSA development requires a monetary contribution which will be put straight into the local economy.
  - Certain schemes will be required to contribute to local affordable housing.
  - With an average weekly disposable income of £153.72, students continually support the economy in which they are living.
4. All negative implications of a student population are social issues.
- Residents are most concerned with noise and anti-social behaviour; however studies have found that students are not the main perpetrators of anti-social behaviour.
  - Negative impacts are severely lessened when students are housed in PBSAs compared to homes of multiple occupancies.
5. Facilities that will be strained the most have been identified
- Private facilities which will be strained include entertainment and night life.

- The Council facilities that will be most strained are transportation related, but the council can seek planning obligations from PBSA developers to mitigate this impact.
6. An over-concentration must be defined by the council.
- An over-concentration of students has been reached in other areas of the UK, but these numbers are subjective and depend heavily on the vision for a certain area.

With these findings, it has been discovered that an addition of purpose built student accommodation will be advantageous to the borough and to the Wembley area. This report describes in detail a background of the problem at hand, all methodologies used to obtain information, an in-depth analysis of all findings and a list of detailed recommendations for the Borough of Brent.



## Table of Contents

Abstract.....	i
Acknowledgements.....	ii
Authorship.....	iii
Executive Summary .....	iv
1. Introduction.....	1
2. Literature Review.....	3
2.1. Student Trends in the UK .....	3
2.2. The Student Housing Market.....	6
2.3. Impacts of Student Populations .....	11
2.3.1. Negative Impacts .....	11
2.3.2. Positive Impacts .....	14
2.4. Brent’s Regeneration .....	18
3. Methodology.....	23
3.1 First Objective .....	24
3.1.1. Profile of the Student Accommodation Market Situation .....	24
3.1.2. Researching Wembley Student Accommodation Planning Applications .....	25
3.1.3. Interviews with Developers and Borough Planners .....	25
3.1.4. Student Surveys in PBSAs .....	26
3.2. Second Objective .....	27
3.2.1. Reviews of Student Impact Case Studies .....	27
3.2.2. Studies of Related Boroughs .....	27
3.3. Third Objective.....	28
3.3.1. Reviews of Student Impact Case Studies .....	28

3.3.2. Studies of Related Boroughs .....	29
3.4. Fourth Objective .....	29
3.4.1. Interviews with Borough Officials .....	30
3.4.2. Comparison to Related Boroughs .....	30
4. Findings.....	32
4.1. Student Accommodation Supply and Demand.....	32
4.1.1. Market Situation.....	32
4.1.2. Plans for Wembley .....	34
4.1.3. Survey Results .....	38
4.2. Student Expenditure.....	43
4.2.1. Survey Results .....	43
4.2.2. Expenditure Report.....	45
4.3. Advantages and Disadvantages of Students .....	49
4.3.1. Disadvantages.....	49
4.3.4. Advantages .....	54
4.4. Housing Policies .....	55
4.4.1. London.....	55
4.4.2. Islington.....	57
4.4.3. Southwark.....	59
4.4.4. Camden.....	61
4.5. Over Concentration of Students.....	64
4.5.1. Definition.....	64
4.5.2. Islington Over Concentration .....	64
4.5.2. Canterbury Policy.....	65
5. Recommendations and Conclusions .....	66

5.1. Student Accommodation Supply and Demand.....	66
5.2. Student Expenditure.....	67
5.3. Advantages and Disadvantages of Students .....	68
5.4. Housing Policies .....	69
5.5. Over Concentration of Students.....	70
5.6. Further Work.....	71
5.6. Conclusion .....	71
References.....	73
Appendix.....	79
Interview Questions .....	79
Survey Results .....	96
Additional Data.....	115

## List of Tables

Table 1. Changing Student Numbers of Selected Institutions (Hubbard, 2008) .....	3
Table 2. Top Investors in the UK Private Purpose Built Student Housing (King Sturge, 2008) ...	9
Table 3. London University Student Housing Comparison (King Sturge, 2008).....	10
Table 4. Communities of Students- Challenges (Northey, 2006).....	12
Table 5. Crimes with Students as Perpetrator (Northey, 2006) .....	13
Table 6. Student Population's Positive Effects (Northey, 2006).....	16
Table 7. Methodology Organization .....	24
Table 8. London Student Housing Numbers (Knight Frank LLP, 2011) .....	33
Table 9. Student Accommodation Schemes (Knight Frank LLP, 2011) .....	34
Table 10. Survey Results- Length of Student Stay .....	40
Table 11. Survey Results- Student Spending.....	44
Table 12. Survey Results- Most Selected Ranges .....	45
Table 13. Total Student Expenditure and Main Sources of Student Expenditure (NatCen/IES SIES, 2007/8).....	46
Table 14. Student Spending Comparison.....	47
Table 15. Antisocial Behavior with Students as Perpertrators (Canterbury, 2005).....	50
Table 16. Crimes with Students as Perpetrators 2004/5 (Canterbury, 2005).....	51
Table 17. The London Plan Housing Policies (Mayor of London, 2009) .....	55
Table 18. Islington Housing Policies (Borough of Islington, 2011).....	57
Table 19. Southwark Housing Policies (Borough of Southwark, 2011).....	59
Table 20. Camden Housing Policies (Borough of Camden, 2004).....	61
Table 21. Objectives and Findings Summary .....	66

## List of Figures

Figure 1. Student Population Trends in London (HESA, 2011).....	4
Figure 2. Student Housing in the UK (Siebrits, 2010).....	6
Figure 3. Full Time Student Accommodations Completed in UK 2005 (King Sturge, 2008) .....	7
Figure 4. Full Time Student Accommodations Completed in UK 2007 (King Sturge, 2008) .....	8
Figure 5. Student Accommodations Provisions in London 2007 (King Sturge, 2008) .....	9
Figure 6. Wembley Stadium (Wembley National Stadium, 2011).....	19
Figure 7. Wembley Arena (Wembley Arena, 2011).....	19
Figure 8. Arena Square (Wembley City Estates Ltd, 2011) .....	20
Figure 9. Victoria Hall Wembley (Brent, 2010).....	21
Figure 10. Quintain (PRP Architects Ltd, 2008) .....	21
Figure 11. Current and Proposed Development (Ip, 2010).....	21
Figure 12. Methodology Schedule .....	31
Figure 13. Wembley's Connection to London Universities (Knight Frank LLP, 2011).....	36
Figure 14. Wembley Area Transportation (Knight Frank LLP, 2011) .....	37
Figure 15. Wembley Area Student Accommodations (Knight Frank LLP, 2011) .....	37
Figure 16. Survey Results- Universities of Students at UNITE King's Cross .....	39
Figure 17. Student Survey Excerpt .....	40
Figure 18. Survey Results- Previous Accommodations .....	41
Figure 19. Survey Results- Accommodation Preference .....	41
Figure 20. Survey Results- Reason for Decision .....	42
Figure 21. Student Survey Excerpt- Question 5 .....	43
Figure 22. Survey Results- Student Spending Breakdown.....	44
Figure 23. Profile of Living Costs for English-Domiciled Full-Time Students (NatCen/IES SIES, 2007/8) .....	47
Figure 24. Camden DP9 Student Housing Policy (Borough of Camden, 2004) .....	63

## **1. Introduction**

With over sixty universities and centres for higher education in London, the city is an attractive and highly sought-after destination for students worldwide. Most higher education students attending London's universities are far from their permanent residence, and therefore need accommodations while attending school. However universities, on average, only provide accommodations for 15% of their students (Knight Frank LLP, 2011). This leaves a staggering 85% of students searching for affordable yet high-quality accommodations, and most of them turn to the private sector. Local developers are looking to capitalize on this demand for student housing by promoting Wembley as an ideal residential area. The current situation within the Borough of Brent is optimal for developers to build new student accommodations. Currently involved in a twenty year regeneration process, the Borough is looking to revitalize all areas of life within Brent, including the economy, local and national recognition, community excitement, and borough contributions to London (Partners for Brent, 2001). Developers feel that a young, vibrant population of students could help achieve this.

In recent years, the Borough has focused much attention on the development of Wembley with Wembley Stadium, Wembley Arena, and Arena Square, as well as the areas immediately surrounding them. Along with these projects, many smaller scale endeavours are being developed including the building of restaurants, retail stores, and entertainment facilities, all in an effort to make Wembley an up-scale, nationally recognized urban centre. As part of the push to make Wembley an attractive metropolitan destination, new constructions of purpose built student accommodations (PBSAs) have been proposed (Ip, 2010). The accommodations currently in the pipeline will provide 1745 rooms for use by students from various universities. Increasing the population with a large number of students has raised many questions regarding the positive and negative effects upon the area and its citizens. The social and economic changes brought by this population influx need to be assessed to determine the next best course of action for the area in terms of student living.

The Brent Council has yet to formulate a policy regarding student accommodations. There are other boroughs in London that have student accommodation policies, however not every borough is alike. Furthermore, most other boroughs with large student populations also

have universities within their jurisdiction, and this is not the case for Brent. Research into the area is required in order to formulate evidence for an adequate policy; some of this information will be identified through this report.

There are four main objectives of this report. The first is to identify the supply and demand of student accommodations in the Wembley area. This will allow for the Brent Council to better recognize the value of student accommodation developments. The second is to classify the advantages and disadvantages of student housing, which will help determine if the benefits of a student population outweigh potential negative social impacts. The third is to determine if the influx in the student population will cause strain on community facilities and to investigate the financial contribution that the Borough should seek from developers in order to alleviate that stress. The fourth is to define a methodology for recognizing an over-concentration of students in the Wembley area so the Borough will be able to realize when to limit student accommodations. The report will result in recommendations to the Borough of Brent in order to assist the creation of a student accommodation policy.

## 2. Literature Review

Institutions of higher education have been an integral part of society in the United Kingdom for centuries. Young people are constantly drawn to universities to learn a trade or practice and to experience life as an adult for the first time. Students often travel far from their parents' home, and international students are attracted to higher education in the UK by the thousands. Large numbers of college students move into university areas every year, and with them come a large variety of consequences, some positive and some negative. The following pages will discuss both the challenges that communities face and the benefits that they acquire from large student populations, and provide some insight as to how past findings can be related to the situation in London's Borough of Brent.

### 2.1. Student Trends in the UK

The number of students seeking higher education, both in the UK and worldwide, has been on the rise and continues to grow yearly. As can be seen in Table 1, the number of students enrolled in a handful of universities throughout the UK has risen substantially over a ten year period, with the average mean percent change for these universities being 32 % (Munro, Turak and Livingston 2009, pg. 1806). The number of students seeking accommodations while at school is also increasing. The sudden spike in enrolment has put a strain on the residential life departments of many universities, and schools can no longer house all of their students.

**Table 1.** Changing Student Numbers of Selected Institutions (Hubbard, 2008)

Higher education institution	1996 – 97	2006 – 07	Percentage change
The University of Birmingham	22 967	30 415	32.4
The University of Central England in Birmingham <sup>a</sup>	19 220	23 860	24.1
The University of Leeds	24 222	33 315	37.5
Leeds Metropolitan University	17 908	27 495	53.5
The University of Liverpool	18 154	20 665	13.8
Liverpool John Moores University	19 406	24 370	25.6
The University of Oxford	19 805	24 640	24.4
The University of Newcastle-upon-Tyne	16 096	19 700	22.4
The University of Northumbria at Newcastle	19 107	29 630	55.1

<sup>a</sup> Name changed to Birmingham City University.



London is a large city with 44 universities and a large student population (McCarthy, 2008). In 2009, 2,396,055 students were studying in the UK, up 4 % from the previous year. This increase has been attributed to the 368,970 international students and to the steady rise in English students, even through the current recession (Siebrits, 2010). The Higher Education Statistics Agency shows from its data that in the 1980's, the student population the UK nearly doubled and from 1995 to 2005 the number of total students rose 36 % to 2.3 million (Siebrits, 2010). The city of London especially has seen an upward trend in student populations. Student numbers within the city of London have increased from 392,000 in the 2005-2006 school year to 426,175 in 2008-2009 (see Figure 1). Students in the UK have a tendency to move away from their home when attending a university (Duke-Williams, 2009). With the additional increase in the number of international students, the rate of students entering the city is only growing.

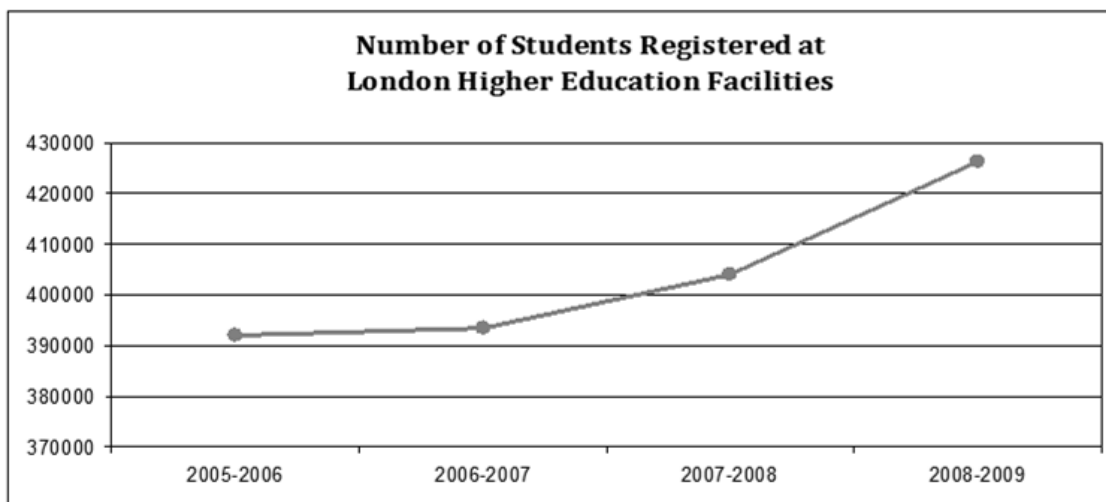


Figure 1. Student Population Trends in London (HESA, 2011)

The movement of UK student populations follows a cycle as detailed by Duke-Williams. “Students are a mobile part of society, and there is high turnover of individuals within student areas” (Duke-Williams, 2009 p1848). Typically, new students move into an area when they begin university, then move out after graduating. The dynamics of this mobile and inconsistent group are always changing as the population is refreshed. Duke-Williams also discusses the inevitability of an over concentration, or saturation, of students within an area. He characterizes the concentration of students through two approaches, first as a proportion (i.e. the total number of students to the total number of residents in a given area, such as a political area) and second,

as the percentage of all student households over total number of households (Duke-Williams, 2009). Student population is viewed through two dimensions. The impacts of studentification differ depending upon how students are accommodated within the community. “Areas that have large numbers of students in residential housing,[present] a very different scenario to those areas dominated by student halls of residence or colleges” (Duke-Williams, 2009 p1830). It is proposed that areas with large numbers of students in residential housing suffer more adverse outcomes than areas with large number of students in purpose built student accommodations.

Student populations in the UK as a whole, and in London, in particular are growing at a faster rate than that of university residence halls, which forces students to look to the private sector for accommodation (Drivers Jonas Deloitte, 2010). Only 19% of students live in “purpose-built bed spaces” (Drivers Jonas Deloitte, 2010). In London, students have several options available to them including public or private residence halls, and shared or private houses and flats (Accommodation for Students, 2011). Approximately 20% of students overall have housing (university supplied or parental home) while the other 80% are lacking and are forced to search for other means (King Sturge, 2008).

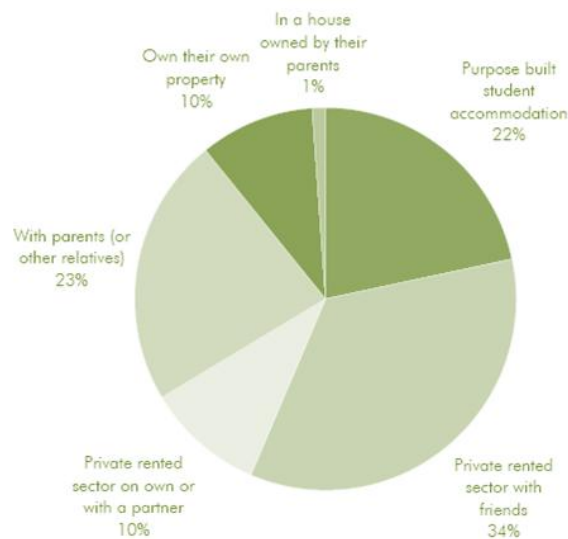
Websites such as *accommodationforstudents.com* connect London students to these opportunities. The traditional housing form for students is the university owned residence hall, but as the student population grows those other than first year students are left searching for more options. The private sector has taken advantage of this need and many developers are going into the student housing field (Accommodation for Students, 2011). Anthony Duggan of Drivers Jonas Deloitte comments on this increasing trend; “we’re seeing developers and investors continuing to show interest in the sector which is increasingly becoming a recognized property asset...the student housing sector looks to provide a lucrative investment”. With the University and College Admissions Service predicting a 22 % increase in the next academic year’s applications, the number of students residing in and around London will only go up (Driver Jonas Deloitte, 2010).

One developer that recently took advantage of this growing sector is the Blackstone Group, which completed the building of Nido Spitalfields in 2010 (Bourke, 2009). Stuart Grant, executive of Blackstone’s housing unit, saw the “chronic imbalance between supply and demand in this sector” and their company is now using it to their advantage. Nido is a 33 story dormitory housing 1,204 students. The Blackstone Group has emerged as a strong contender in this sector

operating 2,200 beds, yet still does not rival the industry leader, Unite Group which boasts 38,500 beds. These private companies will help fill the housing void that 80 % of students find themselves in with the lack of accommodations provided by their university. This influx of students without provided housing has caused rent in the private sector to rise annually by 5 % (Bourke, 2009). Communities often welcome these developers to provide sufficient housing for the incoming population. Driver Jonas Deloitte estimates there are 267,800 full time students within London. The city’s three largest universities, London Metropolitan, Middlesex and the University of Westminster, account for more than 60,000 of these students (Bourke, 2009). With the current job market Chris Bourke says that this number will only increase as more young people, both British and international, choose to go to college.

## 2.2. The Student Housing Market

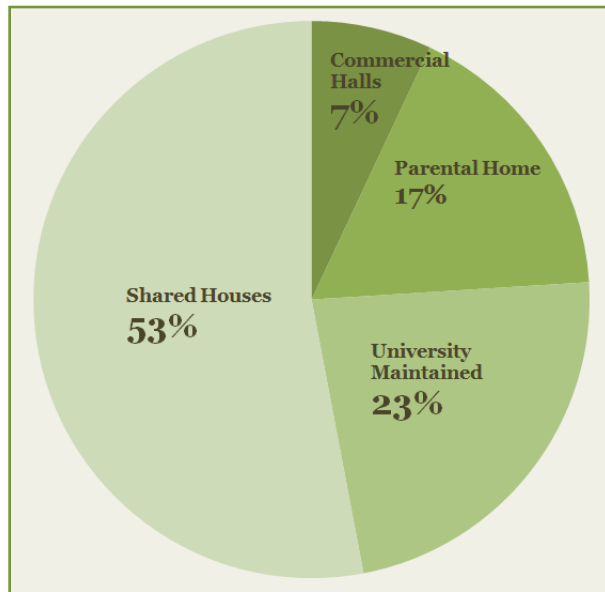
Investing in student housing has become more profitable in the past years. The need for these facilities has been recognized and developers are responding. Currently almost 50 % of UK students live in the private rented sector, but with rising rent costs and increased student saturation the need for more accommodations is apparent (Siebrits, 2010). Figure 2 shows the current division of UK student housing.



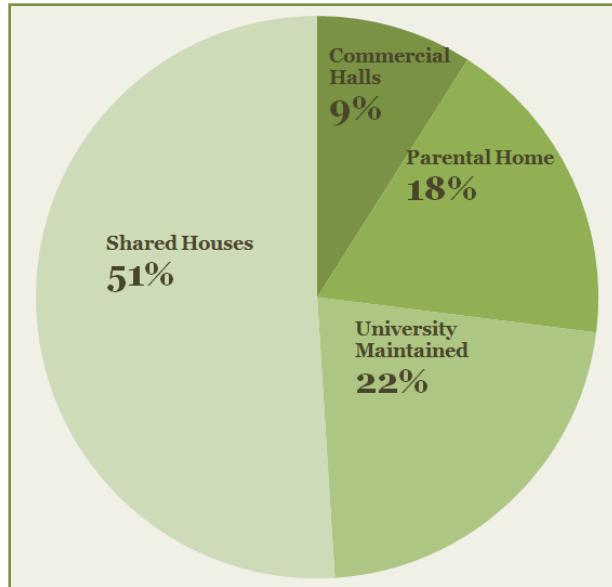
Source: Googlemaps / Unipol / NUS

Figure 2. Student Housing in the UK (Siebrits, 2010)

The number of private purpose built student housing has increased by 36 % since 2005 (King Sturge, 2008). The UK student accommodation sector is an asset to the market with £700 million of transactions in the 2006 to 2007 year (King Sturge, 2008). Despite the uncertainty of the economy in the United Kingdom, this market is holding strong and is a viable investment for developers. The demand for student housing is consistently above the supply causing strong growth and development within the sector (King Sturge, 2008). This increase can be seen in Figures 3 and 4 which display the housing situation for 2005 and 2007 respectively.



**Figure 3.** Full Time Student Accommodations Completed in UK 2005 (King Sturge, 2008)



**Figure 4.** Full Time Student Accommodations Completed in UK 2007 (King Sturge, 2008)

Not only has the number of students within the UK increased, but the number of purpose built beds increased from 91,154 to 123,536 (King Sturge, 2008). Students residing in the private rented sector have continually increased due to the Houses in Multiple Occupation (homes rented in the private sector) regulations that make it harder and more costly for landlords to rent to students (King Sturge, 2008). This trend increases the demand for purpose built student accommodations and therefore increases opportunities for developers.

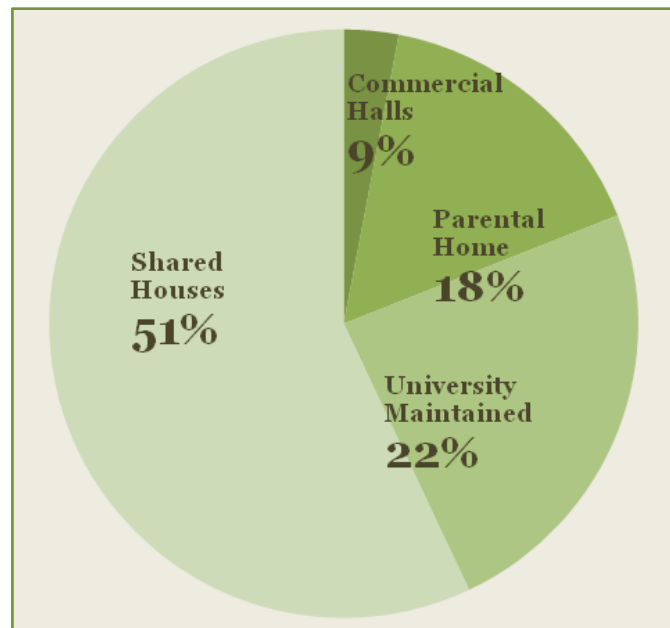
At only 9 % of the entire market, private purpose built housing has many opportunities for growth, and many developers and investors are taking advantage of this within London and the UK. The top developers in this sector are shown in Table 2.

**Table 2.** Top Investors in the UK Private Purpose Built Student Housing (King Sturge, 2008)

Rank	Top 20 Commercial Operator / Investors	Completed Beds Sept 2007	In pipeline	Total Beds
1	Unite Group Plc	34,930	11,204	46,134
2	UPP	15,682	3,554	19,236
3	Opal Property Group	13,157	5,740	18,897
4	Liberty Living	9,805	697	10,502
5	Sanctuary Housing Association	8,255	0	8,255
6	Victoria Hall	5,007	2,585	7,592
7	Bovis Lend Lease	2,325	1,866	4,191
8	Cordea Savills LLP	2,778	1,364	4,142
9	Cosmopolitan Housing Association	3,531	600	4,131
10	Swanbourne Development Services Ltd	3,026	984	4,010
11	Gwalia Housing Group	2,381	1,567	3,948
12	Consensus Capital	3,770	0	3,770
13	Servite Housing Association	3,102	40	3,142
14	MCR Group	2,447	600	3,047
15	Teesland IOG	1,655	831	2,486
16	Beach Student Accommodation Fund	1,714	669	2,383
17	Nido	1,045	1,188	2,233
18	iQ	1507	314	1,821
19	Signpost Homes Ltd	514	956	1,470
20	Downing Developments	0	1,428	1,428
	OTHERS	6,905	2,474	9,379
	<b>TOTAL</b>	<b>123,536</b>	<b>38,661</b>	<b>162,197</b>

*This data excludes private landlords operating shared houses. Pipeline properties are those of existing operators for schemes with planning consent as at September 2007.*

These groups not only have completed housing projects but are in the process of building more, further developing and expanding the sector (King Sturge, 2008). Looking specifically at London, the percentage of commercial purpose built student housing is less than the United Kingdom as a whole (Figure 5).



**Figure 5.** Student Accommodations Provisions in London 2007 (King Sturge, 2008)

London has 251,515 full-time students, the highest of the nation. This provides an attractive opportunity to invest in student housing (King Sturge, 2008). There is a shortage and definite demand for additional student accommodations. Table 3 compares the total number of students of each university to the housing supplied by the university and to the other purpose built accommodations occupied by their students.

**Table 3.** London University Student Housing Comparison (King Sturge, 2008)

Institution / College	Total Full Time Students	University Owned Accommodation	University Occupied Accommodation	Provision of Beds (%)
Brunel University	11,170	3,234	0	29%
Royal College of Music	620	170	0	27%
University of London	89,070	21,482	1,913	26%
(All Colleges Combined)				
Trinity College of Music	725	0	163	23%
Roehampton University	6,805	1,444	0	21%
St Mary's College	3,145	637	0	20%
University of Greenwich	14,320	1,919	350	16%
Kingston University	16,900	2,437	0	14%
University of the Arts	12,345	1,750	615	14%
South Bank University	11,075	1,398	0	13%
University of East London	10,785	1,180	0	11%
Middlesex University	17,965	1,916	0	11%
City University	10,985	978	157	10%
University of Westminster	14,530	1,443	0	10%
Thames Valley University	9,315	72	839	10%
Ravensbourne College of Design and Communication	1,110	100	0	9%
London Metropolitan University	17,560	588	429	6%
Conservatoire for Dance and Drama	1,080	0	0	0%
Royal College of Art	810	0	0	0%
Wimbledon School of Art	610	0	0	0%
Rose Bruford College	590	0	0	0%
<b>Total</b>	<b>251,515</b>	<b>40,748</b>	<b>4,466</b>	<b>18%</b>

Source: HESA/King Sturge Research 2007

With the demand so high and student numbers only predicted to grow, focus has been put on purpose built student accommodations from the private sector, specifically focusing on London development. Yet because of space restrictions and the high cost of living in inner London are around large universities, developers and students are looking to outer boroughs, such as Brent, for large purpose built accommodations.

## **2.3. Impacts of Student Populations**

With a limited supply of university-supported housing in London, there is a large market for Purpose Built Student Accommodations in and around university towns (Smith, 2009). Taking advantage of this demand, the Borough of Brent is supporting the development of four new student housing complexes in the Wembley area. With this large influx of students come social and economic impacts that need to be closely inspected. Unfortunately, as noted by Smith (2009, p, 232);

Theorizations of the effects of larger and more spatially concentrated student populations on different elements of urban systems, such as transport and communications, health services and dentists, retail, leisure, and business provision, housing and welfare, schools and nurseries, electoral voting, and community participation, are somewhat lacking.

Though there is not a large amount of information addressing this topic, several case studies exist (Munro et. al, 2009) and a number of papers have been written on the positive and negative impacts of large student populations in an area (Smith, 2008; Hubbard 2008). Many in the field refer to this phenomenon as ‘studentification,’ loosely defined as the effects of moving a large, wealthy group of students into an economically unstable area.

### **2.3.1. Negative Impacts**

The social aspects of having a large portion of the population fluid and un-invested in the community can be seen in a negative light from stable full-time residents (Hubbard, 2008). Towns with large student populations note a ‘disconnect’ between the general community and the students living there (Smith, 2009). According to Smith “the formation of ‘student areas’ has involved the replacement or displacement of many of the cornerstones of established communities, such as schools and nurseries, public houses, and other community facilities.” Munro et. al (2009) finds similarly that neighbourhoods heavily populated with students can create notable disruption in established communities. The areas that full-time residents seem most concerned about are anti-social behaviour, including crime, economic changes and parking issues (Hubbard 2008, Munro 2009, Northey 2006, Table 4). Taking a look at each of these issues individually provides better insight into a community’s concerns.



**Table 4. Communities of Students- Challenges (Northey, 2006)**

<b><u>Social</u></b>	<b><u>Cultural</u></b>	<b><u>Physical</u></b>	<b><u>Economic</u></b>
<p>Increase in low-level anti-social behaviour.</p> <p>Concentration of vulnerable young people with low awareness of security and highly attractive possessions leading to increased levels of crime. This can result in higher insurance premiums (ie, house, contents, vehicle).</p> <p>Decreased demand for some local services leading to closure – particularly educational services.</p> <p>Residents feel pressure to move to avoid becoming marginalised and isolated as permanent residents. This can lead to the demoralisation of established residents.</p> <p>Increased competition for private rented houses.</p> <p>Pressure for greater provision of establishments catering for night time entertainment and consequent detrimental impact on residential amenity.</p> <p>Seasonal availability of some retail and service provision – development of a ‘resort economy’.</p>	<p>Expansion of HMOs in traditional owner-occupied, family areas can lead to change in nature of communities. Gradually self-reinforcing unpopularity of area for families wishing to bring up children.</p> <p>Conversion of houses into student residences, often make difficult transformation back into family homes.</p> <p>Transient occupation engenders a lack of community integration and cohesion and less commitment to maintain the quality of local environment.</p> <p>Turnover and short stay are disincentive and barrier to self-policing and aversion to crime.</p> <p>Different perceptions of what is considered acceptable behaviour and communal obligations by different social groups.</p> <p>Lifestyle frictions – late night student culture disturbs children and working people.</p>	<p>Reduction in quality of housing stock and neglect of external appearance to properties including gardens, due to lack of investment by absentee landlords.</p> <p>Turnover of properties and preponderance of property letting boards – recurring annually – detract from streetscape.</p> <p>Increased population density and increased pressures on services (policing, cleansing, highways, planning, public transport).</p> <p>Increased on-street parking pressures arising from shared households and seasonal traffic congestion (eg. at graduations, end of term).</p> <p>Increase of squalor (litter/refuse), as infrastructure is designed for lower density usage, low awareness of refuse collection arrangements and different conceptions of what is tolerable.</p> <p>Noise between dwellings at all times especially music and at night – parties and gatherings and late night street noise disturbance.</p>	<p>High demand for student housing and the stimulus to private rented sector leads to a rise in house prices, deterring access to housing ladder for other sections of community.</p> <p>Changes in type of retail and entertainment services available – eg, local shops becoming take-aways and cafes, and re-orientation of stock.</p> <p>A rising concentration of students in particular streets acts as a strong inducement to owner-occupiers of non-student properties to take advantage of a lucrative sale to private student landlords.</p> <p>Fluctuating demand for private rented housing.</p> <p>Seasonal employment (in shops, pubs) and provision of retail and leisure services.</p>

Anti-social behaviour is seen as a main concern for most full-time residents who live in an area with a large student population (Smith 2009, Munro 2009, Hubbard 2006, Northey 2006). Although this is a blanket statement which can cover a large number of topics, we will

define anti-social behaviour as “drug/substance misuse and dealing, street drinking, vehicle related nuisance, noise issues, rowdy/nuisance behaviour, intimidation/harassment, criminal damage/vandalism, litter and fly-tipping/posting” (Northey, 2006) and any un-neighbourly conduct. Behaviour that is specific to students is often met with resistance from non-student residents. As stated in *The Independent* (2004, pg 11) “[Students] keep odd hours, throw late-night parties, and spend much of the time elsewhere.... Some streets resemble slums; the roads are potholed and litter-strewn, the grass uncut and the fences broken.” This is a general theme that is seen over and over again throughout the literature. Although it can be hard to distinguish between student and non-student perpetrators of antisocial behaviour, some make the argument that residents notice a significant decrease in these behaviours outside of the term, proving that students are the main abusers (Hubbard, 2008).

A case study performed in Canterbury in 2006 looked intensely at the effects of student populations on the community, and anti-social behaviour of students was analyzed. Those conducting the study did notice an elevated state of concern surrounding student crime and anti-social behaviour, however “The fear of crime, as indicated in a survey conducted by the Canterbury District Safer Community Partnership in 2004, is disproportionately higher than actual crime levels” (Northey, 2006). Of all 2,452 anti-social behaviours reported in 2005 in the Canterbury district, only 112 (4 %) of these incidents involved students, and of all criminal acts committed, only 103 (1 %) of them were committed by students (Northey, 2006, Table 5).

**Table 5.** Crimes with Students as Perpetrator (Northey, 2006)

Type of incident	No. of detected incidents	Proportion of overall incidents
Violence	29	1.5%
Burglary-dwelling	1	0.2%
Vehicle	18	1.9%
Criminal damage	2	0.1%
Theft other (eg pedal cycle)	21	5.8%
Other crimes	32	0.8%
Total	103	1.0%

Notes:

“Other crimes” here that were prominent include drugs offences and “obtaining property by deception”.

These crimes amounted to 1.0% of the total crime incidents for this period which numbered 10,404.

Of these crimes 3 were racially motivated.

Full-time residents are also concerned with the potential negative impacts students can have on the local economy. According to Hubbard (2008) local business might be affected by the emergence of “student ghettos” where in order to remain viable, certain facilities (entertainment, sporting, retail) must cater solely to students. The decreased demand for some local services, such as educational facilities and retailers geared towards young children, may force some establishments to close (Northey, 2006). Because of the nature of student residents (i.e. near their campus during terms and away from it over vacations) residents fear the formation of a “resort community” with higher levels of activity and employment during term time, and lower levels during vacations (Northey, 2006). There will also be an increased demand for some local services that students utilize often, and this would take away from other residents. This tension oftentimes leads to a migration of non-students out of the area and results in the dislocation of friends, families, and neighbourhoods (Allinson, 2006).

One of the biggest concerns among full-time residents is the issue of parking. Northey (2006) notes that a challenge with student areas is “Increased on-street parking pressures arising from shared households and seasonal traffic congestion (e.g. at graduations, end of term)”. While discussing the Cardinal Stritch South Campus in St. Francis, Wisconsin, Douglas Booth states that city property values are lowered by loss of open space and proximity to students and an added cost would be put on the city’s services (Booth, 2009). “Whenever more people enter a municipality’s boundaries on a daily basis, the costs of local government services goes up” (Booth, 2009). With more traffic and the need for more public protection, the police and fire departments would be especially strained. It is Booth’s opinion that this type of development often does more harm to the community than good. Similarly when San Diego State University of California proposed expansion and additional student housing, the community was opposed (Saaverda, 2007). Citizens were most concerned about increased traffic and congested parking and did not believe that the city was prepared for the influx of students (Saaverda, 2007). One concerned citizen said “They come with their parties, their noise, their litter, their alcoholism and their beer cans. They have no respect” (Saavarda, 2007).

### **2.3.2. Positive Impacts**

Despite all of the negative implications, some established cities and towns note the addition of students to their area as a positive experience. In Eastbourne, residents were excited to say that students contributed to the area by “revitalizing old and run down housing stock and

adding to local vibrancy and cultural diversity” (Allinson, 2006). Students breathe new life into areas because of their youth and usually higher economic status, and certain areas can seriously benefit from this expansion. Loughborough in the Borough of Charnwood notes that Loughborough University plays an incredibly valuable role in the positive development of the town (Hubbard, 2008). In the case study performed in Loughborough, it was found that one in eight jobs could be attributed to the University and its constituents (Hubbard 2008). Student expenditures support about 400 local jobs, and the combination of Loughborough University student and staff spending in the area contributes approximately £9 million to the local economy (Hubbard, 2008). On top of that, Loughborough University purchases about £2.2 million of services from the town (Hubbard, 2008). A case study performed in Canterbury also noted mainly positive effects of a large student population (Northey, 2006, see Table 6). It was recorded that an “estimated £127 million was collectively contributed to the local economy” (Northey, 2006) by the four institutions and their students in the area. Northey also pointed out the areas which benefited greatly from students in the area;

The local business sectors which directly benefit from institutional and student expenditure include transport, retail and entertainment together with the obvious advantage to local businesses in respect of students being available for part time employment in a local economy dominated by a strong service sector. More indirectly this expenditure supports industries and procurement areas such as catering, cleaning and domestic, computing, furniture and textiles, scientific equipment, laboratory and workshop, professional and administrative, maintenance and stationery and office supplies. (Northey, 2006)

Students contribute directly to a local economy by spending money in the area that they are living, money which would have been spent elsewhere. They act as a catalyst for more economic growth by attracting retailers and investors to serve their needs (Northey 2006, Councillors 2007).

**Table 6.** Student Population's Positive Effects (Northey, 2006)

<b><u>Social</u></b>	<b><u>Cultural</u></b>	<b><u>Physical</u></b>	<b><u>Economic</u></b>
<p>Student volunteering makes an important contribution to many aspects of social life.</p> <p>Student housing needs prevent serious depopulation in many inner-city areas.</p> <p>Increases the range of goods, services and attractions available to the city's population.</p> <p>A critical mass of students can ensure transport links to the benefit of the whole community.</p> <p>Student communities can also support nurseries and multi faith centres.</p>	<p>Create a critical mass and demand for diverse range of cultural events.</p> <p>Enhances reputation of city as vibrant, dynamic location and as an attractive destination for eg, night-clubbing, evening economy, or tourism.</p> <p>Creates an international/cosmopolitan feel/outlook.</p>	<p>Higher/rising property prices provide a level of incentive for upgrading properties which might otherwise remain empty, languish in a neglected state or be generally unfit for habitation.</p> <p>Many older properties receive considerable investment by private landlords which extends their life.</p> <p>The existence of large numbers of young people help to make city centres attractive to social and retail spaces.</p> <p>Changes in type of retail and entertainment services available – eg, local shops becoming cafes, bookshops, live music venues.</p>	<p>High demand for student housing and the stimulus to private rented sector leads to rising house prices.</p> <p>Growth in buy-to-let market and private investment opportunities.</p> <p>Students constitute a flexible part-time labour force undertaking seasonal employment.</p> <p>Student presence can help stimulate urban regeneration.</p> <p>Goods purchased locally by students make a significant contribution to the local economy.</p> <p>Student presence ensures the viability of some retail businesses.</p> <p>Repairs, renovations and extensions to student properties benefits the construction and service sector of the economy.</p> <p>Availability of a graduate workforce.</p>

Looking at the Canterbury case a little more closely, it can be seen that those performing the study noticed four main areas in which students contributed to the community; the workforce, community life, services and facilities, and cultural life (Northey 2006, 7.2). Looking solely at the work force, it can be seen that students are very valuable. “As well as providing the sector with a pool of available placement and trainee candidates, graduates then occupy various permanent positions in local schools, hospitals, clinics and the police service”

(Northey 2006). Students will work at all levels in the job market, from part time jobs in local retailers to full time internships and co-ops in large companies.

Many students engage in the local workforce as an integral part of their studies, for example as student teachers in local schools and by taking placements in the health service and other social sectors. In effect, they may well occupy labour ‘gaps’ which otherwise might be difficult to fill (Northey 2006).

Students may also stay in their university community after graduation and provide a readily available work force, moving through companies and businesses to become senior level managers (Northey 2006, Hubbard 2008). In the Canterbury case, the town made the decision to utilize the large number of students in the area, creating student-job placement programs which were very successful (Northey, 2006).

Students will also give back to the community through volunteer work (Northey, 2006). . “Recent figures include 550 student volunteers and 40 staff volunteers from the University of Kent investing 26,000 hours and £150,000 worth of volunteering time in the community over a year” (Northey, 2006). In addition to the job placement program, Canterbury also established a student volunteering initiative to provide students with opportunities to volunteer within the community. Students support local arts and cultural endeavours as well, and are frequent consumers at cultural festivals and events (Northey 2006).

Students provide a very specific target audience for retailers, and therefore “have a significant role in terms of generating additional facilities and services in the city which would not otherwise be available” (Northey, 2006). This includes a wide range of cafes, take out restaurants, and entertainment facilities such as clubs, bars and concert venues (Northey, 2006). Students also take full advantage of public transportation such as the underground, taxis, and buses to get from place to place and put a lot of money into this system (Northey, 2006).

These positive effects have also been seen in the United States. Boston University recently completed a new dormitory building in its efforts to provide more on campus housing (Jan, 2009). By moving these students into dorms rather than dispersing them throughout the community, tensions of full-time residents can be eased (Jan, 2009). Purpose built accommodations and areas created for students are positive in that they bring the wealth and commerce associated with a student population, but also keep students ‘contained.’ Designated areas for student housing also appeal to local businesses such as those in the Fitchburg State

University community (Doherty, 2011). The Fitchburg City Council is creating student housing districts for development within those areas for students who are not living on campus. A local business owner in support of this initiative states that “The idea of bringing those students closer is extremely appealing” (Doherty, 2011). New students will bring a significant amount of wealth, which they will pass on to local retailers, restaurants, entertainment providers and local businesses.

The introduction of a large student population into an area can be loosely compared to the development of a new casino. Studies show that a community will react to a large change based on their current mood towards their place of residence; if they are satisfied with the current conditions they will resist change, yet if they are unsatisfied they will be more open to new opportunities (Giacopassi, Nichols, and Stitt, 1999). The effects of a casino, like increased student accommodations, are widespread and depend on a large number of variables (Giacopassi et al, 1999).

The number and size of the casino(s), the economic condition of the town, the type of labour force available, the tax structure whereby the community can directly benefit economically from the casino’s presence, whether the casino attracts mostly local players or becomes a tourist destination, the presence of other casinos in the area, and a multitude of other factors (Giacopassi et al, 1999).

Though these examples apply directly to casinos, they can also be looked at from the point of student housing. The way students affect a community is comparable to the way tourists affect a community, but on a more long-term scale.

## **2.4. Brent’s Regeneration**

The Borough of Brent is now at the height of its twenty year regeneration strategy (Partners for Brent, 2001). The strategy aims to revitalize the Borough in many ways. As a less affluent but very diverse borough, Brent is hoping to be able to reconnect with the rest of London through its regeneration efforts. The unemployment and homelessness rate in the Borough are both higher than the national average (Partners for Brent, 2001), and a goal of the Borough is to decrease this significantly. The Wembley area in itself has its own regeneration plan which aligns with the Borough’s. The area has a vision to become “lively and distinctive with a modern, service based economy, providing thousands of new jobs” (Partners for Brent, 2001) for its citizens.

The Wembley area contains three dominant landmarks: Wembley Stadium, Wembley Arena, and Arena Square. Wembley Stadium (Figure 6), England's most prominent athletic facility is home to concerts, rugby matches, and numerous soccer teams including the English national team and can seat up to 90,000 spectators (Wembley National Stadium Ltd, 2011). Conveniently located nearby, Wembley Arena (Figure 7) is one of the United Kingdom's most prominent venues for concerts and indoor athletic sports. World renowned artists that have played live include The Beatles, The Who, Prince and Madonna (Wembley Arena, 2011). Located between the two facilities is Arena Square (Figure 8), home to Europe's largest interactive fountain. The community sees this stadium as a national landmark, bringing a sense of pride and energy to the area, the Borough, and to the entire city of London. Around the stadium is a condensed regeneration hub, where developers plan to create an area known for its high-quality service, up-scale retailers and vibrant entertainment. This is the location of four newly proposed student accommodation buildings. The building of these structures, along with the development of new endeavours all over the area, will in itself create a large number of new jobs.



**Figure 6.** Wembley Stadium (Wembley National Stadium, 2011)



**Figure 7.** Wembley Arena (Wembley Arena, 2011)





**Figure 8.** Arena Square (Wembley City Estates Ltd, 2011)

Currently the Borough of Brent is not known as a destination for student housing and it is the Council's goal to reverse this. Wembley is growing and changing and the Council hopes that it can become a "home of students" following its regeneration efforts (Ip, 2010). As of February 2011, two housing projects are underway in Wembley while two other developers are in the process of submitting plans, one of which has already been approved. Victoria Hall (Figure 9) is building a 435 room student accommodation. It is a £25 million project located on North End Road in Wembley (Brent, 2010). Permission was granted in February 2008 and it will be completed by September 2011 (Brent, 2010). This project met strong objection from the residents and community because of building height, possible noise and strain on outdoor areas, but city officials saw its advantages approving its construction (Ip, 2010). Also underway is one of the Quintain Estates (Figure 10) and Development's projects. Between Lakeside Way and Wembley Park Boulevard construction has begun on a nine story student accommodation with 656 rooms. Quintain has additionally proposed another mixed use development with student housing of 880 rooms that is awaiting decision (Ip, 2010). Approved in April 2010 but not yet under construction, Dexion House will demolish their current building, and erect a seven to fifteen story building with up to 650 rooms for students (Brent, 2010). With the weak housing market in the UK, more developers are proposing student accommodations (Ip, 2010). The locations of these projects in relation to other regeneration projects can be seen in Figure 11. Wembley through its growth and regeneration efforts is becoming a very attractive destination, with the goals of attracting both students and developers.



Figure 9. Victoria Hall Wembley (Brent, 2010)



Figure 10. Quintain (PRP Architects Ltd, 2008)

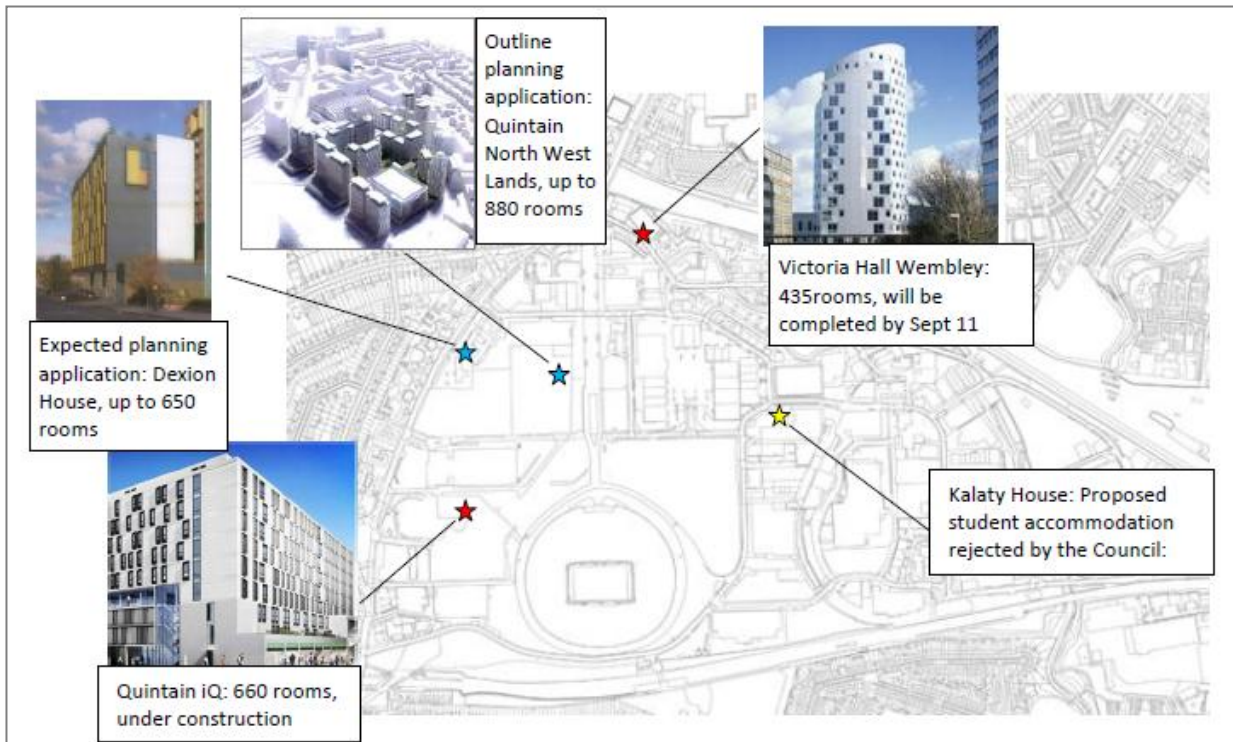


Figure 11. Current and Proposed Development (Ip, 2010)

A student population can have a variety of impacts on the surrounding community. The positive impacts are mainly economic, but also can include the revitalization of a community. The negative impacts are mainly social concerns but can be severely minimized through the development of PBSAs over that of HMOs. The regeneration strategy for Wembley allows for the development of these PBSAs and will provide an opportune community for students. With the lack of a large population of permanent residents as well as the development of a number of entertainment and leisure facilities, the new Wembley City will be an attractive option for student housing. Through a careful and educated planning process, the positive impacts of students will be noticeable while the negative impacts will be minimized.

### **3. Methodology**

The overlying goal of this project is to evaluate the impact of additional student accommodations in Wembley, within the Borough of Brent. The effects of an increase of the in the student population due to the development of purpose built student accommodations were analyzed through four objectives:

1. Characterize the factors that shape demand and supply of student accommodation in Wembley.
2. Determine if the advantages of having student accommodation in the Borough outweigh the disadvantages.
3. Identify facilities required for additional student accommodation and define what financial contribution should be sought to mitigate the strain.
4. Recommend a methodology to recognize an over concentration of student accommodation.

Several methods were used to complete each objective, summarized in Table 7. Multiple interviews were conducted with the goal of obtaining professional opinions on the topics being studied. In addition to these interviews, comparative analysis was performed in order to relate student housing issues to the situation in Wembley. Based on the findings of this research recommendations were made to the Brent Council regarding future proceedings with student accommodations in the Borough.

**Table 7. Methodology Organization**

Objective		Method	Data Required
1	Characterize the factors that shape demand and supply of student accommodation in Wembley	Outline market situation	demand for market
		Research housing plans	supply within Wembley
		Interview borough planners	council view on Wembley
		Interview developers	developer interest in Wembley
		Student Survey	show student demand and reason for Wembley
2	Determine if the advantages of having student accommodation in the borough outweigh the disadvantages	Review case studies	implications of a student population
		Study other boroughs	provide a comparison and future for Brent
		~Interviews	personal accounts of impact
		~Reports	advantages/disadvantages
3	Identify facilities required for additional student accommodation and define what financial contribution should be sought to mitigate the strain	~Community reaction	community opinion on positives/negatives
		Review case studies	strains in previous situations
		Study other boroughs	what is strained in boroughs with students
		~Interviews	planning side of student impact
		~Planning applications	types of accommodations and facilities
4	Recommend a methodology to recognize an over concentration of student accommodation	Student Survey	facilities and services students use
		Interview borough officials	where they see stopping point
		Compare to other boroughs	what was their over concentration, policy restrictions and regulations
		~ Policies	restrictions and regulations
		~ Situation and actions	areas' saturation points

### 3.1 First Objective

*Characterize the factors that shape demand and supply of student accommodation in Wembley.* To fully analyze the current supply and demand in the area, all background information and market data was collected. The data collected from the methodology that fall under this method include; the market demand for student housing, Wembley’s current supply of student accommodation, as well as professionals’ views on student accommodations. In achieving this goal, interviews were performed, surveys were distributed and various documents were reviewed to create a picture of the student housing trends within the UK and London.

#### 3.1.1. Profile of the Student Accommodation Market Situation

Various documents and reports were analyzed to determine the current student accommodation market and to display the trends within the student accommodation sector. Data from various sources was reviewed and compiled to display an unbiased and realistic outline of London’s current position in regards to student housing. The information collected covers demand from the student population to supply from the growing development companies. This data was retrieved from reports, journals and interviews. The student accommodation sector was described and scrutinized from a variety of viewpoints including professionals in academia,

government officials, developers and the students themselves. These documents consist of case studies by Northey, Hubbard, Siebrits, Kenyon, Macintyre and Munro as well as reports and case studies prepared by investment groups, developers and real estate companies including Knight Frank LLP, King Sturge, Hunt Dobson Stringer, and Driver Jonas Deloitte.

### **3.1.2. Researching Wembley Student Accommodation Planning Applications**

Researching the current housing situation within the Wembley area provided insight into the existing housing opportunities as well as the direction in which the Borough is planning to move. Planning applications that have been granted consent, as well as those yet to be decided upon were reviewed. These include but are not limited to; Case No. 07/2772 Victoria Hall, Case No. 09/2291 Dexion House, Case No. 10/18 Quintain W04 and Case No. 10/3232 Quintain North West Lands. In reviewing these documents, attention was given to the proposed number of rooms per development, any community facilities provided, and all other potential contributions the developer could make to the community. Development contributions were analyzed in plans approved by the council, whereas reasons for concern were scrutinized in those plans that had been rejected. Additionally, all documents that the developer included in their application were considered with attention to any discussion of the impact their development would create. These plans give a picture of student housing within Brent and show if there are any patterns or trends emerging.

### **3.1.3. Interviews with Developers and Borough Planners**

Both Brent urban planners and developers currently working in Wembley were interviewed to obtain a more in-depth view of the student accommodation situation as well as future movements. This data collected from these interviews compliments the previous research completed throughout the literature review.

Interviews performed with Brent urban planners included Neil McClellan, West Area Team Manager, and Amy Wright, Senior Planning Officer. Both of these individuals work as part of the West Area planning team which encompasses the Wembley area and the current student accommodation planning applications.

The planners were questioned on the current state of the area and on what plans are and will be in effect. From these interviews much was learned about the planning application

process and the specific projects of Victoria Hall, Dexion House and Quintain. Mr McClellan spoke to all projects and the goal of the Wembley area as a whole, but Ms Wright focused on Dexion House, her specific project currently in the application stages.

Developers of buildings currently under construction, Quintain's W05 and Martin Robeson with Victoria Hall were interviewed to gain insight into their proceedings in Wembley. Questions were asked regarding their decision to choose Wembley; what factors were behind it, what were the associated costs and risks and what major advantages will come of their investment.

These individuals were selected based on their involvement with the student accommodation efforts. The interviews were conducted in a semi-formal manner. Questions were drafted ahead of time but the interviewer did not strictly follow them, leaving room for elaboration and discussion. The questions created for these interviews with preamble are provided in the Appendix along with the appropriate transcripts.

#### **3.1.4. Student Surveys in PBSAs**

To further assess the supply and demand situation in the student accommodation market, a student survey was conducted. Students living within purpose built student accommodations similar to those that will be in Wembley were targeted to create a profile of the future population coming to Brent. Accommodations within Islington and Camden were selected as a target pool. Nido King's Cross in Camden, Unite Woburn Street in Islington, Nido Spitalfields and Unite Canto Court were the locations where the survey was administered.

The survey consisted of basic background questions (university attending, home country and length of stay at accommodation), questions relating to students' decision behind choosing a purpose built student accommodation specifically in regards to the area, and addressing students' disposable income and spending habits. The survey was created to be easy to follow and read and to be completed fairly quickly in an accurate manner. A complete version of the survey is included in the Appendix.

To generate responses, group members positioned themselves in high traffic areas of the accommodation, with permission from the building, and approached students as they passed to complete the short survey. The place and time were strategically chosen to generate the highest

response rate. The interviewer approached students, explained the purpose and asked for verbal consent. Permission was received from all parties in the completion of this method.

### **3.2. Second Objective**

*Determine if the advantages of having student accommodation in the Borough outweigh the disadvantages.* Defining the advantages as well as the disadvantages of a large student population is crucial in understanding student impact. Data that was collected to achieve this goal included the implications of a student population, the positive and negatives from a number of viewpoints.

#### **3.2.1. Reviews of Student Impact Case Studies**

Case studies were critical in our investigation into the effects of students on a community. Studies completed within the United Kingdom and in similar boroughs were used throughout our research and analysis. The authors and boroughs of specific case studies were contacted for further information. In particular, Canterbury, Camden and Islington have yielded much data regarding student population advantages and disadvantages. Analysis of this data showed the benefits that are brought to a community with student accommodations and in opposition what negative impacts exist. They were analyzed for data on the positives and negatives of a student population and if the positive was truly greater. Conclusions were drawn from this data to be related to the Borough of Brent. These case studies include Northey's *Student Impact Scrutiny Review Canterbury*, Hubbard's *Regulating the Social Impacts of Studentification: A Loughborough Case Study*, Siebrits's *A New Term: New Problems, New Solutions*, Kenyon's *Seasonal Sub-Communities: The Impact of Student Households on Residential Communities*, Macintyre's *New Models of Student Housing and Their Impact on Local Communities*, and Munro's *Students in Cities: A Preliminary Analysis of their Patterns and Effects*. Also noted are reports and case studies prepared by investment groups, developers and real estate companies including Knight Frank LLP, King Sturge, Hunt Dobson Stringer, and Driver Jonas Deloitte.

#### **3.2.2. Studies of Related Boroughs**

Because there is not a large student population in Brent and there is no sufficient data on their impact, other similar boroughs were chosen to be analyzed. Characteristics such as size,



population demographic, ethnic diversity, economy and income contributed to the decision along with suggestions from our sponsor. These boroughs analyzed also had recent purpose built student accommodations that are fairly new but have been in operation long enough to provide meaningful data on the positive and negative impacts of students in the community.

The Boroughs used in our analysis included Camden, Islington, Canterbury and Southwark. In order to study the situation and then compare it to Wembley, interviews were conducted and reports and community reactions were analyzed.

Because of time and scheduling constrictions, interviews were conducted through the phone or through email correspondence. Despite the manner much data was able to be abstracted. Representatives from Islington and Canterbury were spoken to via phone. Councillor Terry Spenser from Islington and David Reed from Canterbury gave insight into their borough's situation regarding students. Representatives from Camden and Southwark were contacted via email and continued correspondence in that manner. They sent valuable documents and answered all questions presented.

These documents as well as others relating to student impact were essential in narrowing down the positives and negatives. The case studies from the outlined boroughs were researched and compared to Wembley's future in regards to a new student population.

The major advantages and disadvantages were easily seen through the case studies and also through the reaction of the community. All these factors were considered when researching and compiling and then relayed to the situation in Brent.

### **3.3. Third Objective**

*Identify facilities required for additional student accommodation and define what financial contribution should be sought to mitigate the strain.* The introduction of a new student population into an existing community may cause strains on existing facilities and services. The additional facilities required from building the new student accommodations within Wembley needs to be determined. This objective defined these demands and strains set on the community by a student population.

#### **3.3.1. Reviews of Student Impact Case Studies**

Other areas within the United Kingdom that have had issues with students or a recent large influx of a student population were reviewed. The Boroughs previously identified as

examples, Camden, Islington, Canterbury and Southwark, were again used to observe what facilities were affected by the students. By looking at a community that has already mitigated the adverse effects resulting from students, the necessary recommendations were made for the Borough of Brent. Case studies from these areas were reviewed to define what negative impacts strained each community's facilities, in addition to other case studies from other areas dealing with the same issue of student accommodations. They were analyzed for data on the major impacts of a student population on the area they inhabit. Conclusions were drawn from this data to be related to the Borough of Brent. These studies and reports are the same as those previously used and listed.

### **3.3.2. Studies of Related Boroughs**

The steps that other areas have taken to alleviate the negative impact of students serve as an example for Brent Council's future actions. The other boroughs referenced throughout the research are again presented here. Within the interviews described in the previous objective, the facilities strained were also identified and elaborated on from the case studies. The planning applications of these areas were also reviewed to see what facilities were provided accompanying the building of the accommodations.

Most importantly the policies of these other boroughs with student accommodations were reviewed and compared. The limitations, restriction and guidelines placed upon this type of student accommodation provided examples for how the Brent Council should proceed in their own policies. Some of these policies from Camden, Islington, Canterbury and Southwark require a monetary compensation to account for the strain on the facilities and community produced by students. This data was compiled and interpreted to generate the appropriate recommendations.

### **3.4. Fourth Objective**

*Recommend a methodology to recognize an over concentration of student accommodation.* As students move to the area and more housing is developed, the concentration of the student population will increase and at some point will reach saturation. The data collected under this objective was regulations limiting students and the saturation point of an area, both realistic and perceived by the community.

### **3.4.1. Interviews with Borough Officials**

Interviews were conducted to gather the necessary data to analyze the current situation within the Borough and specifically the Wembley area. Semi-formal interviews were conducted with Brent’s urban planners and policy officials. Those who work within the Brent planning department were interviewed to gain their opinion and point of view on the student housing situation. Those working on projects in the Wembley area- planners Neil McClellan and Amy Wright and policy officials Zayd Al-Jawad and Ken Hullock, provided insight into the student housing issue from their specialized backgrounds. Councillor Muhammad Butt was interviewed through the phone to attain the community’s side in regards to these new accommodations. These interviews showed where these different groups see Brent in the future and with what amount of a student population.

These interviews were conducted in a semi-formal manner with questions prepared and consent requested from the participant. Both the interview questions with preamble and transcripts are in the Appendix.

### **3.4.2. Comparison to Related Boroughs**

Other communities with high student populations were analyzed especially those that had reached a “saturation point.” These communities had reached a self-proclaimed over-concentration and are pushing to stop the growth of the student population. The Boroughs previously considered were again considered in this objective. The concentration of students within Camden, Islington, Canterbury and Southwark were used to recommend the concentration for Brent and Wembley. The policies of these boroughs were also compared to display what they considered to be a saturation point, i.e. the number of accommodations allowed in the area. Through a comparison between Brent and the other boroughs with purpose built student accommodation, a concentration recommendation was achieved.

Figure 12 below displays the working schedule for the methodology of this project from start to finish including all methods and completion of report.

	Week 1					Week 2					Week 3					Week 4					Week 5					Week 6					Week 7									
Start Work	X																																							
Develop Schedule																																								
General Research																																								
Research Case Studies																																								
Review Planning Applications																																								
Email/Coordinate Interviews																																								
Draft Formal Interviews																																								
Draft Student Interviews + Methodology																																								
Conduct Interviews- Brent																																								
Conduct Student Interviews																																								
Conduct Interviews- Other Borough																																								
Compile Data																																								
Comparative Analysis																																								
Define Overconcentration																																								
Edit Methodology																																								
Writing Results/Recommendations																																								
Writing Conclusion																																								
Final Edits																																								
Create Presentation																																								
Final Presentation																																						X		
	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F
	14	15	16	17	18	21	22	23	24	25	28	29	30	31		1	4	5	6	7	8	11	12	13	14	15	18	19	20	21	22	25	26	27	28	29				
	MARCH															APRIL																								

Figure 12. Methodology Schedule

## 4. Findings

The major findings of our project are summarize below, and described in detail in the following sections.

### 1. Student Accommodation Supply and Demand

A strong demand exists in the student accommodation sector and Wembley has the resources to supply it.

### 2. Student Expenditure

Students in England and specifically in London purpose built student accommodations spend the majority of their money in the food, retail and entertainment industries. They also strain public transportation with frequent travel.

### 3. Advantages and Disadvantages of Students

A student population is accompanied by social disadvantages, but these disadvantages can be mitigated and the economic advantages far outweigh them.

### 4. Housing Policies

Several of London's boroughs have comparable housing policies that can apply to Brent's future policy on student accommodations and developer contributions.

### 5. Over Concentration of Students

Looking at other boroughs different levels of over concentration exist based off the Borough's idea of an ideal mixed and balanced community. Defining an over concentration is a subjective and situation dictating process.

## 4.1. Student Accommodation Supply and Demand

### 4.1.1. Market Situation

The student accommodation sector has been a rising market within recent years, with more students are choosing to go to university in the current economy and more international students are coming to London (King Sturge, 2008). Developers and investors have seen the opportunity that exists in this sector and are taking advantage of it. They have recognized that student accommodation is one of the few areas that have considerable profit margins in the

London economy. A great need exists with housing at a minimum and prices rising and the demand has only been increasing with the increasing population.

London has a high concentration of universities, and therefore a high number of students. This population is continually growing. These universities on average can house only 15 % of their student population leaving the rest to turn to other sources for accommodations (Knight Frank LLP, 2011). This percentage has decreased from the 20 % reported by King Sturge in 2008 and Drivers Jones Deloitte in 2010. Table 8 summarizes this data demonstrating that the majority of students, 81 %, are in need of housing, placing a heavy demand on the private housing market. The student population is increasing but London universities do not have sufficient resources to meet that need. The Higher Education Statistics Agency reported in 2008 to 2009 “a total of 426,175 students were registered at HEIs in London, an increase from the previous academic year by 22,175 students” (Hunt Dobson Stringer, 2010). Within the past five years the student population of London has increased 18 % with a 35 % increase in the past decade (Hunt Dobson Stringer, 2011). Homes of Multiple Occupancy (HMOs) are becoming a less attractive option for students because of limited space and rising letting prices. Because of this, purpose built student accommodations have been rising both in need and in popularity.

**Table 8.** London Student Housing Numbers (Knight Frank LLP, 2011)

London student accommodation summary	No. Beds	% total full time student population
Students living in University Halls of Residence	41,173	15%
Students living in private sector purpose built accommodation*	10,116	4%
Students unable to access university or private sector accommodation	223,811	81%
<b>Total London full time Higher Education population</b>	<b>275,100</b>	<b>100%</b>

\* This figure includes schemes that are under construction and due for completion for the 2010/2011 academic year.

Developers within London are turning to building student accommodations to satisfy this need. Dexion House within Wembley was originally a plan for a hotel but once the demand and opportunity for student housing was realized, the plans were converted to student accommodations (Wright, 2011). Leaders in the PBSA industry, UNITE and Nido, have been substantially prospering from their student accommodation investments. King Sturge reports £700 million of transactions in the 2006 to 2007 year, but student accommodation only makes up

9 % of student housing in London. There is great opportunity for growth and high return on investment making developers choose this industry, creating a demand for suitable areas to place their investment. Limited space and high cost have caused developers to turn away from inner London towards the outer boroughs.

Large amounts of construction have recently been and will soon be completed showing the great demand and growth within the market. Table 9 summarizes the student accommodation schemes in both planning and construction phases.

**Table 9.** Student Accommodation Schemes (Knight Frank LLP, 2011)

London Development Pipeline (January 2011)	
Stage of planning	Total no. of bedrooms
Application submitted (no decision yet)	5,624
Planning consent (construction not underway)	8,562
Planning consent granted (construction underway)	3,053
<b>TOTAL pipeline</b>	<b>17,239</b>

Though this may seem like a large amount within a short period, it is not near enough to completely satisfy the demand. In other areas of the United Kingdom half of the student population is housed by their university. If London was to reach this average, more than 80,000 beds are required. This number is over six times the amount of beds currently being constructed (Knight Frank, 2011). Much development is taking place but there is a strong need within London for more, even if the activity was multiplied six times over, the need would still exist.

#### 4.1.2. Plans for Wembley

The Wembley area is well known for its famous landmark, Wembley Stadium. The London Borough of Brent has stated within the Unitary Development Plan of 2004, that Wembley Stadium will create "...an identity for the Borough and [ensure] substantial local benefit" (UDP, 2004, 4). This iconic structure is instrumental to the regeneration process that is occurring in the Wembley area. This regeneration process aims to promote Wembley as a "21st century centre of sports, media, tourism, retail and leisure activities" (UDP, 2004, 7). Beginning in 2006, the Brent planning department began to receive planning applications that included

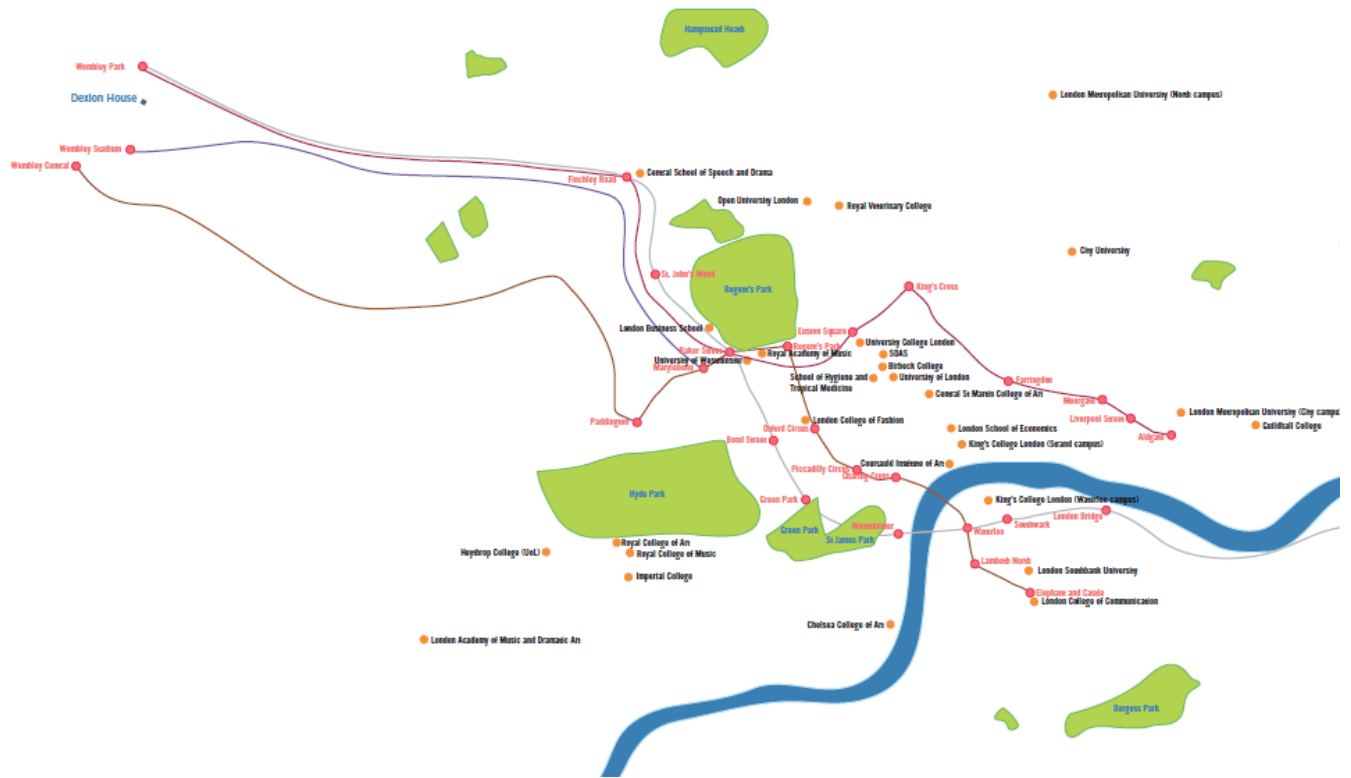
student accommodations within this regeneration process. A key contributor to these efforts is the developer Quintain. Quintain owns eight building plots within the Wembley area and according to Anne Clements, a program project manager for Quintain; they are building a mini town in the Wembley area. One of the build plots, W05, is a purpose built student accommodation which consists of 550 rooms. Quintain believes that students play a crucial role in their efforts within Wembley. Quintain plans on providing retail and outlet stores that would be a convenient option for students to spend their money within the local community.

Quintain is not the only developers targeting student accommodations within Wembley. Dexion house plans on demolishing their current building and erecting a new seven to fifteen story building, which will provide approximately 435 rooms. Currently under construction, Victoria Hall is a 20 story building, of which a portion is devoted to student accommodations.

The regeneration process that is under way in the Wembley area includes plans for restaurants, retail and many other shops that will provide services to students while allowing the local economy to thrive because of the students disposable income. Leisure facilities and the close proximity to the Stadium will provide an attractive locale for students.

Wembley is a desirable area with many resources that make it desirable for student accommodations. The developers have seen the value in the area and are making major investments in the community. Currently there are no private purpose built student accommodations in Brent to offer students direct let housing leaving great opportunity for growth and expansion. Being an outer borough, cost of living and land is inexpensive compared to the inner city. Developers are attracted to Wembley because of the land prices and students would be attracted due to the lower cost of daily activities. Brent while not containing any universities of its own is connected to many of the major universities of London. Figure 13 shows the major universities of London as orange dots and their connection to the transportation hubs of Wembley.





**Figure 13.** Wembley's Connection to London Universities (Knight Frank LLP, 2011)

The Wembley area is considerably desirable and the perfect area to supply student accommodations because of its ease of transportation. The regeneration area around Wembley stadium is highlighted in Figure 14. Wembley Stadium Station and Wembley Park Station are within this area while Wembley Central Station is a ten minute walk away. The location of the Wembley area makes it ideal to easily and quickly travel into central London. A complete table of London universities and the corresponding travel times is included within the Appendix.

Figure 15 further displays the Wembley regeneration area with the student accommodations from Dexion House, Victoria Hall and Quintain. It also depicts how condensed and easily accessible the area will be with all amenities and transportation within a five minute walk. It is additionally desirable, because of its safe and confined location with all amenities available while also being inexpensive.

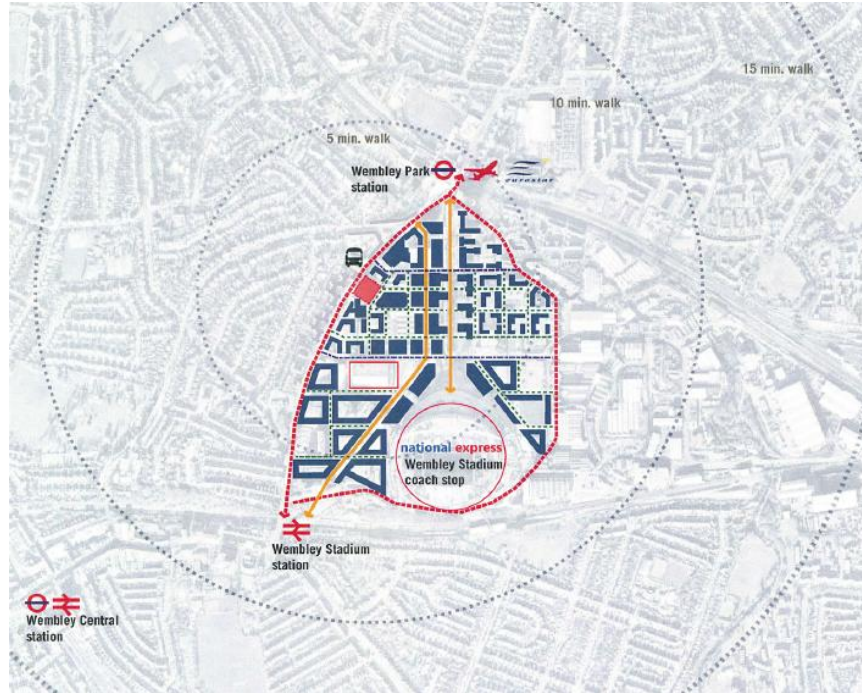


Figure 14. Wembley Area Transportation (Knight Frank LLP, 2011)

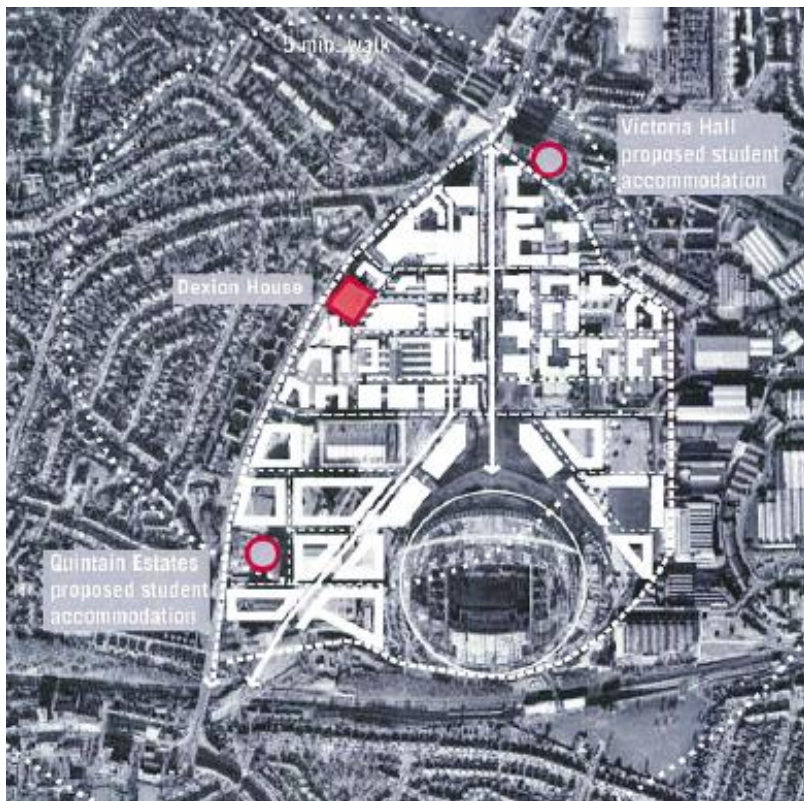


Figure 15. Wembley Area Student Accommodations (Knight Frank LLP, 2011)

This type of living situation is ideal for students and students are ideal for the area. Both developers and the Brent Council have made this realization and Wembley now sets to supply the demand for student accommodations.

The Mayor of London has identified Wembley as a growth area instrumental in the city wide regeneration efforts (McClellan, Interview). Wembley has been selected as an area requiring improvement, but also as an area of value, worthy of these efforts. Neal McClellan spoke to as how “[Brent] is changing” with a diverse population and high immigration numbers predicted. Mr. McClellan as well as the other Brent planners interviewed see students bringing positive implications to the area suggesting that they would “bring a different type of aspiration to the area, they might light this place up”. The Borough of Brent is looking towards a major regeneration and uplifting of the area with these projects. Brent and Wembley have both the land mass and resources to supply to students. There is a demand in student housing and Wembley can fulfil it in its efforts of regeneration.

#### 4.1.3. Survey Results

The survey results provided insight into students’ decision making processes and the resulting demand for student accommodations. The beginning portion of the survey gave data towards purpose built student accommodation residents’ backgrounds, how they chose their living situation and if they prefer their current accommodations. Four locations were surveyed and 168 responses were generated.

The students were asked general background questions of their university, country of origin and length of stay to create a profile of the type of student residing in a purpose built student accommodation. The universities most popular with students surveyed were:

London Metropolitan	9.4 %
University College London	6.3 %
Kings College London	6.3 %
City University London	6.3 %

Overall it was noted that the universities were diverse with 56 different institutions being named. Also under consideration was the distance these students travelled to their university. Figure 16 displays a map of the location of UNITE King’s Cross, one of the locations surveyed, represented by the green bubble with the corresponding universities where residents are studying highlighted by black dots. The universities are located in the central London area and are a

distance from the student accommodation. The residents of a student accommodation are willing to travel and most frequently utilize the public transportation system.

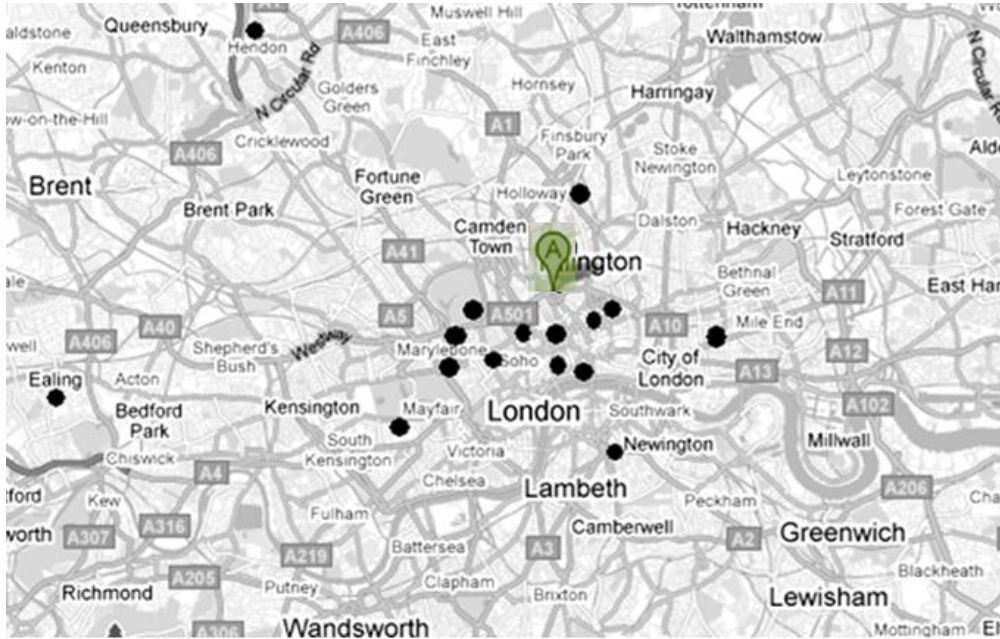


Figure 16. Survey Results- Universities of Students at UNITE King's Cross

The majority of students that reside within a purpose built student accommodation are international, 94 % of those surveyed. When asked their home country fifty different responses were generated by the students. The highest number of students comes from the United States of America. The top countries are broken down as follows:

United States of America	23 %
India	7 %
United Kingdom	6 %
Italy	4 %
Spain	4 %

All other forty-five countries ranged from 1% to 3%. These countries were diverse and spread across the globe including Pakistan, Nigeria, Thailand and Russia.

To characterize the students living in purpose built student accommodation on another level, students were asked what their entire length of stay within the accommodation was. Table 10 summaries the responses.

**Table 10.** Survey Results- Length of Student Stay

Length	% Response
1-3 months	15%
<3-6 months	28%
<6-9 months	8%
<9-12 months	38%
<12-15 months	5%
<15-18 Months	1%
18+ months	5%

The majority of students stay within their accommodation for 9-12 months or 3-6 months. It is assumed that these are students studying for an entire year at their university or just for a trimester in London.

In the next section of the survey, following the general background, questions are asked regarding the decision making process behind their choice to live within their present student accommodation. This data shows what types of students chose PBSAs and what they look for within their purpose built student accommodation. The questions are shown below in Figure 17.

**1. While attending university have you lived in any other housing? If so which of the following:**

Parental home     
  Private landlord     
  University provided     
  Other private halls     
  N/A

**2. Do you prefer private halls to past accommodations?**

Yes     
  No     
  N/A

**3. How did you choose to live at a private hall?**

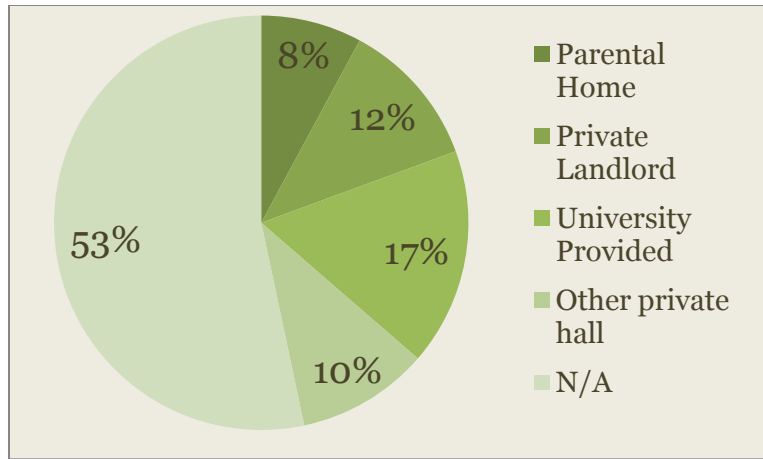
Personal selection     
  University promoted     
  Included in programme     
  Other \_\_\_\_\_

**4. When determining if a community is a desirable place to live, please rank the following in order of importance from 1 (most important) to 5 (least important):**

\_\_\_\_\_ Safety     
 \_\_\_\_\_ Feeling of community     
 \_\_\_\_\_ Proximity to university     
 \_\_\_\_\_ Entertainment     
 \_\_\_\_\_ Cost of living

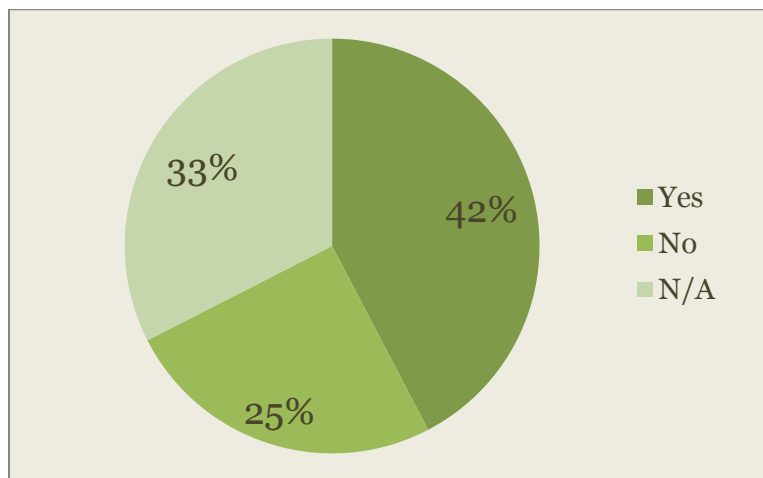
**Figure 17.** Student Survey Excerpt

The figures below (18 to 20) display the results of these questions.



**Figure 18.** Survey Results- Previous Accommodations

More than half of the students living in student accommodations have not lived in any other accommodation while at university. The next highest amount is that of students who lived in university provided housing then moved to purpose built student accommodations.



**Figure 19.** Survey Results- Accommodation Preference

Of the students that have lived in an accommodation other than a PBSA, 42 % prefer the purpose built student accommodation they live in, demonstrating a demand and satisfaction for PBSAs.

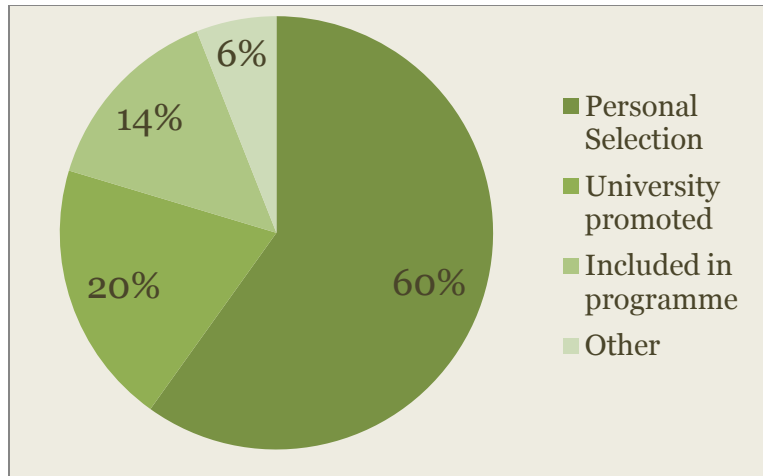


Figure 20. Survey Results- Reason for Decision

60 % of the students residing in purpose built student accommodations made the decision to live there based on their own personal selection, not included in a program or promoted by a university. Based on this personal selection, question four demonstrates what is most important to students in regards to their living situation. From the results the order in which students place these items is below:

1. Safety
2. Proximity to University
3. Cost of Living
4. Feeling of Community
5. Entertainment

This list was generated by averaging the responses from students but safety was placed first by 43 % of students and entertainment was placed last by 39 % of those surveyed. When deciding what PBSA to live in, these factors are considered by students with safety being the most important before proximity to their university and the cost of living. These factors were ranked in the top three the most frequently and were averaged much higher than the other two.

From this data conclusions can be drawn that many students are choosing PBSAs and choosing them without outside influence and have been satisfied with their experience. With the progression of the market it can be assumed that this trend will continue and that there will be a strong demand for this type of accommodation.

### Recommendation 1

Investing in student accommodation is a worthy endeavour as there is a strong demand and Wembley has the opportunity to fulfil it.

## 4.2. Student Expenditure

### 4.2.1. Survey Results

The final dimension of the student survey was a question regarding student spending habits, specifically targeted the students within London PBSAs. The question is shown below in Figure 21 with the areas of interest being groceries, retail, transportation, entertainment and restaurants.

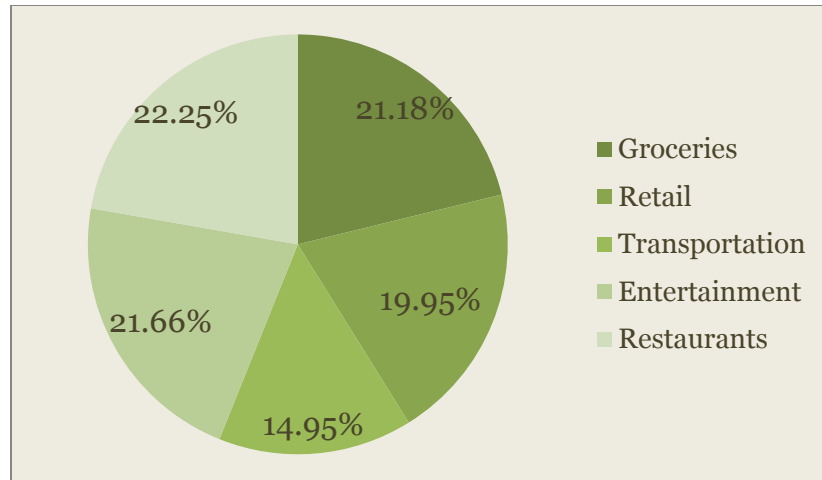
**5. On average how much do you spend on the following per week:**

<b>Groceries</b>											
<input type="checkbox"/>	£0-£10	<input type="checkbox"/>	£10-£20	<input type="checkbox"/>	£20-£30	<input type="checkbox"/>	£30-£40	<input type="checkbox"/>	£40-£50	<input type="checkbox"/>	£50+
<b>Retail (excluding groceries)</b>											
<input type="checkbox"/>	£0-£10	<input type="checkbox"/>	£10-£20	<input type="checkbox"/>	£20-£30	<input type="checkbox"/>	£30-£40	<input type="checkbox"/>	£40-£50	<input type="checkbox"/>	£50+
<b>Transportation</b>											
<input type="checkbox"/>	£0-£10	<input type="checkbox"/>	£10-£20	<input type="checkbox"/>	£20-£30	<input type="checkbox"/>	£30-£40	<input type="checkbox"/>	£40-£50	<input type="checkbox"/>	£50+
<b>Entertainment</b>											
<input type="checkbox"/>	£0-£10	<input type="checkbox"/>	£10-£20	<input type="checkbox"/>	£20-£30	<input type="checkbox"/>	£30-£40	<input type="checkbox"/>	£40-£50	<input type="checkbox"/>	£50+
<b>Restaurants (including take away)</b>											
<input type="checkbox"/>	£0-£10	<input type="checkbox"/>	£10-£20	<input type="checkbox"/>	£20-£30	<input type="checkbox"/>	£30-£40	<input type="checkbox"/>	£40-£50	<input type="checkbox"/>	£50+

Figure 21. Student Survey Excerpt- Question 5

Survey results indicate that on average a student residing within a purpose built student accommodation spends £154 per week on the five categories. Figure 22 breaks down the percentage of money the average PBSA student spends per week on the given categories. Table 11 further displays the amount of money and distribution.





**Figure 22.** Survey Results- Student Spending Breakdown

**Table 11.** Survey Results- Student Spending

Category	Average Spent Per Week	Percentage Distribution
Groceries	£33	21.18 %
Retail	£31	19.95 %
Transportation	£23	14.95 %
Entertainment	£33	21.66 %
Restaurants	£34	22.25 %

These numbers were calculated from the midpoints of the ranges answered on the survey to give an estimate of the total spending and disposable income of students. From this data, students spend the highest amount of money on restaurants including take away followed by entertainment and groceries. The least amount of money is spent on transportation probably due to the low cost of public transportation utilized by students and the short distances of travel. Looking at this data on another level, Table 12 summarizes what spending range was selected the most times per category and what percentage of students chose it.

**Table 12.** Survey Results- Most Selected Ranges

<b>Category</b>	<b>Range Most Selected</b>	<b>Percentage that Selected Range</b>
Groceries	£21-30	25.61 %
Retail	£21-30	23.17 %
Transportation	£11-20	31.71 %
Entertainment	Over £50	29.27 %
Restaurants	Over £50	28.66 %

About a third of the students surveyed spend over £50 on entertainment and restaurants per week, showing that a group of PBSA students would have tremendous spending power that would largely benefit a community's economy. A third is also only spending £11-20 on transportation, showing that they are not travelling far when spending their money. A detail of the survey results broken down by location then combined is included in the Appendix.

#### **4.2.2. Expenditure Report**

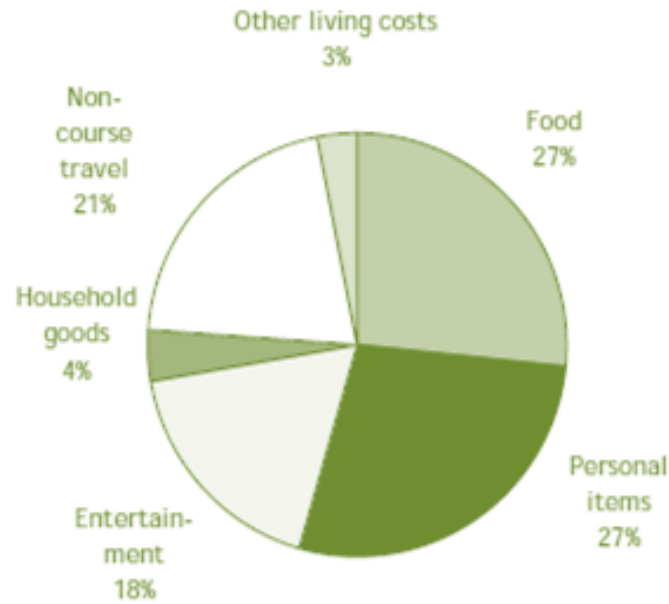
To further investigate the spending habits of students and to verify the results of the survey, the Student Income and Expenditures Report from 2007/2008 was consulted. The student expenditure findings are dually related to the survey results as well as the student expenditures report. Focus was placed on the full-time students that developers will target for their accommodations.

**Table 13.** Total Student Expenditure and Main Sources of Student Expenditure (NatCen/IES SIES, 2007/8)

		<b>Full-time</b>	<b>Part-time</b>
Living costs*	Mean	6,496	10,522
	Median	5,289	8,769
	SE	219	378
Housing costs*	Mean	2,455	3,257
	Median	2,162	3,130
	SE	123	151
Participation costs	Mean	3,151	1,890
	Median	3,240	1,575
	SE	50	70
Spending on children*	Mean	152	766
	Median	0	0
	SE	20	79
<b>Estimated total expenditure*</b>	<b>Mean</b>	<b>12,254</b>	<b>16,435</b>
	<b>Median</b>	<b>10,817</b>	<b>14,907</b>
	<b>SE</b>	<b>260</b>	<b>520</b>
<i>N = (2,335) unweighted</i>		<i>1,792</i>	<i>543</i>

Table 13, from the Student Income and Expenditures Report from 2007/2008, breaks down the costs and total expenditure of both part-time and full-time English students. Living costs are considered to include food, retail items, transportation and entertainment. This is the largest cost that a student will incur; which breaks down to approximately £135 per week. This figure is based upon students residing across England, therefore the actually figure for students studying in London will be larger due to the increased cost of living within London. The housing costs however are not comparable to that of London. The average cost per week from this report is £51, which is far below the average student accommodation rate in London. The average cost of a double room in the four locations where the student survey was conducted is £215 per week (UNITE and Nido websites).

In the survey, the average weekly spending was found to be approximately £148. The categories in this survey, detailed previously, included groceries, restaurants, transportation, retail and entertainment. The data is an accurate representation of the future students of Wembley because the students surveyed were selected from PBSAs in similar London boroughs.



**Figure 23.** Profile of Living Costs for English-Domiciled Full-Time Students (NatCen/IES SIES, 2007/8)

Figure 23 from the student expenditure report displays English student distribution of spending in each category. The personal items category is equivalent to the student survey category, “retail”. Table 14 compares the percentages of spending from the London student survey conducted and the English student spending report.

**Table 14.** Student Spending Comparison

Category	London Student Survey Result	English Student Expenditure Report
Food	43 %	27 %
<i>Groceries</i>	21 %	
<i>Restaurants</i>	22 %	
Retail	20 %	31 %
<i>Personal Items</i>		27 %
<i>Household Goods</i>		4 %
Entertainment	22 %	18 %

The students within London spend 16% more on food than students that are located throughout England, most likely due to the increased food prices within London. The average student in London spends £153.72 per week within these five major categories. Also greatly affected by students are the leisure and retail districts where students spend the majority of their money.

The Student Income and Expenditure report displays similar results in student spending to that of the student survey. This information displays that those most affected are that of the private sector. Additional entertainment, food, and retail industries would be needed to sustain this population. On the public side, the facility most strained by a concentrated student population would be transportation. The Wembley area is near Wembley Park Station, however if students used the bus system to consistently manoeuvre around Brent then this would present a strain the bus system. During the interview with Mr. Al-Jawad, he stressed that the bus system can adjust to hold a massive amount of visitors on days where there is a game at Wembley Stadium; however this is not a constant population. The consistent increase in population that students will provide will affect bus transportation unless the proper adjustments are made. Also with an improved bus system that makes it easy to travel within the Borough, students will spend more time and more money within Brent.

### Recommendation 2

The business community within Wembley will prosper from student spending and more shops and stores many be required to support the new population.

### Recommendation 3

The public transportation sector would need to be enhanced due to the students' frequent use, especially straining the local bus system. The bus system should be improved to accommodate this population increase and to promote travel within the Borough.

## 4.3. Advantages and Disadvantages of Students

### 4.3.1. Disadvantages

All the negative impacts of student populations that have been identified have been social. The influence students have on the economy has consistently been advantageous to the community; no disadvantages have been recognized in that area.

The perception of student residents has a negative connotation to most community members. A case study performed in Canterbury in 2005 looked closely at the negative issues connected to students, and identified the main community concerns to be:

1. Antisocial Behaviour
2. Crime
3. Refuse collection issues
4. Car parking issues

These concerns, especially that of antisocial behaviour including noise, street nuisance and environmental damage, have been repeatedly voiced by residents in London as well.

Many of these concerns are valid, particularly concerning noise and disruptive behaviours. An example of this can be seen in Islington, a borough which is home to a large number of students. Jan Tucker, chairwoman of the Islington Community Safety Board, states that at this time there are “more [students] than ever drinking on the streets and causing a nuisance to neighbours” (Gruner, 2010). Councillor Terry Spencer of Islington has also voiced many concerns about how the borough’s students are disruptive to community members. He believes that there are problems associated with students and antisocial behaviour and has been quoted saying “while the majority of student do not cause any trouble, having 900 students in one location really does raise issues for me in terms of rowdy behaviour” (Hussein, 2011).

Community response to a student population in Brent has not been formally recorded, but speaking to Councillor Muhammad Butt gave some insight into the thoughts of the Wembley Area residents. According to the councillor, there have been some complaints as to the number of students that will be residing at North End Road Quintain development, as well as objections to the size of the 21 story building. Other complaints have been the loss of playing areas and green space. Youthful student populations have much more recreation time than the average citizen and often make use of the outdoor space in their community of residence. Community

members fear that a large student population will frequently use playing pitches and green space, placing a strain on the facilities.

#### Recommendation 4

Analysis of site for the development of a PBSA should include an audit of playing areas and green space in the area. If loss or strain of this space is likely to occur, development of the site should be reconsidered. The council may otherwise choose to require a contribution from the developer to provide this space for the community elsewhere.

Although these concerns are significant and must be dealt with before a large number of students enter an area, the 2005 Canterbury study shows that students are not the main perpetrators of anti-social behaviour in a community. In fact, only 4.6% of reported anti-social acts in 2005 were committed by students (Canterbury, 2005). The majority of these instances were rowdiness and nuisance in the streets, as can be seen in Table 15.

**Table 15.** Antisocial Behaviour with Students as Perpetrators (Canterbury, 2005)

Type of Incident	No. of Incidents
Bias Crime	2
Neighbour Dispute	29
Environmental Damage	23
Rowdy/Nuisance in the Street	53
Intimidation/Threats	5
Other- Drugs, Begging etc.	0
Licensing- Alcohol/Premises Related	0
TOTAL	112

These numbers show that although students are sometimes involved in anti-social behaviour, their perceived involvement is much higher than their actual involvement. Mr. David Reed, the lead officer on the review and at the time the Director of Community and Environment services for Canterbury council, provided more insight on these surprising numbers. Mr. Reed believes that though these behaviours are the largest problems with students, this might not be the case in Wembley because students will be housed in purpose built student accommodations.

He also stated that being within a short walk from public transportation, such as the underground, will be instrumental in minimizing these issues.

As the numbers in Table 15 show, most students are not involved in anti-social behaviour, and therefore are not negatively impacting the community. It may be beneficial to instil a sense of community pride in these students and to use their sheer number to help the community. In the town of Canterbury, programmes which provide volunteer and work opportunities allow students to become more invested in the surrounding community. The students invest themselves within the community and the community gains an appreciation for their student population. Programmes like these mitigate student anti-social behaviour while also creating an advantage of having a young and motivated student population giving back to the area.

#### Recommendation 5

Provide volunteer and work opportunities geared towards students living in PBSAs to contribute to the Wembley community. This will encourage a feeling of belonging in the community and therefore discourage anti-social behaviour.

Crime is yet another valid concern amongst residents when bringing students into an area. The Canterbury study also looked at the number of crimes committed over a one year period and again the number was surprisingly small. Only 1% of crimes were committed with students as the perpetrator.

**Table 16.** Crimes with Students as Perpetrators 2004/5 (Canterbury, 2005)

Type of Incident	No. of Incident	Proportion of Overall
Violence	29	1.5 %
Burglary- dwelling	1	0.2 %
Vehicle	18	1.9 %
Criminal Damage	2	0.1 %
Theft Other (eg pedal cycle)	21	5.8 %
Other Crimes	32	0.8%
TOTAL	103	1.0 %



All forms and instances of crime must be taken seriously, but Table 16 portrays that students are rarely the perpetrators of crimes. Their integration into the community should not be discouraged for this reason as it is minimal.

Another concern generated from a student population is that of refuse. With the current developments of PBSAs within the Wembley Area, refuse collection is a very small concern because as private businesses, PBSAs will be in charge of the building's refuse collection through a private supplier. To control the refuse that students might generate outside the accommodations, it is recommended that extra trash receptacles are placed immediately outside the accommodations and public transport areas which service the accommodations. Refuse collection is a reoccurring matter in discussing students. Although all new populations bring this issue, students raise additional concern in regards to their reputation for not being the cleanliest of citizens and damaging their environment.

#### Recommendation 6

Place extra refuse receptacles immediately outside student accommodations and public transport stations which service these accommodations. The cost of trash receptacles and collection of this refuse can be provided by a one-time required contribution from the site developer.

With the migration of a large group of people to an area, roads and car parks might become congested with extra traffic. We do not foresee this being a large issue in Wembley because the area is designed to sustain over 90,000 people on any given day for sporting or entertainment events at Wembley Stadium and Wembley Arena. It is important to note, however, that there will be an increase of vehicles in the area on a regular basis, which may affect road conditions over time. There is also the concern as to where students with vehicles will park their cars. This situation could be handled by the PBSA providing a car-park for their students and staff.

#### Recommendation 7

Large scale PBSA developments should include in their application a car-park design that will allow for residents of the building and staff members to park their cars when at the accommodations.

#### Recommendation 8

Most students will utilize public transportation during their stay in London, and planning the development of PBSAs in close proximity to public transportation will discourage students from bringing vehicles to the accommodation.

There are ways to minimize the negative impacts discussed. The first is to have students concentrated in PBSAs rather than spread throughout the community in Homes in Multiple Occupancy (HMOs). This allows for students to be located in a condensed space that is specifically designed for them, containing their impact. There is an increased opportunity to monitor and respond to negative student behaviour within a PBSA because of the presence of building staff and security. When spread throughout neighbourhoods in HMOs, it is more difficult to identify if students are the cause of disturbances in the community and they also have the capacity to affect many more citizens.

#### Recommendation 9

Encourage the development of PBSA over the development of HMO accommodations for students to contain and monitor student impacts while also not placing a strain on existing housing.

One of the most effective ways to mitigate negative impacts on the community is to develop PBSAs within short distances of public transportation. Students tend to be noisiest and most disruptive in the late evenings when returning to their place of residence. This is also the time at which community members would be most affected by this behaviour. By locating PBSAs near public transit systems, the distance students need to travel to get to their accommodations is minimized. Therefore the amount of time that students would be disruptive in the community is shortened.

#### Recommendation 10

In order to minimize the negative social impacts of students living within student accommodations, the council should promote the development of PBSAs within short walking distance of underground stations or other forms of public transportation.

#### **4.3.4. Advantages**

Students bring a great deal of advantages to a community, most being economic. As can be seen in the student survey performed in area PBSAs, the average student has about £153.72 of disposable income per week. This money will be spent within the area of student's residence on transportation, groceries, entertainment, retail and restaurants. With the plans being proposed in the Borough right now (Dexion House with 650 rooms, Quintain W04 with 660 rooms and Victoria Hall with 435 rooms (Ip, 2011)) the economic impact on the community will be quite large. Assuming that all three developments provide on average double bedrooms, the average economic output would be approximately £27,897,105.60 annually. This is likely a low estimate, since the developments proposed will in all probability have more bed space than two people per room.

#### Recommendation 11

Promote the development of leisure facilities that will be attractive to students living in Wembley in order to keep their large disposable income local. This will also contribute to regeneration efforts.

Economic benefits will also come from required contributions made by developers. PBSAs are all considered large-scale schemes, and under the London Plan's section 106 residential developments should require a minimum of £15,000.00 per unit (City Fringe section 106 Policy, London). The contributions from this policy should go to community facilities which will be used by students most or to new facilities that can be used by the community, such as the public pool currently being proposed by Dexion House. Because these students will be creating an impact on the community, it is imperative to seek these contributions from developers and to use them in the most beneficial ways possible.

#### Recommendation 12

Under London’s Section 106, contributions for large-scale PBSAs should be sought in order to mitigate student’s impact on the community, the minimum being £15,000.00 per unit.

Along with a significant economic impact, students also bring a sense of vibrancy and life into the community. Many officials and community members attest to this point. In Canterbury, Mr. Reed is quoted as saying that students are an asset to the area and help sustain the community. Councillor Terry Stacy of Islington is also in support of universities and students in the Borough. Bringing young students to the area will be a huge factor in the regeneration of Wembley. Brent Councillor Muhammad Butt believes that the addition of students will be “quite positive”. Their spending will help support local markets and restaurants, and their demand for certain services will bring more retailers and entertainment facilities to the area. They will be involved in helping to regenerate the area, which will therefore make Wembley more attractive to other businesses and residents. Brent Planner Neal McClellan agrees with Councillor Butt’s remarks, stating that students will “bring a different type of aspiration to the area; they might lighten this place up.” He believes that there is more of an opportunity and a greater need for more activity in Wembley and that this gap can be filled by students.

## 4.4. Housing Policies

### 4.4.1. London

Policies for urban planners are set standards that guide the development of an area. Currently, there are no policies that concern purpose built student accommodations within the Brent planning documents. The London Plan does mention student accommodations briefly under the category of housing. Table 17 contains the relevant policies that pertain to purpose built student accommodation developments:

**Table 17.** The London Plan Housing Policies (Mayor of London, 2009)

The London Plan	
Paragraph Number	Policy
Student Accommodations	

3.39	Provision of purpose-built student housing adds to the overall supply of housing and may reduce pressure on the existing supply of market and affordable housing. Provision of purpose-built student housing should be monitored separately from provision in relation to targets for social housing and intermediate provision, as these are targeted at different needs.
<b>Affordable Housing and Developer Contribution</b>	
3.53	There will be some sites that are capable of achieving more towards meeting the overall 50 per cent Londonwide affordable housing target and some less. It is recognised that in most cases, some level of subsidy will be necessary to achieve the maximum outturn, the exception being the highest value sites, where the desired level of affordable housing can be funded entirely from development value. Where a proposal for development relates solely to student housing, it will not normally be appropriate to apply a planning obligation for an element of social rent or intermediate housing (see paragraph 3.37).
3.46	<p>Planning Policy Statement 317 states that the SDS ‘should set out the regional approach to addressing affordable housing needs, including the affordable housing target for the region’. In response the Mayor has adopted a strategic target that 50 per cent of all additional housing should be affordable. This target includes affordable housing from all sources and not just that secured through planning obligations. It comprises all types and tenures of housing within the definition included in Policy 3A.8 and includes 100 per cent affordable schemes by housing associations, intermediate housing, non-self-contained accommodation, gains from conversions and from bringing long-term vacant properties back into use, as well as new housing. The achievement of affordable housing will be closely monitored against the total output of additional housing as set out in Policy 3A.1 and the strategic target will be kept under review in relation to a range of considerations, including:</p> <p>output achieved, availability of public subsidy and updated assessments of housing need and demand</p>
Policy 3A.10	Boroughs should seek the maximum reasonable amount of affordable housing when negotiating on individual private residential and mixed-use schemes, having regard to their affordable housing targets adopted in line with Policy 3A.9, the need to encourage rather than restrain residential development and the individual circumstances of the site. Targets should be applied flexibly, taking account of individual site costs, the availability of public subsidy and other scheme requirements.
6A.4	Affordable housing and public transport improvements should generally be given the highest importance with priority also given to learning and

	skills and health facilities and services and childcare provision.
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In paragraph 3.53, the London Plan discourages an affordable housing planning obligation for developments that are solely student housing. However, other boroughs have required affordable housing obligations from PBSA providers and have found the contribution highly beneficial, especially in areas in need of affordable housing options. This is especially true since PBSAs are often built on sites that might be suitable for affordable housing, and are therefore taking that away from the community.

Recommendation 13

Affordable housing planning obligations for PBSAs are appropriate when:

- A. The proposed student accommodation is in an area which is in high need of affordable housing options, and/or
- B. When the site of proposed PBSA development is equally suitable for affordable housing.

**4.4.2. Islington**

Plans for other London boroughs also follow similar, yet more specific, guidelines. The Borough of Islington has set policies for student accommodation applications as can be seen in Table 18.

**Table 18.** Islington Housing Policies (Borough of Islington, 2011)

<b>Borough of Islington</b>	
<b>Paragraph Number</b>	<b>Policy</b>
Spatial Strategy 2.6.13	The council does not consider non-conventional residential schemes such as student accommodation appropriate within the town centre. However, retail-led mixed use development, or other employment-led mixed use development, with an element of conventional housing which makes a significant contribution towards meeting affordable housing objectives, will be accepted.
Policy CS 5, D	Any significant introduction of residential uses, including student accommodation, within the town centre will be resisted. However, retail-led mixed use development, with an element of conventional residential units which makes a significant contribution towards meeting affordable housing objectives will be acceptable.

<p>Strategic Policies 3.2.23</p>	<p>Higher education is a very important employer in London, and in turn student accommodation contributes to the economic prosperity of London. However, in recent years a huge increase in the development of student halls of residence in Islington is providing a large number of student bedrooms and the potential of over-concentration of student accommodation. The sheer scale of applications for student accommodation in the borough raises real concern as it can threaten the attempt to achieve a more mixed balanced and stable population. The council has exceeded its targets for student housing make times over in recent years and believes that some action is now required to ensure a balanced approach is taken which weighs the benefits of student accommodation against its impact on the wider community. In addition, land for housing and employment uses in Islington is in very short supply making delivering these two uses the council’s absolute priority.</p>
<p>Strategic Policies 3.3.25</p>	<p>The cost of accommodation while attending university can be a major disincentive to lower income students. However, the rent levels of the new student accommodation can be very high (e.g. rent for single rooms for 2008/9 at 200 Pentonville Road, a new student hall of residence costs £220-£280 a week). The London Plan states that boroughs should not seek conventional affordable housing contributions on applications for student accommodation, but this does not preclude these developments from providing affordable student accommodation. The council has already secured funding and subsidized rents for student accommodation through s106 agreements for new student halls or residences. The help with accommodation is aimed at enabling disadvantaged Islington residents continue their education. This helps some local young people take a step towards improving their employment potential, tackling poverty and worklessness in the long term.</p>
<p>Policy CS 12, I</p>	<p>Consistent with policies 4 and 7, the provision of additional student accommodation will be supported only within the identified London Metropolitan University campus area and specific City University London sites. These will be designated or allocated in the Site Specific Allocations and Bunhill &amp; Clerkenwell Area Action Plan. Elsewhere, student accommodation will be restricted to reflect the priority need for conventional homes and employment uses. The impact student accommodation has on local infrastructure including open space and transport will be taken into account when assessing applications.</p>
<p>Policy CS 12, J</p>	<p>Student accommodation developments will help increase access to higher and further education and tackle worklessness by providing funding for bursaries for students leaving council care and other Islington student facing hardship who are attending a higher or further</p>

	education establishment. The funding provided by the development will be an annual payment equivalent to the rent level charged for a percentage of the student bedrooms in a development. The payments will continue for as long as the site is used for student accommodation. The percentage of student bedrooms used for this payment will be set in a supplementary planning document.
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Islington has a large population of students and has therefore been dealing with them for many years. One of the main points to take from the Islington policies is the notion that student accommodation developments are acceptable as part of mixed-scheme uses. Along with student accommodations, these developments can include affordable or private housing, public facilities for community use, or space for retail and business.

Recommendation 14

The council should promote PBSA developments as part of mixed-use schemes. This will encourage further growth for many aspects of the area while also building a mixed and balanced community.

**4.4.3. Southwark**

The council of Southwark has also set forth regulations for their student accommodation proposals; these are listed in Table 19.

**Table 19. Southwark Housing Policies (Borough of Southwark, 2011)**

<b>Borough of Southwark</b>	
<b>Paragraph Number</b>	<b>Policy</b>
Strategic Policy 8- Student Homes	Development [of student accommodation] will meet the needs of universities and colleges for new student housing whilst balancing the building of student homes with other types of housing such as affordable and family housing. We will do this by: <ol style="list-style-type: none"> <li>1. Allowing development of student homes within the town centres, and places with good access to public transport services, providing that these do not harm the local character.</li> <li>2. 2. requiring 35% of student developments as affordable housing in line with policy 6 and figure 28.</li> </ol>
5.69	There is a need for more student accommodation across the whole of London and Southwark. We want to encourage new student homes. However this needs to be balanced with making sure we have enough sites on which to build other types of homes, including affordable and family homes. London Plan Policy 3A.5 Housing choice requires us to



	identify the range of housing needs in the borough and offer a range of housing choices. Whilst London as a whole has a recognized need for more student bed spaces, our Strategic Housing Market Assessment and Housing Requirements Study also highlight the huge need for more family and affordable housing.
5.71	Through our Strategic Housing Land Availability Assessment we have identified sites that need to be developed to make sure we can meet our housing targets. If these sites come forward without affordable housing we would not be able to meet our affordable housing target. Policy 3A.7 Affordable housing targets of the London Plan encourages boroughs to look at a range of sources of supply of affordable housing including provision for non-self-contained housing (which includes student housing). By requiring an element of affordable housing or a contribution to affordable housing (as conventional affordable housing as defined in the fact box on page 84) from student accommodation schemes we can make sure we work towards meeting the needs for both student accommodation and affordable accommodation. It will also help us to provide more family housing as within the affordable housing there will be an element of family housing.
5.72	As with all types of major development, student housing development has an impact on the surrounding area. By requiring a section 106 agreement we can make sure that the environmental, economic, transport, cultural and social impacts of the development are minimised. We will only allow student housing in our town centres and areas with good public transport accessibility as these are the areas which can accommodate growth. We will work with local universities to make sure that student accommodation is focused where there is a need.

The Borough of Southwark focuses on the idea of a mixed and balanced community as set forth by the London plan. By consistently analyzing the demographic of the Borough and by keeping affordable housing numbers elevated, student accommodations can be justified in an area. For the building of a student accommodation to be appropriate, the addition of students to the area should not be detrimental to the character or demographic of the area community.

Recommendation 15

The area of a proposed student accommodation should be analyzed for area character. If students will not contribute positively to the surrounding area, then development should be discouraged.

#### 4.4.4. Camden

The Borough of Camden has the largest population of students in London, and its planning documents reflect that large population (Table 20 and Figure 24).

**Table 20. Camden Housing Policies (Borough of Camden, 2004)**

<b>The Borough of Camden</b>	
<b>Paragraph</b>	<b>Policy</b>
CS6, C	[The Borough will support] the supply of additional student housing, bedsits and other housing with shared facilities providing this does not prejudice the Council's ability to meet the target for the supply of additional self-contained homes, the balance of uses in the area; and the quality of residential amenity or the character of the surrounding area
6.52	Provided that the existing stock of cheap housing such as bedsit rooms can be protected, we anticipate that the private rented sector will be able to support the modest projected increase in young adults. However, it is apparent that the growth of student numbers could place severe strain on the stock of private rented housing. The Council acknowledges that purpose-built student housing has potential to mitigate pressure on the stock of private rented homes in Camden. Therefore, the Council anticipates that most of the figure for non self-contained homes (1,500 homes from 2010/15 to 2024/25) will be met by developments involving designated student accommodation – although many of these may include studio flats with en suite bathroom and cooking facilities, see paragraph 6.13 of this section.
6.53	Although the housing trajectory indicates that there is sufficient housing land to enable Camden to exceed the target for self-contained housing, there is a high demand for student housing and for development sites. We are concerned that provision of student housing and other housing with bedsit rooms and shared facilities could prejudice the availability of sites to meet other housing needs, and particularly the supply of self-contained housing. Therefore, we will seek to manage the development of sites for these forms of housing with shared facilities to ensure that they do not prevent us from meeting other housing needs. When considering the

	<p>appropriateness of particular proposals for student housing, bedsit rooms, or other housing with shared facilities, the Council will consider:</p> <ul style="list-style-type: none"><li>• the supply of self-contained housing, and whether this is falling short of the Council’s target of 437 additional dwellings per year;</li><li>• the effect of the proposal on the supply of land for self-contained housing;</li><li>• whether the site is particularly suitable for affordable housing, housing for older people or housing for vulnerable people (more details of the protection of sites particularly suitable for these groups are set out in Camden Development Policies – see policy DP2); and</li><li>• whether the proposal contributes to creating a mixed and inclusive community.</li></ul> <p>The Council’s approach to student housing, bedsit rooms, and other housing with shared facilities is set out in detail in Camden Development Policies (see policy DP9)</p>
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**DP9 – Student housing, bedsits and other housing with shared facilities**

The Council will support development of housing with shared facilities (other than housing designated for older people, homeless people or vulnerable people) and student housing provided that the development:

- a) will not involve the loss of permanent self-contained homes;
- b) will not prejudice the supply of land for self-contained homes, or the Council's ability to meet the annual target of 437 additional self-contained homes per year;
- c) does not involve the loss of sites or parts-of-sites considered particularly suitable for affordable housing or housing for older people or for vulnerable people, particularly sites identified for such provision in our Camden Site Allocations Local Development Framework document;
- d) complies with any relevant standards for houses in multiple occupation (HMOs);
- e) will be accessible to public transport, workplaces, shops, services, and community facilities;
- f) contributes to creating a mixed and inclusive community; and
- g) does not create an over-concentration of such a use in the local area or cause harm to residential amenity or the surrounding area.

Student housing development should:

- h) serve higher education institutions based in Camden or adjoining boroughs;
- i) be located where it is accessible to the institutions it will serve; and
- j) include a range of flat layouts including flats with shared facilities.

The Council will resist development that involves the net loss of student housing unless either:

- k) adequate replacement accommodation is provided in a location accessible to the higher education institutions that it serves; or
- l) the accommodation is no longer required, and it can be demonstrated that there is no local demand for student accommodation to serve another higher education institution based in Camden or adjoining boroughs.

The Council will resist development that involves the net loss or self-containment of bedsit rooms or of other housing with shared facilities unless either:

- m) it can be demonstrated that the accommodation is incapable of meeting the relevant standards for houses in multiple occupation, or otherwise genuinely incapable of use as housing with shared facilities; or
- n) adequate replacement housing with shared facilities will be provided that satisfies criteria d), e), f) and g) above; or
- o) the development provides student housing that satisfies criteria d) to j) above; or
- p) the development provides self-contained social rented homes.

Where the Council is satisfied that a development involving the loss of student housing, bedsit rooms or other housing with shared facilities is justified, we will expect the development to provide an equivalent amount of residential floorspace for permanent housing in Use Class C3, including an appropriate amount of affordable housing, having regard to policy DP3.

Figure 24. Camden DP9 Student Housing Policy (Borough of Camden, 2004)

Camden's policies are tailored towards a borough in which universities are located which limits their direct correlation to Brent, but the general principle behind them are valid for any area. These policies are also supported by the "Student Housing in Camden" document, a review which was performed to analyze the state of students in the Borough.

### Recommendation 16

All applications submitted for large-scale purpose built student accommodations should be analyzed for appropriateness of site use in regards to affordable housing, facilities in the area, and proximity to local public transport.

## 4.5. Over Concentration of Students

### 4.5.1. Definition

An over-concentration of a particular demographic is reached when a community can no longer provide sufficient facilities to support that demographic and/or when the demographic is negatively affecting others in the community. In order to maintain a mixed and balanced community as set forth in the London and Brent planning documents, an area must not be over-concentrated with any single group of people; this includes students. It is important that a community does not exceed the saturation point at which the negative impacts of a student population outweigh the positive contributions. Deciding when an over-concentration has been reached is subjective. It depends heavily on the vision a council has for a given area, the rate of student population growth, and the balance maintained between the number of the students in the Borough and the facilities that support them.

### 4.5.2. Islington Over Concentration

Currently, some boroughs believe that they have reached an over-concentration, although there is no standard evidence that supports these claims. Islington, which is home to six universities, has the second highest amount of student accommodations after Camden (Gruner, 2010). As of May 2010, there were 5,000 purpose-built student rooms in Islington with another 2,650 in developmental stages (Gruner, 2010). Many parties within Islington believe that this number is the maximum for student developments in the area. Jan Tucker, Chairwoman of the Borough's Community Safety Board, believes that Islington has reached a saturation point, and that a "student 'invasion' threatens to 'swamp' the Borough." (Gruner, 2010). According to Ms. Tucker, the saturation limit has come from the lack of facilities being developed to entertain students. She states:

"The problem is that they have been building student [accommodations] all over the Borough. That's all very well but they are not providing any leisure facilities for the young people. The students often end up partying on the streets. This is at a time when we already have more people than ever drinking on the streets and causing a nuisance to neighbours." (Gruner, 2010)

It is important that the facilities that are likely to be strained by students are developed at a rate that is complimentary to the number of students in the area to prevent this issue from arising.

Recommendation 17

Monitor the growth of student population in the Borough in conjunction with the facilities most strained by them and develop these facilities at a corresponding rate to the development of PBSAs.

**4.5.2. Canterbury Policy**

The council of Canterbury is presently dealing with the issue of a high student concentration as well. Canterbury is different from other London boroughs; all the private student housing is HMOs with no PBSAs in the area, but the council believes that their community can withstand a student population of 20% in any given area (Reed). All planning applications submitted for student residents in an area with 20% or more students will not be granted planning permission. This 20%, however, is a relatively arbitrary number set forth by the Canterbury Council. Through research they feel that this is a good target number, but no numerical calculation for this percentage was found.

The Wembley City that is currently being developed is different in the fact that it is not a very residential area. The planning applications for student accommodations have been concentrated around this area, and therefore are not highly impacting residents in general. The vision for this area is a bustling, energetic and industrial area with hotels, standard residences, retail services, and leisure facilities. Because of the nature of the area and the lack of residents, the concentration for students within the Wembley Area could conceivably be much higher than for other areas.

Recommendation 18

When deciding on an over concentration or limit for the student population, the council must consider their vision for Brent and the Wembley area and analyze different areas separately due to different views and demographics.

## 5. Recommendations and Conclusions

Through this project completed for the Borough of Brent several objectives were fulfilled resulting in findings and recommendations in regards to their future student accommodations.

The project objectives with their consequential findings are summarized in Table 21.

**Table 21.** Objectives and Findings Summary

Objectives		Findings
<i>Student Accommodation Supply and Demand</i>		
1	Characterize the factors that shape demand and supply of student accommodation in Wembley.	~A strong demand exists in the student accommodation sector and Wembley has the resources to supply it.
<i>Advantages and Disadvantages of Students</i>		
2	Determine if the advantages of having student accommodation in the borough outweigh the disadvantages.	~A student population is accompanied by social disadvantages but these disadvantages can be mitigated and the economic advantages far outweigh them.
<i>Student Expenditure/Housing Policies</i>		
3	Identify facilities required for additional student accommodation and define what financial contribution should be sought to mitigate the strain.	~Students in England and specifically London purpose built student accommodations spend the majority of their money in the food, retail and entertainment industries. They also strain public transportation with frequent travel. ~Several of London's boroughs have comparable housing policies that can apply to Brent's future policy on student accommodations and developer contributions.
<i>Over Concentration of Students</i>		
4	Recommend a methodology to recognize an over concentration of student accommodation.	~Looking at other boroughs different levels of over concentration exist based off the borough's idea of an ideal mixed and balanced community. Defining an over concentration is a subjective and situation dictating process.

These findings led to the recommendations described previously and summarized in the following section.

### 5.1. Student Accommodation Supply and Demand

#### Recommendation 1

Investing in student accommodation is a worthy endeavour as there is a strong demand and Wembley has the opportunity to fulfil it.

Within London there is a strong need for housing, particularly student housing with the rise in population that is highly international. Wembley can satisfy this need and take advantage of this opportunity, with the land and location it can

supply. The attractions of the area and the diverse community will attract a large group of international students studying at universities. Students desire to live in an area that is safe, easily accessible from their university and that is not expensive. Wembley offers this and so much more. The Wembley area will provide students a safe community with all amenities while also being close to public transport and many major universities. Wembley not located directly in central London will also be inexpensive for students in regards to letting prices, groceries, and other spending. The fore mentioned reasons will draw students to the area.

## 5.2. Student Expenditure

### Recommendation 2

The business community within Wembley will prosper from student spending and more shops and stores many be required to support the new population.

### Recommendation 3

The public transportation sector would need to be enhanced due to the students' frequent use, especially straining the local bus system. The bus system should be improved to accommodate this population increase and to promote travel within the Borough.

To accommodate a group of students characteristic of those who reside in PBSAs certain facilities and services would be required. Students are spending the most money on entertainment and restaurants. In order to for the community to see the full benefit of the student population, businesses should be opened within the surrounding area. The average student spends approximately £153.72 which if spent locally would help the surrounding community. The bus system will need to be increased based upon the number of new residents that will reside in the Wembley area. The underground system can support a growing population but the bus system is not as substantial. With an easier to navigate and stronger bus system, students would be more likely to spend their disposable income locally.



The financial contribution paid by the developers should directly cover improvement and increased use costs.

### 5.3. Advantages and Disadvantages of Students

#### Recommendation 4

Analysis of site for the development of a PBSA should include an audit of playing areas and green space in the area. If loss or strain of this space is likely to occur, development of the site should be reconsidered. The council may otherwise choose to require a contribution from the developer to provide this space for the community elsewhere.

#### Recommendation 5

Provide volunteer and work opportunities geared towards students living in PBSAs to contribute to the Wembley community. This will encourage a feeling of belonging in the community and therefore discourage anti-social behaviour.

#### Recommendation 6

Place extra refuse receptacles immediately outside student accommodations and public transport stations which service these accommodations. The cost of trash receptacles and collection of this refuse can be provided by a one-time required contribution from the site developer.

#### Recommendation 7

Large scale PBSA developments should include in their application a car-park design that will allow for residents of the building and staff members to park their cars when at the accommodations.

#### Recommendation 8

Most students will utilize public transportation during their stay in London, and planning the development of PBSAs in close proximity to public transportation will discourage students from bringing vehicles to the accommodation.

#### Recommendation 9

Encourage the development of PBSA over the development of HMO accommodations for students to contain and monitor student impacts while also not placing a strain on existing housing.

Recommendation 10

In order to minimize the negative social impacts of students living within student accommodations, the council should promote the development of PBSAs within short walking distance of underground stations or other forms of public transportation.

Recommendation 11

Promote the development of leisure facilities that will be attractive to students living in Wembley in order to keep their large disposable income local. This will also contribute to regeneration efforts.

In order to maximize the positive impacts and minimize the negative impacts of students within a community, all factors affected must be taken into account. These recommendations are based on the analysis of community responses, PBSA experts, council planning experts, and research performed. By foreseeing potential social impacts, such as availability of green space, student involvement in the community, refuse collection, parking, and anti-social behaviours, the Council will be more aptly prepared to develop appropriate PBSAs.

## 5.4. Housing Policies

Recommendation 12

Under London's Section 106, contributions for large-scale PBSAs should be sought in order to mitigate student's impact on the community, the minimum being £15,000.00 per unit.

Recommendation 13

Affordable housing planning obligations for PBSAs are appropriate when:

- A. The proposed student accommodation is in an area which is in high need of affordable housing options, and/or
- B. When the site of proposed PBSA development is equally suitable for affordable housing.

Recommendation 14

The council should promote PBSA developments as part of mixed-use schemes. This will encourage further growth for many aspects of the area while also building a mixed and balanced community.

#### Recommendation 15

The area of a proposed student accommodation should be analyzed for area character. If students will not contribute positively to the surrounding area, then development should be discouraged.

#### Recommendation 16

All applications submitted for large-scale purpose built student accommodations should be analyzed for appropriateness of site use in regards to affordable housing, facilities in the area, and proximity to local public transport.

The recommendations for student accommodation policies are deducted from both the London Plan and other outer borough planning policies. These are working documents that have produced positive results in areas of London, but have been tailored to apply specifically to Wembley. It is important for the Brent Council to take into consideration the appropriateness of site use and the issue of affordable housing when considering a PBSA application.

## **5.5. Over Concentration of Students**

#### Recommendation 17

Monitor the growth of student population in the Borough in conjunction with the facilities most strained by them and develop these facilities at a corresponding rate to the development of PBSAs.

#### Recommendation 18

When deciding on an over concentration or limit for the student population, the council must consider their vision for Brent and the Wembley area and analyze different areas separately due to different views and demographics.

Over-concentration is a subjective and intangible concept. Although other boroughs have noted reaching a saturation point, there has not been significant research performed in these boroughs to translate their numbers to Wembley. The most important aspect of recognizing an over-concentration is constantly analyzing the facilities which support students and paying close attention to community response. The point at which an over-concentration has been reached is dictated by the response and feeling of the community and council. The council's vision of a mixed and balanced community and the council's vision of the future Wembley control the definition of an over-concentration.

## **5.6. Further Work**

With more time, additional information could have been used in conjunction with the data presented in this report. The census data was the largest inhibitor of the project, as the most recent census was completed in 2001, ten years before this report was written. Along the same line, a more recent student expenditure report would have provided more up to date information on student spending. It would have been beneficial to speak to more officials from other Boroughs such as Camden, Southwark and Islington; however scheduling conflicts did not permit this to occur.

Future research on this topic could include more in-depth studies into any one of the four main objectives. Specifically, more research could be done on the facilities and services used by students in order to develop a more accurate amount for developer contribution. This is an on-going issue and if the recommendations provided are followed, student impacts should be continuously monitored to be sure that the advantages of the endeavor are fully realized.

## **5.6. Conclusion**

Based on this, recommendations have been proposed for the London Borough of Brent's future student accommodation strategy in the Wembley Area. We recommend that purpose built student accommodations are a worthy and profitable endeavour for the Borough. PBSAs will help to further the regeneration efforts set forth for the new Wembley Area by bringing in a vibrant, youthful, economically advantageous population. The PBSAs currently under

construction will, in conjunction with the other regeneration projects, turn Wembley into a destination and an urban centre that will bring much wealth and renewal to the community. We also recommend that Wembley is the ideal setting for PBSAs. Wembley is an attractive and easily assessable area that would draw many students but it is also separated from the community and concentrated minimizing all possible negative impacts.

The recommendations we have provided will help the Borough of Brent in developing a student housing policy to control the influx of planning applications they have been receiving. The policy resulting will control the planning and construction of student accommodations, steering them in the direction that will be most beneficial and successful for the Borough. PBSAs can greatly contribute to Wembley and to the whole of Brent and through our work we have created recommendations that will help the Borough get the most out of this new population. At this point the Borough of Brent has much opportunity and positive growth in their future that they can now better and fully attain by approaching the student accommodation situation in the appropriate manner guided by research and recommendation of this project.

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# Appendix

## Interview Questions

### Brent Planning Officials- Amy Wright and Neil McClellan



#### WORCESTER POLYTECHNIC INSTITUTE

Dear Ms. Wright,

Thank you for your participation in this interview. The interview will take no longer than an hour and with your permission, we would like to quote the information gathered from this interview in our report. If the disclosure of your identity with the information is an issue, please let us know and we will keep your answers confidential. If you have any questions or concerns, please let the interviewer know.

#### Urban Planning

- > What is your position in the borough?
- > What is the planning application process within the borough?
- > What borough characteristics affect planning applications, such as borough demographics, etc?
- > What is your role in relation to the new student accommodation projects?
- > What goes into planning a successful student accommodation?

#### Brent of the Present

- > How would you characterize the demographic of the borough presently?
- > What services are currently the most used and strained by the community?
- > What is the current state of student housing in the borough?
- > How does the proposed student accommodation projects tie into Wembley's overall regeneration strategy?

#### Brent of the Future

- > Where does the Council see the borough in the future as a result from the new Student Accommodation efforts?
- > How many student accommodations do planners foresee?
- > In your personal opinion, do you think the larger student population will help or hurt the community?
- > To your knowledge, there currently steps being taken to increase either the quantity or quality of public services?



## WORCESTER POLYTECHNIC INSTITUTE

Dear Mr. McClellan,

Thank you for your participation in this interview. The interview will take no longer than an hour and with your permission, we would like to quote the information gathered from this interview in our report. If the disclosure of your identity with the information is an issue, please let us know and we will keep your answers confidential. If you have any questions or concerns, please let the interviewer know.

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- > How many student accommodations do planners foresee?
- > In your personal opinion, do you think the larger student population will help or hurt the community?
- > To your knowledge, there currently steps being taken to increase either the quantity or quality of public services?

**Brent Policy Officer, Ken Holluck and Zayd Al-jawad**



**WORCESTER POLYTECHNIC INSTITUTE**

Dear Mr. Hullock,

Thank you for your participation in this interview. The interview will take no longer than an hour and with your permission, we would like to quote the information gathered from this interview in our report. If the disclosure of your identity with the information is an issue, please let us know and we will keep your answers confidential. If you have any questions or concerns, please let the interviewer know.

- > What is your position within the council?
- > Can you briefly walk us through the policy writing procedure?
- > What sort of information needs to be gathered to write an effective policy?
- > What parameters can be restricted by a policy? (i.e. room size, building height, etc.)
- > When writing a policy, what sort of evidence is crucial in arguing your case?
- > To which capacity, if any, have you been involved in the current Student Accommodation projects in the Wembley area?
- > Which policies, if any, can already relate to the student accommodation projects (general housing and community impact projects, etc.)?
- > Which policies have been used to approve Victoria Hall and Quintain's student accommodations?
- > Are there any national or other policies regarding student accommodations?
- > Has the borough conducted any research into other boroughs' policies regarding student accommodations?



## WORCESTER POLYTECHNIC INSTITUTE

Dear Mr. Al-jawad,

Thank you for your participation in this interview. The interview will take no longer than an hour and with your permission, we would like to quote the information gathered from this interview in our report. If the disclosure of your identity with the information is an issue, please let us know and we will keep your answers confidential. If you have any questions or concerns, please let the interviewer know.

- > What is your position within the council?
- > What information is used to justify a mandatory financial contribution in a policy?
  - o When a financial contribution is sought, is it an exact, set number or can it be negotiated?
- > To which capacity, if any, have you been involved in the current Student Accommodation projects in the Wembley area?
- > Which policies, if any, can already relate to the student accommodation projects (general housing and community impact projects, etc.)?
- > Which policies have been used to approve Victoria Hall and Quintain's student accommodations?

## Brent Councilor- Muhammad Butt



### WORCESTER POLYTECHNIC INSTITUTE

Dear Councillor Butt,

Thank you in advance for your responses to these questions. If you do not feel comfortable answering a question for any reason, please feel free to leave it blank. With your permission, we would like to quote the information gathered from this interview in our report. If the disclosure of your identity with the information is an issue, please let us know and we will keep your answers confidential. If you have any questions or concerns, please let us know.

- > Can you please briefly explain your position as a councillor of the Borough of Brent?
- > Are you aware of the council's plans in regard to future student accommodations?
- > Has there been any community response to the potential addition of students into the community?
  - If so, has it been positive or negative?
- > As a member of the community, would you mind stating your personal thoughts on the addition of students to the Borough of Brent?

Thank you for your time,  
Amanda Bowden  
Nathan Rivard  
Juliana Rose



## Other Borough- Camden Islington and Canterbury



### WORCESTER POLYTECHNIC INSTITUTE

Dear Mr. Minty,

Thank you for your participation in this interview. The interview will take no longer than an hour and with your permission, we would like to quote the information gathered from this interview in our report. If the disclosure of your identity with the information is an issue, please let us know and we will keep your answers confidential. If you have any questions or concerns, please let the interviewer know.

#### Urban Planning

- > What is your position in the borough?
- > What is your role in relation to the new student accommodation projects?

#### Policy

- > Are there certain requirements set by the borough that developers must follow in order to build within the borough?
- > Do you require any financial compensation from developers to mitigate their impact?
- > How were these policies created? What factors went into making these policies?

#### The Borough at Present

- > How would you characterize the current demographic of the borough?
- > What is the current state of student housing in the borough?
- > Which services are currently the most used and strained by the community?
- > Which services have seemed to be most utilized by the student population?

#### Student Effects

- > How has the new student population affected the borough?
- > Have these affects been positive or negative?
- > Have there been any new planning developments within the borough that target the new student population (retail, facilities, etc)?
- > What has been the community response to the student accommodations?

#### The Borough of the Future

- > Do you expect your student population to grow?
- > Do you have plans for more student developments?
- > Have you implemented any new policies or amended the current policies regarding student accommodations after the construction of prior PBSAs?
- > Have you reached a saturation point as far as the student population is concerned?

**Student Accommodation in Wembley  
WPI 2011**

Questions for the Canterbury Council on  
*"Student Impact Scrutiny Review"*  
July 2006

1. Which methods were used to track student expenditures (chapter 4)?
2. Which methods were used to measure student's disposable income (chapter 4)?
3. Was there a survey used to collect general data from students (chapter 7)? If so, could you provide us with a copy of the survey for reference purposes?
4. How were community member responses gathered (throughout)?
5. Of the number of positive and negative effects listed in tables 1 and 2, why were those chosen in chapters 7, 10, 11, and 12 focused on?
6. Are there any Purpose Built Student Accommodations (PBSAs) located in Canterbury? If so, were they included in the scrutiny review?

Thank you very much for your time.

Amanda Bowden  
Nathan Rivard  
Juliana Rose

4:30 today (Tuesday)  
Thursday Morning  
01227862400- David Reed's PA, call to get in touch with him  
01227862468

## Developers- Anne Clements (Quintain)



### WORCESTER POLYTECHNIC INSTITUTE

Dear Ms. Clements,

Thank you for your participation in this interview. The interview will take no longer than an hour and with your permission, we would like to quote the information gathered from this interview in our report. If the disclosure of your identity with the information is an issue, please let us know and we will keep your answers confidential. If you have any questions or concerns, please let the interviewer know.

#### Quintain

- > In your own words, please describe Quintain in relation to its endeavors in the Student Accommodation sector.
- > What is your role within Quintain?

#### Quintain and Wembley

- > Please describe Quintain's current Student Accommodation projects in Wembley.
- > Which factors are taken into consideration when choosing a site for Student Accommodation development?
- > What were the driving factors behind Quintain's decision to choose Wembley?
- > What makes Wembley more desirable than other boroughs for Student Accommodations?
- > Did you complete any assessments to determine the best location? If so, is there a way to access those assessments?

#### Costs and Benefits

- > What risks are associated with your investment in Wembley?
- > What are the major costs of the project, both during development and when the building is in operation?
- > Which, if any, negative impacts do you think this project might have on the surrounding community?
- > Does Quintain have any vision for giving back to the community?
- > According to the Socio-Economic report for the PBSA, 'The provision of new community facilities to meet the needs of current and future residents in the area' is listed as an impact of the development. Could you please go into more detail regarding these facilities?

#### Target Demographic

- > What type of student do you aim to attract to the Wembley accommodations?
- > What type of recruitment techniques are used to attract students to a PBSA?

#### Comparable Cases

- > Do you have student accommodations in nearby boroughs?
- > Have these projects been successful? If so in what ways?
- > How has the community responded?
- > How have the Borough Councils responded?
- > What impact have your developments created?

## Student Survey



### Student Survey

Of Purpose Built Student Housing Residents

Worcester Polytechnic Institute working in cooperation for the London Borough of Brent

All answers will be kept confidential and will be used strictly for academic purposes

University Attending: \_\_\_\_\_

Home Country: \_\_\_\_\_

Length of Stay at Current Student Housing: \_\_\_\_\_

Please check the box next to the appropriate answer or fill in the blank provided.

**1. While attending university have you lived in any other housing? If so which of the following:**

- Parental home     Private landlord     University provided     Other private halls     N/A

**2. Do you prefer private halls to past accommodations?**

- Yes     No     N/A

**3. How did you choose to live at a private hall?**

- Personal selection     University promoted     Included in programme     Other \_\_\_\_\_

**4. When determining if a community is a desirable place to live, please rank the following in order of importance from 1 (most important) to 5 (least important):**

- \_\_\_\_ Safety    \_\_\_\_ Feeling of community    \_\_\_\_ Proximity to university    \_\_\_\_ Entertainment    \_\_\_\_ Cost of living

**5. On average how much do you spend on the following per week:**

Groceries

- £0-£10     £10-£20     £20-£30     £30-£40     £40-£50     £50 +

Retail (excluding groceries)

- £0-£10     £10-£20     £20-£30     £30-£40     £40-£50     £50 +

Transportation

- £0-£10     £10-£20     £20-£30     £30-£40     £40-£50     £50 +

Entertainment

- £0-£10     £10-£20     £20-£30     £30-£40     £40-£50     £50 +

Restaurants (including take away)

- £0-£10     £10-£20     £20-£30     £30-£40     £40-£50     £50 +

## Interview Transcripts

### Amy Wright

Amy Wright  
March 25, 2011  
Nate and Amanda-Notes

#### Introduction

Amy is a senior planning officer for the Borough of Brent. She deals with area planning, including development and control, and with planning applications for the west area. The West area includes Wembley, Sudbury and Alperton. Wembley is considered a growth area, and is experiencing large scale regeneration into a more commercial area. It is recognized in the London-wide plan. Alperton is also considered an area of growth, but there are not such major regeneration efforts concentrated here. Sudbury is a suburban residential area and is very different from the other two wards.

The current student accommodation applications in the borough right now are Dexion House, which is a live application and is recommended for approval, Victoria Hall which was refused by the council because of its height but was accepted after it was appealed to the council, and Quintain building W05, in the northwest lands.

The planning policies for student accommodations throughout the UK are embryonic. Specifically, the Borough of Brent has one planning policy, CP21, which relates to student accommodations. Other aspects of the building also relate to applications already in place, such as the fact that PBSAs are large scheme developments and must be submitted to the mayor for approval. Judging by the housing guidelines there is a clear lack of distinct policies on student accommodations.

#### Dexion House

Dexion House is currently a live planning application which is up for approval. It is a large scheme application which has been approved by the mayor. It will consist of a number of student accommodations, three retail spaces and a community pool. When looking at the application for Dexion House, Amy looked at the general housing guidelines such as number of units, enough minimum space and accessibility issues. Planning permission for the building comes largely from the community swimming pool that is included in the building plans. There is a lack for this type of community service in the area

## Neil McClellan

Neal McClellan  
March 24, 2011  
Juliana and Amanda-Notes

### Introduction

Neal is a member of Brent's planning division, and serves as the West Team planning manager. All student accommodations currently being proposed fall to the West team.

### Planning in Brent

There is a National planning system which encompasses all of England. Underneath that is a London plan, and finally a Borough plan. The three plans should all align with each other. The utilitarian development plan which is written by the boroughs is what we refer to as the 'policies.'

When a planning application is received it is decided by this office whether the plan is acceptable. Large scale themes (such as PBSAs) must go to the Mayor of London for approval. The Mayor of London has the right to direct an alternative action against the Borough on a large scale scheme.

If a plan is accepted by the council, it then goes to the planning committee which is made up of elected councillors. The planners essentially bring a recommendation to the planning committee and they can accept or veto it. If the plan is accepted, development goes through. If not, the developer has the opportunity to appeal a rejection. This occurred in the Victoria Hall case, which was presented, rejected, and then appealed. Neal worked on the appeal case.

### Brent

Wembley has been identified as a growth area by the Mayor of London, and along with this, Neal noted that "[Brent] is changing." The demographic here is very diverse- there is a large immigration of people to Brent, higher than the average numbers in London. There is a large population of young, school-aged people and therefore the borough must cater to that. There is also a low average income,

As far as housing is concerned in the Borough, residential properties have very high prices. Housing is highly dense, many are bought by landlords to let out to other residents, and there is a large amount of subsidized housing. There is currently a lot of pressure on Brent to provide for its residents.

### Impacts on Local Housing Market

It is important to look at what the impacts will be on the residents that are already in the area of these proposed PBSAs. One of the big issues is that the quantity of housing is very low, and the prices for these houses is very high. The Borough also has set up specific housing targets that they need to reach annually. Two types of housing can be proposed, general (flats) vs. specialized (PBSAs). The question asked is whether the borough is losing land that could be used for general housing to student housing. There is also the issue that other uses for these areas are being overlooked by the current and insistent demand for student housing. But they have decided that there is enough room, plenty of capacity, and that the borough can sustain both. Student housing is actually holding up as a profitable land use during the economic crisis. There is an unmet demand for student housing. As Neal stated, "We think we can achieve that and develop more student housing."

### Impacts on Wembley

There are many different facilities that might be impacted by the introduction of students to the area, including health care, health provision, local health authorities, pubs, bars, leisure services and different retailers. There is also the issue of waste removal. Currently, the Borough is unsure about what to do about rubbish removal, because they are not sure whether PBSAs should fall under residential property or commercial property. For residential properties, the council will take care of waste removal, but for commercial buildings, the owner must pay for a private company. The Borough is trying to figure out where PBSAs fall in this mix. Many of the impacts, however, seem that they will be positive. Students will bring money into the area, and the economic contribution from the actual development of the buildings will be good for the local job market.

### Students in Brent

Neal stated that it might be a good thing to move students in. They would "Bring a different type of aspiration to the area, they might light this place up." The Borough is anticipating more planning applications for PBSA's as the demand is high and because Wembley is an attractive area for developers. Neal also said that the movement of students into the area will be very important in Wembley's regeneration. There is more of an opportunity and a greater need for more activity in this area, and this gap will be filled by students. Brent's not currently an attractive area so people don't have much of a reason to come here, but students could change this image. Students can only help because of their direct impact on the economy and their help to change the perception of the area.

### Over-Concentration

Neal stated that the impacts that students have on the community strongly depends on the concentration of students. He mentioned Southwark, a Borough in the south of London which is home to a large student population, and who has recently stated that they will no longer be developing more student accommodations. They have essentially reached an over-concentration, and we will be looking into the reasoning behind this.

## **Ken Hullock**

Ken Hullock

March 29<sup>th</sup> 2011

Juliana and Amanda-Notes

### Introduction

Mr. Ken Hullock is the planning policy manager for the Borough of Brent. He works on developing the over-all plan for the Borough as well as developing new policies to put into that plan.

The policy development procedure is a long statutory process. It involves several stages of consultation including public inquiries, meetings with stakeholders, and consultations. The policy itself needs to be based on strong evidence. It must also go through a public review to be sure that there is sound justification supporting it. There is a process of surveying, analysis and finally policy writing that goes into every policy.

The information used to support the policy does not, necessarily, need to be lengthy. It needs to be reliable and easily conductable. It involves two general processes. The first is a large population demographic analysis. The policy offices needs to be just that they are in tune to the Borough's needs and



## Councilor Butt

- > Can you please briefly explain your position as a councillor of the Borough of Brent?
  - o Elected first as a councillor in 2006, he is an advocate for the residents of Brent. It is his job to act as a middle man for the residents of his wards and Brent as a whole to answer any issues and provide access to information.
  
- > Are you aware of the council's plans in regard to future student accommodations?
  - o Yes he is aware of Dexion house and Quintain's development
  
- > Has there been any community response to the potential addition of students into the community?
  - If so, has it been positive or negative?
  - o The North end road development, which is Quintain, there have been complaints about the number of student that will be residing there. The main complaints are the noise that will be generated as well as the size of the buildings, it is a 21 story building. Minor complaints have been the loss of playing area as well as the loss of green space.
  
- > As a member of the community, would you mind stating your personal thoughts on the addition of students to the Borough of Brent?
  - o He thinks that the addition of students to the area will be "quite positive". It will help the local markets and restaurants. Students need to spend money to live and this will bring in a bunch of services and retail stores to help serve this demand.
  - o He also believes that the area near the stadium has the potential to resemble Camden market.
  - o Also he thinks that student may be able to regenerate businesses within the area because they will bring retail, restaurants and pubs to the area; making it a more attractive site for other businesses and residents.

## Anne Clements

Quintain  
Interview with Anne Clemments  
March 25, 2011  
Juliana and Nate

### Investment funds put aside for student accommodations

Quintain is developing a mixed use community. This includes student accommodations, but also encompasses 7 other buildings such as general residential halls, elderly home, etc. They are essentially in the process of building a town, a well balanced community, in which students are a part.

Quintain is currently working with iQ, a student accommodation provider. According to Ms. Clemments, iQ is only giving Quintain guidance as to there new accommodation- they are not financially tied to the project yet, but once the student accommodation is built they will look for a student accommodation provider (such as iQ) to take on the business of running the accommodation. Quintain, however, will still be financially invested in the endeavour as a part of the mixed community.

Quintain has been excited to work with the Borough of Brent because they are serious about their regeneration efforts and are excited to take Brent where it needs to be in terms of development.

Students are a catalyst for much of the regeneration efforts in the area. They will bring money to spend on the new developments in Brent.

## David Reed

David Reed

March 27<sup>th</sup>, 2011

Juliana Notes

Canterbury is a small town of about 30,000-40,000 permanent residents and many students. There are two large universities in the town- the University of Kent and the Canterbury Christ College. There are also two smaller universities within the town limits.

Since the report which was performed in 2005, London policy legislation has changed regarding HMOs. The new policy states that all buildings being changed from a residential building to an HMO must submit planning application and be approved by the council. This policy was installed about a year ago.

Canterbury itself has responded to this policy change and is trying to come up with a policy to respond to the growing number of HMOs. Essentially, if a new HMO is proposed to the council, the council will look at a 100 metre radius around the property. If it is in an area that already consists of 20% (or more) HMOs, it will not pass. This essentially ensures that all areas being developed in the future will have a maximum of 20% HMOs. This rule does not apply to areas that currently have more than 20%, indeed some have as much as 50% HMOs, but this will allow for areas to not get over-concentrated with students in the future. The 20% mark is an arbitrary number which was decided on by the council. They looked at other policies in other boroughs as well, but they decided 20% was right for their area.

He feels that the best way to house students is through university endorsed accommodations. The council tries to encourage the universities to build more accommodations and to house their students inside them. The policy that is currently being written will encourage the development of university endorsed PBSAs.

The biggest problem residents note with students is noise and disruptions in the street late at night. Mr. Reed says that this, however, might not be an issue in Wembley. Because student's are living in a large accommodation with other students and are only a few minutes walk from the tube, they probably won't be wandering around the streets and therefore the noise level might not be as big of an issue.

In order to track student expenditures and disposable income, the economic development unit of the borough conducted a study looking at the students and their spendings. The universities in the area do an annual survey of their students and collect this information, which the economic development unit then compiled.

According to Mr. Reed, students are an asset to the community. They bring and spend a decent amount of money, and they keep the Canterbury community sustained.

Policies that the Canterbury Council looked at when writing their own student accommodation policy included Belfast, IR, Nottingham, Leeds and Loughborough.

## Councilor Terry Stacy

Councillor Stacy is a councillor in the Borough of Islington. He has served on the council for over twelve years and is a member of the Liberal Democrat party. Councillor Stacy is taking the stance that the Borough of Islington has reached a saturation point in regards to its student population, and is encouraging the council to stop the propagation o

Islington, 2 universities within the borough so many universities around the borough, very different context to Brent

Islington is the 2<sup>nd</sup> highest density in London, 2<sup>nd</sup> smallest borough, very different than Brent

Been involved in the planning process and the regeneration of the borough

In support of universities in the borough

Borough has reached a saturation point, puts pressure on services in the borough

Islington will only allow student accommodation concentrated around universities, hubs

Large numbers of students in high density buildings in small spaces

Massive increases in local health facilities

Issues in regards to concentration of students around town centers

What kind of economic

Halloway road, metro university, high concentration of student accommodation, high percentage of low end provision

Anti-social behaviour is an issue

Unite are quite interesting, no staff in the evening, mobile staff at night

Large amount of pbsa

Islington did a very intensive consultation project

Okay that we spoke to him, permission to use his name

## Survey Results

### Nido Spitalfields March 31<sup>st</sup> 2011

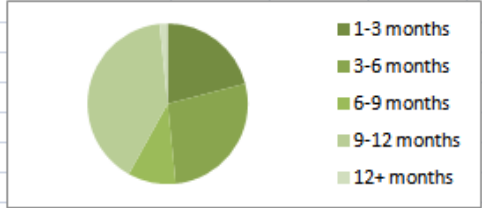
#### Background Data

Total Responses		70	
	University Attending	Home Country	Current Stay
1	UCL	Kenya	6 months
2	Istituto Marangoni	Russia	30 months
3	Istituto Marangoni	France	12 months
4	Istituto Marangoni	Hong Kong	12 months
5	Istituto Marangoni	Turkey	9 months
6	Training/Internship	Spain	3 months
7	City University London	Kasakhstan	3 months
8	BPP Law School	Italy	12 months
9	London Metropolitan Uni	Germany	4.5 months
10	London Metropolitan Uni	Germany	4.5 months
11	OISE School of English	Italy	12 months
12	LSBF	Netherlands	10 months
13	Arcadia University	United States	3.5 months
14	London School of Economics	United States	12 months
15	no university	Italy	
16	College of Law	United Kingdom	12 months
17	BPP	Cyprus	6 months
18	Kings College London	Iran	8 months
19	Istituto Marangoni	France/Italy	
20		Italy	12 months
21	City University/London College	United States	4 months
22	City University London	United States	4 months
23	Queen Mary University of Lon	Romania	12 months
24	no university	Thailand	3 months
25	Central School of English	Russia	2 months
26	GCU London	Scotland	9 months
27	UCL	Netherlands	
28	Leeds Metropolitan University	Germany	4 months
29	Kings College London	Pakistan	
30	Kings College London	India	12 months
31	Kaplan International College	Italy	1 month
32	London College of Fashion	United States	3 months
33	no university	Italy	1 month
34	Warwick Business School	United States	
35	Newcastle	United Kingdom	3 months
36	City Lit	Brazil	3 months
37	American Intercontinental Uni	Nigeria	2 months
38	Istituto Marangoni	Belgium	3 months
39	London Metropolitan Uni	Germany	10 months
40	GCU London	Taiwan	3 months
41	London Metropolitan Uni	United Kingdom	10 months
42	Westminster University	United States	6 months
43	Callan School	Spain	1 month
44	Westminster University	United States	6 months
45	American Intercontinental Uni	Spain	
46	University of the Arts London-	United Kingdom	10 months
47	University of the Arts London-	United Kingdom	10 months
48	University of the Arts London	Thailand	10 months
49	City University London	United States	3.5 months
50	Newcastle	United Kingdom	5 months
51	Istituto Marangoni	Bulgaria	12 months
52	City University London	United States	4 months
53	West London College	Serbia	12 months
54	London Metropolitan Uni	Romania	10 months
55	Westminster University	United States	6 months
56	City University London	Turkey	9 months
57	Westminster University	Spain	6 months
58	LSBF	India	12 months

London Borough of Brent- Student Accommodation in Wembley

59	Queen Mary University of London	United Kingdom	13 months	
60	LSBF- London School of Business	Russia	14 months	
61	American Intercontinental University	Spain	15 months	
62				
63	BPP	Colombia	10 months	
64	LSBF- London School of Business	India	5 months	
65	City University London	Bahrain	7 months	
66	Istituto Marangoni	Spain		
67	Istituto Marangoni	Russia	9 months	
68	Westminster University	United States	6 months	
69	Cass Business School	Peru	10 months	
70	Cass Business School	South Africa	12 months	
Responses		68	69	62

School	#	Country	#	Length	#
American Intercontinental University	3	Bahrain	1	1-3 months	13
Arcadia University	1	Belgium	1	3-6 months	17
BPP	3	Brazil	1	6-9 months	6
Callan School	1	Bulgaria	1	9-12 months	25
Cass Business School	2	Colombia	1	12+ months	1
Central School of Engineering	1	Cyprus	1		62
College of Law	1	France	2		
City Lit	1	Germany	4		
City University London	8	Hong Kong	1		
GCU London	2	India	3		
Istituto Marangoni	9	Iran	1		
Kaplan International College	1	Italy	6		
Kings College London	3	Kazakhstan	1		
LSBF	4	Kenya	1		
Leeds Metropolitan University	1	Netherlands	2		
London Metropolitan University	5	Nigeria	1		
London School of Economics	1	Pakistan	1		
Newcastle University	2	Peru	1		
OISE School of English	1	Romania	2		
Queen Mary University of London	2	Russia	4		
UCL	2	Scotland	1		
University of the Arts London	3	Serbia	1		
Warwick Business School	1	South Africa	1		
West London College	1	Spain	6		
Westminster University	5	Taiwan	1		
no university	4	Thailand	2		
	68	Turkey	2		
		United Kingdom	7		
		United States	12		
			69		



Questions 1-3

	Question 1				Question 2			Question 3					
	Parental	Private	La Universi	Other priv	N/A	Yes	No	N/A	Personal	University	Included		Other
1		1	1				1		1				
2		1					1		1				
3					1			1	1				
4					1	1			1				
5					1			1	1				
6	1					1			1				
7			1					1	1				
8	1							1	1				
9				1				1				1	Friends
10				1		1			1				
11					1			1			1		
12					1			1	1				
13					1			1			1		
14		1					1		1				
15					1			1	1				
16		1	1				1		1				
17				1				1		1			
18					1			1				1	Friends
19	1						1		1				
20	1							1	1				
21					1	1					1		
22			1				1				1		
23			1			1			1				
24					1	1			1				
25					1	1				1			
26					1	1			1				
27			1			1						1	No alterna
28					1	1			1				
29		1						1	1				
30			1				1		1				
31		1					1			1			
32					1	1					1		
33					1			1			1		
34					1			1	1				
35					1		1				1		
36						1			1				
37					1			1		1			
38		1				1				1			
39					1	1						1	Internet
40					1			1		1			
41					1			1	1				
42					1		1				1		
43						1			1				
44					1		1				1		
45		1						1		1			
46			1			1			1				
47			1			1			1				
48	1							1	1				
49				1			1			1			
50		1					1				1		
51					1		1			1			
52			1			1					1		
53				1		1			1				
54				1		1				1			
55					1			1			1		
56					1			1	1				
57					1			1	1				
58					1	1			1				
59					1	1			1				
60					1			1				1	Friend's a
61					1	1			1				
62		1				1			1				
63					1			1	1				
64					1			1	1				
65					1		1		1				
66						1				1			
67					1			1	1				
68					1			1			1		
69	1							1	1				
70		1					1			1			
TOTAL	6	11	10	6	36	25	16	29	40	12	13	5	
	9%	16%	14%	9%	52%	36%	23%	41%	57%	17%	19%	7%	

Question 4

Question 4					
	Safety	Feeling of Proximity	Enterair	Cost of living	
1					
2	2	5	1	3	4
3	1	3	4	5	2
4	2	5	1	4	3
5	5	2	4	1	1
6	2	1	4	5	3
7					
8	5	2	3	1	4
9	2	1	3	4	5
10	1	4	2	3	5
11	5	2	1	3	4
12					
13	1	2	3	4	5
14	3	4	1	5	2
15	1	4	3	5	2
16	5	4	1	2	3
17					
18	1	2	4	5	3
19					
20	4	3	2	1	5
21	1	5	2	4	3
22	1	2	5	4	3
23	5	1	2	3	4
24	1	2	4	5	3
25	3	2	1	5	4
26					
27	1	5	4	3	2
28	1	4	2	5	3
29	1	3	4	5	2
30	1	3	4	5	2
31	1	3	5	4	2
32	1	4	3	5	2
33	1	2	5	4	3
34	2	1	5	4	3
35	5	4	2	1	3
36	1	3	4	2	5
37	1	4	3	5	2
38	1	5	3	4	2
39	1	4	2	5	3
40	1	2	3	4	5
41	3	5	1	2	4
42	4	5	2	3	1
43	2	3	5	4	1
44	2	1	5	4	3
45	5	4	2	3	1
46	5	1	4	3	2
47	3	1	5	4	2
48	1	3	2	5	4
49	3	4	1	5	2
50	1	4	3	5	2
51	1	4	2	5	3
52	5	2	4	1	3
53	4	1	2	3	5
54	4	3	1	2	5
55	2	5	1	4	3
56	5	3	4	1	2
57	5	4	3	2	1
58	3	1	2	4	5

	Safety	Feeling of Proximity	Enterair	Cost of living	
59	3	4	2	1	5
60	5	1	4	2	3
61					
62	2	1	3	5	4
63	2	3	1	5	4
64					
65	2	4	1	5	3
66					
67	4	3	1	5	2
68	4	5	2	3	1
69	1	2	4	5	3
70	3	4	1	5	2
TOTAL	154	184	168	224	183
	1	4	2	5	3
Times put as first	24	11	14	7	6
	39%	18%	23%	11%	10%
Times put as last	12	8	7	23	10
	20%	13%	11%	38%	16%



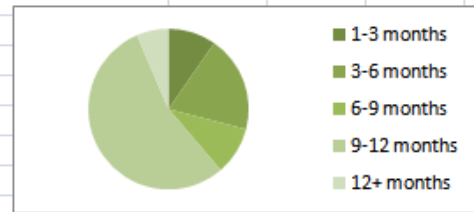


## UNITE Woburn Place April 5<sup>th</sup> 2011

### Background Data

Total Responses	31		
University Attending	Home Country	Current Stay	
1 -	Switzerland	2 weeks	
2 UCL	Canada	1 year	
3 UCL	Serbia	2 years	
4 UCL	Nigeria	1 year	
5 NYU- London	United States	4 months	
6 Central Saint Martins	Thailand	28 days	
7 Central Saint Martins	Thailand	1 month	
8 London School of Economics	China	51 Weeks	
9 King's college london	South Korea	1 year	
10 MPW (mander portman wood	Taiwan	19 months	
11 NYU- London	United States	4 months	
12 Hult International Business Sc	Russia	1 year	
13 NYU- London	United States	6 months	
14 King's college london	Turkey	1 year	
15 UCL	United States	1 year	
16 UCL	United States	1 year	
17 King's college london	China	1 year	
18 UCL	Nigeria	8 months	
19 NYU- London	United States	5 months	
20 EC- London	Sweden	3 months	
21 NYU- London	United States	4 months	
22 NYU- London	United States	5 months	
23 London School of Economics	China	1 year	
24 Birkbeck	India	6 months	
25 King's college london	Spain	1 year	
26 NYU- London	United States	9 months	
27 Middlesex	United Kingdom	1 year	
28 Royal Academy of Dance	Hong kong	1 year	
29 UCL	Egypt	1 year	
30 London Medical	Lebanon	9 months	
31 London School of Economics	Italy	9 months	

School	#	Country	#	Length	#
UCL	7	Canada	1	1-3 months	3
NYU- London	7	China	3	3-6 months	6
Central Saint Martin	2	Egypt	1	6-9 months	3
London School of Ec	3	Hong kong	1	9-12 months	17
King's college londo	4	India	1	12+ months	2
MPW (mander portr	1	Italy	1		31
Hult International B	1	Lebanon	1		
EC- London	1	Nigeria	2		
Birkbeck	1	Russia	1		
Middlesex	1	Serbia	1		
Royal Academy of D	1	South Korea	1		
London Medical	1	Spain	1		
		Sweden	1		
		Switzerland	1		
		Taiwan	1		
		Thailand	2		
		Turkey	1		
		United Kingdom	1		
		United States	9		



Questions 1-3

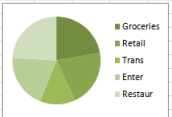
	Question 1					Question 2			Question 3				
	Parental	Private La	University	Other priv	N/A	Yes	No	N/A	Personal	University	Included	Other	
1					1		1		1				
2					1			1	1				
3					1	1			1				
4					1	1			1				
5			1					1	1				
6					1		1			1			
7					1	1			1		1		
8	1						1		1				
9					1				1				
10	1					1			1				
11					1	1				1			
12	1					1			1				
13			1			1				1			
14					1	1			1				
15		1	1			1			1				
16				1		1			1				
17			1			1			1				
18					1			1	1				
19					1		1			1			
20					1			1				1	
21					1	1					1		
22			1			1				1			
23			1				1		1				
24		1					1		1				
25				1		1			1				
26			1	1		1				1			
27					1			1	1				
28					1					1			
29					1	1				1		1	
30					1			1				1	(friend)
31		1					1		1				
TOTAL	3	3	7	3	17	16	7	6	20	8	2	3	
	9%	9%	21%	9%	52%	55%	24%	21%	61%	24%	6%	9%	

Question 4

Question 4					
	Safety	Feeling of Proximity	Entermair	Cost of living	
1	1	5	2	4	3
2	1	5	2	4	3
3	2	5	1	3	4
4	3	4	1	5	2
5	1	3	5	4	2
6	3	2	4	5	1
7	3	2	4	5	1
8	1	4	2	5	3
9	3	5	2	4	1
10	4	3	5	1	2
11	3	4	1	5	2
12					
13	3	5	2	4	1
14	1	5	3	4	2
15	2	5	1	3	4
16	5	4	1	3	2
17	1	2	3	5	4
18	1	5	2	4	3
19	1	2	4	5	3
20	4	2	1	3	5
21					
22	3	5	1	4	2
23					
24	4	2	5	1	3
25	1	5	2	4	3
26	2	1	4	5	3
27	3	2	4	5	1
28	1	3	4	5	2
29	2	4	1	5	3
30	5	4	1	3	2
31	2	4	1	5	3
TOTAL	66	102	69	113	70
Times put as first	10	1	10	2	5
	16%	2%	16%	3%	8%
Times put as last	2	10	3	12	1
	3%	16%	5%	20%	2%

Question 5

Question 5																																																	
	Groceries					Retail					Transportation					Entertainment					Restaurants					Student Weekly Spending	Groceries	Retail	Trans	Enter	Restaur																		
	£0-£10	£11-£20	£21-30	£31-40	£41-50	£50+	£0-£10	£11-£20	£21-30	£31-40	£41-50	£50+	£0-£10	£11-£20	£21-30	£31-40	£41-50	£50+	£0-£10	£11-£20	£21-30	£31-40	£41-50	£50+	£0-£10							£11-£20	£21-30	£31-40	£41-50	£50+													
1				1			1				1						1						1					1	205	17%	22%	22%	12%	27%															
2		1																	1							1			85	29%	18%	6%	18%	29%															
3		1									1		1																205	12%	27%	7%	27%	27%															
4	1								1		1						1									1			125	4%	36%	4%	44%	12%															
5			1											1							1						1		95	26%	26%	16%	16%	16%															
6		1																			1						1		75	20%	20%	20%	7%	33%															
7			1											1															135	19%	26%	19%	11%	26%															
8						1																	1						225	24%	24%	11%	16%	24%															
9				1							1																		175	26%	20%	31%	9%	14%															
10					1										1														255	22%	22%	14%	22%	22%															
11		1						1						1												1			105	24%	14%	5%	14%	43%															
12	1								1																				135	4%	26%	4%	26%	41%															
13		1																										1	55	27%	9%	9%	27%	27%															
14					1										1													1	215	21%	21%	7%	26%	26%															
15	1														1														25	20%	20%	20%	20%	20%															
16			1										1																95	26%	5%	16%	26%	26%															
17					1																								275	20%	20%	20%	20%	20%															
18		1													1														165	15%	15%	15%	27%	23%															
19		1																											1	20%	20%	12%	4%	44%															
20					1																								125	23%	23%	11%	23%	19%															
21		1																											85	18%	18%	6%	41%	18%															
22			1											1															85	29%	18%	18%	18%	18%															
23					1																								235	23%	23%	11%	15%	23%															
24					1																								145	31%	17%	3%	17%	31%															
25		1																											105	14%	33%	14%	24%	14%															
26			1																										1	22%	30%	13%	22%	13%															
27				1																									95	37%	5%	16%	26%	16%															
28		1																											105	24%	33%	24%	14%	5%															
29		1																											65	23%	8%	8%	23%	38%															
30				1											1														175	20%	26%	14%	14%	26%															
31				1											1														75	47%	20%	7%	7%	20%															
TOTAL	3	5	11	4	3	5	5	6	4	6	4	6	10	10	6	2	1	2	4	9	7	4	1	6	2	9	5	1	5	9		Average	138.55	22%	21%	13%	20%	24%											
Average	29.516						30.161						18.548						27.258						33.065 £31-40																								
Total Spent	915						935						575						845						1025																								

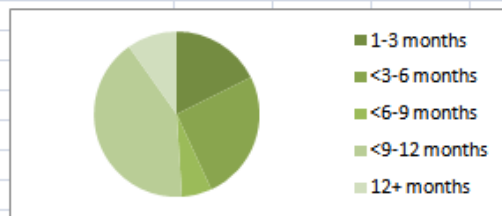


## Nido King's Cross April 6<sup>th</sup> 2011

### Background Data

Total Responses	52			
	University Attending	Home Country	Current Stay	
1	London Metropolitan	Greece	2 Months	
2	Bell International	Qatar	4 Months	
3	Leeds Metropolitan University	United States	5.5 months	
4	Regents College	Belgium	1 Year	
5	Kings College	Malaysa	1 Year	
6	School of Oriental and African Studies	Thailand	1 year	
7	London College of Fashion	India	9 Months	
8	American Intercontinental	India	1 Year	
9	Hult International Business School	Albania	10 Months	
10	Middlesex University	India	2 years	
11	University of West London	India	2 years	
12	Hult International Business School	Norway	10 Months	
13	Hult International Business School	Albania	10 Months	
14	Regents College	France	5 months	
15	University of Westminster	Lebanon	1 year	
16	Le Cordon Bleu	Israel	9 months	
17	Birkbeck	United States	3 months	
18	London Metropolitan	United States	6 months	
19	City University	Cyprus	1 Year	
20	University of Westminster	Singapore	10 Months	
21	London Metropolitan	United States	5 months	
22	Kings College	United Kingdom	10 Months	
23	Architectural Association	Columbia	1 Year	
24	International House London	brasil	4 Months	
25	London school of economics	Greece	1 Year	
26	Regents College	Sweden	5 months	
27	Imperial College	Singapore	9 Months	
28	School of Oriental and African Studies	Canada	1 Year	
29	London school of business	Greece	10 Months	
30	London Metropolitan	United States	4 Months	
31	London College of International Business	United states	1.5 years	
32	London Metropolitan	United States	5 months	
33	Imperial College	Taiwan	1 Year	
34	City University	Cyprus	2 years	
35	Barts School of Medicine	pakistan	1 Year	
36	Birkbeck	United States	3 months	
37	Birkbeck	United States	3 months	
38	Center College	United States	2 Months	
39	London Metropolitan	United States	4 Months	
40	City University	Turkey	1 Year	
41	London School of Communication	United Arab Emirates	2 years	
42	London Metropolitan	United States	6 months	
43	European Business School London	India	1 Year	
44	International House London	Turkey	3 months	
45	London Metropolitan	United States	5 months	
46	Birkbeck	United States	3 months	
47	Birkbeck	colombia	3 months	
48	Hult International Business School	Venezuela	1 Year	
49		Turkey		
50	London School of Communication	United Arab Emirates	1 Year	
51	London Metropolitan	United States	5 months	
52		France	3 months	

School	#	Country	#	Length	#
American Intercontinental	1	Albania	2	1-3 months	9
Architectural Association	1	Belgium	1	<3-6 months	13
Arts School of Medicine	1	Brasil	1	<6-9 months	3
Bell International	1	Canada	1	<9-12 months	21
Birkbeck	5	Colombia	1	12+ months	5
Center College	1	Columbia	1		51
City University	3	Cyprus	2		
European Business School	1	France	2		
Hult International Business	4	Greece	3		
Imperial College	2	India	5		
International House	2	Israel	1		
Kings College	2	Lebanon	1		
Le Cordon Bleu	1	Malaysia	1		
Leeds Metropolitan	1	Norway	1		
London College of Fashion	1	Pakistan	1		
London College of Informatics	1	Qatar	1		
London Metropolitan	9	Singapore	2		
London School of Business	1	Sweden	1		
London School of Communications	2	Taiwan	1		
London School of Economics	1	Thailand	1		
Middlesex University	1	Turkey	3		
Regents College	3	United Arab Emirates	2		
Royal Holloway	2	United Kingdom	1		
University of West London	1	United States	15		
University of Westminster	2	Venezuela	1		



Questions 1-3

	Question 1					Question 2			Question 3				
	Parental	Private La	University	Other priv	N/A	Yes	No	N/A	Personal	University	Included	Other	
1							1		1				
2					1		1			1			
3					1			1			1		
4	1						1		1				
5					1	1			1				
6				1		1			1				
7					1			1	1				
8					1			1	1				
9					1			1		1			
10					1			1	1				
11					1			1	1				
12					1			1		1			
13					1		1			1			
14		1				1			1				
15					1			1	1				
16	1						1		1				
17					1	1					1		
18			1			1					1		
19					1	1			1				
20					1			1	1				
21							1			1			
22	1					1			1				
23	1						1		1				
24					1	1			1				
25					1			1	1				
26			1			1			1				
27			1					1				1	All uni do
28					1			1	1				
29				1			1		1				
30					1		1			1			
31					1	1			1				
32					1	1				1			
33					1		1		1				
34			1			1			1				
35			1			1			1				
36			1				1			1			
37					1	1				1			
38			1				1				1		
39					1		1			1			
40				1		1			1				
41					1	1			1				
42		1		1			1				1		
43					1	1			1				
44					1			1				1	friend
45			1	1			1				1		
46					1	1					1		
47					1	1					1		
48					1	1				1			
49		1				1			1				
50					1			1	1				
51								1		1			
52					1	1			1				
TOTAL	4	3	8	5	31	22	15	15	30	12	8	2	
	8%	6%	16%	10%	61%	42%	29%	29%	58%	23%	15%	4%	

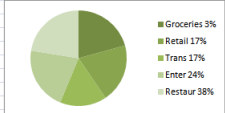


Question 4

Question 4						
	Safety	Feeling of Proximity	Entertain	Cost of living		
1	2	4	3	5	1	
2						
3	1	4	3	5	2	
4	1	5	2	3	4	
5	2	4	1	5	3	
6	1	3	2	5	4	
7						
8	1	2	4	3	5	
9	1	4	2	5	3	
10						
11						
12						
13	1	5	2	4	3	
14	2	5	1	4	3	
15						
16						
17	1	5	3	2	4	
18	5	2	4	3	1	
19						
20	1	4	2	3	5	
21	1	4	3	5	2	
22	2	3	1	5	4	
23	1	4	2	5	3	
24	4	2	1	3	5	
25	2	4	1	5	4	
26	1	4	3	5	2	
27						
28	5	1	2	3	4	
29	5	3	2	4	1	
30	4	3	2	5	1	
31						
32	1	2	5	4	3	
33	1	4	2	5	3	
34	1	5	2	3	4	
35	3	5	4	1	2	
36						
37	4	5	3	1	2	
38						
39	1	5	3	4	2	
40	1	4	3	5	2	
41	1	3	4	5	2	
42	1	4	3	2	5	
43	1	5	2	4	3	
44	1	2	5	4	3	
45						
46	2	4	3	5	1	
47	1	3	2	4	5	
48	3	5	2	4	1	
49						
50	1	2	4	3	5	
51						
52	5	3	1	4	2	
TOTAL	72	136	94	145	109	
Times put as first	22	1	6	2	6	
	36%	2%	10%	3%	10%	
Times put as last	4	10	2	15	6	
	7%	16%	3%	25%	10%	

Question 5

Question 5	Groceries						Retail						Transportation						Entertainment						Restaurants						Student Weekly Spending	Groceries	Retail	Trans	Enter	Restaur		
	£0-£10	£11-£20	£21-30	£31-40	£41-50	£50+	£0-£10	£11-£20	£21-30	£31-40	£41-50	£50+	£0-£10	£11-£20	£21-30	£31-40	£41-50	£50+	£0-£10	£11-£20	£21-30	£31-40	£41-50	£50+	£0-£10	£11-£20	£21-30	£31-40	£41-50	£50+								
1	1						1						1						1												145	3%	17%	17%	24%	38%		
2	1										1																				205	2%	27%	22%	22%	27%		
3			1																												75	33%	20%	20%	20%	7%		
4		1																													195	8%	28%	8%	28%	28%		
5		1																													135	11%	33%	19%	19%	19%		
6			1																												135	19%	26%	11%	11%	33%		
7				1																											175	14%	31%	14%	9%	31%		
8		1																													85	18%	18%	18%	18%	29%		
9					1																										175	26%	26%	14%	14%	20%		
10					1																										255	18%	18%	22%	22%	22%		
11					1																										245	18%	14%	22%	22%	22%		
12			1																												165	15%	15%	3%	3%	33%		
13				1																											185	24%	14%	3%	30%	30%		
14				1																											125	20%	28%	4%	20%	28%		
15						1																									215	21%	26%	2%	26%	26%		
16							1																								255	22%	18%	22%	22%	18%		
17				1																											155	23%	16%	23%	29%	10%		
18				1																											135	26%	19%	19%	26%	11%		
19				1																											185	19%	14%	14%	30%	24%		
20	1																														185	3%	30%	14%	24%	30%		
21				1																											215	16%	26%	16%	26%	16%		
22					1																										185	24%	14%	14%	19%	30%		
23		1																													135	19%	19%	4%	26%	33%		
24		1																													165	15%	15%	15%	21%	33%		
25		1																													185	14%	19%	8%	30%	30%		
26			1																												205	17%	17%	22%	22%	22%		
27				1																											155	35%	23%	10%	3%	29%		
28				1																											205	17%	12%	22%	27%	22%		
29				1																											165	21%	21%	15%	21%	21%		
30				1																											145	31%	17%	17%	17%	17%		
31			1																												65	38%	23%	8%	8%	23%		
32			1																												115	22%	4%	48%	22%	4%		
33						1																									255	18%	18%	22%	22%	22%		
34					1																										185	19%	19%	14%	19%	30%		
35						1																									135	41%	26%	11%	4%	19%		
36						1																									115	48%	22%	13%	13%	4%		
37			1																												135	19%	17%	19%	33%	19%		
38		1																													75	20%	7%	20%	33%	20%		
39		1																													85	18%	18%	29%	18%	18%		
40				1																											175	20%	20%	14%	20%	26%		
41					1																										85	29%	29%	18%	6%	18%		
42		1		1																											95	16%	26%	26%	16%	16%		
43				1																											145	24%	17%	3%	24%	31%		
44					1																										255	22%	22%	18%	22%	18%		
45			1																												95	26%	16%	16%	26%	17%		
46				1																											145	24%	17%	24%	17%	17%		
47		1																													185	8%	24%	14%	24%	30%		
48					1																										145	31%	31%	10%	24%	3%		
49		1																													105	14%	14%	14%	24%	33%		
50						1																									165	33%	9%	9%	33%	15%		
51		1																													95	16%	16%	26%	16%	26%		
TOTAL	3	9	13	11	9	6	2	9	16	10	7	7	7	14	18	3	4	5	4	8	9	10	6	14	4	8	8	5	10	16	Average	157.75						
Average		31.275						31.275						24.608						34.412																		
Total Spent		1595						1995						1255						1755																		

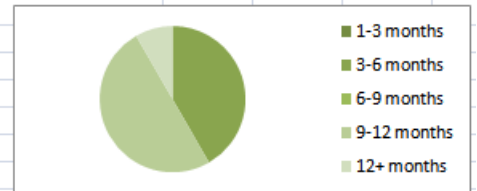


## UNITE Canto Court April 7<sup>th</sup> 2011

### Background Data

Total Responses		12	
	University Attending	Home Country	Current Stay
1	University of the arts London, London College of fashio	New Zealand	12 months
2	London South Bank University	india	10.5 Months
3	London School of Economics	Pakistan	12 months
4	Sotheby's Institute of Art	Belgium	4 Months
5	Italia Conti	England	12 months
6	London School of Economics	Sri Lanka	6 Months
7	UCL	Sri Lanka	6 Months
8	London Metropolitan	United States	4 Months
9	University of the arts London, London College of fashio	Japan	12 months
10	Kings College London	Portugal	36 months
11	College Technology of London	india	12 months
12	Cass business School	Sweden	6 Months
Responses		12	12

School	#	Country	#	Length	#
University of the arts London, London	2	New Zealand	1	1-3 months	0
London South Bank University	1	india	2	3-6 months	5
London School of Economics	2	Pakistan	1	6-9 months	0
Sotheby's Institute of Art	1	Belgium	1	9-12 months	6
Italia Conti	1	England	1	12+ months	1
UCL	1	Sri Lanka	2		12
London Metropolitan	1	United States	1		
Kings College London	1	Japan	1		
College Technology of London	1	Portugal	1		
Cass business School	1	Sweden	1		





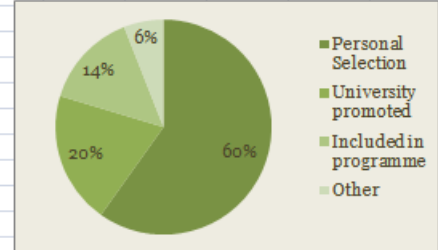
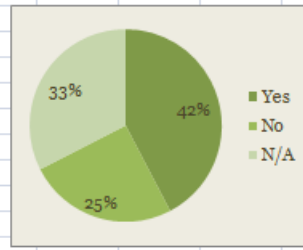
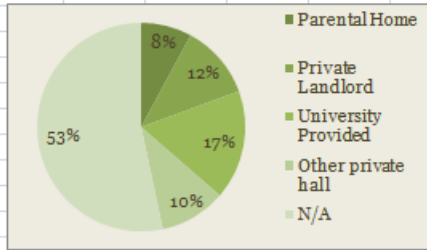
## Combined Results

### Background Data

School	#	%	Country	#	%	Length	#	%
			Albania	2	1%	1-3 months	26	15%
American Intercontinent	4	2.5%	Belgium	3	2%	<3-6 months	47	28%
Arcadia University	1	0.6%	Brazil	2	1%	<6-9 months	13	8%
Architectural Associatio	1	0.6%	Bulgaria	1	1%	<9-12 months	64	38%
Barts School of Medicin	1	0.6%	Canada	2	1%	<12-15 months	8	5%
Bell International	1	0.6%	China	3	2%	<15-18 Months	1	1%
Birkbeck	6	3.8%	Colombia	3	2%	18+ months	9	5%
BPP	3	1.9%	Cyprus	3	2%			
Callan School	1	0.6%	Egypt	1	1%	Total	168	
Cass Business School	3	1.9%						
Center College	1	0.6%	France	3	2%	Length	Count	
Central Saint Martins	2	1.3%	France/Italy	1	1%	1 month	6	
Central School of Englis	1	0.6%	Germany	4	2%	2 months	4	
City Lit	1	0.6%	Greece	3	2%	3 months	16	
City University London	10	6.3%	Hong Kong	2	1%	3.5 months	2	
College of Law	1	0.6%	India	11	7%	4 months	15	
College Technology of L	1	0.6%	Iran	1	1%	4.5 months	2	
EC- London	1	0.6%	Israel	1	1%	5 months	10	
European Business Sch	1	0.6%	Italy	7	4%	5.5 months	1	
GCU London	2	1.3%	Japan	1	1%	6 months	17	
Hult International Busin	5	3.1%	Kazakhstan	1	1%	7 months	1	
Imperial College	2	1.3%	Kenya	1	1%	8 months	2	
International House Lor	2	1.3%	Lebanon	2	1%	9 months	10	
Istituto Marangoni	9	5.6%	Malaysa	1	1%	10 months	17	
Italia Conti	1	0.6%	Netherlands	2	1%	12 months	47	
Kaplan International Co	1	0.6%	New Zealand	1	1%	13 months	3	
Kings College London	10	6.3%	Nigeria	3	2%	14 months	3	
Le Cordon blue	1	0.6%	Norway	1	1%	15 months	2	
Leeds Metropolitan Uni	2	1.3%	Pakistan	3	2%	18 months	1	
London College of Fashi	2	1.3%	Peru	1	1%	19 months	1	
London College of Intern	1	0.6%	Portugal	1	1%	24 months	5	
London Medical	1	0.6%	Qatar	1	1%	30 months	1	
London Metropolitan	15	9.4%	Romania	2	1%	36 months	2	
London School of Busine	2	1.3%	Russia	5	3%			
London School of Comm	2	1.3%	Saudi Arabia	1	1%			
London School of Econo	7	4.4%	Scotland	1	1%			
London South Bank Univ	1	0.6%	Serbia	2	1%			
LSBF- London School of f	3	1.9%	Singapore	2	1%			
Middlesex University	2	1.3%	South Africa	1	1%			
MPW (mander portman v	1	0.6%	South Korea	1	1%			
Newcastle	2	1.3%	Spain	7	4%			
no university	3	1.9%	Sri Lanka	2	1%			
NYU- London	7	4.4%	Sweden	3	2%			
OISE School of English	1	0.6%	Switzerland	1	1%			
Queen Mary University c	2	1.3%	Taiwan	3	2%			
Regents College	3	1.9%	Thailand	5	3%			
Royal Academy of Dance	1	0.6%	Turkey	6	4%			
School of Oriental and A	2	1.3%	United Arab	2	1%			
Sotheby's Institute of Ar	1	0.6%	United Kingd	10	6%			
Training/Internship	1	0.6%	United State	37	23%			
UCL	10	6.3%	Venezuela	1	1%			
University of the Arts Lon	5	3.1%						
University of West Lond	1	0.6%						
University of westminist	2	1.3%						
Warwick Business Scho	1	0.6%						
West London College	1	0.6%						
Westminster University	5	3.1%						
Total	160		Total	164				

Questions 1-3

	Question 1					Question 2			Question 3			
	Parental	Private Landlord	University Provided	Other private hall	N/A	Yes	No	N/A	Personal Selection	University promoted	Included in programme	Other
Totals												
Nido 1	6	11	10	6	36	25	16	29	40	12	13	5
Unite 1	3	3	7	3	17	16	7	6	20	8	2	3
Nido 2	4	3	8	5	31	22	15	15	30	12	8	2
Unite 2	0	2	3	3	4	6	3	3	10	1	1	0
	13	19	28	17	88	69	41	53	100	33	24	10
	8%	12%	17%	10%	53%	42%	25%	33%	60%	20%	14%	6%



Question 4

Question 4						
	Safety	Feeling of Proximity	Entertainment	Cost of living		# Responses
Totals						
Nido 1	154	184	168	224	183	61
Unite 1	66	102	69	113	70	28
Nido 2	72	136	94	145	109	37
Unite 2	23	35	18	27	17	8
	315	457	349	509	379	134
%	15.7	22.7	17.4	25.3	18.9	2010

The lower the percentage, the more important it is to students

1	4	2	5	3
(1-Most Important, 5 least Important)				

Times put as first

Nido 1	24	11	14	7	6
Unite 1	10	1	10	2	5
Nido 2	22	1	6	2	6
Unite 2	1	0	3	1	3
Total	57	13	33	12	20
	43%	10%	25%	9%	15%

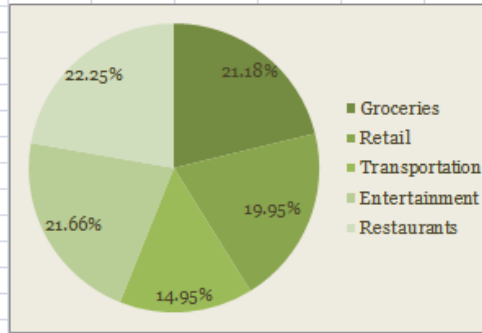
Times put as last

Nido 1	12	8	7	23	10
Unite 1	2	10	3	12	1
Nido 2	4	10	2	15	6
Unite 2	0	5	0	2	1
Total	18	33	12	52	18
	13%	25%	9%	39%	13%

Question 5

Question 5																														
	Groceries					Retail					Transportation					Entertainment					Restaurants									
	£0-£10	£11-£20	£21-30	£31-40	£41-50	£50+	£0-£10	£11-£20	£21-30	£31-40	£41-50	£50+	£0-£10	£11-£20	£21-30	£31-40	£41-50	£50+	£0-£10	£11-£20	£21-30	£31-40	£41-50	£50+	£0-£10	£11-£20	£21-30	£31-40	£41-50	£50+
Totals																														
Nido 1	3	8	14	19	12	14	7	12	15	16	6	14	10	24	21	4	3	8	4	11	14	10	6	25	4	14	10	13	9	20
Unite 1	3	5	11	4	3	5	5	6	4	6	4	6	10	10	6	2	1	2	4	9	7	4	1	6	2	9	5	1	5	9
Nido 2	3	9	13	11	9	6	2	9	16	10	7	7	7	14	18	3	4	5	4	8	9	10	6	14	4	8	8	5	10	16
Unite 2	0	3	4	2	1	2	1	4	3	2	1	1	1	4	4	2	0	1	1	5	2	1	0	3	1	6	2	0	1	2
	9	25	42	36	25	27	15	31	38	34	18	28	28	52	49	11	8	16	13	33	32	25	13	48	11	37	25	19	25	47
	45	375	1050	1260	1125	1485	75	465	950	1190	810	1540	140	780	1225	385	360	880	65	495	800	875	585	2640	55	555	625	665	1125	2585
Average		32.561						30.6707						22.9878						33.2927						34.2073				
Total Spent		5340						5030						3770						5460						5610				

Student Weekly Spending	Groceries	Retail	Transportation	Entertainment	Restaurants
161	22%	19%	15%	22%	21%
138.548	22%	21%	13%	20%	24%
157.745	21%	20%	16%	21%	22%
133.333	24%	19%	19%	20%	18%
147.657	22.20%	19.76%	15.74%	20.68%	21.37%
153.72	21.18%	19.95%	14.95%	21.66%	22.25%



## Additional Data

### Universities Within 30 Minutes Travel Time to Wembley

University and Building	Transport Links	Travel Time (mins)	Distance (km)	No. full time students (HESA 08/09)
<b>University of Westminster</b>				
	<b>By tube</b> Nearest underground access Baker Street Travel time from Wembley Park to Baker Street FOURTEEN minutes	14		14,350
<b>University of Westminster Harrow Campus</b>	<b>By tube</b> Nearest underground access Northwick Park Travel time from Wembley Park to Northwick Park FIVE minutes	5		*
<b>Russell Square Institutions</b>				
	<b>By tube</b> Nearest underground access Russell Square Travel time from Wembley Park to Russell Square TWENTY SEVEN minutes	27		28,785
<b>Imperial College London</b>				
	<b>By tube</b> Nearest underground access South Kensington Travel time from Wembley Park to South Kensington THIRTY FOUR minutes	34		12,925
<b>Kings College London</b>				
	<b>By tube</b> Nearest underground access Temple Travel time from Wembley Park to THIRTY FOUR minutes	34		16,775
<b>Kings College London (Guy's Hospital)</b>	<b>By tube</b> Nearest underground access London Bridge Travel time from Wembley Park to London Bridge THIRTY TWO minutes	32		*
<b>Kings College London (Waterloo Road)</b>	<b>By tube</b> Nearest underground access Waterloo Travel time from Wembley Park to Waterloo TWENTY SEVEN minutes	27		*
<b>University College London</b>				
	<b>By tube</b> Nearest underground access Euston Square Travel time from Wembley Park to Euston Square EIGHTEEN minutes	18		17,900
<b>City University (Law School)</b>				



London Borough of Brent- Student Accommodation in Wembley

	<b>By tube</b> Nearest underground access Holborn Travel time from Wembley Park to Holborn THIRTY ONE minutes	31		12,315
City University (St Bartholomew's)	<b>By tube</b> Nearest underground access Faringdon Travel time from Wembley Park to Faringdon TWENTY THREE minutes	23		*
London Metropolitan University (North)				
	<b>By tube</b> Nearest underground access Holloway Road Travel time from Wembley Park to Holloway Road THIRTY minutes	30		16,485
London Metropolitan University (City Campus)	<b>By tube</b> Nearest underground access Aldgate Travel time from Wembley Park to Aldgate THIRTY minutes	30		*
London School of Economics & Political Science				
	<b>By tube</b> Nearest underground access Temple Travel time from Wembley Park to Temple THIRTY FOUR minutes	34		9,015
University of the Arts (Central St Martins)				
	<b>By tube</b> Nearest underground access Holborn Travel time from Wembley Park to Holborn THIRTY ONE minutes	31		14,395
University of the Arts (London College of Fashion)	<b>By tube</b> Nearest underground access Oxford Circus Travel time from Wembley Park to Oxford Circus TWENTY SEVEN minutes	27	3	*
University of the Arts (Chelsea College of Art and Design)	<b>By tube</b> Nearest underground access Pimlico Travel time from Wembley Park to Pimlico THIRTY TWO minutes	32		*
<b>TOTAL</b>				<b>142,945</b>

	<b>By tube</b> Nearest underground access Holborn Travel time from Wembley Park to Holborn THIRTY ONE minutes	31		12,315
City University (St Bartholomew's)	<b>By tube</b> Nearest underground access Faringdon Travel time from Wembley Park to Faringdon TWENTY THREE minutes	23		*
London Metropolitan University (North)				
	<b>By tube</b> Nearest underground access Holloway Road Travel time from Wembley Park to Holloway Road THIRTY minutes	30		16,485
London Metropolitan University (City Campus)	<b>By tube</b> Nearest underground access Aldgate Travel time from Wembley Park to Aldgate THIRTY minutes	30		*
London School of Economics & Political Science				
	<b>By tube</b> Nearest underground access Temple Travel time from Wembley Park to Temple THIRTY FOUR minutes	34		9,015

London Borough of Brent- Student Accommodation in Wembley

<b>University of the Arts (Central St Martins)</b>				
	<b>By tube</b> Nearest underground access Holborn Travel time from Wembley Park to Holborn THIRTY ONE minutes	31		14,395
<b>University of the Arts (London College of Fashion)</b>	<b>By tube</b> Nearest underground access Oxford Circus Travel time from Wembley Park to Oxford Circus TWENTY SEVEN minutes	27	3	*
<b>University of the Arts (Chelsea College of Art and Design)</b>	<b>By tube</b> Nearest underground access Pimlico Travel time from Wembley Park to Pimlico THIRTY TWO minutes	32		*
<b>TOTAL</b>				<b>142,945</b>