

COULD YOU BE GETTING MORE VALUE FROM YOUR STUDENT ACCOMMODATION?

"UNITE make efforts to form partnerships with the institutes they work with. They are open to dialogue and change and are willing to work with people; they're a stakeholder in the process as opposed to purely a service provider."

UNITE partner, UK University

"UNITE are a genuine stakeholder in the HE sector - of all those who provide private accommodation, they are the best at engaging with universities."

Vice-Chancellor, UK University

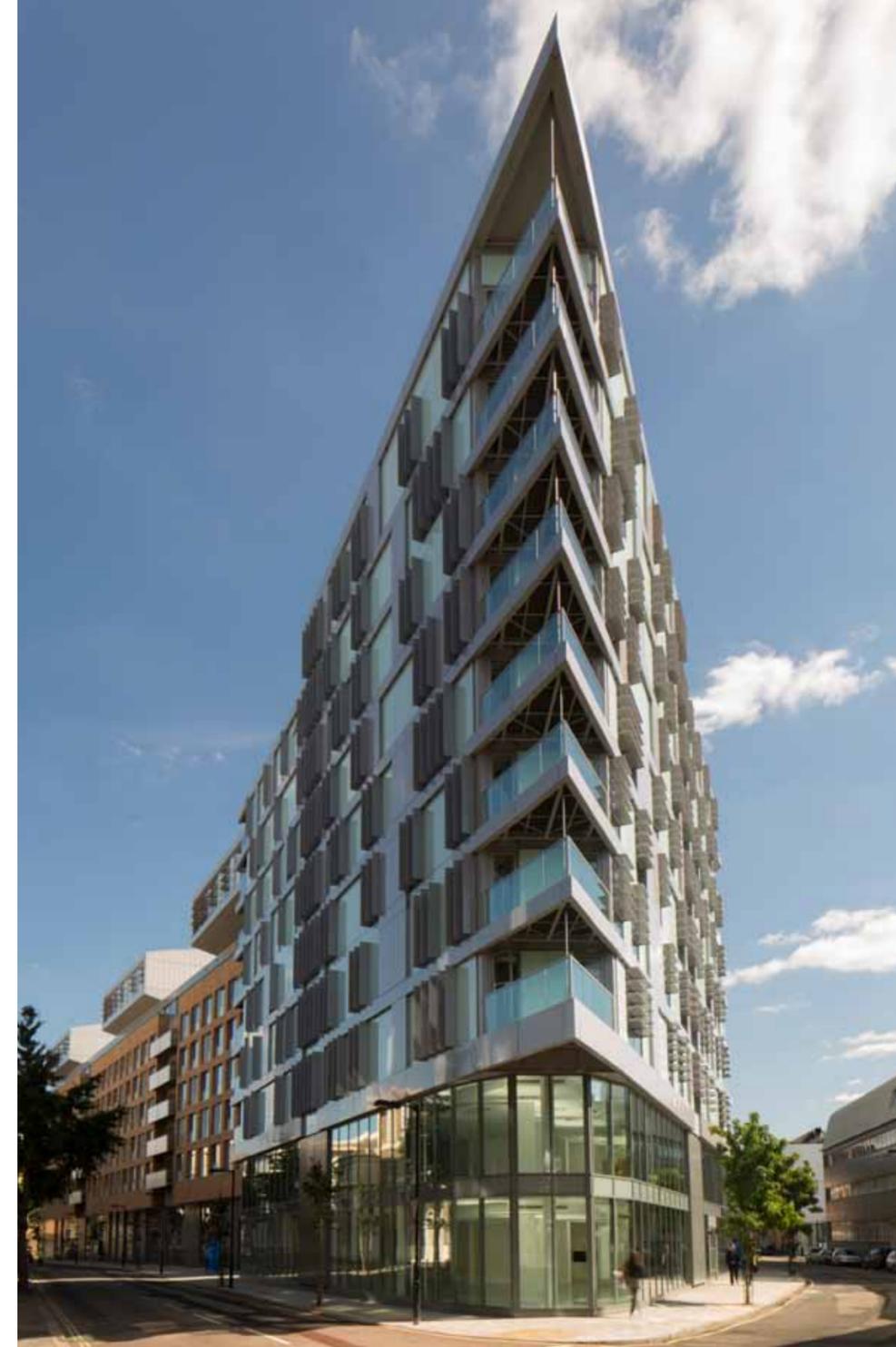
The heart of
student living

UNITE

Students are increasingly discerning when it comes to investing in higher education. Higher education institutions have to be bold in communicating the value they offer through their facilities and non-academic aspects of the student experience, as well as in their teaching and research.

The increasing globalisation of higher education means that UK institutions are in competition with countries that are more sophisticated in articulating the impact of their accommodation offer on student outcomes.

Yet at the same time, traditional sources of capital for estates development can be difficult to come by at an affordable rate.



By rethinking the financing of student accommodation, universities can realise significant financial gains.

OPPORTUNITY

The student accommodation sector continues to see strong interest from a variety of investors. Unlike other sectors of the property market, student accommodation continues to deliver secure long term income with year on year rental growth. Good quality student accommodation owned by either a university or UNITE, backed by a university rental covenant, can attract strong pricing from institutional investors. These investors have active requirements and are competing on price for re-financing existing assets or investing in new developments.

BENEFITS

- Capital receipt of 10-20% above current asset value by increasing the value of the building by offering a long term covenant
- Enhancing affordability of rents for students by converting financial upside into rent discount
- Capital investment for new build projects by offering a pre-agreed lease.

An integrated approach to accommodation can lead to an improved and more distinctive student experience.

OPPORTUNITY

Student accommodation is rarely seen as a market differentiator, yet it has the potential to play a greater role in the overall student experience. Research from the US shows that the way in which accommodation is managed can have a measurable impact on academic and employability outcomes. It also affects student satisfaction, with a clear knock-on effect on survey results and reputation.

BENEFITS

- A stronger proposition to prospective students by designing an accommodation experience that adds clear value to a distinctive student experience
- Improved retention, employability and attainment through accommodation management design that targets these improvements, drawing on the best available research.



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THE UNITE APPROACH

MEETING YOUR NEEDS

Our focus is on helping you to optimise your accommodation strategy to meet institution-level objectives. What we offer is highly flexible, and can include financial and property consultancy, partnership approaches to development or asset refinancing, integrated accommodation management or any bespoke combination of these. Our University Partnership Team will listen to your needs and work with you to find the solutions that will deliver clear benefits to you and your students.

ACCESS TO CAPITAL

Our specialist financial and fund management team has been at the leading edge of student property finance for over 10 years. We have a wealth of international finance contacts that are keen to invest further in robust university-led projects. We have successfully used this experience to advise HE partners on the risks and benefits of different transactions to enable them to make the best long-term decision, as well as brokering partnerships between the HE and financial sectors.

RESEARCH-LED AND INNOVATIVE

We draw on the best available published research into accommodation and the student experience, and commission our own. We have piloted and evaluated a number of innovative accommodation management initiatives across our UK operation, from technical FM solutions through to retention initiatives and student employability projects. As a result, we are able to work with our partners to develop integrated approaches to accommodation management that will add value to their own student experience.

EFFICIENT BUT STUDENT-CENTRED ACCOMMODATION MANAGEMENT

Over the last two years we have increased the efficiency of our accommodation management operation by 10% and achieved a highly stable financial structure, while at the same time improving student satisfaction ratings considerably. Our insight-led approach allows us to invest in areas that matter most to students, and the size of our operation enables us to invest in smarter ways of working. Many universities already choose us as a long term accommodation partner based on our financial stability and commitment to the student experience.

CONTACT US

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