

# Student Accommodation Demand & Supply Study

*Preston City Council*

February 2025 (October 2025 Update)

## Contents

---

EXECUTIVE SUMMARY .....	4
1.0 INTRODUCTION .....	10
2.0 THE PRESTON LOCAL PLAN, POLICY HS6 .....	12
3.0 ABOUT THE UNIVERSITY .....	15
4.0 STUDENT DEMAND .....	18
5.0 SUPPLY DYNAMICS .....	25
6.0 STUDENT TO BED RATIO PROJECTIONS .....	39
7.0 OPERATIONS & MARKETING .....	43
<a href="#">University Accommodation Booking Process</a> .....	43

## Disclaimer and confidentiality clause

Whilst facts have been rigorously checked, Cushman & Wakefield (C&W) can take no responsibility for any damage or loss suffered as a result of any inadvertent inaccuracy within this report. Information contained herein should not, in whole or part, be published, reproduced or referred to without prior C&W approval. Any such reproduction should be credited to C&W. DTZ Debenham Tie Leung remains a trading entity of C&W.

C&W has provided an opinion on the market sustainability of rent levels within the current market climate and for the reasonableness of rent increases going forward. Whilst C&W has provided an opinion on rents and rent increases over the long term, based upon existing and current future demand and supply conditions and the current education policy environment, C&W cannot guarantee these conditions will continue to apply, as we cannot predict or anticipate the actual effects of external regulatory changes, the behaviour of RPI in the future, or the actions or behaviour of others in increasing competition and new supply or in their marketing efforts. Accordingly, C&W's opinion regarding future rent increases will inevitably carry more weight in the earlier years of the concession than in later years. Any assessment of the applicability of rent increases in forthcoming years should accordingly be reviewed in light of the contemporary demand and supply conditions, policy environment and student behaviours existing at that time.



# EXECUTIVE SUMMARY

# Executive Summary

## Introduction

1. This Student Accommodation Demand & Supply Report update was commissioned by Preston City Council and serves as a continuation of Cushman & Wakefield's previous analysis carried out for the City in 2019.
2. Central to the demand for purpose-built student accommodation in Preston is the University of Lancashire, a significant institution with 21,180 full-time students in 2022/23. Please note that part-time students are discounted from need and are, therefore, excluded from this demand study. Demand is also drawn from students in Burnley and Westlake campuses. The University of Lancashire's large student population not only contributes to the local economy but also influences the demand for accommodation within Preston and the surrounding sub-region.
3. Understanding the composition of the student body is crucial for assessing and meeting the accommodation needs of the area both in terms of the number of beds available to students in the market as well as the type and price points which these students require in order to live and study in Preston.

## The Preston Local Plan & Policy HS6

4. The Preston Local Plan, in conjunction with Policy HS6, serves as a framework governing the development of student accommodation in the city. This policy delineates specific areas around existing University facilities where development for educational purposes, student accommodation, and related industries is permitted. However, recognizing the need to manage oversupply in Preston's student accommodation market, the Council has introduced supplementary planning guidance.
5. This supplementary guidance requires all planning applications for net additional purpose-built student accommodation (PBSA) outside the designated HS6 areas to undergo a comprehensive Student Accommodation Assessment. This assessment must provide evidence of demand, consultation with the University of Lancashire, and compatibility with proposed developments, alongside considerations of surrounding land uses, transport accessibility, and development density.
6. By implementing this more stringent requirement, the Council aims to ensure that future student accommodation developments are both responsive to genuine demand and supportive of broader city development goals. While this approach may lead to a slowdown in the approval process for new PBSA schemes, it is intended to foster more balanced and sustainable growth in the long term, benefiting both the University and the local community.

## About the University

7. Preston, home to the University of Lancashire, has established itself as a key educational hub, with a full-time student population of approximately 21,180 in 2022/23.
8. The University of Lancashire's strategic plan underscores its ambition to be a leading UK university, prioritising real-world learning, research, and community engagement.
9. Recent campus developments, including the £200 million Campus Masterplan, have enhanced academic facilities and student support services. Notable additions such as the £35 million

Engineering Innovation Centre (EIC) and the £60 million Student Centre contribute to the University of Lancashire's academic prestige.

10. University Square, serving as a key nexus between the university and the city, facilitates community engagement and hosts various events. The University's focus on continuous improvement and environmental sustainability further solidifies Preston's position as an educational and economic hub in the region.

#### Supply – University Accommodation

11. **Bed Spaces & Schemes:** The University of Lancashire operates at total of 1,224 available University rooms across 6 schemes, all of which are owned and operated by the University. The University has reduced its accommodation offering by 501 beds since 2020/21 due to declining demand.
12. **Accommodation Types:** Due to the age of the University's portfolio, over half of rooms are standard, with en-suite rooms (in Roeburn Hall) accounting for a just over a third of the portfolio. The University also offers a small number of 1 and 2-bedroom flats (in Pendle Hall) catering for postgraduate students.
13. **Pricing:** All University owned accommodation is let on a 42-week let length, with rents as per the institution's owned prices ranging from £85 to £149 per week. Over half of all beds (63%) are priced between £3,570 and £4,158 annually, accounting for the University's standard room offering. Standard rooms with washbasins are the University's most affordable option, whilst en-suites are priced between 26% and 47% higher than the standard offering at the institution, however, still remain affordable at £125 per week.
14. **Affordability and Market Position:** In the national context, the institutions accommodation pricing is very affordable. However, the narrow scope of its accommodation offering may not capture all potential demand, particularly from first-year students seeking a higher quality accommodation product. The weighted average price of a bed at the University is £4,215, which is 21% below the affordable threshold, as defined by the National Union of Students.
15. **Rental Trends and Location:** The University's rents have shown a general upward trend, following the sector-wide impacts of the COVID-19 pandemic. The University offers some of the best located accommodation in the country in terms of distance to campus, with all beds located within or on the edge of campus.
16. **Accommodation Quality:** The University of Lancashire's accommodation was built between 1991-1995. The institution has plans to upgrade some of its stock and has recently refurbished a number of economy rooms to premium, including the addition of new flooring, lounge spaces (amenity) and decoration.
17. Overall, while the University offers some of the most affordable PBSA in the UK, it struggles with the range of accommodation compared to the private sector, potentially losing some demand, particularly from students seeking higher-quality living spaces.

#### Supply – Private Sector Accommodation

18. **Market Overview:** Preston has 19 private purpose-built student accommodation schemes, offering a combined total of 5,100 bed spaces, all privately operated and offered to students on a direct-let basis.

19. **Recent Developments:** Historical oversupply in the city was addressed by stricter planning policies implemented by the Council in 2019, requiring developers to prove demand for new developments. No new developments occurred between 2019 and 2021 due to these new planning policies. The newest PBSA scheme in Preston was opened by Prestige Student Living is Urban Hub, a 425-bed scheme offering students a range of high-quality amenities. Urban Hub is an all-studio scheme with rents range from £165-£220 per week.
20. **Market Conditions:** The last 2 years saw an 8% increase in the number of beds available in the market, despite a decline in student demand for accommodation, leading to previous occupancy issues. The market shows signs of recovery in 2024/25 with growing occupancy and rental rates.
21. **Location:** The majority of private accommodations are ideally located around campus, with 99% within a five-minute walk, the highest in the UK. Only two peripheral schemes are farther away, at an 11-minute walk.
22. **Pricing and Growth:** Studio accommodation is significantly more expensive than en-suite, with studios priced over £50 more per week and £3,500 annually. Since 2019, the number of studios has increased by 131%, with 800 studios available for 2024/25. Despite this, Preston remains a cost-effective option for students nationally, with average private bed costs 77% below the UK average in 2024.
23. **Room Types:** The market predominantly offers en-suite rooms (77%) with a small proportion of standard rooms (3%) and studios (20%). 1 and 2-bedroom flats are rare, making up just 1% of the market.
24. **Rental Growth:** Studios have seen consistent year-on-year rental growth since 2019, with an 8% rise between the 2023/24 academic year and the 2024/25 academic year. Standard rooms experienced the highest rental growth between 2022 and 2023, with prices increasing by 15% on average. However, prices have fallen by 10% on average in 2024, indicating that rents for this room type were outstripping demand. En-suite rooms saw a significant 11% rent increase in 2024, despite minimal growth prior to 2023.
25. **Future Developments:** There are 356 bed spaces in the development pipeline, all of which are studios.

#### Demand

26. **Student Body Growth:** The University of Lancashire's full-time student numbers grew consistently between 2014/15 and 2020/21, before stagnating. A 4.0% decline occurred between 2021/22 and 2022/23, reducing the total to 21,180 students.
27. **Growth Trends:** Between 2017/18 and 2022/23, the student population increased by 19%, below the national average of 23%. Growth was driven by a 114% rise in postgraduate students, while undergraduate numbers remained largely stable.
28. **Recent Decline:** Both undergraduate and postgraduate enrolments fell between 2021/22 and 2022/23, with a 4.8% drop in undergraduate students and a 1.4% decline in postgraduate numbers.

29. **Demographic Shifts:** The student body has become more diverse, with a decline in UK domiciled students and a sharp rise in non-EU international students, particularly from India, Nigeria, and the UAE.
30. **Regional Student Trends:** The proportion of students from the Northwest fell from 78% in 2017/18 to 61% in 2022/23, despite a 5.5% increase in absolute numbers.
31. **International Student Growth:** Non-EU international students grew by 292% over five years, contributing 4,805 additional students. In contrast, EU student numbers fell by 47%, largely due to the increase in tuition fees for this cohort following the UK's exit from the European Union.
32. **Age Distribution Changes:** The proportion of students aged 18-20 fell from 44% in 2017/18 to 36% in 2022/23, significantly below the national average. Meanwhile, students aged 25+ now represent 35% of the student body, well above the national average of 26%.
33. **PBSA Demand:** Younger students, particularly first-year undergraduates, are the most likely to reside in purpose-built student accommodation (PBSA). However, older students prefer private rentals or family housing, reducing overall PBSA demand.
34. **International Student Preferences:** While 18.9% of Indian students nationally reside in PBSA, only 7.0% of Indian students at the University choose this option, highlighting affordability concerns.
35. **Government Policy Impact:** The UK's 2024 visa restrictions on international students bringing dependants have affected recruitment, particularly among Indian and Nigerian postgraduates. Some students are now opting for alternative study destinations.
36. **Accommodation Market Outlook:** Despite changes in student demographics and visa regulations, overall PBSA occupancy in Preston is expected to remain stable. However, demand for larger private rental properties may decline due to reduced family migration.

#### Demand & Supply Dynamics

37. **Current Student to Bed Ratio:** In 2022/23, the city-wide student to bed ratio (SBR) was 1.71:1, reflecting the recent decline in student numbers.
38. **Baseline Scenario:** If student numbers remain flat until 2030/31 and all 356 pipeline beds are delivered, the SBR will decline further to 1.62:1, indicating potential oversupply. If no pipeline beds are added, the SBR will be 1.70:1, still below the national average of 2.12:1, which would be indicative of a market with healthy demand-supply dynamics.
39. **Growth Scenario:** Under the University's 2021-28 Strategic Plan, assuming 2% annual student growth, the SBR will reach 1.98:1 with all pipeline beds delivered and 2.08:1 if no additional PBSA is built. This suggests a limited need for further supply.
40. **Downturn Scenario:** If student numbers decline before recovering, the SBR would be 1.82:1 with all pipeline beds delivered and 1.92:1 without, aligning Preston with the national average.
41. **Market Oversupply Risk:** The analysis suggests Preston's PBSA market is currently oversupplied, with SBR projections remaining below or only marginally in line with the national average under most scenarios.

42. **Council Considerations:** The City Council should be cautious about potential occupancy risks and consider demand-side factors when planning future PBSA provision in Preston.



***01***

**INTRODUCTION**

# 1.0 Introduction

## Objectives of the Report

- 1.1 This Student Accommodation Demand & Supply Report has been commissioned by Preston City Council ('the City Council') as a follow up to Cushman & Wakefield's previous report published in 2019.
- 1.2 Central to the demand for purpose-built student accommodation in Preston is The University of Lancashire . The University is a large institution of over 21,000 full-time students that plays a key role in both the local economy and the life of the city and wider sub-region. As such, the make-up of the student body impacts significantly on Preston in terms of demand for accommodation.
- 1.3 This Demand and Supply Report has considered a wide range of areas and outlines a range of recommendations as to future planning policy and the likely demand for bed spaces based on market conditions. In particular, the report focuses on:
  - Current planning policy relating to student accommodation (Policy HS6)
  - The University's publicly available information on Strategy, Investment priorities and performance against its peers.
  - Cushman & Wakefield's consultations with the University.
  - The nature of the student population at the University, looking at historic trends and forecasts, as well as the campus student to bed ratio (current and forecasted).
  - The existing University and private sector accommodation (type and size of stock, rents and quality), the competitive supply in context, examining the supply of student residential accommodation in detail on and off campus.
  - The development pipeline of accommodation in Preston and the potential impact of these developments on the market.
  - Demand for residences in the city.
  - Conclusions and recommendations relating to future policy.
- 1.4 The report contains an assessment of demand for accommodation under today's demand conditions and the current forecast in light of market conditions, and the University's strategy and operations overall.



**02**

**THE PRESTON  
LOCAL PLAN**

## 2.0 The Preston Local Plan, Policy HS6

### Introduction

- 2.1 The Current Preston Local Plan covers the period 2012-2026 and is designed to identify the likely scale of development and sites required as outlined in the Central Lancashire Core Strategy. It is also used to identify local issues and provide policies to manage change which will be used by decision makers to determine planning applications.
- 2.2 Following Cushman & Wakefield's Student Accommodation Demand & Supply Report 2019 the Council issued supplementary planning guidance in order to provide clarification on the interpretation of the Preston Local Plan 2012-2026 Policy HS6.
- 2.3 Policy HS6 defines a number of areas that are the sites of existing University facilities and accommodation, or near or next to University land.
- 2.4 Within and adjoining the area defined as HS6 on the Policies Map, development will be permitted for educational uses (Use Classes D1, D2), or any other appropriate complementary uses, **including student accommodation** and knowledge-based and creative industries, which relate to the operation of the University, or welfare of staff and students. Outside the area defined as HS6 on the Policies Map, proposals for student accommodation will need to be justified and will be considered taking the following matters into account:
- The **existing supply of and need for student accommodation** (including vacancies), **gaps in the market** and provision for accommodation of students with special needs.
  - **The type of accommodation proposed and whether it will provide a beneficial alternative to the existing stock** of student accommodation in the area.
  - The surrounding land uses, whether they are residential dwellings, and the level of facilities available in the area.
  - The accessibility of public transport provision in the area and the strength of links with the University campuses.
  - The density of development including the appropriateness of the development.
- 2.5 The supplementary guidance published by the Council in August 2019 stated that 'The evidence clearly shows that the student accommodation market in Preston is now in a state of oversupply. As such, in accordance with criterion (a) to Policy HS6 of the Adopted Local Plan, all current and future planning applications for net additional purpose-built student accommodation outside of the area defined as HS6 on the Policies Map will be required to:
- Submit a Student Accommodation Assessment which:
    - Demonstrates evidence of demand for the proposed size and type of student accommodation taking account of:
      - Existing provision of purpose-built student accommodation
      - Approved and under construction purpose-built student accommodation.

- Current and future demand for purpose-built student accommodation
- Provides evidence of consultation and engagement undertaken with the University in the formulation of the development proposed.

2.6 This strengthening of the Council's student accommodation planning policy criteria has created a more robust response to unsuitable applications and led to a slow-down in the development of new PBSA schemes in the city.



**03**

**ABOUT THE  
UNIVERSITY**

## 3.0 About the University

### City Overview

- 3.1 As noted in the Preston Local Plan, the University is deemed key to maximising the City's economic potential, providing a vital source of Higher Education and helping attract targeted demographics to the area, such as postgraduate students, international students and young professionals.
- 3.2 Preston is home to the main campus of the University of Lancashire, which had a full-time and sandwich student population of 21,180 students in 2022/23.

### University Strategy 2021-2028

- 3.3 The University of Lancashire's Strategic Plan 2021-2028 outlines the institution's mission and vision as follows.

#### **Vision**

The University's vision is to transform lives by delivering an exceptional educational experience, creating prosperity and opportunity in the communities it serves.

#### **Mission:**

**The University** aims to be recognised as a leading UK university with national and international influence. The University delivers real-world, practice-based education from various campuses, including Preston, Burnley, Blackburn (Training 2000), West Cumbria, and Cyprus. The university offers a wide range of curriculum from the arts and sciences to medicine and engineering, which is research-informed and employer-engaged, ensuring high-quality learning experiences and outcomes.

#### **Values:**

The University's Strategic Plan focuses on the following key priorities:

1. **Student opportunity and success:** Ensuring the success of students by enabling them to excel in education, work, and life.
2. **Leading the way in modern learning:** Combining academic excellence with real-world learning.
3. **Our people experience:** Attracting and retaining top talent and supporting everyone in achieving their best work.
4. **Real-world research, innovation, and enterprise:** Establishing leadership in research, innovation, and enterprise within the modern university sector.
5. **Our place in the world:** Enriching the cultural lives of their communities and advocating social progress as an anchor institution with a multi-campus presence.
6. **Future-proofing the University:** Becoming a role model in UK higher education for regional championing of environmental awareness.

The University recognises the importance of the continuous improvement and innovation of its offering, with annual monitoring and reporting of KPIs. The University plans to review the strategy in three years to adapt as needed to maximise the opportunities for success by 2028.

### Key Estate Developments

3.4 The University of Lancashire has recently completed its £200m Campus Masterplan project, which aimed to enhance the University experience by offering both academic and social support, as well as cutting-edge facilities to students.

3.5 A summary of key developments at the Preston Campus is provided below:

- **New Social Spaces:** The university has created bright and modern areas with comfy sofas and study spaces. These spaces allow students to socialise, study and relax between lectures.
- **£60 million Student Centre:** Opened in September 2021, the Student Centre provides first-class advice and support services to help students succeed at every step of their student journey. Students can receive expert guidance on career planning, managing finances, improving study skills, maintaining health and wellbeing, finding accommodation, and more.
- **University Square:** This is the new centrepiece of the campus and one of the largest civic spaces developed in England in the last century. It serves as an iconic gateway linking the city and the University, and it's a thriving hub for student and community events.
- **£35 million Engineering Innovation Centre (EIC):** Opened in 2019, the EIC is an advanced, state-of-the-art teaching and research facility. It offers students real-world experience through live projects, working alongside industry professionals. The EIC features facilities like an additive manufacturing lab (3D printing), advanced manufacturing workshop, intelligent systems facility, motorsports and air vehicles lab, and a flight simulator suite. The EIC aims to establish the university as one of the UK's leading institutions for innovation, producing the next generation of world-leading engineering graduates.
- **Oasis Faith and Spirituality Centre:** This centre is a welcoming place for students of all faiths or none. It provides areas for prayer and worship, social spaces, regular activities, and a rooftop garden.



# 04

## STUDENT DEMAND

## 4.0 Student Demand

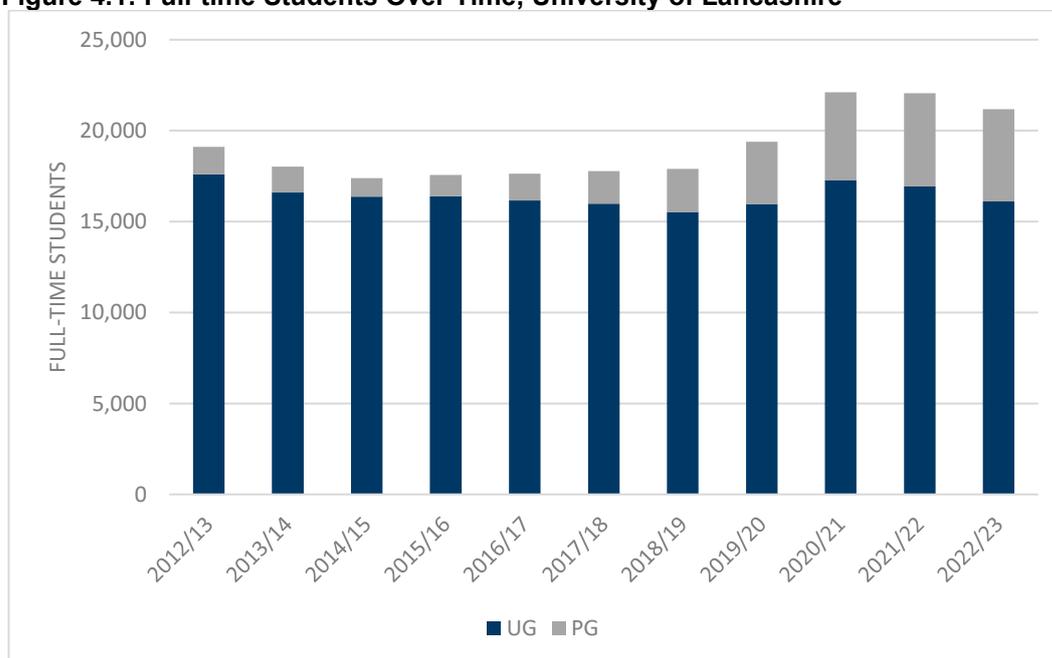
### Introduction

- 4.1 This section of the report highlights patterns of student demand and related trends at the University of Lancashire ('the University'). It assesses the changing demography of the student body and its potential implications for accommodation demand and therefore wider policy.

### Level of Study

- 4.2 In 2022/23 the University had a full-time student body totalling 21,180 students. The chart below shows the full-time student number growth at the University over time. The University's student body showed consistent year-on-year growth between 2014/15 and 2020/21. However, this growth began to stagnate between 2020/21 and 2021/22, with the University experiencing a 4.0% reduction in student numbers between 2021/22 and 2022/23.

**Figure 4.1: Full-time Students Over Time, University of Lancashire**



Source: HESA 2011/12 -2022/23

- 4.3 Between 2017/18 and 2022/23 the student body increased by 19%, a slower pace than the nationally observed average growth of 23%. During this period, growth was driven by increased recruitment of postgraduate students, with this cohort increasing in size by a significant 114% (2,695 additional students), far above the nationally observed average of 71%. Undergraduate growth has been considerably slower, with numbers increasing by just 1%, equating to an additional 140 students over a 5-year period.
- 4.4 As stated above, the University has seen a reduction in the size of its student body of 4.0% between the 2021/22 and 2022/23 academic years. The fall in student numbers was observed at both and undergraduate and postgraduate level, reducing by 4.8% (815 students) and 1.4% (70 students) respectively.

**Table 4.1: Full-time Students by Level of Study, University of Lancashire**

Level of Study	2022/23			2017/18			University of Lancashire	UK
FT &SW	Student numbers	%	UK Comparat or (%)	Student numbers	%	UK Comparat or (%)	Growth 2017/18 to 2022/23	Growth 2017/18 to 2022/23
UG	16,120	76%	74%	15,975	90%	82%	1%	12%
PG	5,140	24%	26%	1,805	10%	18%	185%	72%
Total	21,260	100%	100%	17,780	100%	100%	20%	23%

Source: HESA 2017/18-2022/23

### Domicile

- 4.5 In line with the growth explored above, the student body is now more heterogeneous. In 2017/18, 88% of students were UK domiciles, with a significant proportion of these (78%) students from the local region. In 2022/23 students from the Northwest region represent 61% of the student body, with this cohort having grown by 5.5% over the past 5 years (680 additional students).
- 4.6 The University's growth has been driven by international students from outside of the EU, this cohort has grown by 292% over the past five years, equating to an additional 4,805 students. The growth in non-EU students masks a 47% reduction in the number of EU students, following Brexit, although this is from a much smaller base and only accounts for 210 fewer students. In 2022/23 international students now account for just under a third of the total student body (32%) . The evolving nature of the student body will have an impact on the type of accommodation demanded by students studying in Preston.

**Table 4.2: Full-time Students by Domicile, University of Lancashire**

Domicile	2022/23			2017/18			University of Lancashire	UK
FT &SW	Student numbers	%	UK Comparat or (%)	Student numbers	%	UK Comparat or (%)	Growth 2017/18 to 2022/23	Growth 2017/18 to 2022/23
UK	14,575	69%	70%	15,685	89%	77%	-7%	11%
EU	235	1%	4%	435	2%	7%	-46%	-33%
Non EU	6,450	30%	27%	1,525	9%	16%	323%	105%
Total Non UK	6,685	31%	30%	1,960	11%	23%	241%	64%
Total	21,260	100%	100%	17,640	100%	100%	21%	23%

Source: HESA 2017/18–2022/23

### Age Profile

- 4.7 The age of the University's students has changed dramatically over the past five years, with consequent impacts on demand for accommodation. In 2017/18, 44% of the University's student body was aged 18-20 (the group most likely to demand PBSA) which was already significantly below the national average of 51%. However, by 2022/23, the number of students aged 18-20 had fallen by 2%, with this cohort now representing just 36% of the student body, 8% below the national average of 44%. This significantly impacts the demand for PBSA amongst the student body.
- 4.8 As can be seen from the table, the University has experienced huge growth in older students over recent years, with a 80% increase in those students aged 25-29 and a 54% increase in those students over the age of 30. Those aged 25 or above now make up over a third (35%) of the student body, a rate well over the national average of 26%.

**Table 4.3: Full-time Students by Age Group, University of Lancashire**

Domicile	2022/23			2017/18			University of Lancashire	UK
FT & SW	Student numbers	%	UK Comparat or (%)	Student numbers	%	UK Comparat or (%)	Growth 2017/18 to 2022/23	Growth 2017/18 to 2022/23
UK	14,575	69%	70%	15,685	89%	77%	-7%	11%
EU	235	1%	4%	435	2%	7%	-46%	-33%
Non EU	6,450	30%	27%	1,525	9%	16%	323%	105%
<i>Total Non UK</i>	<i>6,685</i>	<i>31%</i>	<i>30%</i>	<i>1,960</i>	<i>11%</i>	<i>23%</i>	<i>241%</i>	<i>64%</i>
<b>Total</b>	<b>21,260</b>	<b>100%</b>	<b>100%</b>	<b>17,640</b>	<b>100%</b>	<b>100%</b>	<b>21%</b>	<b>23%</b>

Source: HESA 2017/18–2022/23

- 4.9 Purpose-built student accommodation provides a managed living experience and is especially important to young students and those living away from home for the first time. The levels of pastoral care and opportunity to form friendship groups makes such accommodation especially important to first year undergraduates. Nationally, students aged up to 21 living outside of their home county whilst at university make up 78% of all those living in university-managed stock.

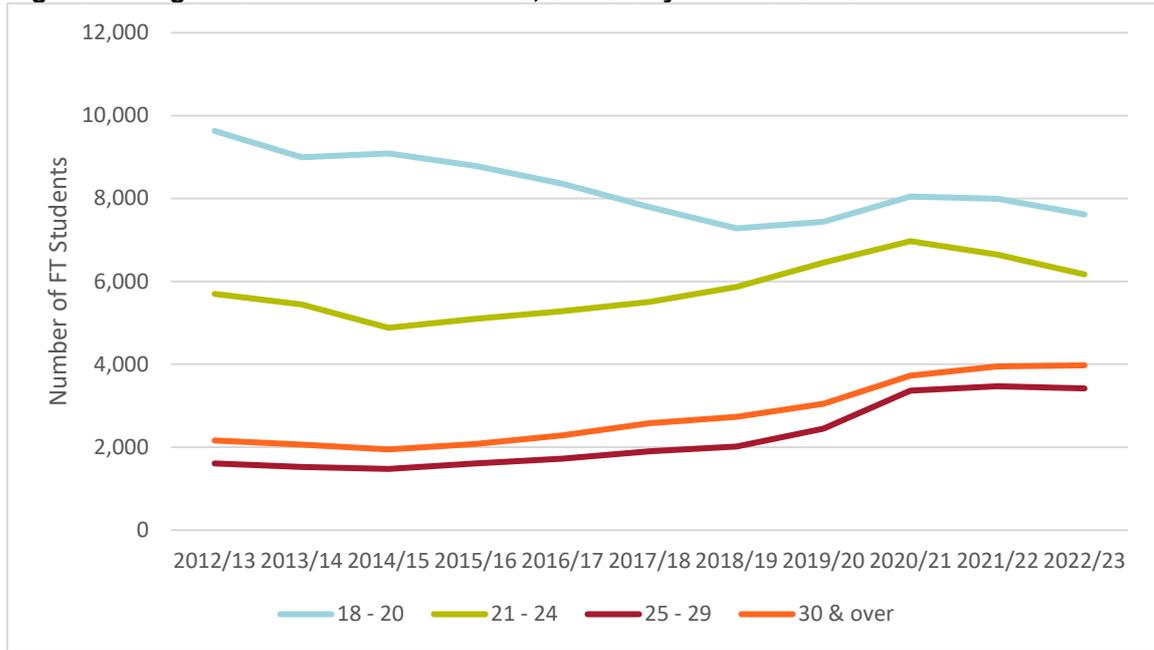
**Table 4.4: University of Lancashire Students by Age Group and Propensity to Reside in PBSA**

Accommodation Type	Age of Student			
	18-20	21-24	25-29	30+
PBSA	25%	15%	9%	3%
Private Rented Accommodation	24%	40%	42%	18%
Own Home/ Parental Home	51%	45%	50%	79%

Source: HESA 2022/23

- 4.10 As would be expected, 18–20-year-olds are the most likely cohort to reside in purpose-built student accommodation, with 25% living in either university or private sector PBSA. Consequently, the proportion of students choosing PBSA declines as students age, with far fewer students aged 21 or above – i.e., students generally not in their first year of undergraduate study – choosing to live in PBSA.
- 4.11 Of course, older students are less likely to want to live with first year undergraduates due to differences in lifestyle and the fact that a number of older students desire an independent living experience. Indeed, a number of older students will have families and will require a more traditional form of housing. Only 9% of those aged 25-29 and 3% of those over the age of 30 are reporting to reside in PBSA.
- 4.12 Those students over the age of 30 are the most likely to reside in dedicated family accommodation provided by some universities.
- 4.13 These trends are especially important in the context of the demographic composition of the University of Lancashire’s student body and how it has evolved over time. The student population at the institution has become older over time, as can be seen in the below chart.

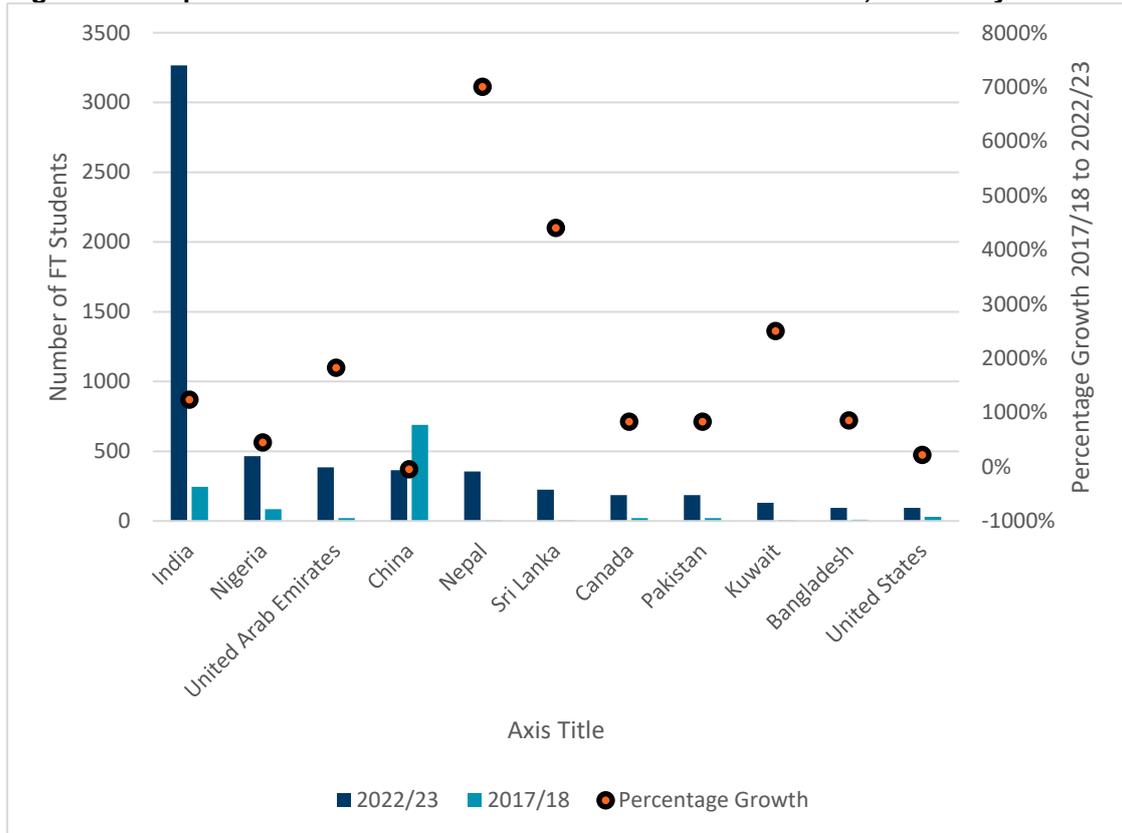
**Figure 4.2: Age Profile 2011/12 to 2022/23, University of Lancashire**



Source: HESA 2011/12 to 2022/23

**International Demand**

**Figure 4.3: Top 10 International Student Cohorts 2017/18 to 2022/23, University of Lancashire**



Source: HESA 2017/18-2022/23

- 4.14 The University has experienced a notable transformation in its full-time student demographic since the 2018/19 academic year, primarily attributed to a surge in international recruitment, with this growth being attributed to a significant increase in students from India, Nigeria and the UAE. Cushman & Wakefield anticipates that Indian students, will remain as the predominant international student cohort in the foreseeable future.
- 4.15 The above chart shows the largest international student cohorts studying at the University in 2022/23 and how these cohorts have grown since the 2017/18 academic year. Students from India, Nigeria and the UAE currently make up the top 3 international cohorts, representing 62% of all non-UK students in 2022/23. These demographic changes are important in terms of demand for accommodation, all 3 groups less likely to demand purpose-built accommodation, particularly at the University of Lancashire.

**Table 4.5: UK Propensity to Reside in PBSA, 2022/23**

Country	Total Students UK	Percentage Reporting to Reside in PBSA	Total Studying at UCLan	Percentage Reporting to Reside in PBSA
India	155,090	18.9%	3,265	7.0%
Nigeria	68,205	13.4%	465	18.3%
United Arab Emirates	7190	36.8%	385	15.6%

Source: HESA 2022/23

- 4.16 At a national level 18.9% of Indian students reported to reside in PBSA in 2022/23, significantly only 7.0% of Indian students studying at the University of Lancashire reported to reside in PBSA.
- 4.17 In particular, the affordability characteristics of Indian students remain markedly different from those of the other largest non-UK cohort in the UK, Chinese students. As of 2025, China's middle-class population is estimated to be nearly twice the size of India's, and with Indian GDP per capita at around 21% of China's, price sensitivity continues to be a far greater concern.

#### International Student Accommodation Demand by Age Profile

- 4.18 As explored above, the University is now recruiting from a wider base with a significant growth in international students. Traditionally, this cohort is the most likely to demand on-campus purpose-built student accommodation. Just under 95% of all international students are aged over 21 years old, making them unlikely to demand a purpose-built student accommodation bed space. This is illustrated in the propensity to reside in PBSA table, which shows that the majority of this cohort are choosing to reside in the private rented sector.

**Table 4.6: International Students by Age Profile 2022/23, University of Lancashire**

Age of Study	Percentage of International Student Cohort
18 - 20	5.1%
21 - 24	47.0%
25 - 29	25.7%
30 & over	22.2%

Source: HESA 2021/22

**Table 4.7: International Students by Age Group and Propensity to Reside in PBSA, University of Lancashire**

Accommodation Type	Age of Student			
	18-20	21-24	25-29	30+
PBSA	28%	16%	11%	10%
Private Rented Accommodation	61%	74%	81%	77%
Own Home/ Parental Home	11%	11%	8%	12%

Source: HESA 2022/23

### International Student Demand Outlook

- 4.19 In May 2023, the UK Government announced changes to student visa regulations, restricting the ability of international students to bring dependants with them during their studies. These changes came into effect on 1 January 2024.
- 4.20 Under the new rules, only students enrolled in postgraduate research programmes or those receiving Government-funded scholarships are permitted to bring family members with them. This policy shift has notably impacted applicants from countries such as India and Nigeria, where the option to bring dependants was a significant factor in choosing the UK as a study destination.
- 4.21 Consequently, some universities have reported a decline in applications for affected courses, particularly at the postgraduate level, while others have observed a shift towards research-based programmes where dependants are still permitted. The financial implications for institutions that had relied on high international student enrolments are significant, especially in regions where postgraduate tuition fees substantially contribute to university funding.
- 4.22 In the longer term, this could influence the composition of international student cohorts and may push prospective students towards competitor markets such as Canada and Australia, where policies on dependants are more favourable.
- 4.23 **The University of Lancashire** has been particularly affected by the recent changes to dependent visa regulations, given its strong international recruitment, especially from countries like India and Nigeria. As a university with a high proportion of postgraduate taught students from these regions, the University has seen a shift in demand following the restrictions, with some prospective applicants opting for alternative destinations where dependent visas remain more accessible. This has created challenges for the university in maintaining its enrolment numbers for affected courses, particularly in disciplines that previously attracted large numbers of international postgraduates.
- 4.24 As we have examined above, the reduction in recruitment of students from these cohorts is unlikely to have a significant impact on demand for student accommodation in Preston. Cushman & Wakefield expects that overall occupancy levels in the market to remain stable. However, there may be some indirect effects on the wider private rental market, particularly for larger properties that were previously in demand among international students with families.



**05**

**SUPPLY  
DYNAMICS**

## 5.0 Supply Dynamics

### University Supply

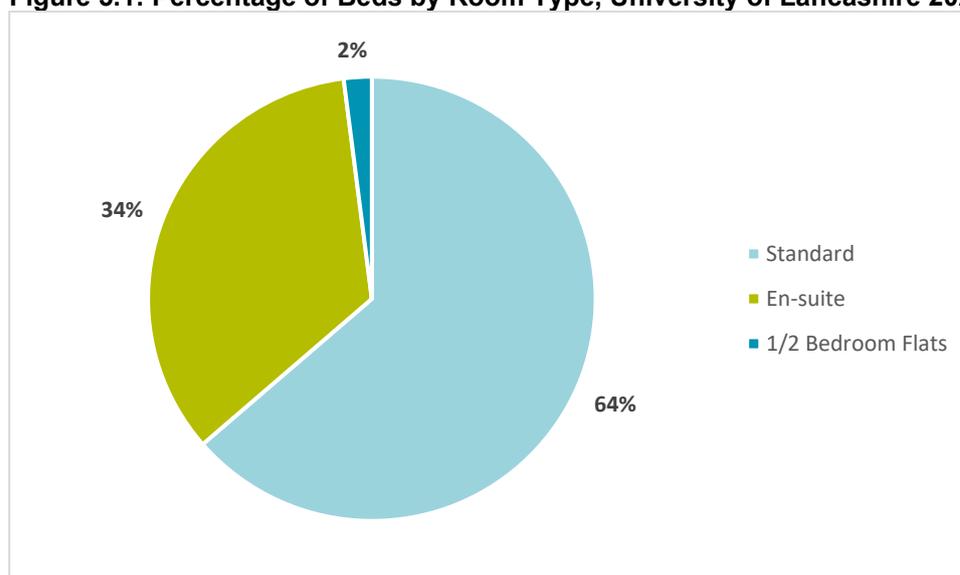
#### Introduction

- 5.1 This section analyses the composition of University-owned and nominated bed spaces in the Preston accommodation portfolio, as well as direct-let stock and private rented accommodation in the area. It also assesses quality and pricing in the context of the overall market.

#### University Accommodation

- 5.2 In 2024/25, the University operates a total of 1,224 bed spaces in 6 schemes, all owned and operated by the University. The University annually reviews the number of bed spaces it offers, with 2022 seeing the University exit a number of leases with the following schemes; iQ Kopa, Boatmans Court and Bowran House, Lawson Hall, and Moor Lane Halls. The end of these agreements has meant that the University's accommodation offering reduced by 501 bed spaces (41%) between the 2022 and 2023 academic year. This is indicative of falling levels of demand for University provided PBSA accommodation in the City.

**Figure 5.1: Percentage of Beds by Room Type, University of Lancashire 2024/25**



Source: Cushman & Wakefield Student Accommodation Tracker 2024

- 5.3 Due to the older nature of much of the University's accommodation estate, standard rooms total over half of the institutions accommodation offering. En-suite rooms, located in Roeburn Hall, account for just over a third of all rooms offered. Finally the University also offers a small number of 1 and 2 bed Flats, located in Pendle Hall, which operate as postgraduate accommodation.

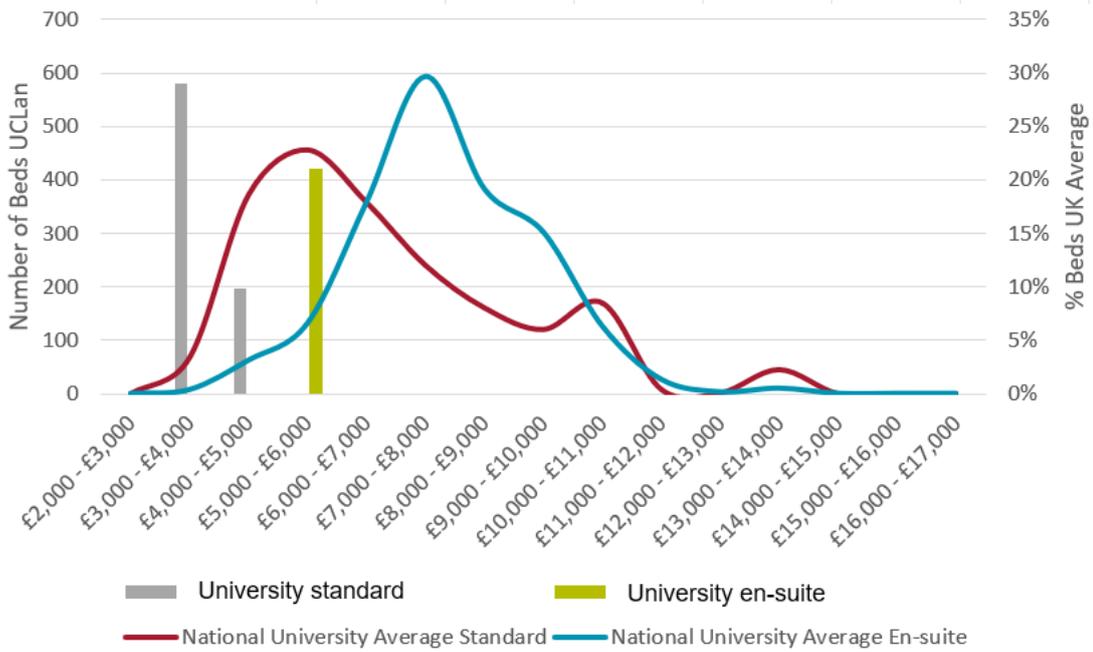
**Table 5.1: PBSA Breakdown 2024, University of Lancashire**

Block Name	Postcode	Room Type	Weekly Rent	Let Length	Annual Rent
Derwent Hall	PR1 2HE	Standard Economy	£85	42	£3,570
Douglas Hall	PR1 7QS	Standard Economy	£85	42	£3,570
Pendle Hall	PR1 2HE	Self Contained Flat	£149	42	£6,258
		Large Room	£125	42	£5,250
		Medium Room	£120		
		Standard Room	£117		
		Standard Room & Lounge	£127		
Ribble Hall	PR1 7QS	Standard Economy	£85	42	£3,570
		Standard Premium	£99	42	£4,158
Roeburn Hall	PR2 2QQ	En-suite	£125	42	£5,250
Whitendale Hall	PR1 7BG	Standard Economy	£85	42	£3,570
		Standard Premium	£99	42	£4,158

Source: Cushman & Wakefield Student Accommodation Tracker 2024

- 5.4 As can be seen from the above table and the charts below, University rents for the 2024/25 academic year are priced from £85 to £149 per week, all available on a 42 week let length. Over half of all beds (63%) are priced between £3,570 and £4,158 annually, accounting for the University's standard room offering. Standard rooms with washbasins are the University's most affordable option, whilst en-suites are priced between 26% and 47% higher than the standard offering at the institution, however, still remain affordable at £125 per week.
- 5.5 As found in our 2019 study, University of Lancashire rents have remained very affordable in a national context, with standard bed spaces being priced as low as £3,570. En-suite beds operated by the University are available at £5,250 annually, 53% less expensive than the national average price (excluding London) of a University en-suite bed. Pricing in a national context is analysed below.

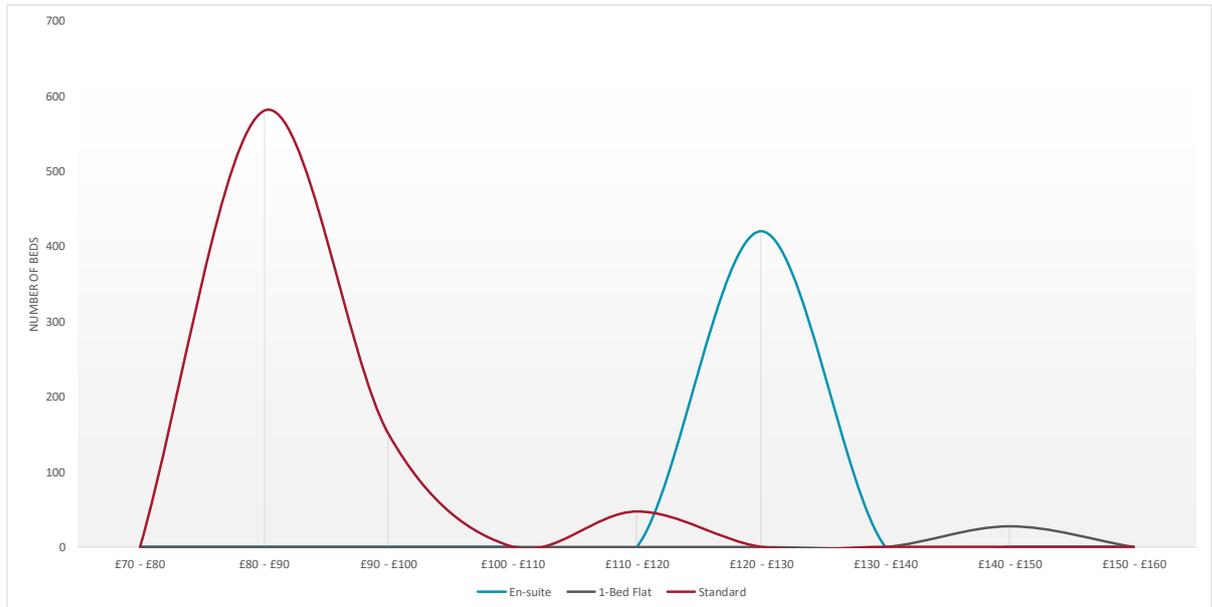
**Figure 5.2: University of Lancashire Pricing vs. UK University Average 2024**



Source: Cushman & Wakefield Student Accommodation Tracker 2024

- 5.6 University accommodation remains very affordable in a national context, however a lack of higher specification rooms and price points may mean that the University is not able to capture all of the potential demand, particularly from first year students.
- 5.7 Current price banding at The University of Central Lancashire is inexpensive and extremely affordable, but simultaneously very narrow in scope.

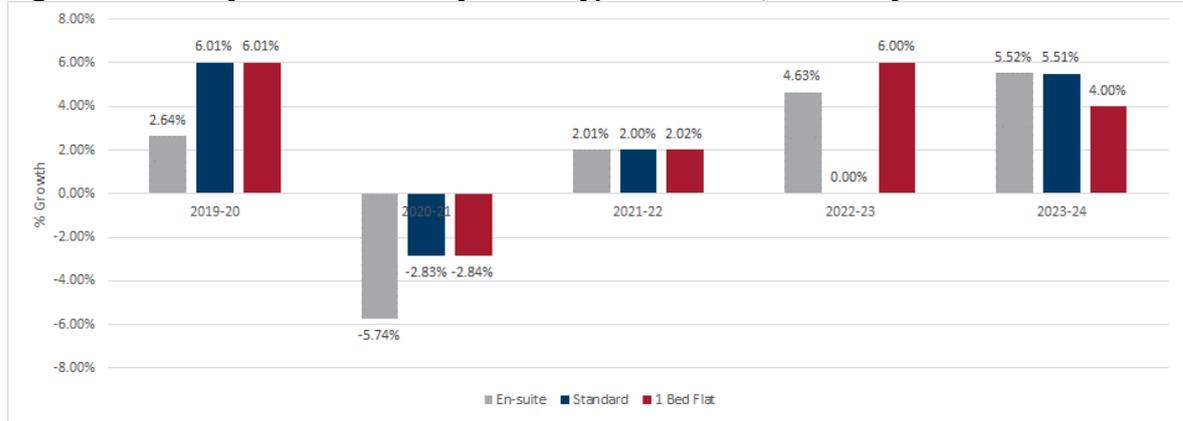
**Figure 5.3: University of Lancashire Market Rental Profile 2024/25**



Source: Cushman & Wakefield Student Accommodation Tracker 2024

5.8 The below chart shows historic year-on-year rental growth for weekly rents at the University. Overall, while there have been fluctuations in the rental growth, the general trend for all accommodation types indicates a recovery and upward trajectory in rental prices following the Covid-19 Pandemic.

**Figure 5.4: Weekly Rental Growth by Room Type 2019-2024, University of Lancashire**

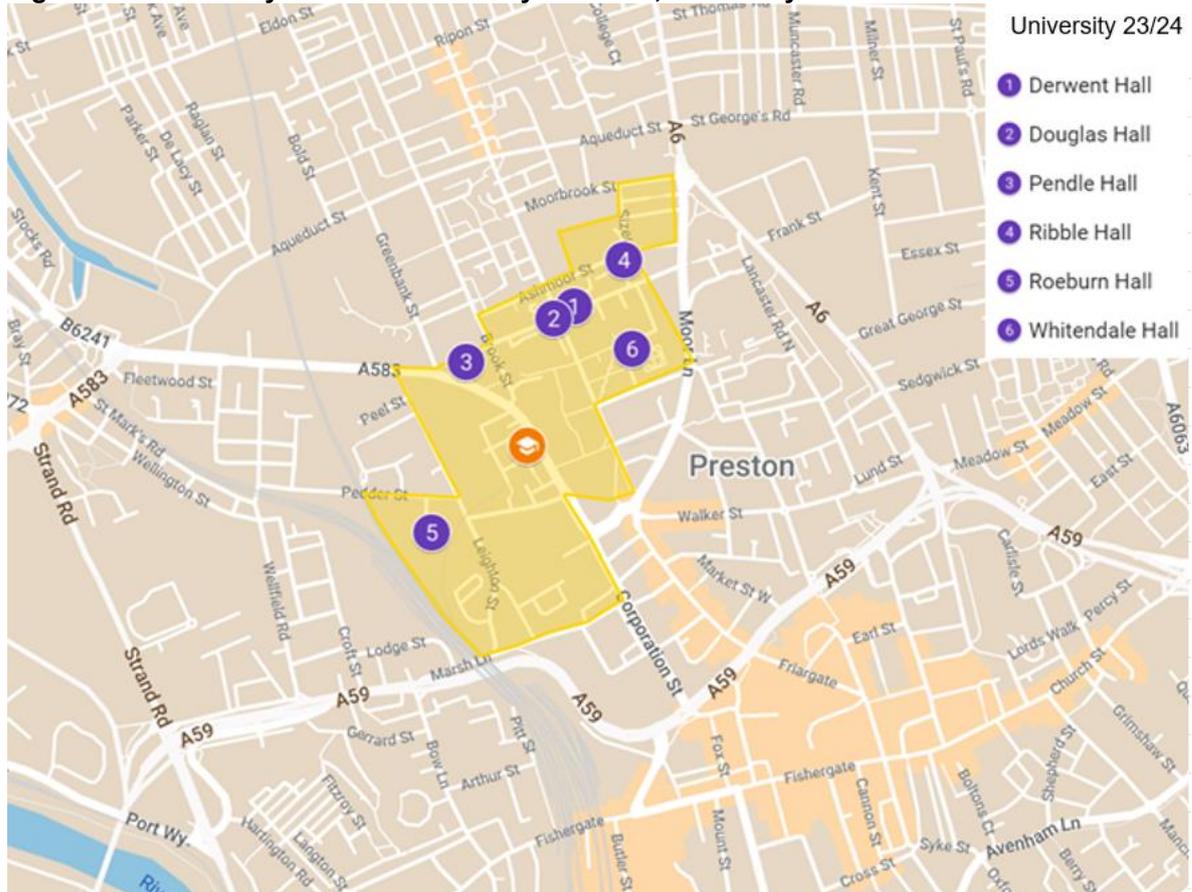


Source: Cushman & Wakefield Student Accommodation Tracker 2024

### Accommodation Location

5.9 University accommodation is distributed around the campus, with the majority of schemes located to the north of Fylde Road. The map below shows the breakdown of accommodation by location.

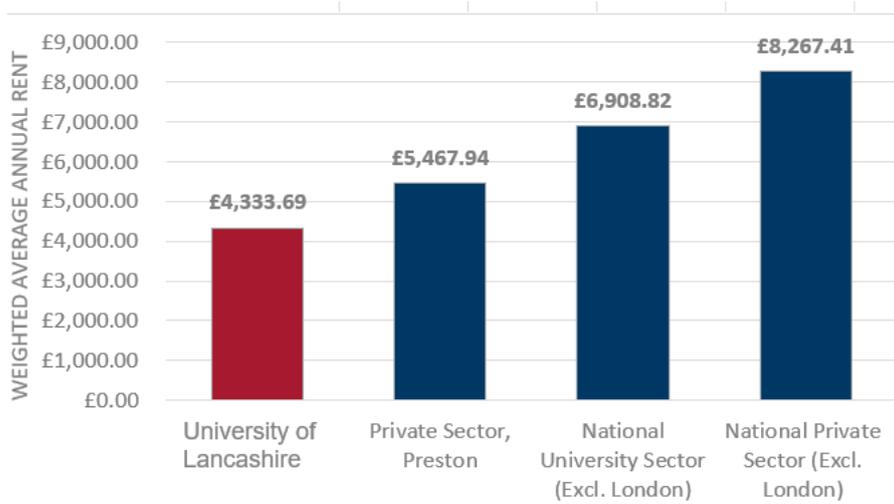
**Figure 5.5: University Accommodation by Location, University of Lancashire 2024**



Source: Cushman & Wakefield Student Accommodation Tracker 2024

- 5.10 All University accommodation is located either within the main campus boundary or on the campus edge, south to Moor Park. This makes accommodation extremely convenient for access to all University lecture halls and amenity buildings (including the Students' Union),
- 5.11 The National Union of Students (NUS) classes an affordable rent as one which is priced at 50% or below of the maximum student maintenance loan. With a maintenance loan of £10,227 outside of London for 2024/25, this means that rooms should be priced at £5,113.50 annually to be classed as affordable, as stated by the NUS. The weighted average price of a bed at the University of Lancashire is £4,334 – 18% lower than what is classed as affordable, highlighting the affordability of the University sector and making Preston one of the most affordable PBSA markets in the UK.
- 5.12 The chart below shows the weighted average annual rent for purpose-built student accommodation by market segment. As is demonstrated in the chart, the University of Lancashire is the least expensive amongst University and private sector beds, including the national University average. The national cost of a University bed is £7,468 per annum – 77% more expensive than the offerings at the University. The private sector in Preston is significantly less expensive than the national average - £5,304 vs. £9,030.

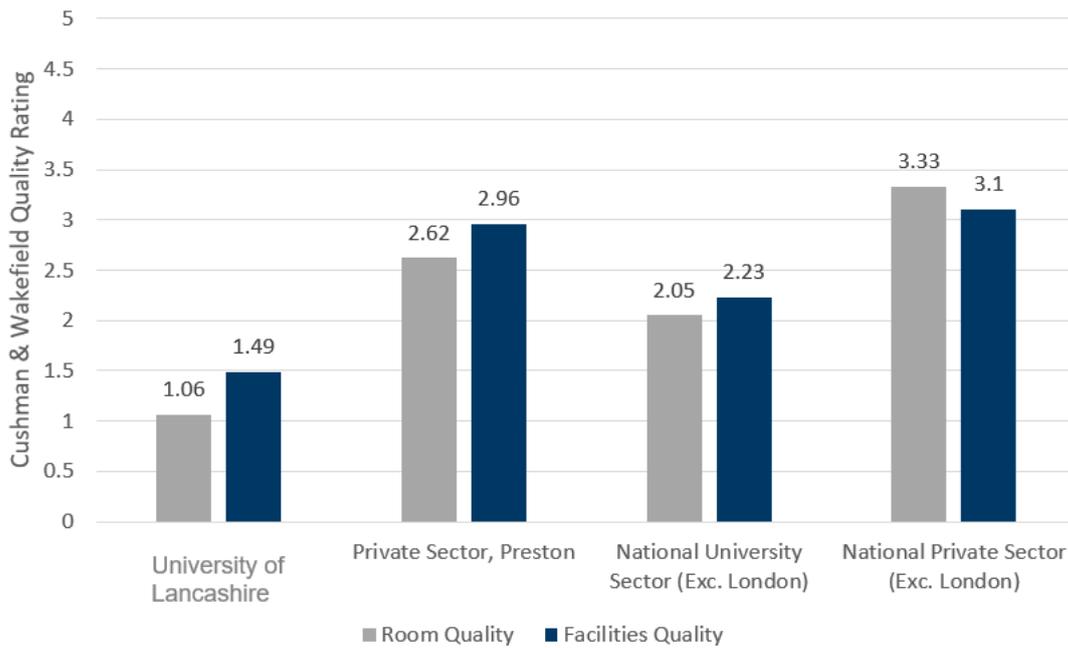
**Figure 5.6: Weighted Average Annual Rents by Market Segment**



Source: Cushman & Wakefield Student Accommodation Tracker 2024

5.13 Below is a chart which shows a comparison of the quality of stock in Preston within the different market segments.

**Figure 5.8: Weighted Average Room and Amenity Quality by Market Segment, Preston**



Cushman & Wakefield Student Accommodation Tracker 2024

Source:

### Private Sector Supply

5.14 Preston is home to an extensive private sector market, with 19 private PBSA schemes totalling 5,100 bed spaces.. Historically private sector in the city went unchallenged with a large number of unsuitable developments leading to a position of oversupply becoming apparent in 2019. Cushman & Wakefield's

previous work with the City Council led to the introduction of planning guidance and a need to prove demand for new schemes.

- 5.15 The more rigorous planning policy interpretation threshold, introduced in 2019, led to a period of no development between 2019 and 2021. The newest scheme in the city is Prestige Student Living (425 bed spaces) which opened in 2022. The scheme is well located and of a high quality, offering a range of amenities to students such as a gym, cinema room, roof terrace, study area and outdoor areas. The scheme is studio only, with rents starting from £165 and increasing up to £220, some of the most expensive schemes within Preston, amongst operators like IQ Student, Sanctuary Students, and Kexgill.
- 5.16 With 8% of beds opening in the last two years, this is a relatively intensive level of development in a market reliant on a single institution that has seen a fall in student numbers over recent years. Previously, this scale of development has undoubtedly led to occupancy issues across the market, especially in products unsuited to the demand base found in Preston. Despite this, it seems that 2024/25 sees the market recovering, growing occupancy levels and sustaining rental growth.
- 5.17 The table below outlines private purpose-built student accommodation in Preston for the 2024/25 academic year. The market is home to some of the largest operators in the UK, including IQ Student, Prestige Student Living and Homes for Students.
- 5.18 Private sector studio accommodation in Preston is generally priced significantly above en-suite bed spaces according to Cushman & Wakefield's Student Accommodation Tracker – rooms are largely priced at over £50 more per week and by almost £3,500 on an annual basis. The number of studios in the market has grown by 131% since 2019, with 800 private sector studios in operation for the 2024/25 academic year.
- 5.19 However, it is worth noting that the majority of the Preston private sector market is inexpensive in a national context, with the average UK private sector bed being priced at £9,030 – 77% more expensive than the average annual cost of a private sector bed in Preston. During the cost of living crisis, this makes Preston an attractive option for students seeking budget friendly accommodation.

**Table 5.2: Private Purpose-built Student Accommodation, Preston 2023**

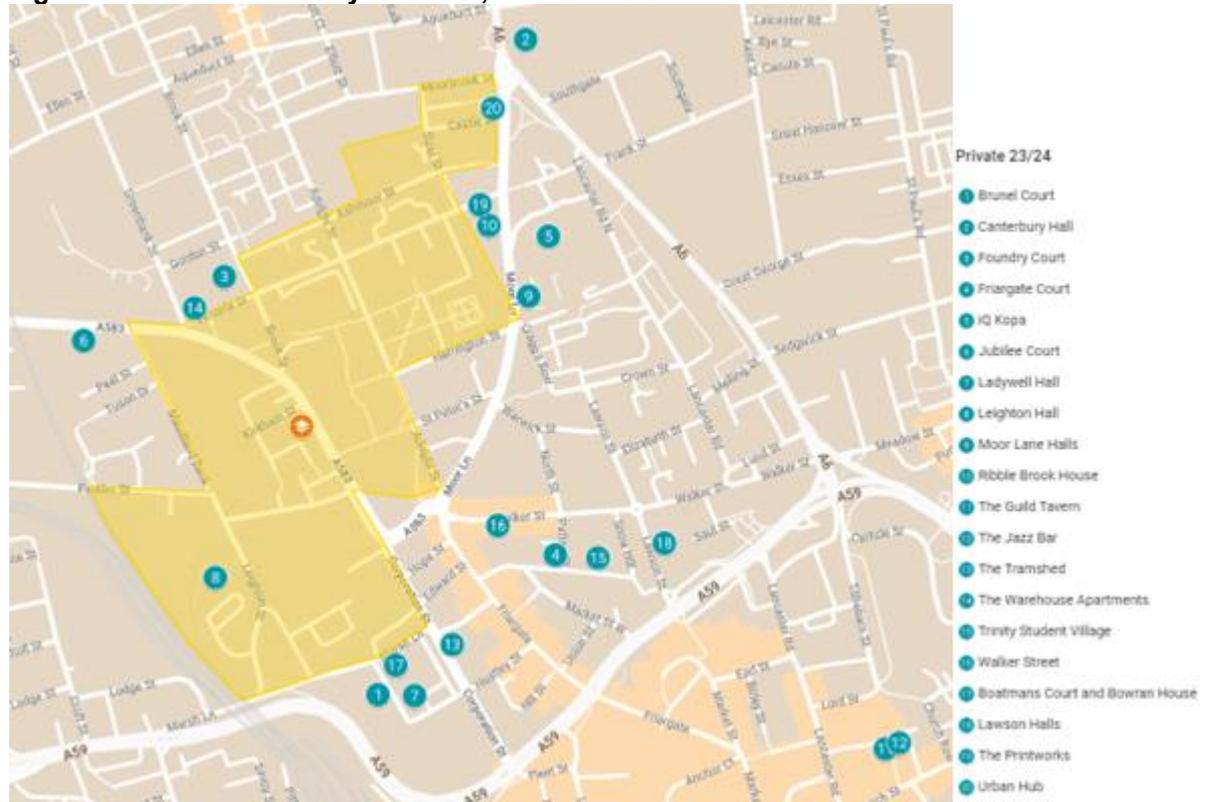
Block Name	Operator	Postcode	Room Type by Category	Weekly Rent	Let Length	Annual Rent
Boatmans Court and Bowran House	Kexgill	PR1 8RQ	Studio	£150 - £180	51 weeks	£7,650 - £9,180
			En-suite	£118 - £128	48 weeks	£5,664 - £6,120
Brunel Court	T J Thomas Estates Group	PR1 2YF	En-suite	£72 - £82	44 / 51 weeks	£3,774 - £3,876
			Studio	£97 - £114	44 / 51 weeks	£4,488 - £5,661
			1 Bedroom Flat	£128 - £138	44 / 51 weeks	£5,852 - £6,783
Canterbury Hall	Nurtur Student Living	PR1 1RU	Studio	£135 - £185	51 weeks	£6,885 - £9,435
Foundry Court	Homes for Students	PR1 7DE	En-suite	£91 - £119	44 / 51 weeks	£4,268 - £5,865
Friargate Court	Portergate Property Management	PR1 2HH	En-suite	£116 - £165	42 / 52 weeks	£4,956 - £8,164
			Studio	£217	42 weeks	£9,114
iQ Kopa	iQ Student	PR1 1LR	En-suite	£94 - £150	44 - 51 weeks	£4,400 - £8,670
			Studio	£170	51 weeks	£8,670
Jubilee Court	Cloud Student Homes	PR1 2XP	En-suite	£110 - £115	42 / 46 / 48 weeks	£4,620 - £5,520
			Studio	£155 - £170	44 / 48 weeks	£6,820 - £8,160
Lawson Hall	T J Thomas Estates Group	PR1 2RB	En-suite	£106 - £111	44 / 51 weeks	£4,884 - £5,406
			Studio	£111 - £114	44 / 51 weeks	£5,016 - £5,661
			1 Bedroom Flat	£128 - £138	44 / 51 weeks	£5,852 - £6,783
Leighton Hall	Urban Student Life	PR1 8RH	En-suite	£89 - £101	44 / 51 weeks	£4,444 - £4,590
			Studio	£155	51	£7,905
Moor Lane Halls	Sanctuary Students	PR1 1JR	Standard	£87	44 / 50 weeks	£3,806 - £4,325
			En-suite	£114 - £143	44 / 50 weeks	£6,292 - £6,750
Ribble Brook House	Your Housing Group	PR1 1LJ	En-suite	£110	50 weeks	£5,500
			Studio	£125 - £130	50 weeks	£6,250 - £6,500
The Guild Tavern	Metro Student Accommodation	PR1 1DJ	1 Bedroom Flat	£138	50 weeks	£6,875
			En-suite	£99	50 weeks	£4,950
The Jazz Bar	Metro Student Accommodation	PR1 1DJ	Studio	£135 - £175	50 weeks	£6,750 - £8,750
			En-suite	£95 - £99	50 weeks	£4,750 - £4,950
			1 Bedroom Flat	£165	50 weeks	£8,250
The Printworks	Urban Student Life	PR1 1LJ	Studio	£191	50 weeks	£9,550
The Warehouse Apartments	Urban Student Life	PR1 1LJ	Studio	£140 - £175	51 weeks	£7,140 - £8,925
The Tramshed	Prestige Student Living	PR1 2XH	En-suite	£105 - £141	44 / 51 weeks	£4,840 - £6,885
The Warehouse Apartments	Student FM	PR1 7QT	En-suite	£80 - £101	45 / 50 weeks	£3,870 - £4,750
			Studio	£130	50 weeks	£6,500
Trinity Student Village	Homes for Students	PR1 2HF	En-suite	£86 - £120	44 / 51 weeks	£4,048 - £5,865
Urban Hub	Prestige Student Living	PR1 1JQ	Studio	£160 - £215	51 weeks	£8,160 - £10,965
Walker Street	Sanctuary Students	PR1 2RN	En-suite	£92 - £129	44 / 50 weeks	£4,048 - £6,050
			Studio	£147 - £156	44 / 50 weeks	£6,864 - £7,350
Ladywell Hall	Kexgill	PR1 2XF	En-suite	£95 - £102	45 weeks	£4,275 - £4,590

Source: Cushman & Wakefield Student Accommodation Tracker 2023

- 5.20 The Preston private sector market is one of the best located in the UK, with accommodation generally located around the university campus. Almost all private bed spaces in Preston (99%) are located within five minutes' walk an edge of the University's campus – the highest figure seen in the UK, and one very unusual for a mid-sized, developed PBSA market. Further to this, 96% are located within a 4-minute walk of the University.
- 5.21 There are only two peripheral schemes, both owned by Metro Student Accommodation, which are further than a five minute walk – both schemes being situated an 11-minute walk from the institution. However, in most major cities such developments would not be considered poor locations, but Preston

is relatively unique with the availability of land on and around the campus. Any scheme which is situated over five minutes' walk away from the university campus is at a significant disadvantage due to the sheer amount of University and direct-let stock which is better located.

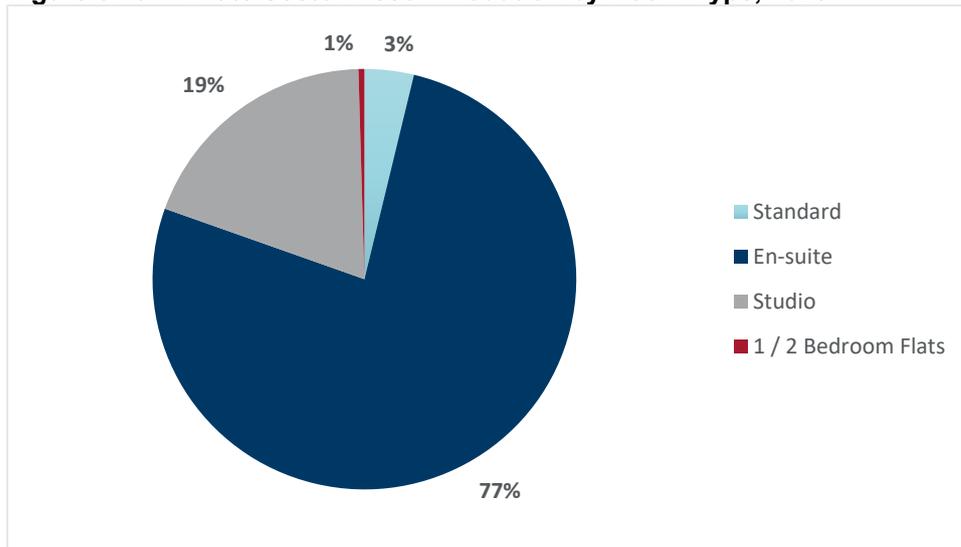
**Figure 5.9: Private PBSA by Location, Preston 2023**



Source: Cushman & Wakefield Student Accommodation Tracker 2023

5.22 The below chart shows breakdown of private sector accommodation by room type in Preston. In contrast to the University, almost all private PBSA beds are en-suite (77%), with just 3% of bed spaces standard rooms, a room type which is typically more prevalent in older stock – 31% of beds were introduced to the private sector market post 2016. The proportion of en-suites is unusually high when measured against national averages, and a large number of these bed spaces can be seen as directly competitive with the University’s own stock. A small number of studio rooms are also available, although this is still a relatively niche product, the number of studios has increased rapidly across the last few years, now representing almost 20% of the private sector market. One and two bedroom flats total just 1% of the market.

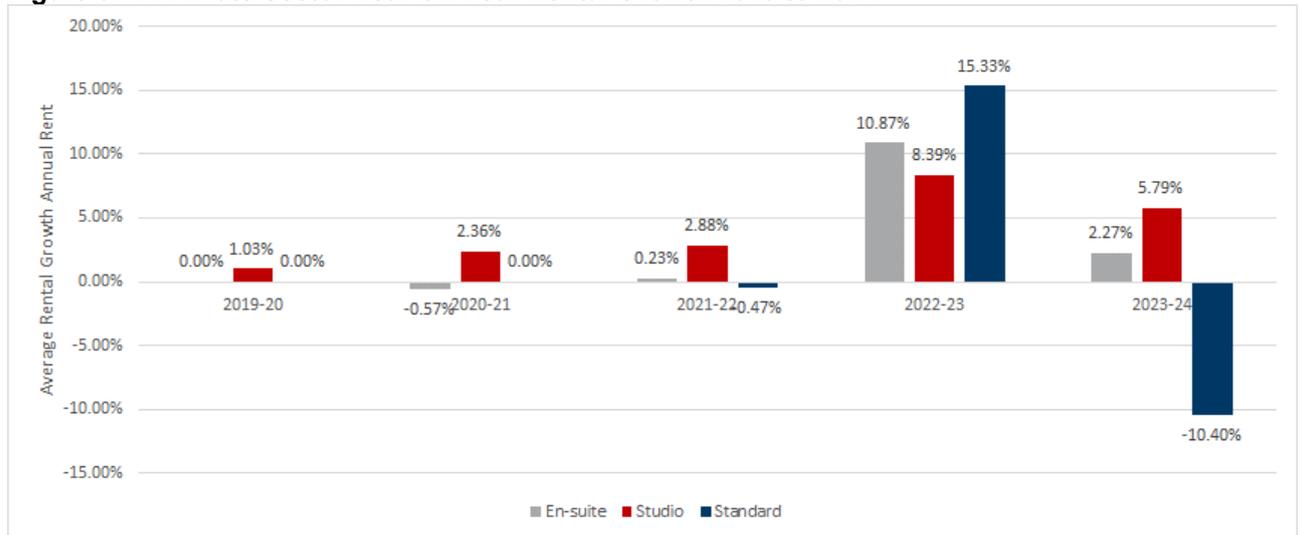
**Figure 5.10: Private Sector Accommodation by Room Type, 2023**



Source: Cushman & Wakefield Student Accommodation Tracker 2023

- 5.23 Figure 5.11 details rental growth by room type in Preston from 2019 to 2024. While studio rooms constitute 20% of the market and have experienced substantial growth in recent years, this room type has consistently raised rents year-on-year since 2019-20, with an increase of over 8% for 2023-24. Rental growth for studio rooms has rebounded in recent years, following a period of slow growth that lagged below the UK average between 2014 and 2018. This recovery in rental growth for studio rooms likely mirrors the rise in overseas recruitment at the University of Lancashire, as well as increased operating and energy costs in 2023 and 2024.
- 5.24 Historically, standard rooms have struggled to maintain rental growth, remaining stagnant between 2019-20 and 2020-21, followed by a decrease of 0.47% between 2021 and 2022. Standard rooms (economy and premium) had the strongest rental growth between 2022 and 2023 at 15.33%, however 2024 has seen a correction with rents for this room type falling by 10.4% - an indication of rents outstripping demand.
- 5.25 While en-suite rooms have experienced minimal negative rental growth in previous years, as well as no rental growth, rents for 2024 have surged by almost 11% within a single year, a reflection of the current economic situation in terms of operating and energy costs. It's worth noting that the proliferation of private en-suite rooms in the city has led to increased competition in the private sector and has historically restrained rental increases for en-suite rooms in the Preston PBSA market.

**Figure 5.11: Private Sector Year-on-Year Rental Growth 2019 to 2024**



Source: Cushman & Wakefield Student Accommodation Tracker 2023

### Development Pipeline

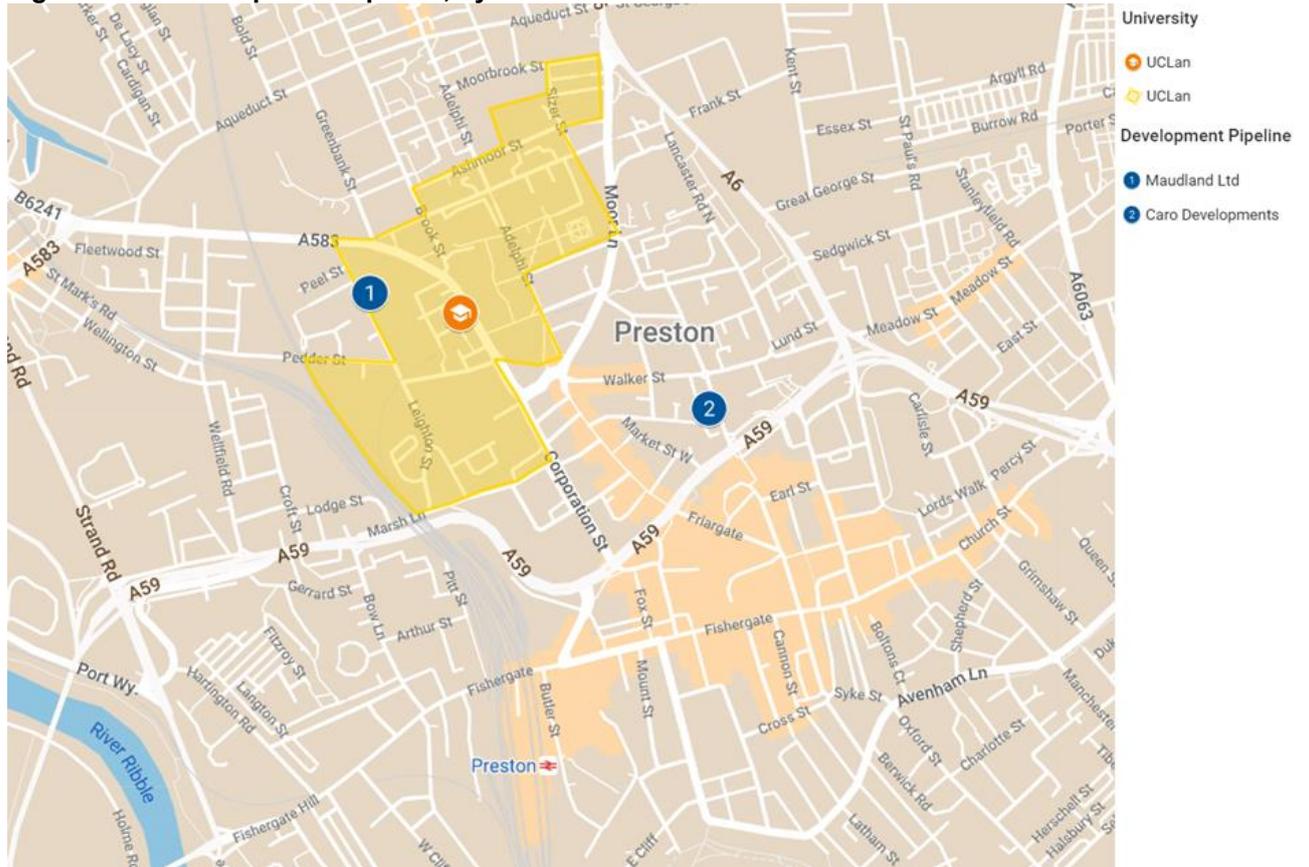
5.26 The development pipeline in Preston currently stands at 356 bed spaces, all of which have been granted planning permission. Proposed developments are all located in close proximity to the University and are all studio in nature, increasing the prevalence of this product considerably in the city.

**Table 5.3: Development Pipeline**

Address	Postcode	Planning reference	Application date	Status	Number of beds	Studios	Clusters	Applicant	Anticipated opening
Friargate Social Club, 75-79 Maudland Bank	PR1 2YL	06/2021/1319	Sep-21	Approved	129	129	0	Maudland Ltd	Sep-26
Land at former, Lawson Street, Preston Divisional Police Head	PR1 2QF	06/2022/1346	Dec-22	Approved	227	227	0	Caro Developments	Sep-26

Source: Preston City Council, April 2024

**Figure 5.12: Development Pipeline, by Location**



Source: Preston City Council, April 2024

### Private Rented Sector

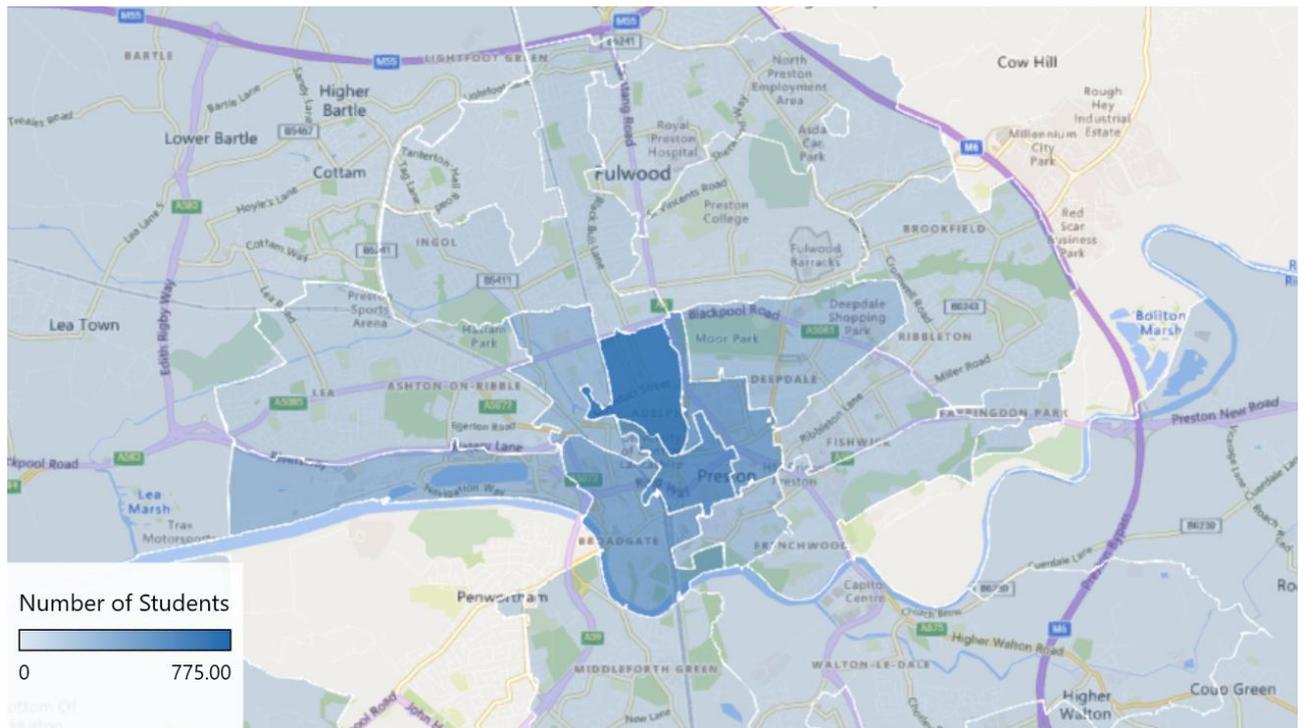
5.27 In 2021/22 there was a total of 3,270 university students residing in private rented accommodation (HMOs). The 5 most populous postcode areas, all located in and around the city centre, are shown in the table below. The heat map shows the distribution of students residing in the private rented sector across the city.

**Table 5.4: Students Residing in HMOs, Preston 2021/22**

Postcode	Number of students
PR1 7	775
PR1 2	585
PR1 1	465
PR1 8	415
PR2 2	250

Source: HESA 2021/22

**Figure 5.13: Students Residing in HMOs, Preston 2021/22**



Source: HESA 2021/22

### Summary

- 5.28 The University currently offers 1,224 bed spaces to its students – a number which has fallen in recent years due to the end of numerous leases with the private sector, leaving just one lease remaining at iQ Kopa. Accommodation is priced within the bottom end in a national context and when measured against the University’s peers, meaning that stock is affordable, but quality is lower than national averages.



# 06

## DEMAND & SUPPLY DYNAMICS

## 6.0 Student to Bed Ratio Projections

### Introduction

- 6.1 Key to this study and to the future City Council policy relating to student accommodation is a true assessment of demand for bed spaces in Preston. In the following section of this Report we determine the demand pool for accommodation in City under a range of scenarios.
- 6.2 Cushman & Wakefield has established a mechanism to accurately assess the number of students likely to demand a bed space – ‘the ‘Demand Pool’. This figure is calculated against the number of PBSA bed spaces in a particular area to create a ‘Student to Bed Ratio’. The Cushman & Wakefield nationally observed average healthy student to bed ratio in 2024 is around 2.12:1.
- 6.3 A low SBR would typically indicate relative ‘oversupply’ through major development in a location or falling student numbers; or in some cases a combination of both. Conversely, a market with an SBR in excess of 2.12:1 would imply a healthy level of demand for student accommodation without occupancy issues. While it does not account for all external influences (these are considered elsewhere throughout this report), the SBR provides a valuable insight into a market.

### Demand Pools

- 6.4 In arriving at our demand pool, Cushman & Wakefield has excluded a number of students who are unlikely to demand accommodation on-campus. This includes a range of commuting students from the region, not currently residing in purpose-built accommodation (and that are unlikely to demand it), as well as students that are away from campus on a sandwich year. In addition, students over the age of 25 not already excluded from calculations have been deducted (with this cohort extremely unlikely to demand purpose-built stock).
- 6.5 These calculations have been made in our usual manner and the methods are relied upon by funders and rating agencies in relation to on-campus partnership transactions across the UK, and in relation to the purchase of private-sector schemes.
- 6.6 The demand pool considers three scenarios on an All-year basis for students studying at the University of Lancashire:
1. 2021-28 University of Lancashire Strategic Plan – Year-on-year growth of 2%.
  2. Baseline Demand Pool – A scenario where there is no growth in student numbers from 2022/23
  3. Downturn Demand Pool – A scenario where there is a downturn in student numbers as a result of recent visa changes, before a recovery in student numbers.
- 6.7 It should be noted that this analysis assumes that all beds in the pipeline are delivered.

**Figure 5.1: All Year Demand Pools and Student to Bed Ratios, Preston**

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
<b>Preston</b>																			
<b>Total full-time and sandwich students (HESA)</b>	16,985	16,375	15,800	16,415	16,540	16,615	16,315	17,400	19,865	19,750	18,950								
Uni numbers (actuals)																			
Uni numbers (forecast, 2% Growth 2021-2028 Strategic Plan)												19,329	19,716	20,110	20,512	20,922	21,341	21,768	22,203
Forecast -10%												17,396	17,744	18,099	18,461	18,830	19,207	19,591	19,983
<b>From which</b>																			
<b>Deductions</b>																			
<i>Students from the region*</i>	7,630	7,605	7,385	7,685	7,850	8,110	7,630	7,800	8,550	7,955	8,030	8,030	8,030	8,030	8,030	8,030	8,030	8,030	8,030
<i>Other domiciled sandwich students on placement</i>	0	0	0	0	0	0	0	200	60	70	70	70	70	70	70	70	70	70	70
<b>2021-28 Strategic Demand Pool</b>	9,355	8,770	8,415	8,730	8,690	8,505	8,685	9,600	11,315	11,795	10,790	11,500	11,730	11,964	12,204	12,448	12,697	12,951	13,210
<i>% demand pool of all students</i>	55.1%	53.6%	53.3%	53.2%	52.5%	51.2%	53.2%	55.2%	57.0%	59.7%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%
<b>BASELINE GROWTH DEMAND POOL</b>												10,790	10,790	10,790	10,790	10,790	10,790	10,790	10,790
<b>DOWNTURN DEMAND POOL</b>												10,005	10,205	10,409	11,227	11,452	11,681	11,915	12,153
<i>Demand pool -10%</i>												10,616	10,350	10,557	10,768	10,983	11,203	11,427	11,656
<i>Demand pool +10%</i>												12,975	11,869	12,650	12,903	13,161	13,424	13,693	14,246
<b>SUPPLY</b>																			
<b>Total Market Accommodation</b>	4,802	4,802	4,802	4,863	5,383	5,784	5,825	5,767	5,886	5,886	6,324	6,324	6,324	6,324	6,324	6,680	6,680	6,680	6,680
<i>Projected bed delivery (all pipeline)</i>																356			
<b>STUDENT TO BED RATIOS</b>																			
<b>Preston</b>																			
<b>2021-28 Strategic Plan Demand Pool SBR</b>	1.95	1.83	1.75	1.80	1.61	1.47	1.49	1.66	1.92	2.00	1.71	1.82	1.85	1.89	1.83	1.86	1.90	1.94	1.98
<i>Students in private rented accommodation</i>	4,553	3,968	3,613	3,867	3,307	2,721	2,860	3,833	5,429	5,909	4,466	5,176	5,406	5,640	5,880	5,768	6,017	6,271	6,530
<b>Baseline Demand Pool SBR</b>												1.71	1.71	1.71	1.71	1.62	1.62	1.62	1.62
<i>Students in private rented accommodation</i>												4,466	4,466	4,466	4,110	4,110	4,110	4,110	4,110
<b>Downturn Demand Pool SBR</b>												1.58	1.61	1.65	1.78	1.71	1.75	1.78	1.82
<i>Students in private rented accommodation</i>												3,681	3,881	4,085	4,903	4,772	5,001	5,235	5,473
<i>SBR forecast -10%</i>						1.32	1.34	1.50	1.73	1.80	1.54	1.64	1.67	1.70	1.74	1.68	1.71	1.74	1.78
<i>SBR forecast +10%</i>						1.62	1.64	1.83	2.11	2.20	1.88	2.00	2.04	2.08	2.12	2.05	2.09	2.13	2.18
<i>SBR constant demand</i>										0.00	0.00	1.71	1.71	1.71	1.62	1.62	1.62	1.62	1.62
<b>BEDS AT AVERAGE SBR (2% Growth Forecast)</b>												5,424	5,533	5,644	5,757	5,872	5,989	6,109	6,231
<i>Surplus/shortfall to Average (forecast pool)</i>												900	791	680	567	608	691	571	445
<b>BEDS AT AVERAGE SBR (NO GROWTH)</b>												5,090	5,090	5,090	5,090	5,090	5,090	5,090	5,090
<i>Surplus/shortfall to Average (baseline pool)</i>												1,234	1,234	1,234	1,234	1,590	1,590	1,590	1,590
<b>BEDS AT AVERAGE SBR (DOWNTURN POOL)</b>												4,719	4,814	4,910	5,296	5,402	5,510	5,620	5,733
<i>Surplus/shortfall to Average (downturn pool)</i>												1,605	1,510	1,414	1,028	1,278	1,170	1,060	947
<b>Key</b>																			
<b>Surplus</b>																			
<b>Shortfall</b>																			

Source: HESA 2012/13-2022/23, Cushman & Wakefield, University of Lancashire Strategic Plan 2021-2028

## Future Requirements

- 6.8 Analysis shows that the student to bed ratio city-wide in 2022/23 stood at 1.71:1, reflecting the fall in student numbers from the previous year. Under the Baseline Demand Pool, where there is no growth in student numbers to 2030/31 and 356 pipeline bed spaces are delivered to the market, the student to bed ratio would stand at 1.62:1 in 2030/31, well below the current national average of 2.12:1 and indicative of a market which is oversupplied with accommodation. If no pipeline beds were delivered over the period, the Baseline Student to bed ratio would stand at 1.70:1, still remaining below the nationally observed average.
- 6.9 Under the 2021-28 Strategic Plan student numbers are expected to grow by 2% year-on-year. Under this scenario, with all pipeline beds delivered, the ratio will stand at 1.98:1 by 2030/31. If no pipeline beds are delivered this will rise to 2.08:1, indicating need for a small amount of additional supply to meet student demand.
- 6.10 Under the Downturn scenario, the ratio would stand below the national average at 1.82:1 if all pipeline beds are delivered. If no pipeline beds are delivered this will rise to 1.92:1 by 2030/31, bringing Preston in line with the currently observed national average.
- 6.11 The analysis indicates that the market is in a state of oversupply, with student to bed ratios projected to remain below or only marginally in line with the national average under most scenarios. This suggests that there may be challenges in maintaining high occupancy levels in the coming years, particularly if student growth does not meet expectations.
- 6.12 The Council should be mindful of potential occupancy issues and consider demand-side risks when planning future provision of PBSA in the Preston.



**07**

**OPERATIONS &  
MARKETING**

## 7.0 Operations & Marketing

### University Accommodation Booking Process

7.1 University of Lancashire guarantees accommodation for all new UK full-time students studying at the Preston Campus in 2024/25. The ability to guarantee on campus accommodation to new students is an important recruitment tool in any university's arsenal.

7.2 The application process by student cohort is outlined below:

#### **UK Students:**

- Firm Choice: If a student confirms the university as their firm choice, they'll receive a unique registration number to apply online through the portal, typically opening in March before their start date. A reservation fee of at least £250 is required upon receiving an offer.
- Insurance Choice: Information about accommodation will be provided in August. Apply accordingly.

#### **International Students:**

- Once a student has accepted their course place, paid tuition fees, and met academic conditions, they can apply for accommodation.
- Options include applying online for university-owned accommodation or contacting the private accommodation team for privately owned properties vetted by the university.

#### **Postgraduate and Mature Students:**

- Various suitable accommodation options are available. Postgraduate and mature students are often grouped together, and arrangements can be made for leased halls specifically for postgraduates.

#### **Sponsored Students:**

- Provide written confirmation from the sponsor regarding accommodation fees before accepting any offer.
- For international students, ensure accommodation fees align with UK Visa and Immigration regulations. Refunds are available for visa refusals, provided documentary evidence is provided promptly.

