

**EXACT**

# **STUDENT ACCOMMODATION INVESTMENT 2023**

Use official UCAS data to understand key student trends and help make investment decisions

**UCAS**

# PLANNING YOUR NEXT INVESTMENT?

Whether you're building a new development or looking to acquire an existing portfolio, you want to be sure your investment is sound and gives you a good return. With unrivalled student data, UCAS can help you gain the essential insights you need to achieve proven return on investment.

## Use our data expertise to support your investment

### EXACT data service

EXACT is UCAS' bespoke data service that delivers CSV datasets to a particular specification. You can purchase data related to undergraduate applications and provision, to understand a 5-year trend, market size and demand in the areas you are exploring.

### Data consultancy

Work with our Data and Insight Analysts to turn your raw data into visual outputs you can use to inform your accommodation investment strategies.

## The benefits of working with UCAS

- ▶ Understand the local student market
- ▶ Understand the true value of your investment
- ▶ Gain the confidence that your investment will pay off
- ▶ Identify the risks, challenges and opportunities to shape your next steps

## Unrivalled data and insight

We're strongly connected to everyone in the higher education sector – from pre-applicants, applicants and students to parents and advisers. Plus teachers, schools, colleges, universities, policy makers and many more.

**We have a huge amount of data and a truly unrivalled knowledge of higher education.**

**WE CONNECT MORE THAN 700,000 STUDENTS TO HIGHER EDUCATION IN THE UK EVERY YEAR**



# GAIN LOCATION-BASED DATA TO INFORM YOUR INVESTMENT STRATEGY

Look back at 5 years of local market data to identify trends of growth or decline in the relevant location – using end-of-cycle undergraduate acceptance data, supplied in CSV file.\*

Variables include:

- ▶ Higher education provider name
- ▶ Campus location
- ▶ Applicant domicile UK/EU/Overseas
- ▶ Applicant domicile overseas country
- ▶ Acceptance route
- ▶ Living at home indicator

\*EXACT data is subject to disclosure controls to reduce the risk of disclosing personal data about identifiable individuals. The controls include reporting each cell count to the nearest five. In particular cell counts of 1 and 2 are reported as 0. Rows that only report 0 are omitted from the output.

## Two licence options <sup>\*Cost per location</sup>

Internal licence cost

£1,500.00

External licence cost

£2,500.00

### Internal only – Internal Use Licence

With an 'Internal Use' Licence, you must use the EXACT Data and Manipulated Data strictly for internal use within your organisation only.

### External use – Standard Use Licence

With a 'Standard' Licence, you may

- ▶ publish or permit to be published a maximum of one hundred individual pieces of the EXACT Data or Manipulated Data (being a number, count, percentage or any other statistic provided under this Licence, or any other number derived or calculated therefrom), subject to you not publishing or permit to be published any EXACT Data or Manipulated Data before any publication date we may communicate to you; and
- ▶ share, provide or give access to the EXACT Data or any Manipulated Data to a non-employee consultant, provided you notify us in advance and you enter into an agreement on same terms of this Licence which contains a confidentiality clause to ensure that the consultant only uses the EXACT Data in relation to your internal business purposes.

Please note, VAT is not included in the above costs

Cycle Year	Acceptance route (low level)	Applicant domicile (high level - 3 levels)	Applicant domicile (low level overseas country focus)	Campus location	Live at home indicator	Provider name 2022	Number of Acceptances
2022	Direct Clearing	EU (excluding UK)	Greece	London	Applicant not intending to live at home	W50 University of Westminster, London	0
2022	Direct Clearing	EU (excluding UK)	Italy	London	Applicant not intending to live at home	W50 University of Westminster, London	0
2022	Direct Clearing	Not EU	Azerbaijan	London	Applicant intending to live at home	W50 University of Westminster, London	0
2022	Direct Clearing	Not EU	China	London	Applicant not intending to live at home	U65 University of the Arts London	0
2022	Direct Clearing	Not EU	China	London	Applicant not intending to live at home	W50 University of Westminster, London	0
2022	Direct Clearing	Not EU	Hong Kong	London	Applicant not intending to live at home	G56 Goldsmiths, University of London	0
2022	Direct Clearing	Not EU	India	London	Applicant not intending to live at home	G56 Goldsmiths, University of London	0
2022	Direct Clearing	Not EU	India	London	Applicant not intending to live at home	Q50 Queen Mary University of London	0
2022	Direct Clearing	Not EU	India	London	Applicant not intending to live at home	W50 University of Westminster, London	0
2022	Direct Clearing	Not EU	Kuwait	London	Applicant not intending to live at home	Q50 Queen Mary University of London	0
2022	Direct Clearing	Not EU	Kuwait	London	Applicant not intending to live at home	W50 University of Westminster, London	0
2022	Direct Clearing	Not EU	Malaysia	London	Applicant not intending to live at home	W50 University of Westminster, London	0
2022	Direct Clearing	Not EU	Pakistan	London	Applicant not intending to live at home	W50 University of Westminster, London	0
2022	Direct Clearing	Not EU	United Arab Emirates	London	Applicant not intending to live at home	K84 Kingston University	0



# INSIGHT AT YOUR FINGERTIPS

## Combine quantitative data with qualitative analysis

EXACT data is supplied in a CSV file so it can be fed into existing data solutions, and used by your internal teams. If you would like support, or to have a greater depth of understanding, such as contextual student data, we can help through our consultancy services.

Our experts know the higher education sector inside out and can provide evidence-based recommendations for your accommodation investment.

Upon an initial free consultation to understand your bespoke requirements, we can provide a no-obligation quote.

## New service coming soon:

### Accommodation forecasting tool

Our team of Data Scientists are currently working on a tool which will enable us to forecast local market supply and demand.

If you would like to get involved in shaping this service, please contact [accommodation@ucas.ac.uk](mailto:accommodation@ucas.ac.uk) to arrange a demo.

## MEET THE TEAM

**Our specialist team supports the student accommodation sector with strategic marketing to maximise occupancy levels each cycle.**

Talk to us about how we can also support your marketing efforts.

### Accommodation team



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#### Why UCAS?

UCAS is an independent charity, which is here to make choices clearer for anyone taking their next step in education or career development. Anything you purchase from us directly contributes to our purpose of providing opportunities and education for every individual in the UK. You can find out more about our purpose at [ucas.com](https://ucas.com)