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What Students Seek

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Glide Utilities

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What Students Seek 2016...

Nationwide Survey

Every year, in partnership with AFS, we complete a nationwide study to find out what students want from their accommodation provider.

Over 1,000 students give us insights in to...

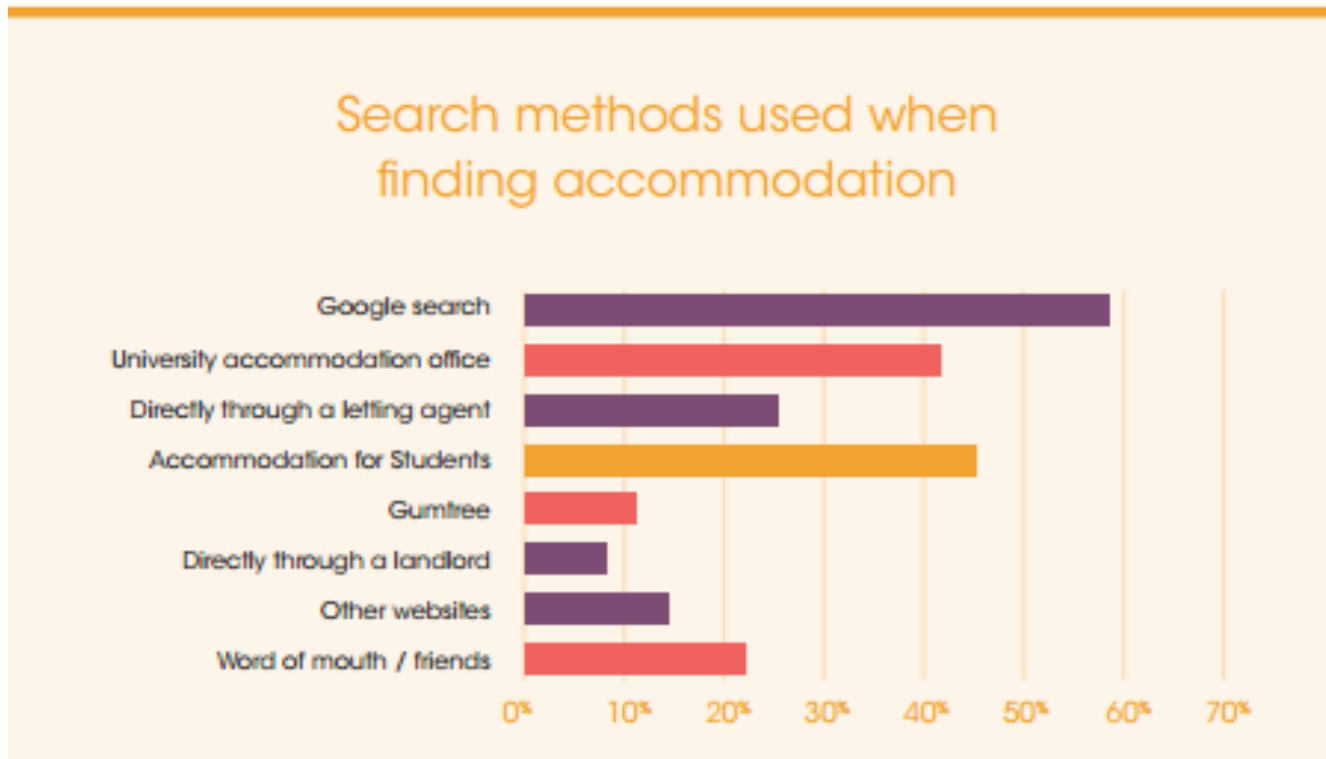
- Cost of living
- Satisfaction
- Property search criteria
- Their priorities
- Household arguments/ issues



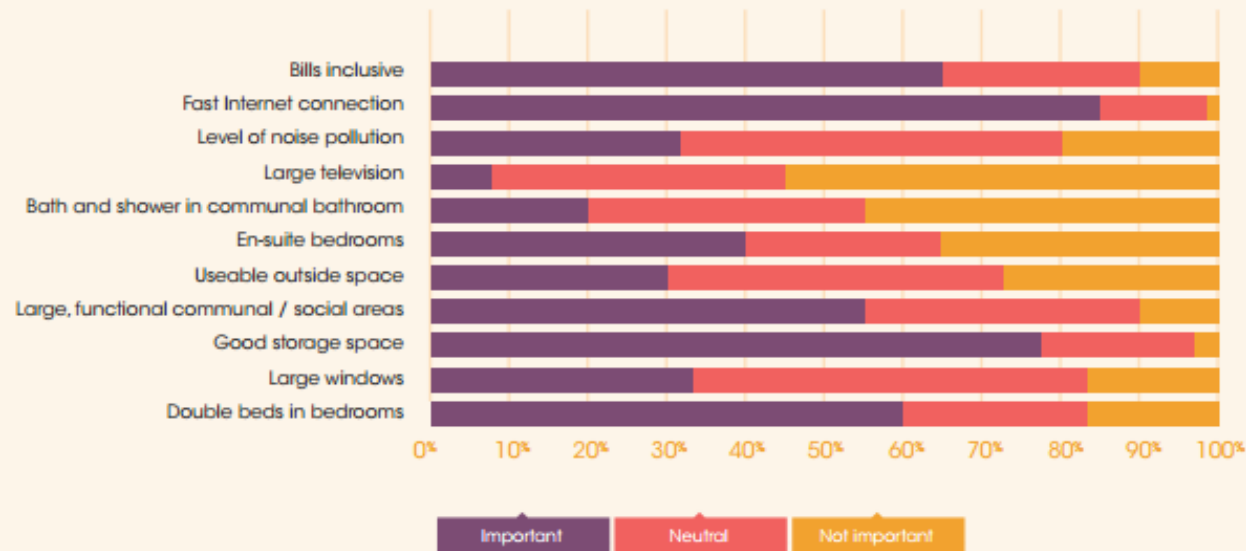
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We've digested these stats to provide an overview
of the student accommodation market today

Search method



The importance of attributes when choosing accommodation

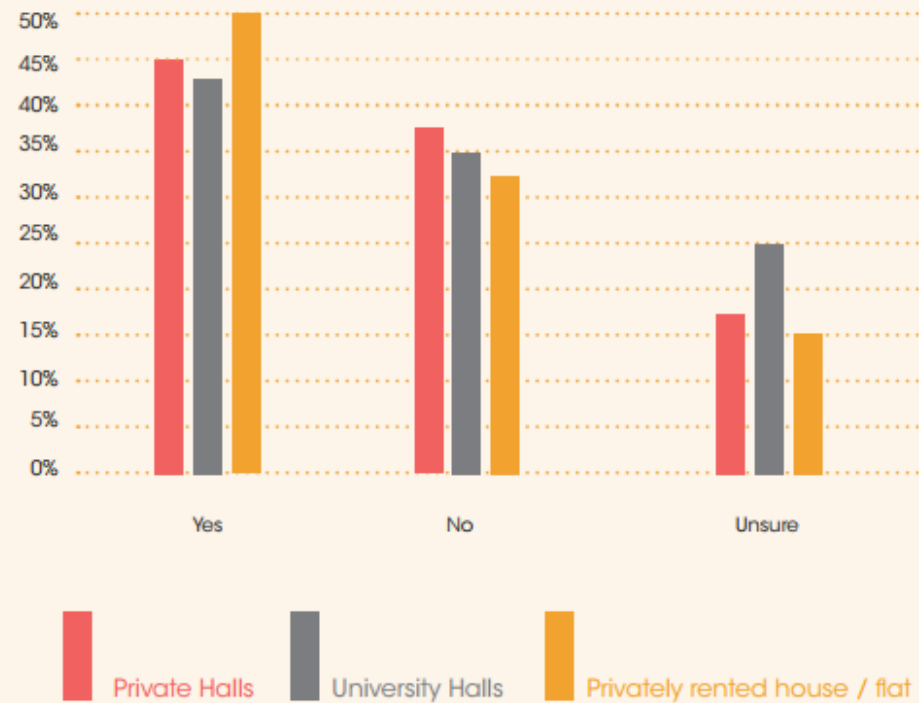


Having access to good storage space and a fast internet connection were the two attributes deemed important by the highest percentage of respondents (78% and 84%, respectively).

This trend seems to be most pronounced for those living in university accommodation. Because they found accommodation through their university rather than having to navigate searching for private accommodation, they may not feel as certain that what they are getting represents a good value. Those in privately rented houses or flats are most confident that they are getting a good deal on their accommodation.



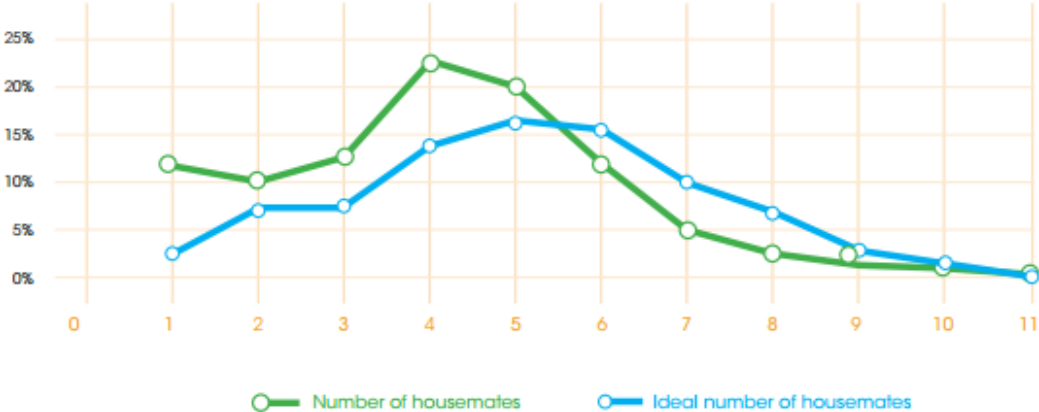
Current cost of accommodation is good value for money based on accommodation type



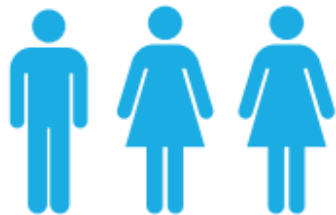
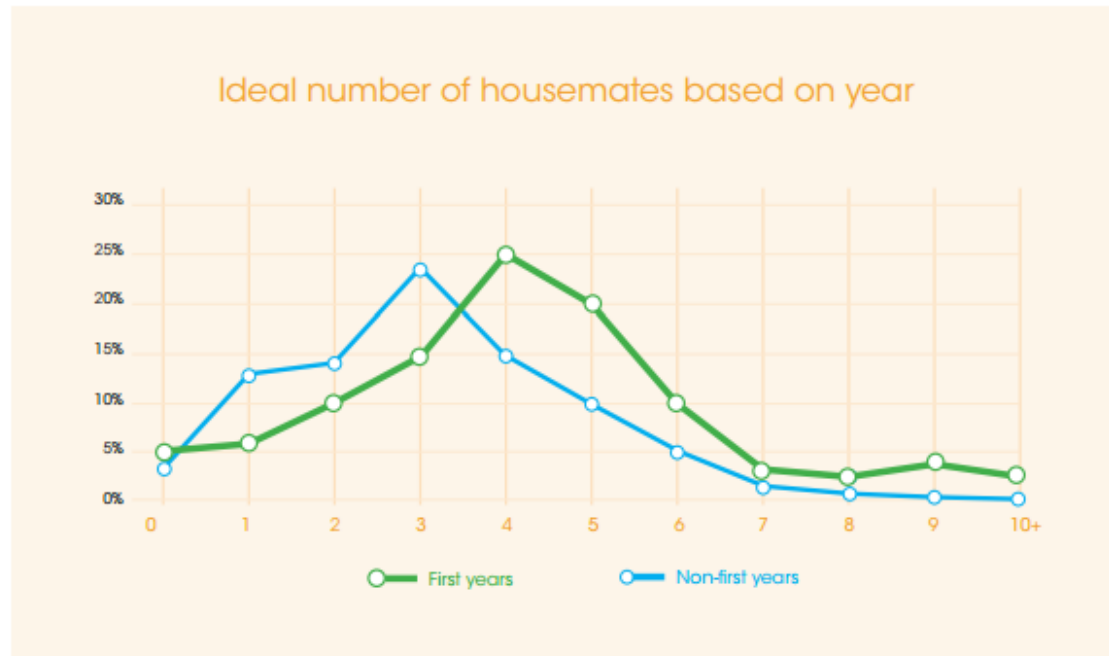
Living arrangements

To gain an expanded view of students' daily living in their accommodation, several questions relating to their living arrangements were asked including questions about their housemates and their efforts to create a comfortable, "home" environment in their accommodation. The following graph displays students living with each number of housemates compared to how many housemates they would ideally have; the peak ideal number of housemates is around 4 or 5.

Current number of housemates compared to ideal number of housemates



Examining the breakdown of ideal number of housemates of first year students compared to non-first years, younger students appear to be comfortable or prefer more housemates than older students. They may prefer a more active and social environment than those who are further along in their course.

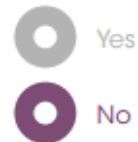
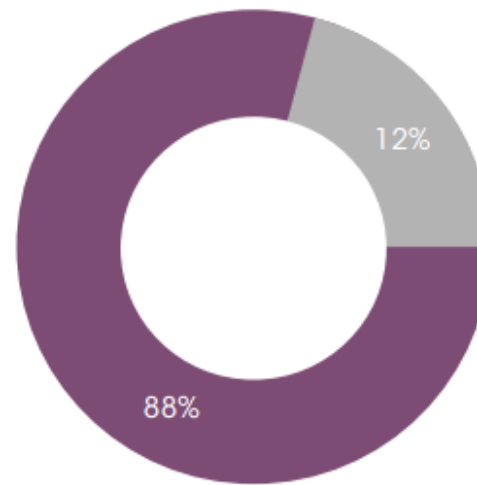


Younger students prefer more housemates than older students.

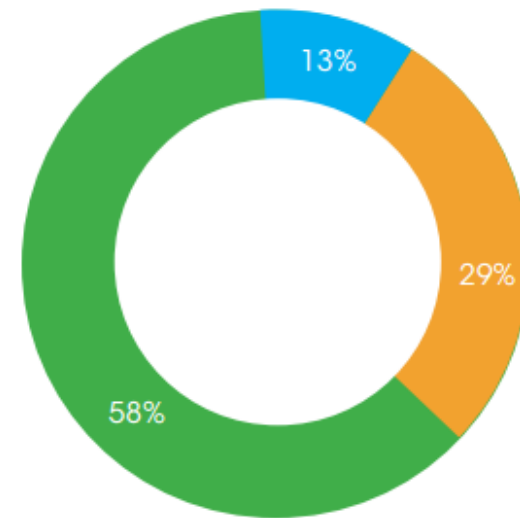
TV packages

When asked about their TV viewing, 88% currently have only what is available with Freeview and 58% plan to remain only having Freeview in the future. 29% are unsure if they would subscribe to a larger TV package in the future, suggesting that perhaps there is some flexibility in convincing students to adopt a larger TV package.

Is your current TV package better than freeview?

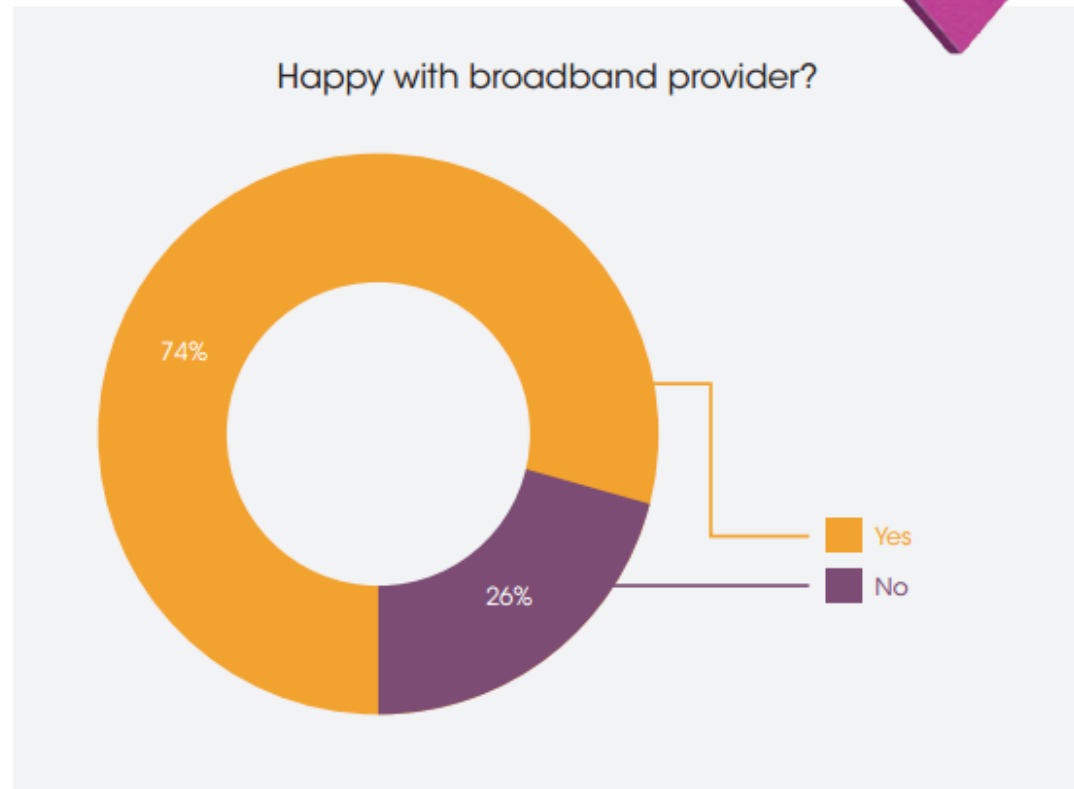


Do you plan on getting a TV package in the future?



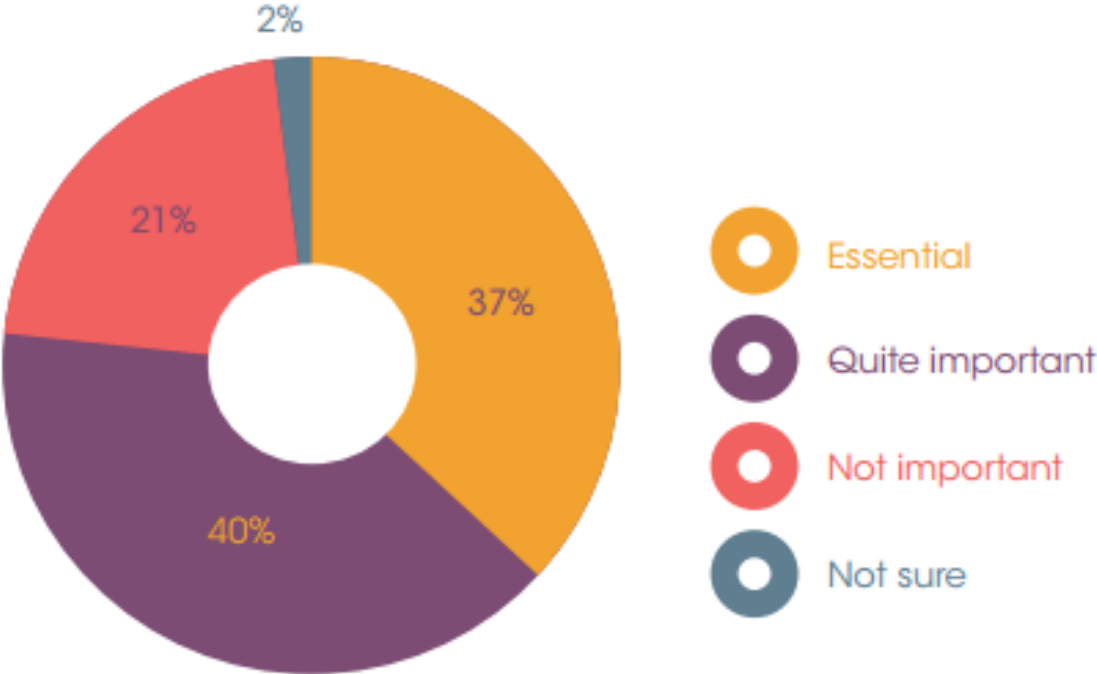
Broadband

About three in four students say they are happy with their broadband providers. The most common broadband provider is Virgin (25%) and the second most common is Sky (12%). One in four students do not know who their broadband provider is, perhaps because their broadband is included in their utility payments for their accommodation and they do not directly pay a provider (as is commonly the case for university halls). Satisfaction with broadband service is fairly consistent across providers; however, students with TalkTalk are more likely to be unhappy with their service. Only one student reported having Primus service explaining the 100% satisfaction.



According to our annual survey with Accommodation for Students 77% of students felt having their bills included was either essential or quite Important.

Importance of bills included in rent



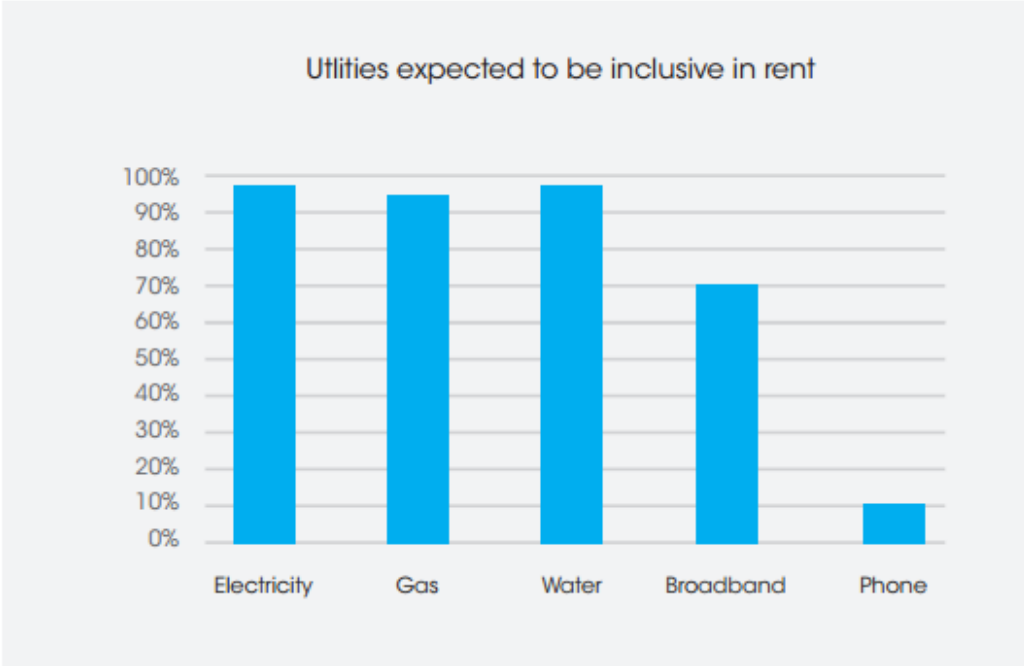
[https://www.youtube.com/watch?
v=kyrN7nnAPqM](https://www.youtube.com/watch?v=kyrN7nnAPqM)

What percentage of properties do you think
now offer bills inclusive within the
student/HMO market?

63%

Students were largely in agreement that electricity, gas and water are expected to be lumped into a bills-inclusive rent payment.

Over 95% of respondents felt these utilities should be included. 70% also expected the inclusion of broadband service in their utility payment. This information may be useful for landlords looking to please students by offering utilities-inclusive rents: a broadband service is something students would like to not have to worry about paying for separately.



For students who have their bills included in their rent, 65% report a satisfaction level of 7 or higher while only 56% of those with bills non-inclusive report a 7 or higher.

So who here has
student/HMO properties?

So, what's the solution ??

- DIY
- Glide – Multi-Site

DIY

- Let properties quickly
- Shop around for cheapest unit rate
- All services with different companies
- Potentially use an energy broker depending on the size of your portfolio

Glide – Multi Site

- Let properties quickly
- One contract/One contact
- Fair Usage
- Specific portfolio quote
- Online portal

- Glide was founded in 2006 by students for students
- We're a utilities & service provider for shared households
- The first of its kind to offer multi-tenant billing
- We now have more than 60,000 customers across UK
- We know the student rental market



Where are we now?

- White Label Provider of Ecotricity and have made bills simple for over 150,000 customers



- 1000 Companies to Inspire Britain, Sunday Times Fast Track 100 2014, Nominated for Customer Care award 2016 at Utility Week
- Part of a wider Group with access to a network of 250,000 students nationwide

Group



High speed broadband, Wifi and TV for student accommodation



Experts in communicating with students



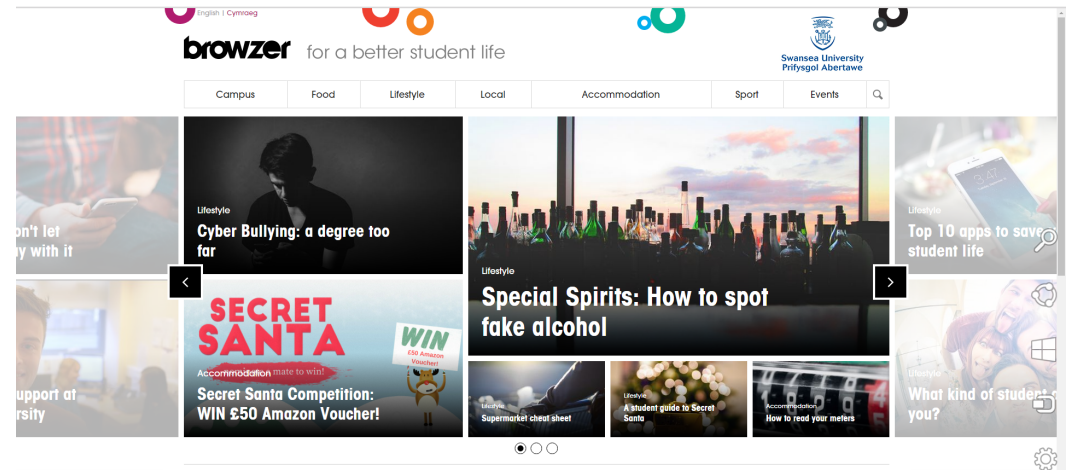
Cabling and Infrastructure (new layer of expertise)



Broadband, Wifi, TV and phone for growing PRS Sector

Where are we now – South Wales?

Student
Accommodation
Services




Multisite Your Online Account

The screenshot shows the Glide website dashboard. The header is blue with the Glide logo and the tagline "Bills made simple". Navigation links include Dashboard, Houses, Billing, Reports, Users, Support, and Sign out. A "Sign out" button is also present in the top right corner.

The main content area is titled "Your houses" and includes a search bar and two buttons: "Add a single house" and "Bulk upload houses". Below this is a table with 12 columns: Address, Town, Postcode, Gas, Electricity, Water, Telephone, Broadband, TV licence, Capacity, Start Date, and Renew. The table contains 12 rows of data, each representing a house record. The "Renew" column contains a "Renew" button for each row.

Address	Town	Postcode	Gas	Electricity	Water	Telephone	Broadband	TV licence	Capacity	Start Date	Renew
1 Berrington Road	Liverpool	L20 3AP	●	●	●	●	●	●	5	01/07/2011	Renew
100 Sandberg Road	Liverpool	L20 2PL	●	●	●	●	●	●	6	01/07/2013	Renew
101 Garraugh Road	Liverpool	L20 2PL	●	●	●	●	●	●	9	01/07/2012	Renew
103 Berrington Road	Liverpool	L20 3AP	●	●	●	●	●	●	4	01/07/2012	Renew
11 Pringle Road	Liverpool	L20 2PL	●	●	●	●	●	●	4	01/07/2013	Renew
117a Lawrence Road	Liverpool	L20 2AP	●	●	●	●	●	●	2	01/07/2011	Renew
117b Lawrence Road	Liverpool	L20 2AP	●	●	●	●	●	●	2	01/07/2011	Renew
126 Garraugh Road	Liverpool	L20 2AP	●	●	●	●	●	●	4	01/07/2013	Renew
126a Garraugh Road	Liverpool	L20 2AP	●	●	●	●	●	●	5	01/07/2011	Renew
17 Woodside Road	Liverpool	L20 2AP	●	●	●	●	●	●	5	01/07/2013	Renew
18 Garraugh Road	Liverpool	L20 2AP	●	●	●	●	●	●	5	01/07/2011	Renew

Your Online Account




Glide
Bills made simple

Dashboard Houses Billing Reports Users Support [Sign out](#)

Gas Electricity Water Telephone Broadband TV licence **Meter readings** Usage statement

Gas readings Electricity readings Water readings How to read your meter

Gas meter readings

 What's your gas reading? [Help me read my meter](#)

Date	Reading	Status
30/09/2013	9934	Estimated
31/10/2013	10087	Estimated
01/07/2013	10071	Customer
11/11/2013	10334	Customer
30/09/2013	9934	Estimated
31/08/2013	9860	Estimated
31/07/2013	9811	Estimated
31/08/2013	9860	Estimated
31/07/2013	9811	Estimated

Your Online Account



Copy of What Students Seek? 20 – 30 page report
Fair usage policy
Link to video



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Any Questions?

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www.glide.co.uk