



# STUDENT ACCOMMODATION

## CONFERENCE

Wednesday 12 December 2018 | InterContinental London, The O2



### Best in class

#### How do we ensure the sector graduates to the next level?

The PBSA asset class is maturing and evolving in an operating environment where student mental health and wellbeing is now top of the agenda. The right insights and connections will be key to harnessing the plethora of opportunities and navigating the challenges ahead – this year's Student Accommodation Conference is a must-attend! Organised by *Property Week* and now in its 11th year, Student Accommodation is firmly established as the UK's leading student housing conference. The event attracts the most influential figures from the PBSA sector and beyond including operators, investors, developers, higher education thought leaders, local authorities, city councils and international players. What you will hear on the day is a unique 360-degree analysis of student housing, including the latest updates, new ideas and unrivalled networking with leaders at the forefront of the industry. This year's agenda is bigger and better, with four streams of content:

- **The asset class**
- **Product, placemaking and delivery**
- **Operation and management**
- **Affordability, design, consumers and proptech**

This year's conference will continue to deliver business-critical insights and new data, facilitate cutting-edge discussion and debate, showcase best practice and explore the opportunities for growth and innovation of student housing that serves the higher education sector in the UK and overseas.

#### 9:00 Registration and networking

#### 10:00 Welcome from the chair

**Paddy Jackman**, interim director, hospitality and accommodation services, **University of Birmingham**

#### Question Time

#### 10:10 Higher education keynote panel

In this *Question Time*-style debate, we bring together key experts from the world of higher education to share their thoughts on hot topics including Brexit, funding and international students.

Speakers include:

**Dr Janet Hannah**, pro-vice-chancellor and chief executive, **Coventry University London**

**Vincenzo Raimo**, pro-vice-chancellor, global engagement, **University of Reading**

**Kate Wicklow**, policy manager, **GuildHE**

**Sander Kristel**, executive director, **UCAS Media**

**Rachel Hewitt**, director of policy and advocacy, **HEPI**

Chaired by:

**Paddy Jackman**, interim director, hospitality & accommodation services, **University of Birmingham**

#### **Future-gazing talk**

##### **10:50 Disruption**

Co-working spaces are currently disrupting the office market, online retail has caused a seismic shift in traditional retail patterns and Airbnb is keeping the hotel industry on its toes. Is student accommodation on the precipice of similar disruption? In this Ted-style talk we examine the key features of disruption and how to ride the wave when it comes along.

**James Fenner**, managing director, **Silk Road Marketing**

#### **11:05-11.50 Morning break – networking, refreshments and exhibition**

#### **Innovation zone**

**11:20-11:30 Smart tech talk 1 – brought to you by Glide**

**How can smart technologies future-proof buildings for the boom of IoT on the horizon?**

A 10-minute lecture in the Innovation Zone in the Exhibition Hall.

**Speaker:**

**Tom White**, sales and marketing director, **Glide**

Please choose your sessions from the following...

Evolution streams			Innovation stream
Stream 1: The asset class	Stream 2: Product, placemaking and delivery	Stream 3: Operation and management	Affordability, design, consumers and proptech
As student accommodation continues to mature, the characteristics of the asset class are set to evolve even further. Against the backdrop of major shifts in the	In this stream we examine the type of student accommodation currently being built, why the sector needs to be flexible and innovate and how the product is set	The global student numbers race and the increased understanding of the importance of student mental wellbeing have raised the profile of student	The Innovation stream will host 'in the round' discussions designed to facilitate knowledge sharing, debate and discussion and to sow the seeds that will

macro and micro environment as well as game changing consolidations and acquisitions of PBSA brands and moves into co-living, micro-living and BTR, what does the future pipeline look like? In this stream we crunch the numbers, analyse the data and gauge investor sentiment. Topics that will be covered include:

- PBSA beyond the yields: market drivers and the next frontier
- Investor sentiment and appetites for the UK, the EMEA and the wider globe
- New and exclusive business intelligence and data insights on global student movements, domestic and international location hotspot analysis and consumer and product analysis
- Charting the flow of money domestically and globally and gaining maximum yields in the current operating environment: supply vs demand, luxury vs midmarket vs affordable, achieving capacity vs voids.

to evolve. We will highlight the current planning and development opportunities and how to overcome the challenges as well as bringing in new thoughts on construction and design that can bring down costs and increase affordability. Topics that will be covered include:

- The metamorphosis of PBSA: understanding co-living, micro-living and BTR and the opportunities to diversify your portfolio
- London development opportunities: the draft London Plan and Policy H17 from a local authority perspective
- Regional development opportunities: examining established vs new university towns and the opportunities for development
- The future of construction: how to bring down your costs and increase affordability in student accommodation

accommodation – which is now recognised as one of the core components of an appealing and competitive university offering. It has also highlighted the importance of increased collaboration between higher education institutions and private accommodation providers. In this stream you will hear from seasoned experts from the university and PBSA sectors on how the management of student accommodation is rising to the challenge and responsibilities of the new operating landscape. Topics that will be covered include:

- The student experience: new thoughts on student attraction, retention and success and the role that accommodation plays
- Mental health and wellbeing: new thoughts and data on how this will drive the next evolution of student accommodation
- The relationship between on-campus infrastructure and student retention
- The internationalisation of management and operations

drive innovation in student accommodation.

### Session 1

### Session 1

### Session 1

### Session 1

**11.55: Host's opening remarks**  
**David Tymms**, commercial director, **iQ Student Accommodation**, and chair, **British Property Federation Student Accommodation Committee**

**12:00 PBSA beyond the yields: market**

**11.55: Host's opening remarks**  
**Andrew Wallis**, national head of housing, **Irwin Mitchell**

**12:00 Panel: The metamorphosis of PBSA: the hows and whys of co-living, micro-living and BTR**

Speakers:

**11.55: Host's opening remarks**  
**Paddy Jackman**, interim director, hospitality and accommodation services, **University of Birmingham**

**12:00 Panel: Students – the numbers game**

With a third of all students living in PBSA,

**11.55: Host's opening remarks**  
**James Fenner**, managing director, **Silk Road Marketing**

**12:00-13.00 Affordability in student accommodation: from funding to design – how can we create an affordable student accommodation product?**

<p><b>drivers and the next frontier</b></p> <p>Speaker:  <b>David Feeney</b>, associate, student accommodation advisory, <b>Cushman &amp; Wakefield</b></p> <p>Followed by panel discussion with</p> <ul style="list-style-type: none"> <li>- <b>Stewart Moore</b>, chief executive, <b>CRM Students</b></li> <li>- <b>Adam Willis</b>, associate director, <b>M&amp;G Investments</b></li> <li>- <b>Richard Stott</b>, managing director, <b>Kexgill Group/University Quarter</b></li> </ul> <p><b>12:45 What, where and why?</b>  <b>New data sets, fresh perspectives on traditional yield data and new insights to inform your investment strategy.</b></p> <p>Speaker:  <b>Paul Humphreys</b>, founder and chief executive, <b>Student Crowd</b></p>	<ul style="list-style-type: none"> <li>- <b>John Kenny</b>, chief operating officer, <b>Grainger</b></li> <li>- <b>Iliya Blazic</b>, chief investment officer, <b>iQ Student Accommodation</b></li> <li>- <b>Martin Skinner</b>, founder and chief executive, <b>Inspired Asset Management</b></li> <li>- Chaired by: <b>Andrew Wallis</b>, national head of housing, <b>Irwin Mitchell</b></li> </ul> <p><b>12:45 The draft London Plan and Policy H17 – the London boroughs' perspective</b></p> <p>In this session we examine student accommodation in the context of the housing crisis, affordability and local authority housing priorities.</p> <p>In conversation with:</p> <ul style="list-style-type: none"> <li>- <b>Cllr Darren Rodwell</b>, leader, <b>London Borough of Barking and Dagenham</b></li> <li>- <b>Jas Athwal</b>, leader, <b>London borough of Redbridge</b></li> </ul> <p>Chaired: <b>Carl Dyer</b>, national head of planning, <b>Irwin Mitchell</b></p>	<p>there is still very little research on the impacts different modes of residence have on student retention, success and employability. In this session we examine the role of accommodation.</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- <b>Jenny Shaw</b>, student experience director, <b>Unite Students</b></li> <li>- <b>Obi Okwuadigbo</b>, managing director, <b>Futurelets, Coventry University</b></li> <li>- <b>Caryn Masters</b>, director of accommodation &amp; commercial services and UNICUS, <b>University of Sheffield</b></li> <li>- <b>Chris Shelley</b>, director of student and academic services, <b>University of Greenwich</b></li> </ul> <p><b>12:45 How the mental health and wellbeing agenda will drive the next evolution of student accommodation</b></p> <ul style="list-style-type: none"> <li>• Why student wellbeing needs to be higher on the agenda and how it affects building design and operations</li> <li>• Designing wellbeing into buildings from the ground up</li> <li>• Catering for millennials and Generation Z</li> <li>• Improving nomination agreements with wellbeing in mind and to provide investor reassurance</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- <b>Tim Daplyn</b>, managing director, <b>Red Brick Research</b></li> <li>- <b>Bobbi Hartstone</b>, external relations and student wellbeing, <b>GSA</b></li> </ul>	<ul style="list-style-type: none"> <li>• Funding perspective</li> <li>• Design perspective</li> <li>• Lessons from the affordable housing sector</li> </ul> <p>Facilitators:</p> <ul style="list-style-type: none"> <li>- <b>Sky Mapson</b>, head of PBSA, <b>Maslow Capital</b></li> <li>- <b>Mark Bladon</b>, structured property finance, <b>Investec</b></li> <li>- <b>Tom Paul</b>, director of treasury and commercial, <b>Optivo</b></li> </ul>
---	---	--	--

13:15-14:30 Lunch, networking and exhibition

### Innovation zone

13:50-14:00 Smart tech talk 2 – brought to you by Glide

**What impact can technology have on operational efficiency and the operational costs of running a multi-dwelling unit building?**

A 10-minute lecture in the Innovation Zone in the Exhibition Hall.

Speaker:

**Dave Budworth**, product manager, **Glide**

Please choose your sessions from the following...

Evolution streams			Innovation stream
Stream 1: The asset class	Stream 2: Product, placemaking and delivery	Stream 3: Operation and management	Affordability, design consumers and proptech
Session 2	Session 2	Session 2	Session 2
<b>14:30 Global student pathways: exploring trends in global student mobility and the best global cities for PBSA</b> Speaker: <b>Jo Winchester</b> , executive director, valuation and advisory services – student accommodation, <b>CBRE</b>	<b>14:30 Regional development opportunities – examining established vs new university towns and the opportunities for development and investment</b> In conversation with: <ul style="list-style-type: none"><li>- <b>Cllr Nicola Beech</b>, cabinet member for spatial planning and city design, <b>Bristol City Council</b></li><li>- <b>Cllr Martin Boardman</b>, member of the development control and local development framework committees, <b>Chorley Borough Council</b></li></ul>	<b>14:30 The 'Sticky Campus' and lessons for student accommodation sector</b> In this session, Andrew Percival from UPP will provide critical analysis, insights and recommendations on the emergence of the 'sticky campus' and what it means for university estates and private student accommodation professionals with reference to its joint HEPI-UPP report a full day before public launch. Speaker: <b>Andrew Percival</b> , managing director, <b>UPP Projects</b> Presentation followed by Q&A with Paddy	<b>14:30-15.30 Consumers, proptech and future-proofing in the round</b> In this session we will debate, discuss and answer questions on the impact of the proptech revolution on PBSA. Join both the tech leaders and consumers as we explore the opportunities that smart tech technology can bring to the future of multi-dwelling units. Facilitators: <ul style="list-style-type: none"><li>- <b>Lora Salomidou</b>, product owner, <b>The Collective</b></li><li>- <b>Tom White</b>, director, <b>Glide</b></li><li>- <b>Jonathan Burrows</b>, founder and chief</li></ul>
<b>15:00 Panel: Investor appetites – Europe and the rest of the world</b> Speakers: <ul style="list-style-type: none"><li>- <b>Ryan Lang</b>, executive managing director, Student Housing, multifamily capital markets, <b>Newmark Knight</b></li></ul>	Chaired by: <b>Carl Dyer</b> , national head of		

<p><b>Frank</b></p> <ul style="list-style-type: none"> <li>- <b>Simon Fox</b>, development director, <b>Carrowmore Property</b></li> <li>- <b>Carlo Matta</b>, head of Europe, <b>CA Ventures</b></li> <li>- <b>David Mathewson</b>, partner and head of acquisitions, <b>Straits capitol – a Singapore Press Holdings Company</b></li> </ul> <p>Chaired by: <b>Samuel Vetrak</b>, chief executive, <b>StudentMarketing</b></p> <p><b>15.55 Hosts Closing Remarks</b></p>	<p>planning, <b>Irwin Mitchell</b></p> <p><b>15:00 Panel: The future of construction: how to bring down costs and increase affordability in student accommodation</b></p> <p>Speaker: <b>Nick Riley</b>, board director, <b>Whittam Cox</b></p> <p>Followed by panel discussion with:</p> <ul style="list-style-type: none"> <li>- <b>Michela Hancock</b>, development director, <b>Greystar</b></li> <li>- <b>Gerry O'Keeffe</b>, construction director, <b>Vision Modular Systems and Tide Construction</b></li> <li>- <b>Daniel Spencer</b>, chief executive, <b>Torsion Group</b></li> <li>- <b>Colin Whitfield</b>, commercial director, <b>Balfour Beatty</b></li> </ul> <p><b>15.55 Hosts Closing Remarks</b></p>	<p>Jackman</p> <p><b>15:00 Panel: Innovation and the internationalisation of management and operations</b></p> <ul style="list-style-type: none"> <li>• Lessons from abroad</li> <li>• What do the current university partnerships and collaborative approaches look like and how can they be built on?</li> <li>• Prioritising mental health and wellbeing</li> <li>• How are management platforms evolving?</li> </ul> <p>Speaker: <b>Heriberto Cuanalo</b>, chief executive, <b>Collegiate</b></p> <p>Followed by panel discussion with:</p> <ul style="list-style-type: none"> <li>- <b>Carlos Cano</b>, commercial and marketing director, <b>Resa</b></li> <li>- <b>Brian Welsh</b>, chief executive, <b>The Nido Collection</b></li> <li>- <b>Conal Newland</b>, director, student accommodation, <b>Savills Australia and New Zealand</b></li> </ul> <p><b>15.55 Hosts Closing Remarks</b></p>	<p>executive, <b>ASK4</b></p> <ul style="list-style-type: none"> <li>- Student consumer panel, brought to you by <b>Red Brick Research</b></li> </ul> <p><b>15.30 Hosts Closing Remarks</b></p>
---	--	--	---

**16:00 Afternoon break - networking, refreshments and exhibition**

### **Innovation zone**

**16:10-16:20 Smart tech talk 3 – brought to you by Glide**

**Can technology help to build happier, healthier, safer and more cohesive communities in student halls of residence?**

A 10-minute lecture in the Innovation Zone in the Exhibition Hall.

Speaker:

**Simon Horniblow**, managing director, **Campuslife**

## **Future-gazing talk**

### **16:30 Where's your head at?**

BBC analysis suggests the number of university students reaching out to mental health facilities is up by 50% and the universities minister has called for students to be “supported, not mollycoddled”. The question is: what does support look like? In this Ted-style talk, Natasha Devon MBE will highlight the current challenges and explore the solutions. Devon is an award-winning activist and bestselling author. She comments on mental health, body image and gender and regularly speaks in Parliament and gives evidence to the education and health select committees. Devon is a fellow of the University of Wales Aberystwyth and advises it as well as Coventry University London on campus wellbeing.

**Natasha Devon MBE**

## **Question Time**

### **16:45 PBSA – the main event**

In this *Question Time*-style debate, we bring together notable figures from the PBSA world and tie together all the key topics of the day in a dynamic and interactive session, with live audience polling.

Speakers:

**Thomas Landschreiber**, chief Investment officer, **Corestate**

**Sarah Jones**, partner, public sector advisory team, **Cushman & Wakefield**

**Bob Crompton**, chief executive, **Threesixty Developments**

Chaired by: **Liz Hamson**, editor, **Property Week**

**17:25 Chair's closing remarks and conference ends**

**17:30 Networking drinks**

**20:00 Gala dinner (*Awards ticket holders only*)**

**21:45 Awards presentation (*Awards ticketholders only*)**

**01:00 Carriages**

*Programme subject to change:* The organisers reserve the right to change the programme, speakers or venue should circumstances require