

STUDENT NEED ASSESSMENT ECHO STREET, MANCHESTER

iQ Student Accommodation

MARCH 2023

Introduction	2
Executive Summary	3
Site Location	5
Demand	8
University Investment & Performance	16
Supply	21
Rental Analysis	29
Private Rented Sector	34
Development Pipeline	36
Demand & Supply Dynamics	39



INTRODUCTION

This Student Accommodation Need Assessment has been prepared for iQ Student Accommodation in relation to the proposed development of 1,224 purpose-built student accommodation (PBSA) bed spaces at Echo Street in Manchester. It assesses the following areas:



Manchester Student Accommodation Need

- | | |
|---|--------------------------|
| 1 | Site Location |
| 2 | Demand |
| 3 | Investment & Performance |
| 4 | Supply |
| 5 | Private Rented Sector |
| 6 | Development Pipeline |
| 7 | Demand & Supply |



EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Demand Manchester is the UK's fourth largest student market. The University of Manchester is the UK's largest single institution and attracted 42,260 full-time students in 2021/22, a 14% increase since 2016/17. Growth is being driven by the University's international population, which has grown by 34% over the last five years. Manchester Metropolitan University (MMU) has enjoyed positive growth of 13% over the past five years. The University has performed well in its recruitment of postgraduate students, which have seen strong growth of 49% over the same period.

Supply In 2022/23 there are 26,830 purpose-built student accommodation bed spaces available to students in Manchester, making it the fourth largest student accommodation market in terms of beds the UK behind London, Liverpool and Sheffield. The market is currently characterised by a legacy of older bed spaces due to limited development over the last decade. Over the last 10 years, the City has seen the second fewest number of new deliveries of any major market, and the lowest net increase in beds of any major market. Consequently, Manchester is home to a significantly larger percentage of standard, shared bathroom bed spaces than the national average, and a considerably lower percentage of modern en-suite rooms.

Pipeline The development pipeline in Manchester currently stands at 3,814 beds with just over 1,400 beds approved (37%) - a small number for a market of this size. Student Castle, Fusion and Vita all have proposed schemes in the city. Modelling of the impacts of the development pipeline on the demand supply balance indicates that more students are likely to be forced into HMO accommodation without additional beds being delivered to the market.

Student to Bed Ratio The City-wide student to bed ratio (SBR) stands at 2.04:1, meaning that 27,895 students with a requirement for a bed are currently unable to access one in PBSA. The demand-supply imbalance in Manchester continues into 2023, as more students are being forced into the HMO market as demand continues to outstrip supply in the City. Cushman & Wakefield's modelling shows that without significant additional development, more students will be forced into the private housing market as demand for accommodation continues to grow.

Location The proposed development site sits in an established area of PBSA in Manchester, with existing successful developments from the likes of iQ student and Unite Students adjacent. World-class university facilities are located nearby. Including the University of Manchester's Graphene Engineering Innovation Centre. Key campus buildings, including the University's Engineering Building, can be reached in five minutes by bicycle, or in just over 10 minutes on foot.

Development Opportunity iQ Student is an established and high quality operator in the Manchester market, with a proven track record of delivery. The proposed 1,224-bed development will deliver an extremely high quality of facilities for students seeking a high-quality student experience, with sector-leading amenity spaces for a large development. Given wider pressures on the Manchester housing market development of sites such as Echo Street can play a crucial role in delivering the need for modern, fit-for-purpose student accommodation in the City.

01

SITE LOCATION

LOCATION & AREA CHARACTERISTICS



PROPOSED DEVELOPMENT

The proposed Echo Street development site is located on a prominent gateway site within Manchester City Centre, between Granby Row, Echo Street, The Altrincham railway viaduct and Vimto Gardens. The scheme will provide 1,224 bed spaces, with 589 studio units and 635 cluster beds.

Over 1.1m² of amenity will be provided per student which is an extremely high proportion for a large development. The amenity is designed to provide an outstanding student experience. The development will comprise three blocks, with two “link blocks” connecting the buildings. All will benefit from social and amenity space.

The University of Manchester now operates from three main campuses, all of which are accessible within a 16 minute walk of the site (with the exception of Fallowfield, which is accessible via a 26 minute bus route). Manchester Piccadilly Railway Station (5 minutes by foot) offers onward travel to London and Edinburgh (and the rest of the UK). Manchester Metropolitan University’s All Saints Campus is also a short 13 minute walk away. The amenities of the city centre and the Arndale Shopping Centre (and other City Centre amenities) are also easily accessible within 16 minutes via foot.

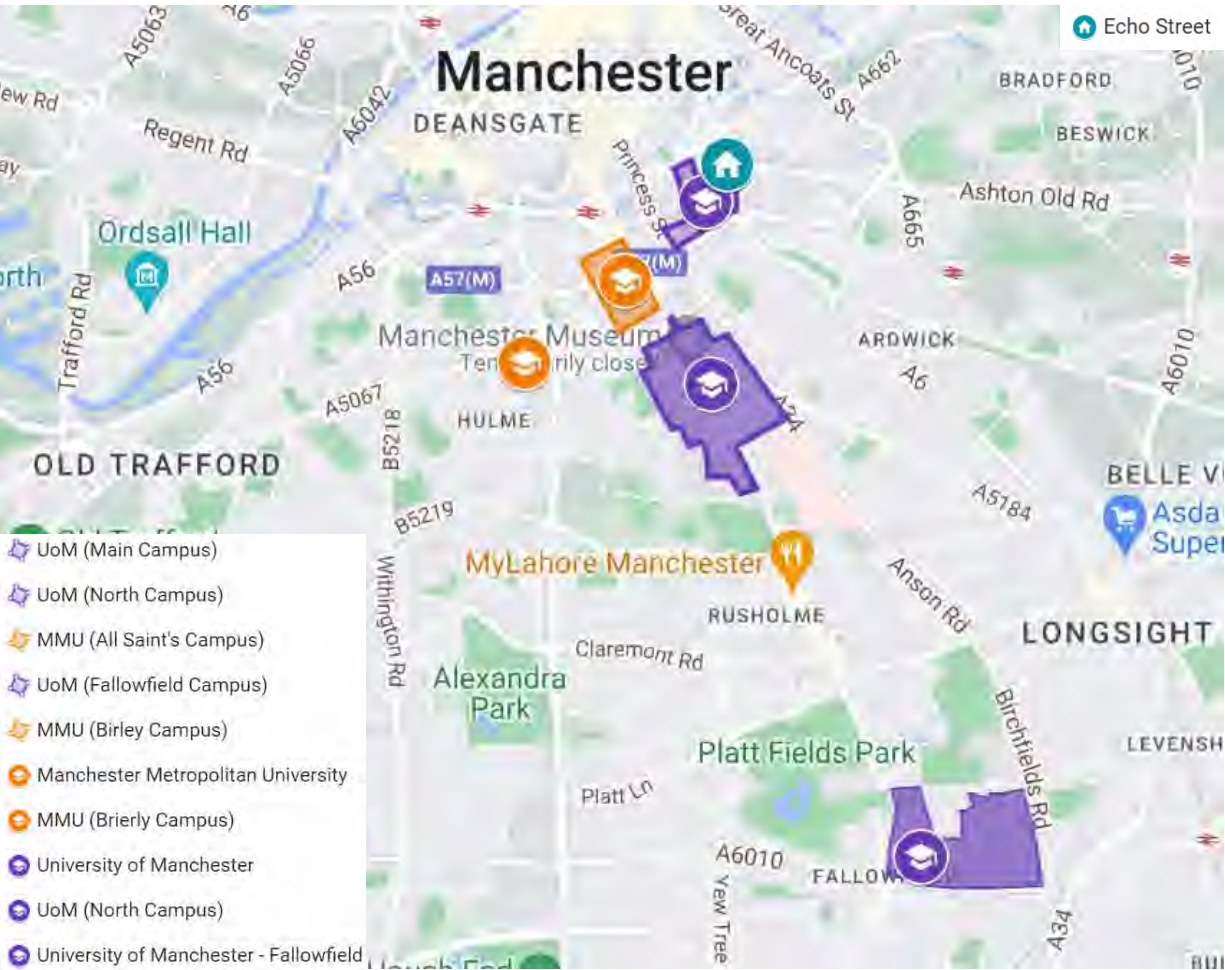
Echo Street, Manchester



Source: iQ Student

Amenity	Travel time	Method
Fallowfield Campus	26 minutes	Bus
UoM South Campus	16 minutes	Walking
UoM North Campus	6 minutes	Walking
MMU All Saints Campus	13 minutes	Walking
City Centre	16 minutes	Walking
Arndale Shopping Centre	15 minutes	Walking
Piccadilly Railway station	2 minutes	Walking

SITE LOCATION



Source: Cushman & Wakefield adapted Google Maps

The map adjacent highlights the location of the proposed development in the context of the wider Manchester campus environment. As can be seen, the site is well located for both institutions – the University of Manchester and Manchester Metropolitan University. The site is particularly close to UoM’s North Campus and MMU’s All Saint’s Campus.

The student central location is likely to have significant appeal to students, as it sits minutes from numerous bars, restaurants, and shops, whilst also being within a short walk of Manchester Piccadilly, Oxford Road and Deansgate Railway Stations.

DEMAND MANCHESTER ANALYSIS

02



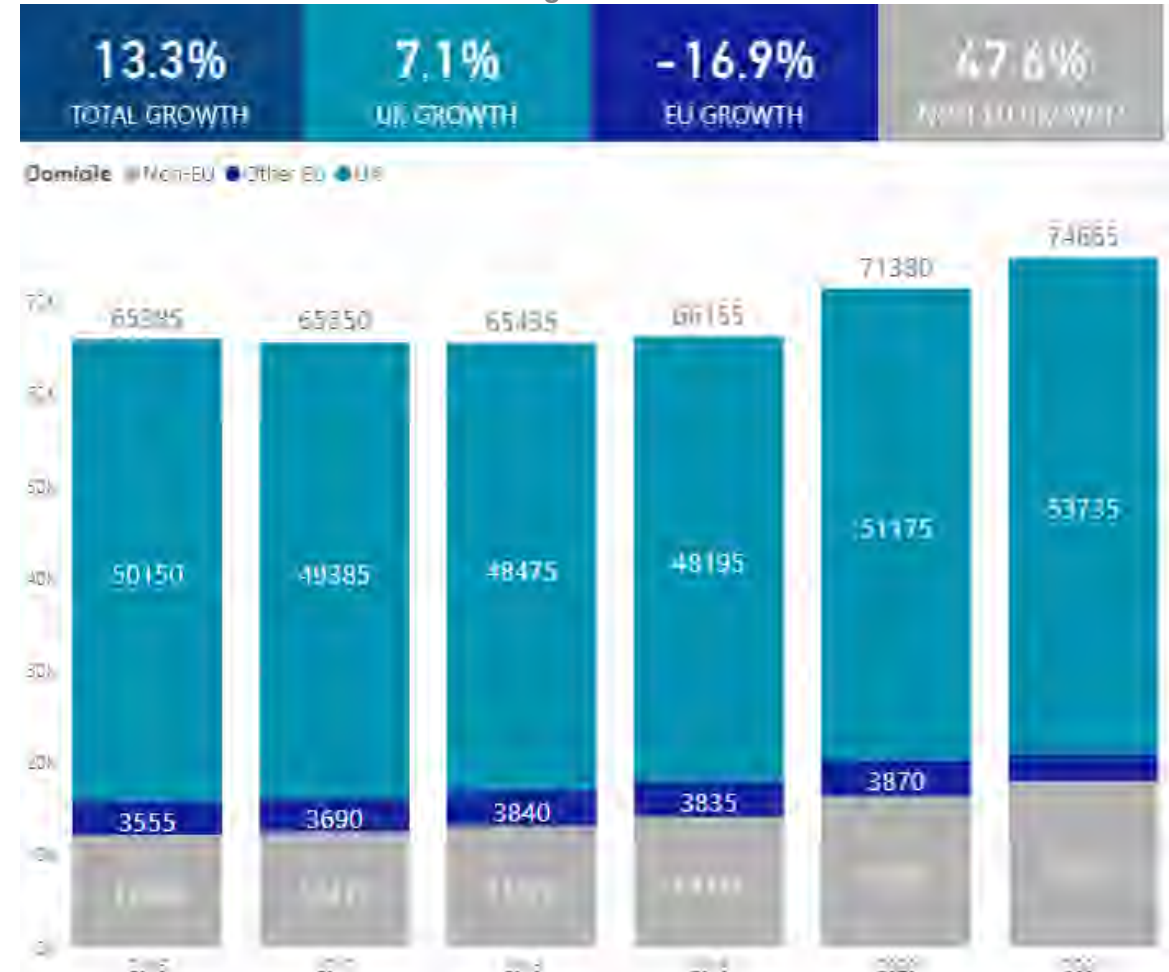
OVERVIEW

Manchester is the UK's fourth largest student market by full-time population after London, Birmingham and Glasgow and was home to 74,665 full-time students in 2021/22 across its three main institutions: The University of Manchester, Manchester Metropolitan University and the Royal Northern College of Music. 100s more students are studying on a full-time basis at the University Campus of Football Business, as well as 395 full-time students University Academy 92 (UA92) Limited.

Student number growth across the City has been significant over recent years, with full-time students growing by 13.3% between 2016/17 and 2021/22. Much growth has come from the non-EU international student population, which has grown by a significant 47.6% over the same period.

There were 8,780 more full-time students studying at the three main Manchester institutions in 2021/22 than was the case in 2016/17. The University of Manchester and Manchester Metropolitan University are explored in more detail overleaf.

Manchester full-time student number growth over time



Source::HESA 2016/17 to 2021/22

UNIVERSITY OF MANCHESTER

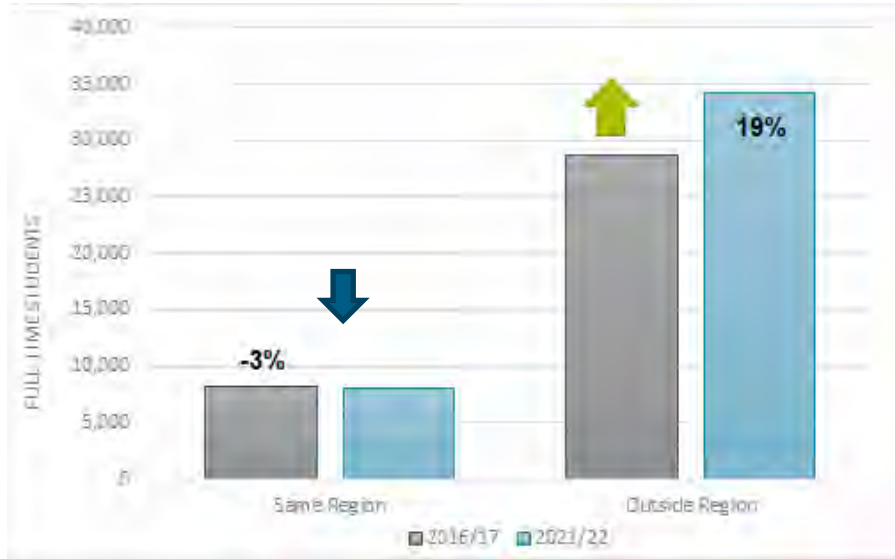
The University of Manchester has grown student numbers gradually since 2016/17, at an overall 14% increase in the student population. Whilst growth has been steady, it has been below the nationally observed average across all levels of study. The largest increase in student numbers comes from the postgraduate population, which has grown by 24% across the five year period. For 2021/22, the University of Manchester attracted a total of 42,260 students, making it the largest single institution in the UK. The postgraduate population accounts for 27% of the student body, slightly above the nationally observed average of 24%.

Full-time student number growth 2016/17 to 2021/22

Level of Study	2021/22			2016/17			Manchester Uni	UK
FT & SW	Student numbers	%	UK Comparat or (%)	Student numbers	%	UK Comparat or (%)	Growth 2016/17 to 2021/22	Growth 2016/17 to 2021/22
UG	30,735	73%	76%	27,590	75%	82%	11%	12%
PG	11,530	27%	24%	9,320	25%	18%	24%	24%
Total	42,260	100%	100%	36,910	100%	100%	14%	14%

Source: HESA 2016/17-2021/22

Student domicile 2016/17 to 2021/22



Source: HESA 2016/17-2021/22

The University of Manchester has seen strong growth in students domiciled outside of the region at 19% since 2016/17. This is a testament to the institution's reputation as a global research, international University and a member of the prestigious Russell Group. This increase in student numbers totals 5,555 students.

Students from the region have fallen by 3% since 2016/17, totalling a loss of 205 students. This domicile accounts for 19% of the student body, a significantly smaller percentage when compared to the UK average of 37%.

UNIVERSITY OF MANCHESTER

In 2022, the University of Manchester received a total of 92,310 applications. Out of these, 9,060 students were accepted to study at the institution. Since 2016, applications have been gradually increasing and grew by a total of 28,740 students by 2022. Following the increase in tuition fees in 2012, unlike many UK institutions, the University of Manchester did not struggle to maintain student numbers as applications increased by 6% in a single year from 2012 to 2013. Applications then continued to increase up until 2015.

In 2022, acceptances stood at 9,060 students, a 15% fall on the previous year where the number of acceptances totalled 10,655. This is in line with the Russell Group trend to reduce undergraduate intakes in the post-COVID environment. The applications to acceptances ratio at the institution has consistently been significantly above the nationally observed UK average, and for 2022 stands at 10.2:1, much higher than the UK average of 6.5:1 for the same year. In 2021 and 2022, the institution has accepted a small percentage of students through non-main scheme acceptance routes, at 4% and 6% respectively. It should be noted that the applications and acceptances outlined above are representative of those who have applied through the UCAS system only – i.e. undergraduate students, and excludes the significant and growing postgraduate population.

Undergraduate applications and acceptances over time (2011-2022)

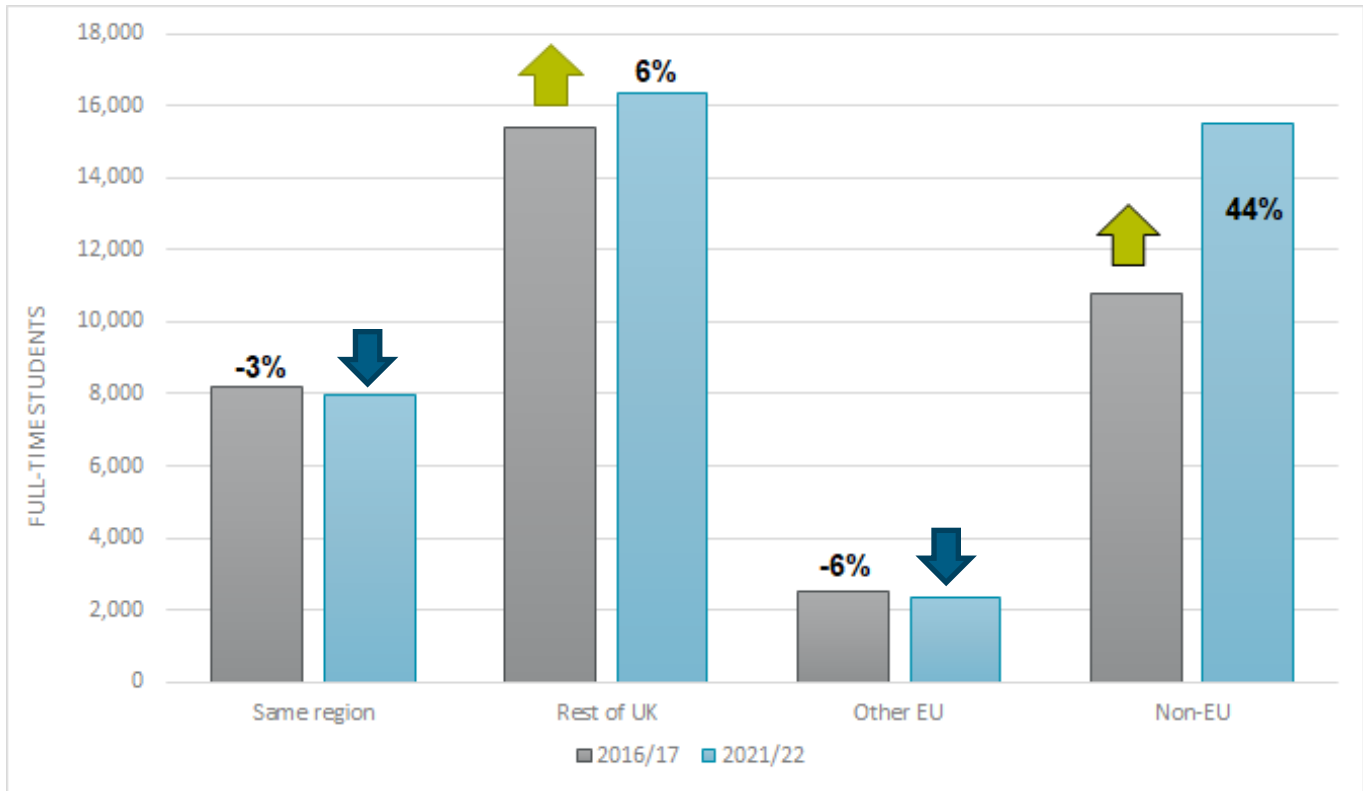


Source: UCAS 2011-2022

The largest growth at the University of Manchester over the last five years has come from students outside of the EU, as this cohort has grown by 44%. This increase in students equates to 4,740 students, bringing the total non-EU population to 15,525 for 2021/22. Students from other EU Countries and regional students have fallen by 6% and 3% respectively. As students from other EU Countries accounts for a smaller percentage of the student body, this equates to a small loss of 155 students. Students from the same region have fallen by 205 students. Students from the rest of the UK have grown by 6%, totalling an increase of 970 students.

These trends are extremely positive in terms of demand for student accommodation.

University of Manchester students by domicile 2016/17 to 2021/22



Source: HESA 2016/17 to 2021/22

MANCHESTER METROPOLITAN UNIVERSITY

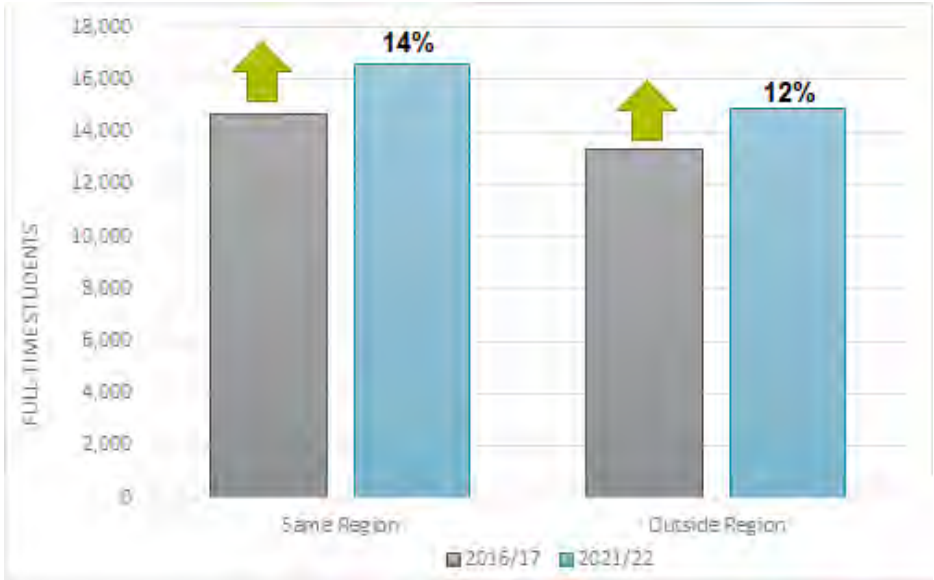
Whilst student numbers at Manchester Metropolitan University have grown since 2016/17, this growth has been at a slower rate than the nationally observed UK average. For 2021/22, overall student numbers at the institution total 31,555, a 13% increase since 2016/17. A huge amount of this growth has come from postgraduates, as this cohort increased by 49%, equating to 1,465 students over the five year period examined. Undergraduate growth has been steady at 8%, and despite this growth being below that of the UK average, this cohort accounts for 86% of the student body, a figure 10% above the nationally observed UK average.

Full-time student number growth 2016/17 to 2021/22

Level of Study	2021/22			2016/17			Manchester Met	UK
FT ESW	Student numbers	%	UK Comparat or (%)	Student numbers	%	UK Comparat or (%)	Growth 2016/17 to 2021/22	Growth 2016/17 to 2021/22
UG	27,075	86%	76%	25,020	89%	82%	8%	12%
PG	4,475	14%	24%	3,010	11%	18%	49%	12%
Total	31,555	100%	100%	28,025	100%	100%	13%	12%

Source: HESA 2016/17-2021/22

Student domicile 2016/17 to 2021/22



Source: HESA 2016/17-2021/22

Students from both outside the region and from within the North West have grown steadily since 2016/17, with the largest increase being from regional students at 14%.

Students from outside of the region have increased by 12% across the past five years – a total of 1,545 students. The majority of this growth comes from non-EU students which have increased by 88% since 2016/17, equating to 1,035 students.

MANCHESTER METROPOLITAN UNIVERSITY

Manchester Metropolitan University have seen a surge in applications over the last year, increasing by 18% or 10,055 students for 2022. Historically, this is the largest single year increase in applications that the institution has ever seen. Similar to the University of Manchester, Manchester Metropolitan University continued to increase the number of applicants following the rise of tuition fees in 2012. From 2012 up until 2014, applications were up by 17%, or 8,525 students.

Acceptances for 2022 totalled 9,770 students, a figure which has increased by 33% since 2019, alongside the large increase in applications. The applications to acceptances ratio at MMU has consistently been relatively in line with the nationally observed UK averages, and for 2022 stands at 6.7:1. Since accepting 20% of students through clearing in 2020, this percentage has continued to fall since and for 2022, MMU accepted 9% of students through clearing. Again, it should be noted that the applications and acceptances outlined above are representative of those who have applied through the UCAS system only, and exclude the large number of postgraduate students now studying at the University.

Undergraduate applications and acceptances over time (2011-2022)

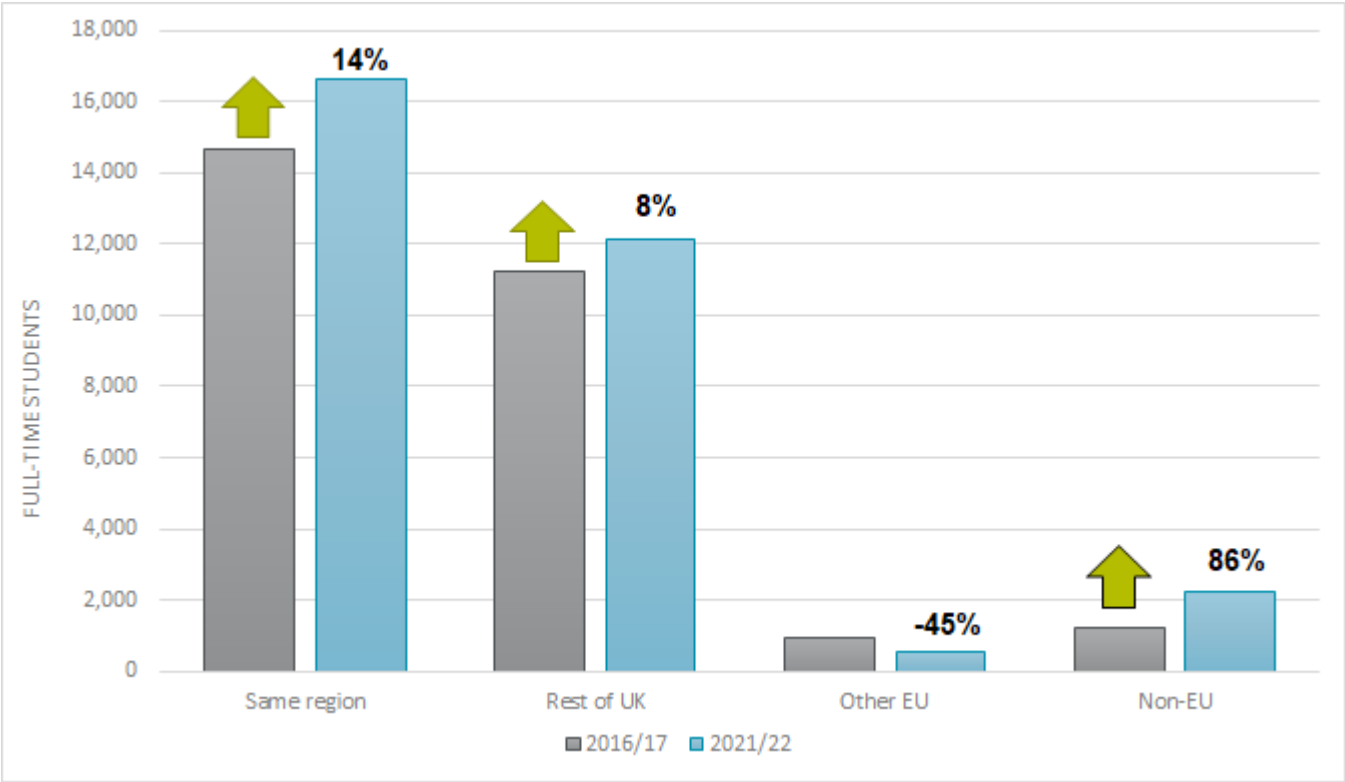


Source: UCAS 2011-2022

MANCHESTER METROPOLITAN UNIVERSITY

Manchester Metropolitan University has increased student numbers in all domiciles except for students from other EU Countries. This cohort has fallen by 45%. Albeit, student numbers have fallen from a smaller base, however this equates to a loss of 430 students since 2016/17. Despite this, the growth in students from outside of the EU has been strong at 86% or 1,035 students. Behind non-EU growth are regional students, which have increased by 14%, totalling 1,980 students. Finally, students from the rest of the UK have increased by 8% and now account for 12,150 students for 2021/22.

Manchester Metropolitan students by domicile 2016/17 to 2021/22



Source: HESA 2016/17 to 2021/111

UNIVERSITIES INVESTMENT & PERFORMANCE



UNIVERSITY OF MANCHESTER



Manchester Engineering Campus

Completed in 2021, the Manchester engineering campus development (MECD) is a £400+ million investment which houses the faculty of engineering at the University of Manchester. It is now home to almost 7,000 students and 1,300 staff and has a variety of flexible teaching and learning spaces.



Henry Royce Institute Hub

Opened in 2020, the Manchester hub for the Henry Royce Institute, the national body promoting research and applications in advanced materials. The building is a prominent new landmark on the Manchester skyline at 46 meters high.

The Manchester building enables a wide array of ground-breaking research to be undertaken including investigations into biomedical materials which are at the cutting-edge of regenerative medicine and prosthetics and nuclear materials to support the energy sector.



Innovation District

This 50/50 joint venture between the University of Manchester and Bruntwood SciTec will create a £1.5 billion innovation district. Which will be home to a global community that will play a vital role in the future of the UK science and technology sector, with the potential to create over 10,000 new jobs in the 10-15 years.

Place design and placemaking will be central to the development of ID Manchester, which when complete will provide over 4 million square feet of new commercial workspace.

Source: University of Manchester

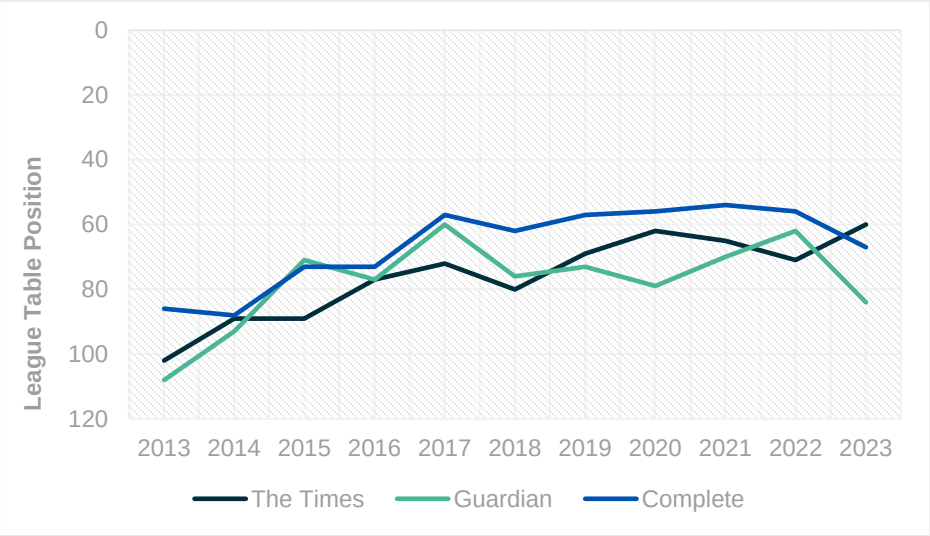
LEAGUE TABLE PERFORMANCE



The University of Manchester has been consistently ranked in the top 40 UK institutions over the last decade in all three major UK national league tables. In 2023, the University was ranked in 17th place by The Complete University, 24th by The Times and 30th place by the Guardian.

The institution was also ranked in 8th place in the 2021 REF (the same position as in the 2014 edition), with 93% of all research classed as world-leading or internationally excellent, and received a silver award in the recent 2017 Teaching Excellence Framework (TEF).

National League Table Performance 2013-2023



Source: The Guardian, The Complete University Guide, The Times 2013-2023

MANCHESTER METROPOLITAN UNIVERSITY



Arts & Humanities Building

Completed in 2020, the new flagship Arts & Humanities building, offers 12,500sqm of space, and provides an inspirational venue on the Oxford Road corridor for high-quality teaching by award-winning writers, artists and journalists, and further link MMU to the wider city through shared cultural projects.



New Science and Engineering Campus

The University has outlined plans to demolish the John Dalton buildings and replace them with a new-build science and engineering campus. The 1970's built 33,000 sq. ft John Dalton West building and the larger 135,000 sq. ft John Dalton East buildings sit together North of the MMU Campus. The University has now set out its plans for a £65m redevelopment of the site, which will see both buildings demolished and replaced with a new-build home for the faculty. The build is set to contain a range of flexible and adaptable state of the art amenities that respond to both modern teaching and research needs.



School of Digital Arts

Opened in 2021, Fielden Clegg Bradley Studios' £35 million digital arts building at MMU features a 22m-tall vertical LED light wall. The development also includes a five-storey building at MMU's All Saints Campus. The 5,600 sqm building provides a new home for the School of Digital Arts (SODA), the facility has been designed to support Greater Manchester's creative and digital industries and create a 'digital skills powerhouse' in the city.

Source: Manchester Metropolitan University

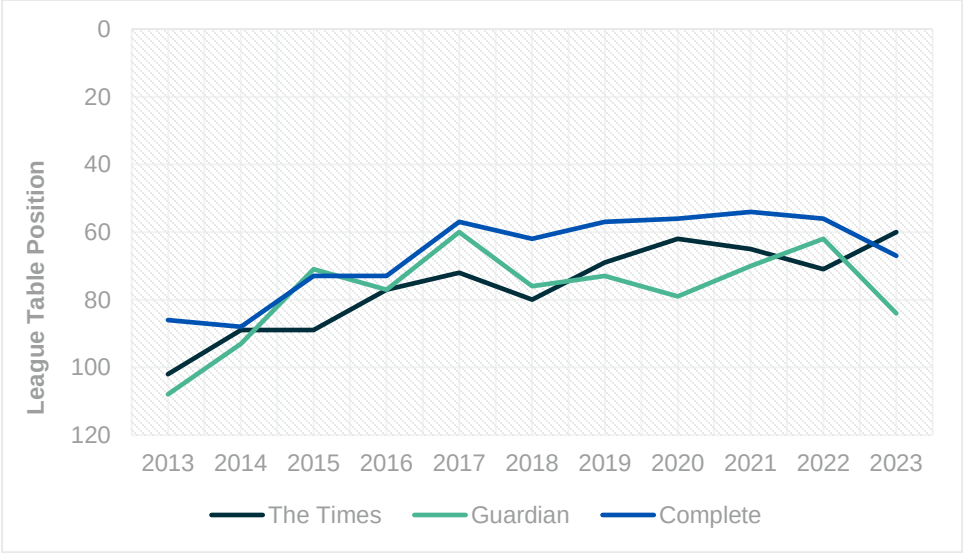
LEAGUE TABLE PERFORMANCE



In 2023 Manchester Metropolitan University was ranked in 67th place by the Complete University Guide, 60th place by The Times and 84th by The Guardian.

MMU was ranked in 51st place in the Research Excellence Framework 2014, and was awarded a Silver in the Teaching Excellence Framework 2017.

National League Table Performance 2013-2023



Source: The Guardian, The Complete University Guide, The Times 2013-2023

SUPPLY STUDENT ACCOMMODATION IN MANCHESTER

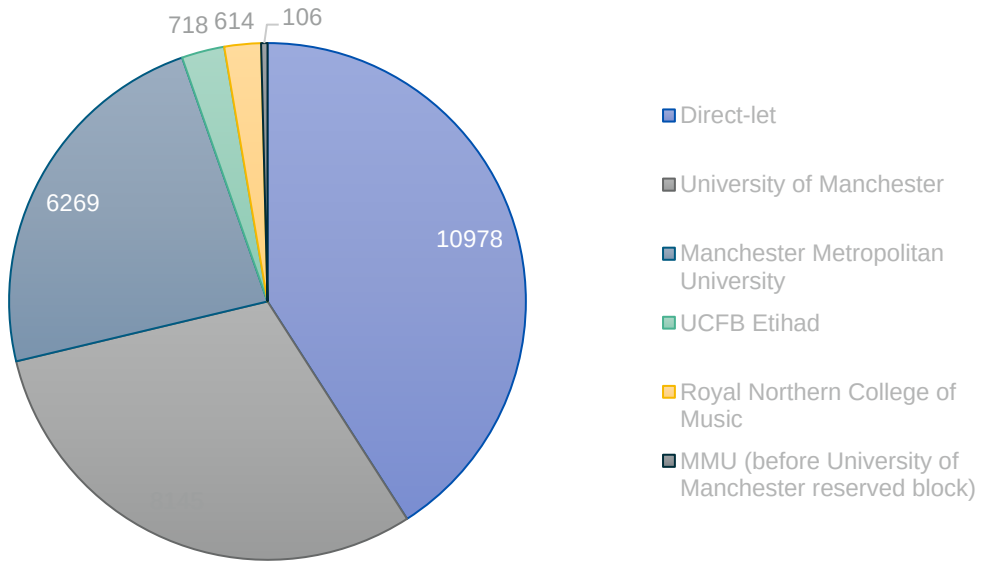


SUPPLY OVERVIEW

In 2022/23 there are 26,830 purpose-built student accommodation bed spaces available to students in the City of Manchester, making it the fourth largest student accommodation market in the UK. Direct let beds make up the largest offering in Manchester (10,978), followed by beds offered by the University of Manchester (8,145), Manchester Metropolitan University (6,269).

Just under 2,500 new bed spaces have been delivered to the market since 2018 (examined in more detail later in this section), including the 1,184 bed University of Manchester Fallowfield Campus schemes, MMU's 484 bed Archway development, the Canvas Student-operated River Street development (792 beds), Vita Circle Square (383 beds), Unite's Artisan Heights (603 beds, currently nominated by MMU), and Mansion Students' Mansion Point (206 beds). However, over this period a large number of beds have also left the market, including the University of Manchester's 1,075 bed Owens Park development.

Manchester Stock Profile 2022/23



Source: C&W Student Accommodation Tracker 2022/23

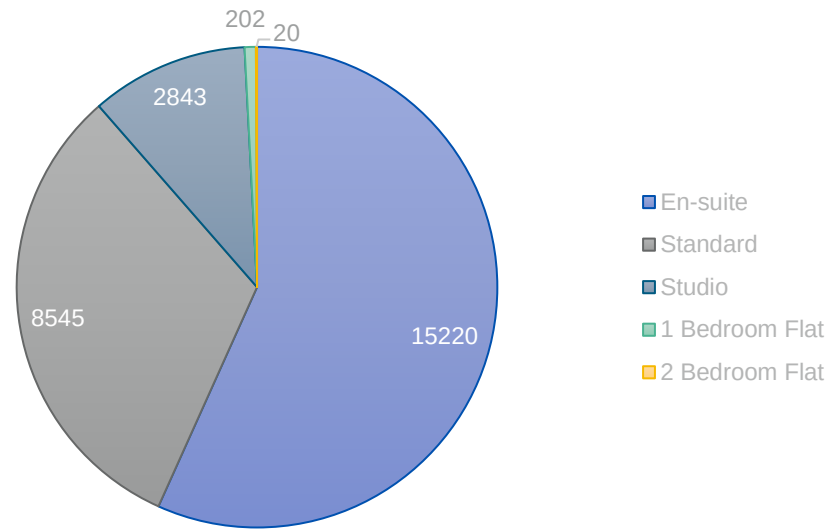
SUPPLY OVERVIEW



PBSA in Manchester is largely located in and around the “Oxford Road Corridor”, an area just to the south of the City Centre which is bisected by Oxford Road and which is home to the two major institutions in the city (see map overleaf). Some accommodation is based within the City Centre, with roughly 8,000 located largely in the south and south east of this area of the city. Located just under two miles to the south of the two universities, Fallowfield is one of the most populous student areas in the UK with a small number of private sector PBSA schemes, 4,000 university beds and a vast private rented market.

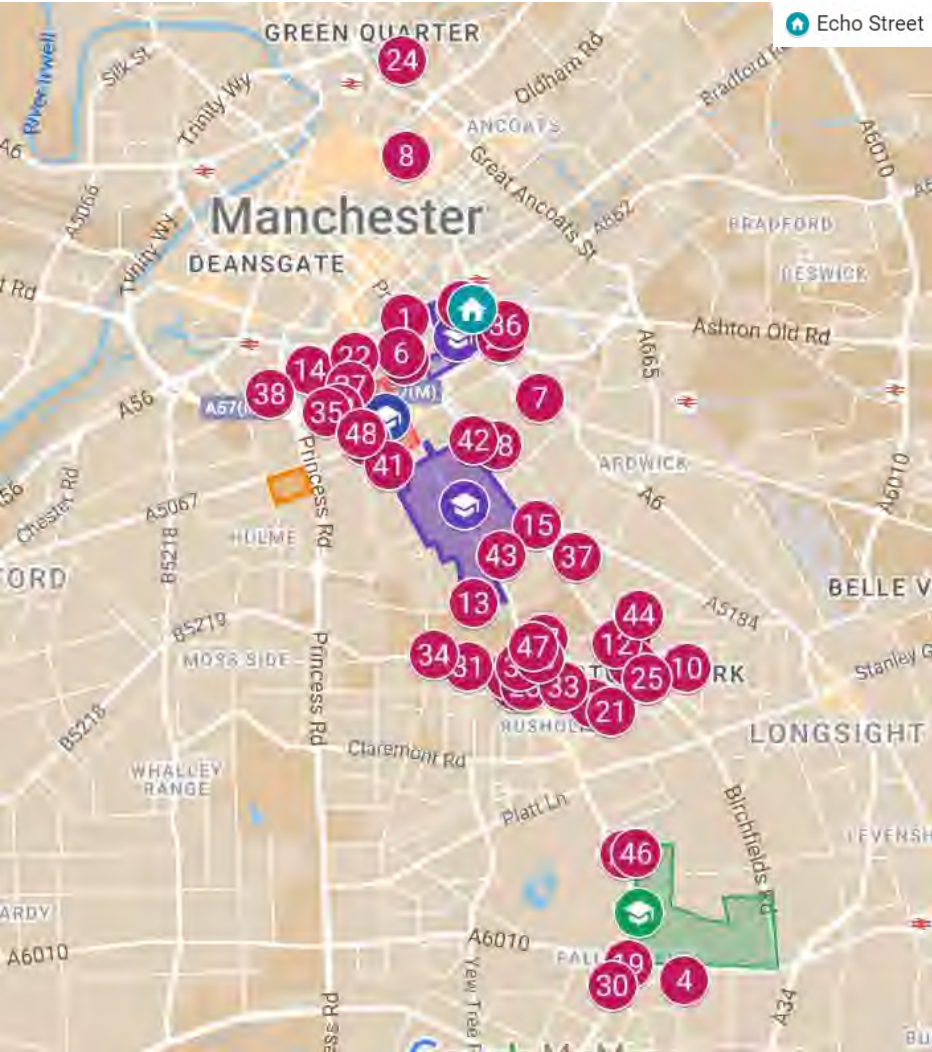
Due to the older nature of much of the University’s stock, standard bed spaces make up a little over a third of the market, 8,545 bed spaces, while studios represent just 11% of beds available, equivalent to 2,843 bed spaces.

Manchester PBSA by Room Type 2021/22



Source: C&W Student Accommodation Tracker 2022/23

SUPPLY LOCATIONS



- UoM (Main Campus)
- UoM (North Campus)
- MMU (All Saint's Campus)
- UoM (Fallowfield Campus)
- MMU (Birley Campus)
- Manchester Metropolitan University
- MMU (Brierly Campus)
- University of Manchester
- UoM (North Campus)
- Fallowfield Campus
- 121 Princess Street
- Atlas Court
- Carfax Court
- Chancellors Court
- Circle Square (Building 10 & 11)
- Circle Square (Building 9)
- City Edge Apartments
- Clydesdale House
- Coniston Hall
- Daisy Bank
- Daisybank Villas
- Darbishire House
- Denmark Road
- First Street
- Grafton Street
- Heald Court
- Kerria Apartments
- Kincardine Court
- Ladybarn House
- Lambert and Fairfield
- Langdale Hall
- Bridgewater Heights
- Mill Point
- Manchester Court
- Manchester Gardens
- Manchester House
- Manchester Student Village
- MSV South
- Mansion Point
- Mayfair Court
- Moss Court
- New Medlock House
- Oxney House & Gardens
- Park View
- Parkway Gate
- Piccadilly Point
- Q3 Apartments
- River Street Tower
- Ropemaker Court
- Rusholme Place
- Sir Charles Groves Halls
- The Chapel
- The Grafton
- Victoria Point
- Warehouse One & Two
- Weston Court
- Wilmslow Park House
- Element Manchester

SUPPLY BY PROVIDER



- Direct Let Schemes
- Manchester Metropolitan University
- University College Football
- University of Manchester.
- Royal Northern College of Music

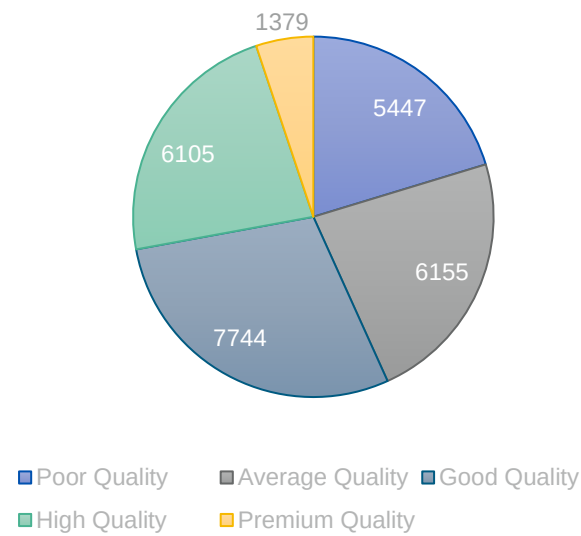
Much of the Manchester PBSA market is extremely well located, with over 14,000 beds within a 10-minute walk of the University of Manchester available to students.

As can be seen from the map, there are a large number of schemes in and around the Manchester Metropolitan University All Saints campus.

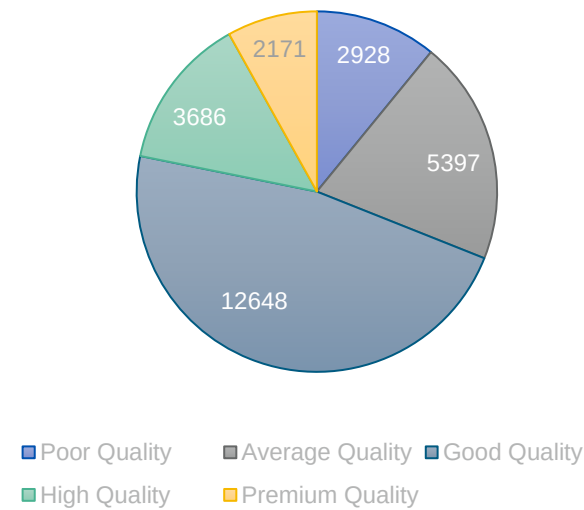
There are 6,475 beds in the “M15 6” postcode area which encompasses Hulme and Castlefield, with a little over 5,000 of these within five minutes of the campus. Over 5,000 beds are located in the city centre, mainly in the south of the city, capturing demand from both universities. Schemes in Ardwick/Rusholme/Victoria Park/Didsbury/Whalley Range just to the south of the University are all relatively spread out, but there are also significant beds in this area of Manchester, representing under a third of the total number of beds in the market.

ACCOMMODATION QUALITY

Manchester Room Quality 2022/23



Manchester Amenity Quality 2022/23



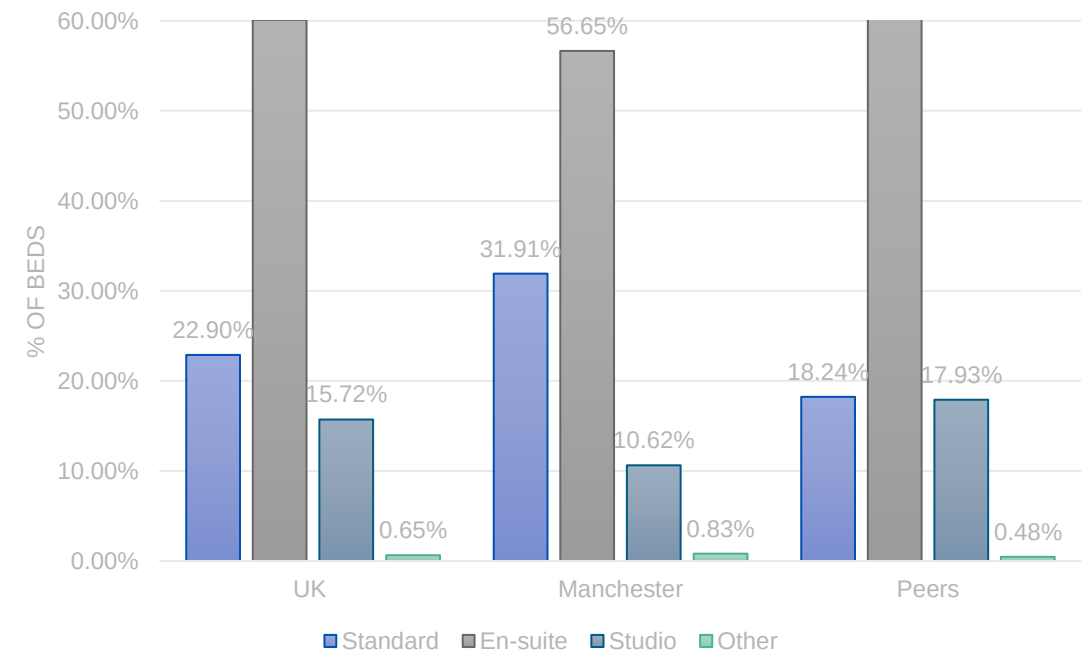
The quality of the accommodation on offer is a key factor for students deciding where they want to live. Lack of development in Manchester has meant that there are very few high quality schemes available to students in the city. Of the 26,830 beds in Manchester, only 6,105 score highly for room quality; and even fewer (c. 3,000) score highly for the quality of facilities and amenities.

Source: Cushman & Wakefield Accommodation Tracker 2021/22. Note: the Cushman & Wakefield Student Accommodation Tracker ranks every bed space in the UK from 1-5 in terms of room quality and 1-5 in terms of the quality of social and amenity spaces.

QUALITY AND RENEWAL

As can be seen, Manchester's supply of en-suite beds is lower than the national and peer group average, with a large number of standard shared bathroom bed spaces available. It should also be noted that the COVID-19 pandemic has the potential to change the demand for student accommodation, with anecdotal evidence of reduced demand for shared bathroom facilities. Nationally, only 5.4% of all new beds delivered over the last five years feature shared bathrooms.

Bed Space Supply by Room Type, Manchester vs Peers vs UK



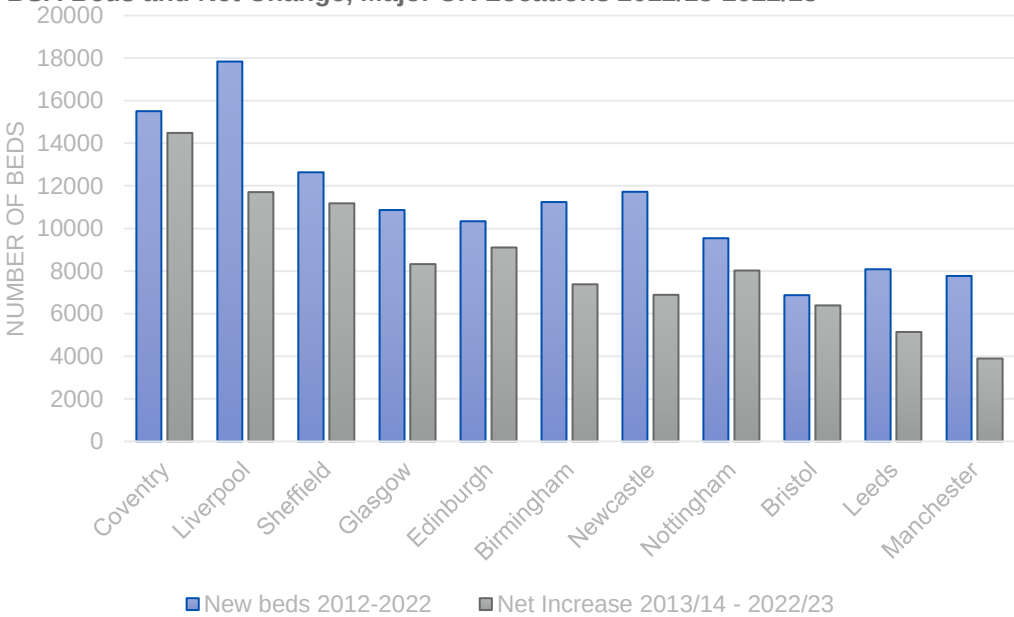
Source: C&W Student Accommodation Tracker 2022/23

QUALITY AND RENEWAL

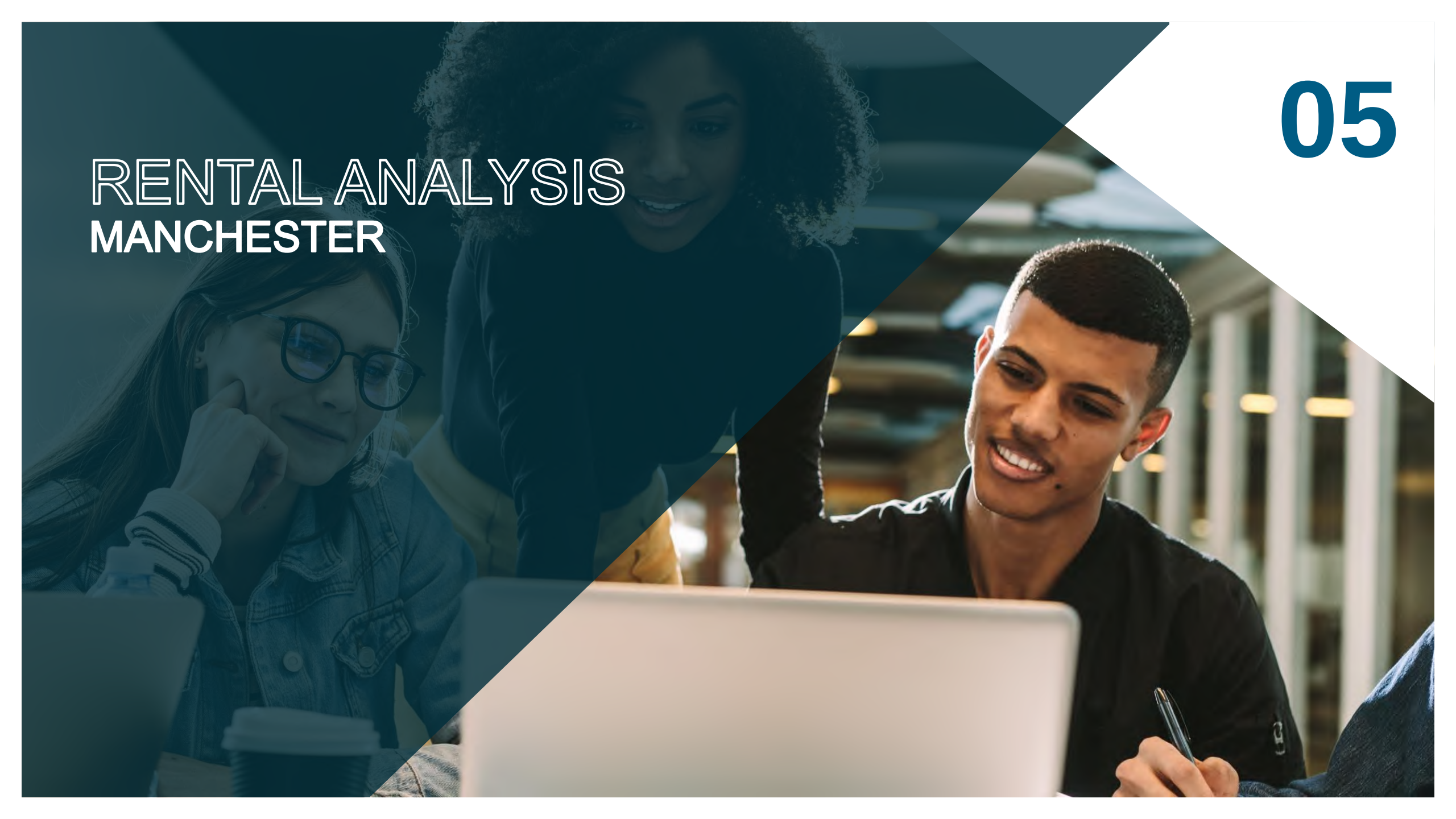
The chart opposite shows the scale of new PBSA bed spaces delivery over time in Manchester (total and net excluding beds that have left the market over the same period).

As can be seen from the chart, Manchester has seen the lowest net increase in PBSA beds delivered between 2012 and 2022 (3,889) compared to the comparator average of 8,860, and the second fewest number of new bed spaces delivered over this period after Bristol. A lack of change and renewal in the market is arguably impacting the student experience of those living in PBSA as highlighted by Manchester's larger share of older bed spaces analysed below. Manchester is home to a larger percentage of older, shared bathroom bedrooms than the national average. This can be seen overleaf.

New PBSA Beds and Net Change, Major UK Locations 2012/13-2022/23



Source: C&W Student Accommodation Tracker 2022/23.

A photograph of three people in a modern office environment. A woman with curly hair stands in the background, looking down at a laptop. In the foreground, a woman with glasses and a denim jacket sits on the left, resting her chin on her hand. A man sits on the right, smiling and looking at the laptop while holding a pen. The image is split diagonally from the bottom-left to the top-right. The upper-left portion is dark blue with white text, and the lower-right portion is white with blue text. The background of the entire image is a blurred office space with warm lighting.

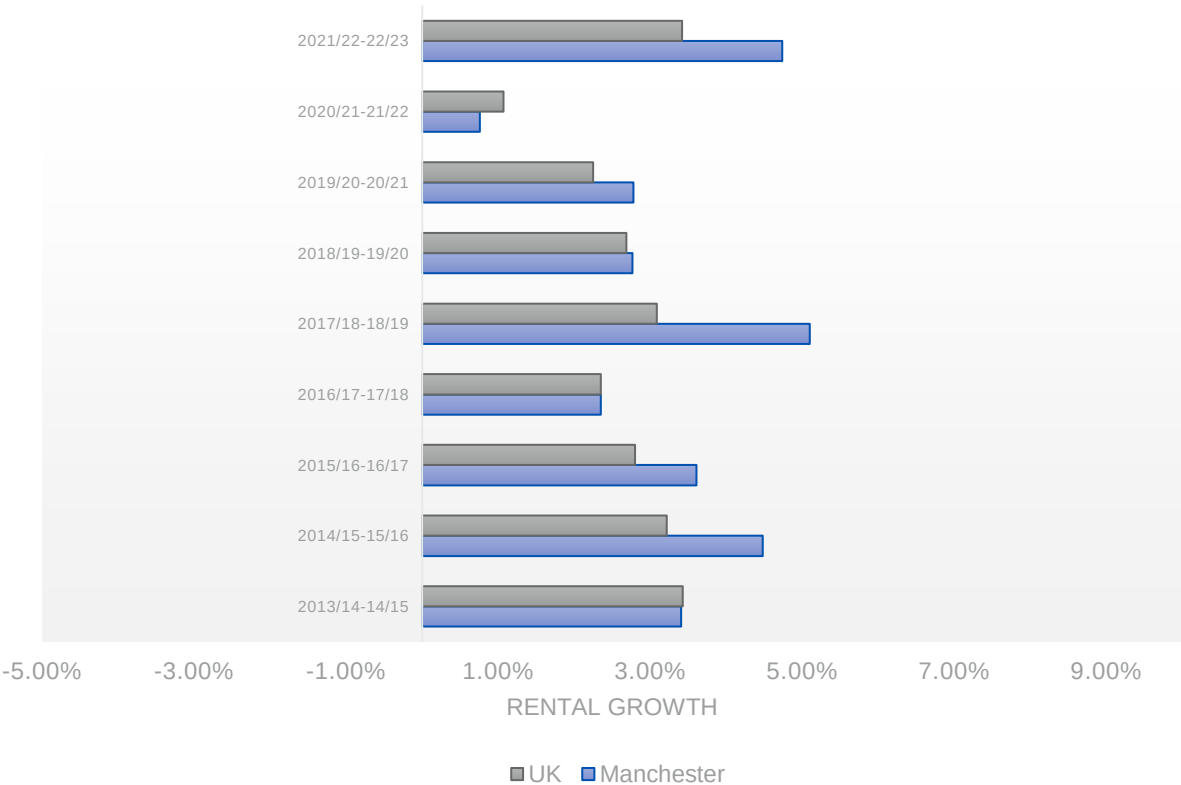
RENTAL ANALYSIS MANCHESTER

05

RENTAL GROWTH (ALL)

As can be seen from the chart, at 30% since 2013/14, rental growth in Manchester has outstripped the national average of 24.3% over the same period. This is indicative of the strength of demand in the market and competition for bed spaces.

Rental Growth Over Time vs UK (all beds) 2013-2022



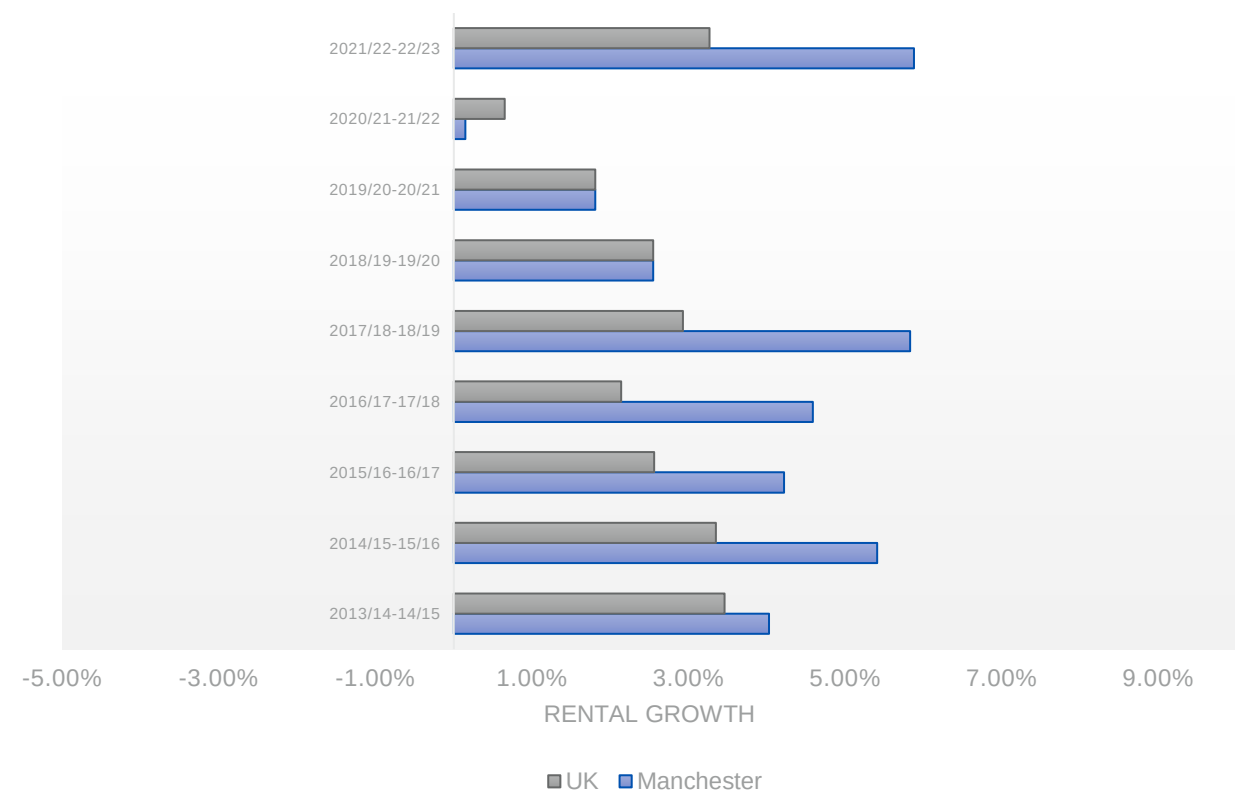
Source: Cushman & Wakefield Student Accommodation Tracker 2022/23

RENTAL GROWTH (PRIVATE)

Private rental growth in Manchester has outstripped national averages over time, with rents across all stock (university and private sector) growing by 24.5% since 2013/14. This is higher than the national average of 22.7% over the same period and is again indicative of the strength of demand in the market.

Growth from 2021 to 2022 in particular has sky rocketed in Manchester, growing at 5.9% (almost double that of the UK's growth at 3.3%).

Rental Growth Over Time vs UK (private sector beds) 2013-2022

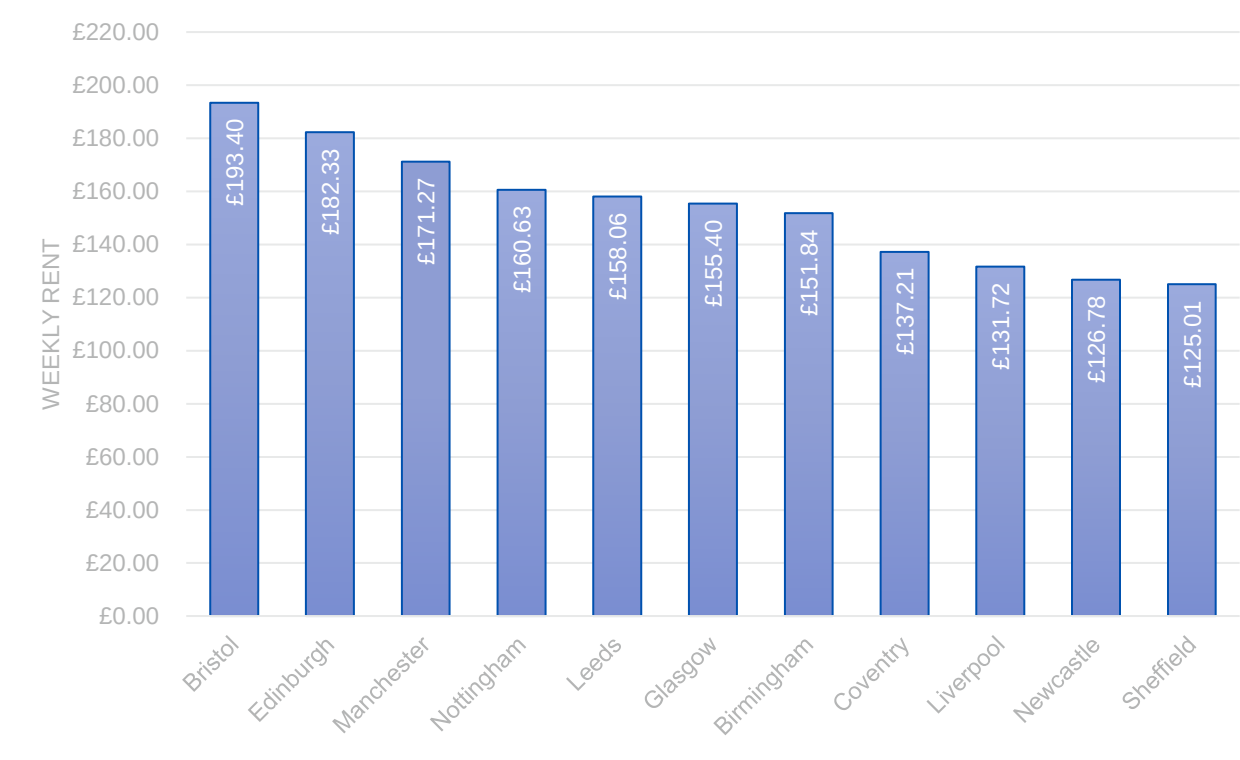


Source: Cushman & Wakefield Student Accommodation Tracker 2022/23

MANCHESTER VS THE MARKET

The average price of a private sector en-suite bed in Manchester is £171.27 per week (2022/23), making Manchester one of the most expensive major markets in the UK, behind Bristol and Edinburgh. This average price is 37.01% higher than in Sheffield, which benefits from a considerably higher standard of overall product than Manchester. Arguably, restricted competition and lack of innovation through new products has meant that strong rental growth could be maintained without major investment in communal facilities and amenities on site.

Average Private Sector En-suite Rents vs Peers (2022/23)

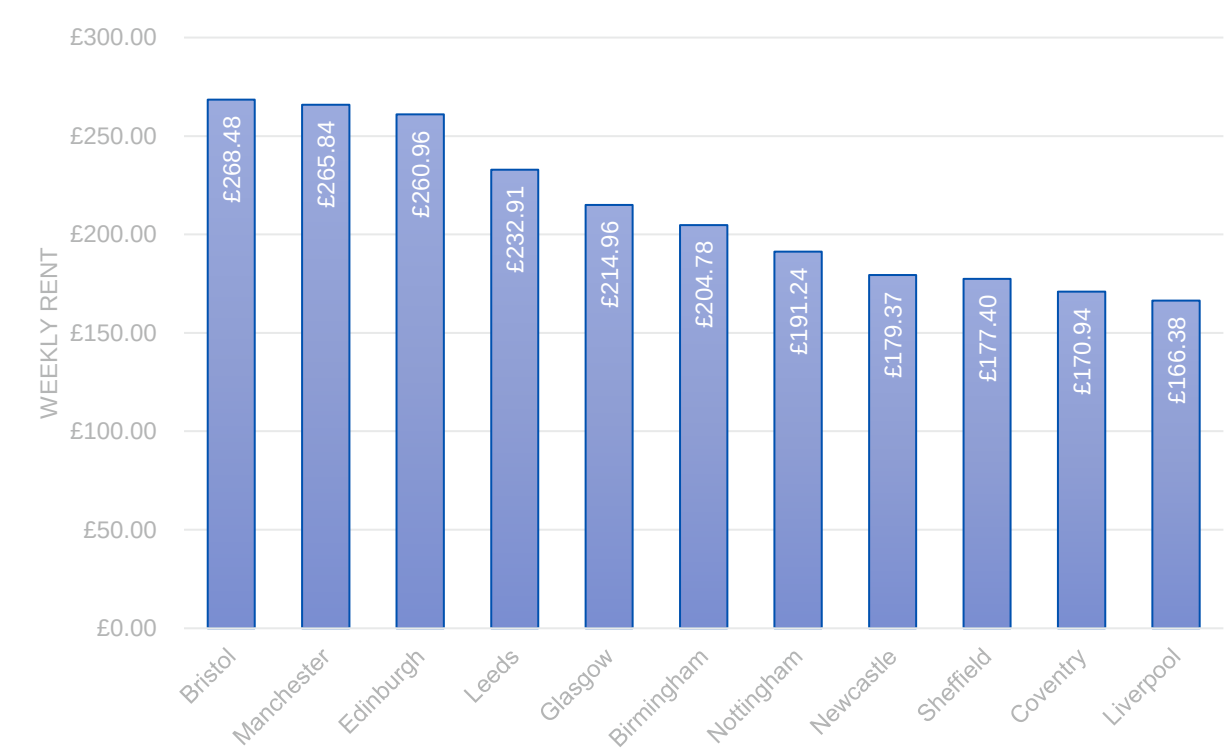


Source: Cushman & Wakefield Accommodation Tracker 2022/23

MANCHESTER VS THE MARKET

The average price of a private sector studio bed in Manchester is £265.84 per week (2022/23), one of the most expensive weekly studio rents in the UK. This average price is 59.8% higher than in Liverpool. Although studios in Manchester are of a higher quality than those available in Liverpool, there is not a striking difference.

Average Private Sector Studio Rents vs Peers (2022/23)



Source: Cushman & Wakefield Accommodation Tracker 2022/23



06

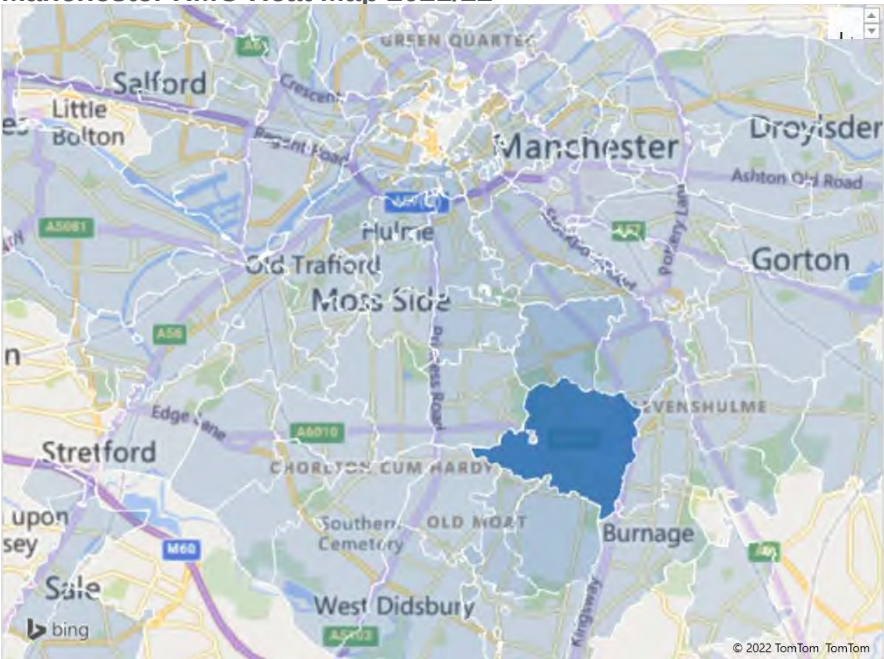
PRIVATE RENTED SECTOR MANCHESTER

PRIVATE RENTED SECTOR

Cushman & Wakefield has analysed students living in the private rented sector in Manchester according to 2021/22 HESA data. This is the most recent data which has been released since 2020/21, data which was not used due to differences in the collection of data during the COVID-19 pandemic.

In 2021/22, there were 25,940 students living in HMOs across Manchester. Just over 10,000 students live in the four postcode areas highlighted in the table below. A large proportion of students live in South Manchester, with over 6,000 students in the popular student area of Fallowfield.

Manchester HMO Heat Map 2021/22



Source: HESA 2021/22

Key postcode areas 2021/22

Area	Postcode	Number of Students
City Centre	M1 5	1,105
Withington	M20 4	1,215
Rusholme/Victoria Park	M14 5	1,930
Fallowfield	M14 6	6,640

Fallowfield is the most populous HMO area of Manchester and is home to over 4,700 more students than the next most popular area. This postcode area is over 30 minutes walk to the University of Manchester’s South Campus but is usually reached by bus, due to the extensive services available on Wilmslow Road/Oxford Road.

DEVELOPMENT PIPELINE

PLANNED BEDS



DEVELOPMENT PIPELINE

Manchester PBSA Development Pipeline, March 2023

Address	Postcode	Planning Reference	Application date	Status	Number of beds	Studios	Clusters	Applicant	Anticipated opening
Hulme Street	M1 5GL	121252/FO/2018	Sep-18	Approved	853	853	0	Student Castle	Jan-24
Harry Lord House, 120 Humphrey Road	M16 9DF	101155/OUT/20	Jul-20	Outline Approved	66	66	0	QP2 Ltd	Jul-24
Land At Chester Road(A56), Deansgate, /Bridgewater Viaduct	M3 4LB	129406/FO/2021	Feb-21	Approved	534	289	245	Fusion Students	May-25
New Medlock House	M15 6JX	132707/FO/2022	Jan-22	Approved	19	0	19	UNITE Group Plc	Aug-23
88 - 90 Carmoor Road	M13 0FB	135576/FO/2022	Nov-22	Submitted	172	35	137	Tiger Developments	Oct-26
St. Gabriel's Hall, 1 Oxford Place	M14 5RP	135278/FO/2022	Nov-22	Submitted	319	199	120	McLaren Property	Nov-24
Medlock Street/River Street &, Mancunian Way	M15 5FJ	135419/FO/2022	Nov-22	Submitted	1,014	272	742	Dominvs Group	May-27
466 - 472 Moss Lane East	M14 4PJ	135544/FO/2022	Nov-22	Submitted	261	36	225	CS Moss Lane East Ltd	Dec-24
The River Medlock, Cambridge Street, To The East, Hulme Street	M1 5GG	136170/FO/2023	Mar-23	Submitted	576	476	100	Vita Student	Mar-25

Source: Manchester City Council

The development pipeline currently stands at 3,814 beds with just over 1,400 beds approved (37%) - a small number for a market of this size. Student Castle, Fusion and Vita all have proposed schemes in the city, due for delivery in January 2024, May 2025 and March 2025 respectively. The majority of the developments are located to the north of the Oxford Corridor, near Manchester Metropolitan University and 5-10 minutes from the northern end of the University of Manchester's main campus.

A map of proposed developments can be seen overleaf.

08

DEMAND & SUPPLY

STUDENT TO BED RATIO



DEMAND AND SUPPLY

The pool calculation below sets out our assumptions of demand for student accommodation in Manchester taking into account students studying at the University of Manchester and Manchester Metropolitan University. In arriving at our demand pool, Cushman & Wakefield have excluded a number of students who are unlikely to demand a bed in the city. This includes a number of students from nearby counties which are in commuting distance of the institutions. Note that the table below includes latest demand information (2021/22) and latest supply data (2022/23).

The student to bed ratio in Manchester currently stands at 2.04:1, with 27,895 students unable to access a PBSA bed space in the City. The demand-supply imbalance in Manchester and the implications of future development are examined in more detail overleaf.

Demand-Supply Dynamics, Manchester

MANCHESTER CITY-WIDE 2021/22	
Total Full-time & Sandwich Students	73,200
From which	
Deductions from the pool of students	
Students from the region who do not require accommodation	17,195
Sandwich students currently on a placement year and unlikely to demand a room	1,280
TOTAL POOL	54,725
Number of beds (university & private)	26,830
Student:Bed ratio	2.04

Source: HESA 2021/22, Cushman & Wakefield Student Accommodation Tracker 2022/23

DEMAND AND SUPPLY (IN-DEPTH)

As part of our analysis, we have modelled the impact of development on the Manchester market over time. For completeness, two different scenarios have been considered, along with a range of sensitivities. These are outlined below.

- **Scenario 1** The first model considers a scenario where the demand pool for accommodation in Manchester grows at a rate of 1.5% per annum from 2022/23 – i.e. a level considerably below recent market performance: **The Conservative Scenario**. The Scenario assumes that all 3,814 bed spaces in the development pipeline are delivered, based on our currently assumed year of delivery to the market for each. The scenario considers the following:
 - The student to bed ratio over time
 - The number of students unable to access PBSA over time
 - The number of beds required in the market each year to maintain the current number of students unable to access PBSA (i.e. to avoid pressures on the housing market worsening)
 - The difference between anticipated deliveries and the number of beds needed to avoid pressure increasing on the housing market
- **Scenario 2** The second model considers a scenario where the demand pool for accommodation in Manchester grows at a rate of 3.5% per annum from 2022/23 – i.e. a level consistent with performance over recent years: **The Realistic Scenario**. Given the strong appeal of the City's universities and the growing non-local demographic – combined with a Higher Education funding model that encourages growth – this scenario can currently be considered realistic. The Realistic Scenario also considers the four key analysis areas above.

Both scenarios also consider an environment where an additional 500 bed spaces are delivered per annum over and above bed spaces in the development pipeline – i.e. 3,500 additional beds to 2029/30.

DEMAND AND SUPPLY (CONSERVATIVE SCENARIO)

Modelled Demand Supply Dynamics Over Time (modelled Conservative 1.5% demand pool growth)

	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29	2029/30
Conservative Demand Pool Growth (1.5% growth) p/a post 2021/22	42,765	43,365	44,025	44,700	45,395	46,113	46,855	47,620	48,405	49,215	50,050	50,910	51,795	52,705	53,640	54,600	55,585
Number of Beds (all pipeline post-2022/23)	22,803	23,250	23,719	24,200	24,695	25,205	25,730	26,270	26,825	27,395	27,980	28,580	29,195	29,825	30,470	31,130	31,805
Student to bed ratio	1.87	1.86	1.89	1.89	1.96	1.97	1.84	1.91	2.02	2.07	2.10	2.08	2.03	1.99	1.96	1.99	2.01
Students unable to access PBSA	19,872	20,109	22,906	21,020	22,940	23,382	21,665	24,420	27,607	28,763	29,579	29,778	29,528	29,373	29,244	30,144	31,054
Beds Needed to Maintain 2021/22 HMO numbers										27,938	28,773	29,618	30,476	31,348	32,233	33,133	34,043
Difference between maintaining 2021/22 HMO numbers and bed delivery										-1,635	-1,862	-2,099	-2,281	-2,475	-2,671	-2,867	-3,063
Additional delivery scenario = all pipeline + 500 additional per annum										27,282	27,301	27,947	29,057	29,557	30,057	30,557	31,057
SBR										2.04	2.07	2.05	2.00	1.99	1.99	1.99	1.99
Students unable to access PBSA										28,263	29,079	29,278	29,026	29,398	29,769	30,143	30,521
Beds Needed to Maintain 2021/22 HMO numbers										27,938	28,773	29,618	30,476	31,348	32,233	33,133	34,043
Difference between maintaining 2021/22 HMO numbers and bed delivery										-1,656	-1,472	-1,671	-1,420	-1,391	-1,176	-1,076	-986

Source: HESA/Cushman & Wakefield/Cushman & Wakefield Student Accommodation Tracker/Manchester City Council Planning

DEMAND AND SUPPLY (CONSERVATIVE SCENARIO)

Under The Conservative Scenario the demand pool for accommodation in Manchester grows from 54,725 in 2021/22 to 61,650 by 2029/30. The number of bed spaces rises from 26,782 in 2022/23 to 30,596 in 2029/30 (assuming no beds leave the market over this period).

- **Student to bed ratio** – under this scenario, the student to bed ratio moves from 2.02:1 in 2021/22 to 2.01:1 in 2029/30
- **Students unable to access PBSA** – the number of students unable to access PBSA moves from 27,607 in 2021/22 to 31,054 in 2029/30
- **Implications for the housing market** – under this scenario, 3,447 additional beds would be required over and above all bed spaces currently in the development pipeline just to maintain to the number of students currently living in the private rented sector
- **Additional sensitivity** – considering an additional 500 beds delivered to the market each year to 2029/30, the student to bed ratio would move from 2.02:1 in 2021/22 to 1.99:1 in 2029/30. However, the number of students unable to access PBSA would continue to rise, with almost an additional 3,000 bed spaces required to maintain the current number of students in the private rented sector

As can be seen, even under a Conservative Scenario, additional bed spaces are required to meet demand, over and above those already in the development pipeline. The proposed iQ Student development at Echo Street is deliverable and able to meet this growing need.

The Realistic Scenario is considered overleaf.

DEMAND AND SUPPLY (REALISTIC SCENARIO)

Modelled Demand Supply Dynamics Over Time (modelled Realistic 3.5% demand pool growth)

	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29	2029/30
Consistent Demand Pool Growth (pool continues to grow at 3.5% p/a in line with performance 2013/14 to 2021/22)	42,765	43,365	44,025	44,700	45,315	45,995	46,705	47,420	48,125	48,840	49,565	50,300	51,045	51,795	52,555	53,320	54,090
Student to bed ratio	1.87	1.86	1.99	1.99	1.96	1.97	1.84	1.91	2.02	2.11	2.19	2.21	2.20	2.20	2.20	2.28	2.36
Students unable to access PBSA	19,872	20,109	22,906	23,020	22,940	23,382	21,665	24,420	27,607	29,856	31,822	33,228	34,241	35,414	36,675	39,029	41,466
Beds Needed to maintain 2021/22 HMO numbers										29,033	31,016	33,088	35,191	37,389	39,664	42,018	44,455
Difference to bed delivery										-10,213 additional beds required to maintain 2021/22 HMO numbers							
Additional delivery scenario = all pipeline + 500 additional per annum										26,782	27,301	27,947	29,057	29,557	30,057	30,557	31,057
SBF										2.11	2.15	2.17	2.16	2.10	2.24	2.28	2.32
Students unable to access PBSA										29,856	31,322	32,728	33,741	35,439	37,214	39,088	41,005
Beds Needed to maintain 2021 HMO numbers										29,033	31,016	33,088	35,191	37,389	39,664	42,018	44,455
Differences between maintaining 2021 HMO numbers and bed delivery										-2,251 additional beds required to maintain 2021 HMO numbers							

Source: HESA/Cushman & Wakefield/Cushman & Wakefield Student Accommodation Tracker/Manchester City Council Planning

DEMAND AND SUPPLY (REALISTIC SCENARIO)

Under The Realistic Scenario the demand pool for accommodation in Manchester grows from 54,725 in 2021/22 to 72,062 by 2029/30. The number of bed spaces rises from 26,782 in 2022/23 to 30,596 in 2029/30 (assuming no beds leave the market over this period).

- **Student to bed ratio** – under this scenario, the student to bed ratio moves from 2.02:1 in 2021/22 to 2.36:1 in 2029/30
- **Students unable to access PBSA** – the number of students unable to access PBSA moves from 27,607 in 2021/22 to 41,466 in 2029/30
- **Implications for the housing market** – under this scenario, 13,859 additional beds would be required over and above all bed spaces currently in the development pipeline just to maintain to the number of students currently living in the private rented sector
- **Additional sensitivity** – considering an additional 500 beds delivered to the market each year to 2029/30, the student to bed ratio would move from 2.02:1 in 2021/22 to 2.32:1 in 2029/30. However, the number of students unable to access PBSA would continue to rise, with almost an additional 13,400 bed spaces required to maintain the current number of students in the private rented sector

As can be seen, even under a Conservative Scenario, a significant number of additional bed spaces are required to meet demand, over and above those already in the development pipeline. The proposed iQ Student development is deliverable and well placed to meet this growing need.

Without significant additional development, a growing number of students will be forced into the private rented sector, placing additional pressure on the housing market, with a large number of students potentially living in unsuitable accommodation.

