

Market Demand Report: Manchester

St Gabriel's Hall

McLaren (St Gabriels) Limited

February 2022



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Introduction and Client Requirements

Manchester Student Accommodation

This student accommodation market demand report has been prepared for McLaren in relation to the redevelopment of St Gabriel's Hall, Manchester. In particular, the report focuses on:

- Site location and area characteristics
- Demand at a Manchester and University level
- University applications and acceptances
- University investment and performance
- The supply of accommodation in the area
- Accommodation supply trends in comparison with the UK as a whole
- Current market rents and rental growth
- Current accommodation quality
- The private rented sector
- The planning pipeline and planning policy
- The demand pool and student to bed ratio



Executive Summary

Executive Summary

Manchester Student Accommodation Market

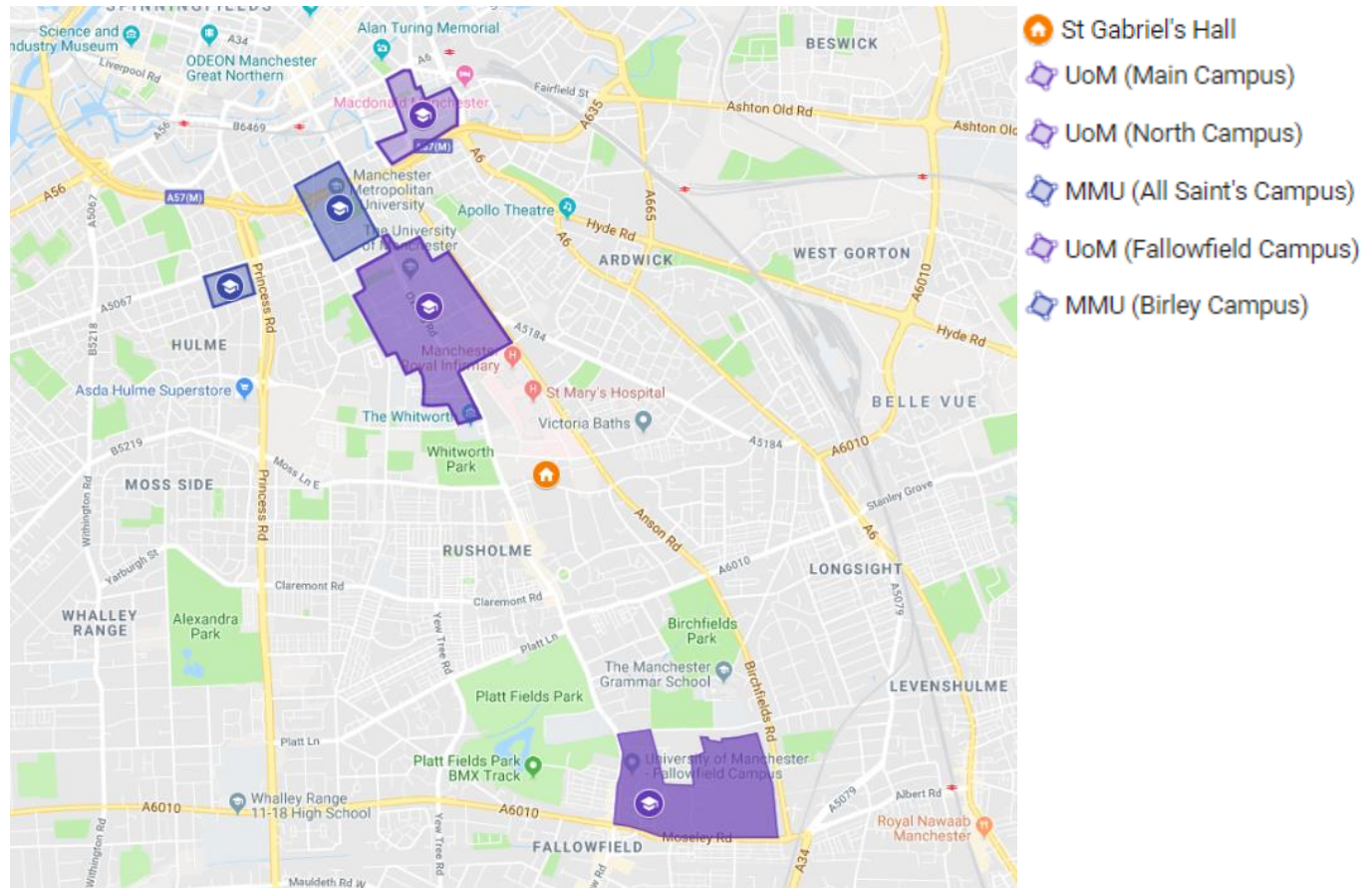
Factor		Rating
Demand	The University of Manchester attracted 40,305 full-time students in 2020/21, a 12% increase since 2015/16, although under the national average increase of 19% observed over the same period. Undergraduate students numbers have increased by 6% since 2015/16, lower than the 19% increase observed on average across the UK over the last five years. Manchester Metropolitan University has enjoyed positive growth of 10% over the past five years, 2015/16 to 2020/21. This performance can be considered strong in relation to a large number of post-1992 peers over the same time period. The University has performed well in its recruitment of postgraduate students, which have significantly grown by 76% over the same period.	
Supply	There are 27,178 beds in the Manchester market for the 2021/22 academic year, making it the fourth largest PBSA market in the UK behind London, Liverpool and Sheffield. There has effectively been a “moratorium” on student accommodation in the city since the local plan was adopted in 2012 (under Policy H12). The current local plan requires developers to have a nomination agreement or lease in place to receive planning permission and this has restricted development considerably. There are signs of the planning environment in Manchester improving in the coming years - the council are currently consulting on changing PBSA policy in the city (advised by Cushman & Wakefield).	
Pipeline	The development pipeline currently stands at 2,132 beds with just over 1,300 beds approved (63%) - a small number for a market of this size. Unite, iQ and Fusion all have proposed schemes in the city, with Unite having two, both due for completion in 2022 (refurbishment projects). Most 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 University of Manchester's main campus.	
SBR	The City-wide SBR stands at 1.92:1, in line with Cushman & Wakefield's nationally observed average. This is indicative of a healthy market and shows there is scope for further development of PBSA in the City.	
Location	St Gabriel's Hall sits in a prime location for student accommodation to the south of Manchester Royal Infirmary (MRI), and within easy walking distance of the University of Manchester's South Campus and Fallowfield Campus. MRI is a large teaching hospital and home the University of Manchester's Medical School. The location of the potential development site means it will have significant appeal to students of this faculty. The potential development site is also located within a 21 minute walk of MMU's All Saints Campus, from which demand for beds may also be drawn.	
Overall development opportunity	The St Gabriel's site offers significant opportunity given the wider demand-supply dynamics in Manchester. The location of the scheme and the prevalence of low-quality stock in the existing market means that a new development is like to prove an attractive prospect to students seeking a high-quality student experience. Studios may also form part of the new development as they currently only represent 10% of the existing Manchester market. Given wider pressures on the Manchester housing market and wider pressures, including the removal of the Revenue Support Grant, development of sites in and around the Oxford Road Corridor can play a crucial role in delivering the modern, fit-for-purpose student accommodation needed in the City.	

Site Location

The background of the slide is a composite image. The left side features a red overlay with a semi-transparent image of a crowd of people walking. The right side shows a city skyline reflected in water, with the reflection appearing upside down. The overall design is modern and urban.

Location and Area Characteristics

Site Location



Source: Google Maps, adapted by Cushman & Wakefield

As shown in the above map, St Gabriel's Hall sits in Victoria Park, a prime location for student accommodation to the south of Manchester Royal Infirmary (MRI), within walking distance of the University of Manchester's South Campus. MRI is a large teaching hospital and home the University of Manchester's Medical School. The location of the potential development site means it will have significant appeal to students of this faculty, as well as the wider Manchester student base. The site is located at the southern edge of the Oxford Road Corridor, a key Innovation District in Manchester.

Site Location

St Gabriel's Hall is located to the south of the Manchester Royal Infirmary, within walking distance of the University of Manchester's South Campus and Fallowfield Campus, and within the Oxford Road Corridor. However, Manchester is a university City with student-friendly amenities throughout the city centre and these are considered below.

The University of Manchester has three main campuses, all of which are accessible within a 30 minute walk of the site. Manchester Piccadilly Railway Station (23 minutes by bus) offers onward travel to London and Edinburgh (and the rest of the UK). Manchester Metropolitan University's All Saints Campus is also a 21 minute walk away. The amenities of the city centre and the Arndale shopping centre are also easily accessible within 30 minutes via public transport.

St Gabriel's Hall , Manchester



Amenity	Travel time	Method
Fallowfield Campus	22 minutes	Walking
South Campus	16 minutes	Walking
North Campus	30 minutes 21 minutes	Walking Bus
MMU All Saints Campus	21 minutes	Walking
City Centre	25 minutes	Bus
Arndale Shopping Centre	27 minutes	Bus
Piccadilly Train station	23 minutes	Bus

Demand

The background of the slide is a composite image. The top half shows the lower legs and feet of a crowd of people walking, overlaid with a semi-transparent city skyline. The bottom half shows a clear reflection of the same city skyline in water. A diagonal line divides the slide: the left side is a solid red color, and the right side is a grey color that matches the bottom half of the background image.

Demand for student accommodation –
Manchester analysis

UK Higher Education

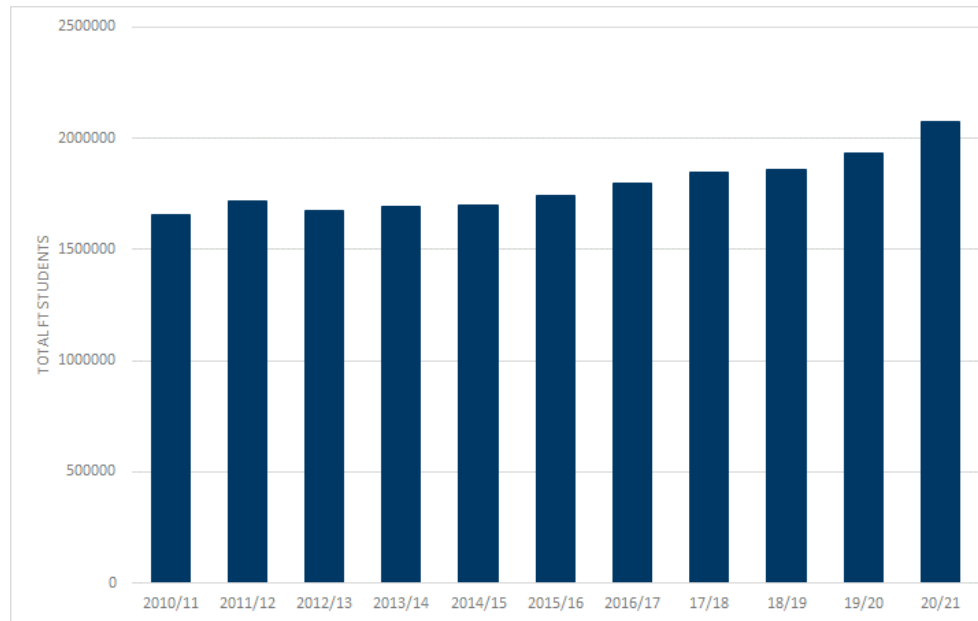
Student Demand

Overview

The number of full-time students in the UK Higher Education (HE) system has increased from 1.6m in 2010/11 to 2.07m in 2020/21 (the last year of published HESA data). The importance of non-EU students as part of the UK full-time student population is increasing over time, rising from 8% in 1999/00 to 20% in 2020/21.

The impact of tuition fee changes can be seen in 2012, although a 'bounce back' in full-time students in the following years until 2016 is also apparent. Around 60% of full-time students study in a region which is different to their home domicile. These are students that represent the student accommodation demand pool – demand for university halls, the private rented sector, and purpose-built commercial student halls.

Full-time student number growth 2010/11 to 2020/11



Source: HESA 2010/11 – 2020/21

Sources of Student Demand

University of Manchester

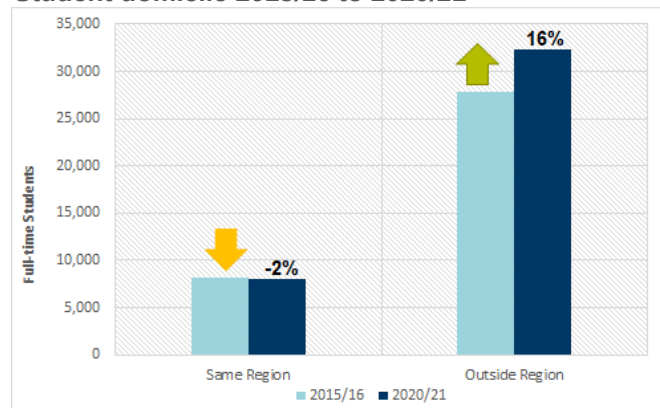
The University of Manchester attracted 40,305 full-time students in 2020/21, a 12% increase since 2015/16, although under the national average increase of 19% observed over the same period. Undergraduate students numbers have increased by 6% since 2015/16, lower than the 19% increase observed on average across the UK over the last five years. Student numbers grew by a significant 3,565 (10%) between 2019/20 and 2020/21, demonstrating the growing demand for accommodation in the city.

Full-time student number growth 2015/16 to 2020/21

Level of Study	2020/21			2015/16			Manchester Uni	UK
FT & SW	Student numbers	%	UK Comparat or (%)	Student numbers	%	UK Comparat or (%)	Growth 2015/16 to 2020/21	Growth 2015/16 to 2020/21
UG	28,845	72%	78%	27,195	76%	82%	6%	14%
PG	11,455	28%	22%	8,815	24%	18%	30%	46%
Total	40,305	100%	100%	36,010	100%	100%	12%	19%

Source: HESA 2015-2020

Student domicile 2015/16 to 2020/21



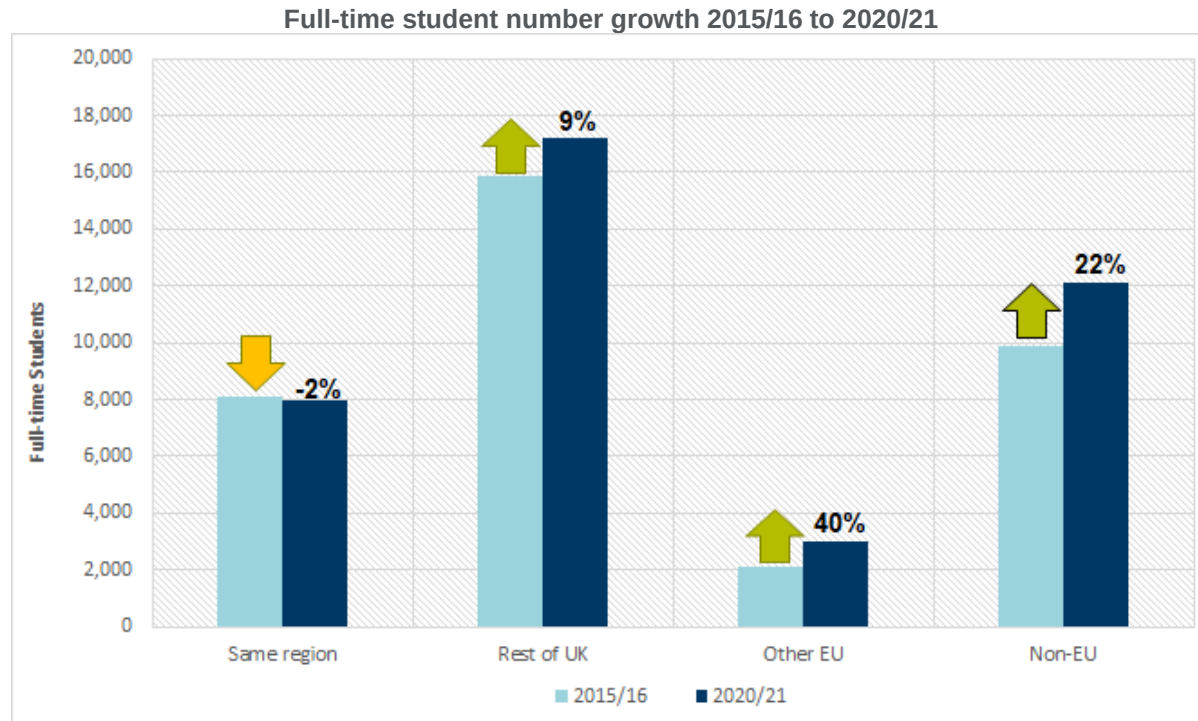
Source: HESA 2015-2020

The student body of Manchester University has become more diversified in recent years, with the number of locally domiciled students falling by 2% and the number of students from outside of the North West increasing by 16%, increasing the demand for student accommodation bed spaces.

Sources of Student Demand

The University of Manchester

As stated the University's student body has become more diverse, with a 2% fall in students from the North West. While students from the rest of the UK have increased by 9% over the past five year, overall growth has been driven by rising numbers of international students with EU student numbers growing by 40% and Non-EU domiciled students increasing by 22% - equivalent to an overall increase of 3,065 additional international students between 2015/16 and 2020/21. 88% of the student body is domiciled outside of the North West of England, far higher than the 61% national average.



Source: HESA 2015-2020

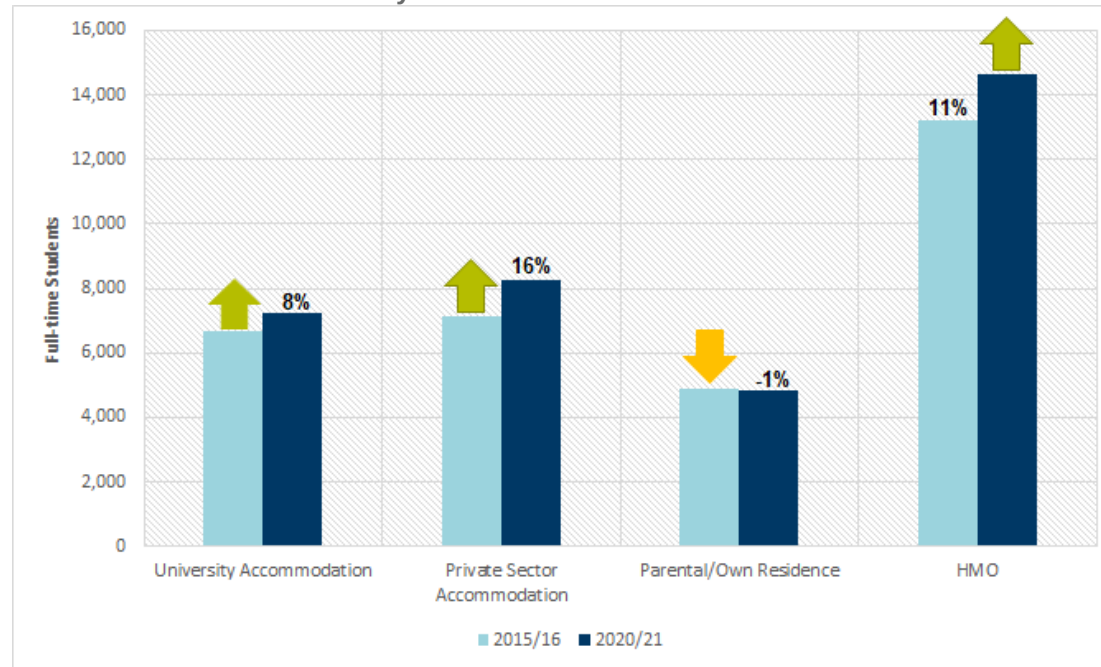
The Changing Nature of the Student Body

The University of Manchester

The chart below shows there has been a 16% increase in the number of students living in private sector purpose-built accommodation between 2015/16 and 2020/21). Over this period, the overall number of students living in University accommodation has also increased in line with growing student numbers.

The number of students living in their own or parental residence has fallen marginally by 1% since 2015/16, in line with falling recruitment levels for locally domiciled students. There has been a an increase of 11% in the number of students living in HMOs over the past five years, showing that there is increasing pressure on the housing market from the growing student base.

Domicile trends: The University of Manchester 2015/16-2020/21



Source: HESA 2015-2020

University Applications

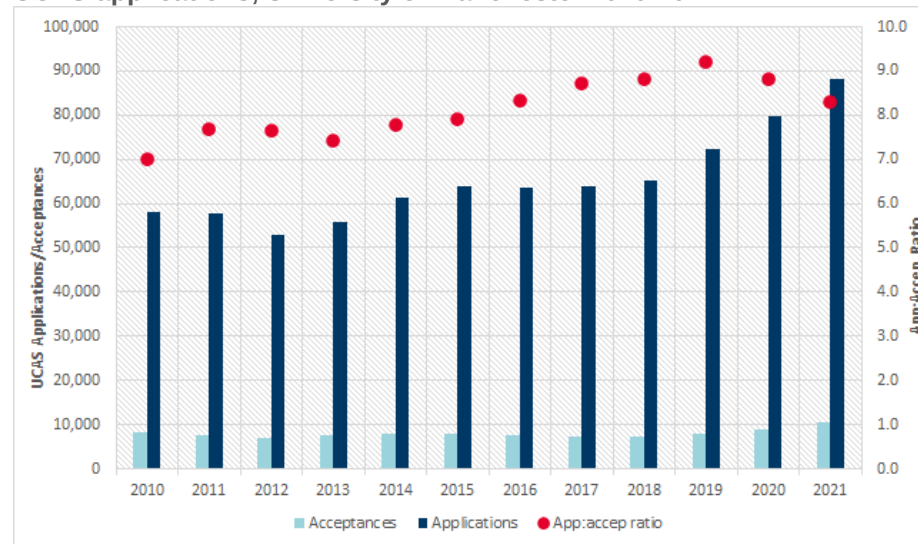
The University of Manchester

As can be seen from the chart below, applications to the University of Manchester recovered from a dip in 2012 (reflecting wider national trends following changes to the tuition fee system), and reached 88,330 in 2021. Overall, applications have grown 39% since 2016.

The University's applications to acceptances ratio of 8.3:1 is significantly higher than the national average of 6.3:1, which suggests that the University is able to take its pick from a large pool of quality applicants. 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. UK and EU undergraduate students, and excludes significant numbers of international students (which have grown considerably over recent years).

As a renowned and research-intensive institution, the University has consistently recruited around 88% of all students through the main UCAS applications scheme over recent years, meaning there is no reliance on Clearing students to maintain or increase student numbers. This rate is in line with other quality institutions such as the University of Nottingham and University of Glasgow.

UCAS applications, University of Manchester 2010-2021



Source: UCAS 2010-2021

Sources of Student Demand

Manchester Metropolitan University

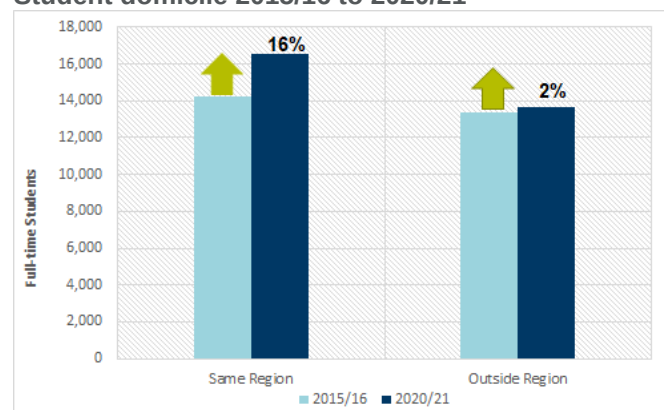
Manchester Metropolitan University has enjoyed positive growth of 10% over the past five years, 2015/16 to 2020/21. This performance can be considered strong in relation to a large number of post-1992 peers over the same time period. The University has performed well in its recruitment of postgraduate students, which have significantly grown by 76% over the same period – an extremely strong performance for a largely teaching-focused University. Undergraduate numbers have grown marginally by 3%, a positive, given the increasingly competitive nature of the higher education sector. Further signs of growth have been observed in recent years, with the overall student body growing by 6% between 2019/20 to 2020/21.

Full-time student number growth 2015/16 to 2020/21

Level of Study	2020/21			2015/16			Manchester Met	UK
FT & SW	Student numbers	%	UK Comparat or (%)	Student numbers	%	UK Comparat or (%)	Growth 2015/16 to 2020/21	Growth 2015/16 to 2020/21
UG	25,905	86%	78%	25,110	91%	82%	3%	14%
PG	4,290	14%	22%	2,435	9%	18%	76%	46%
Total	30,195	100%	100%	27,545	100%	100%	10%	19%

Source: HESA 2015-2020

Student domicile 2015/16 to 2020/21



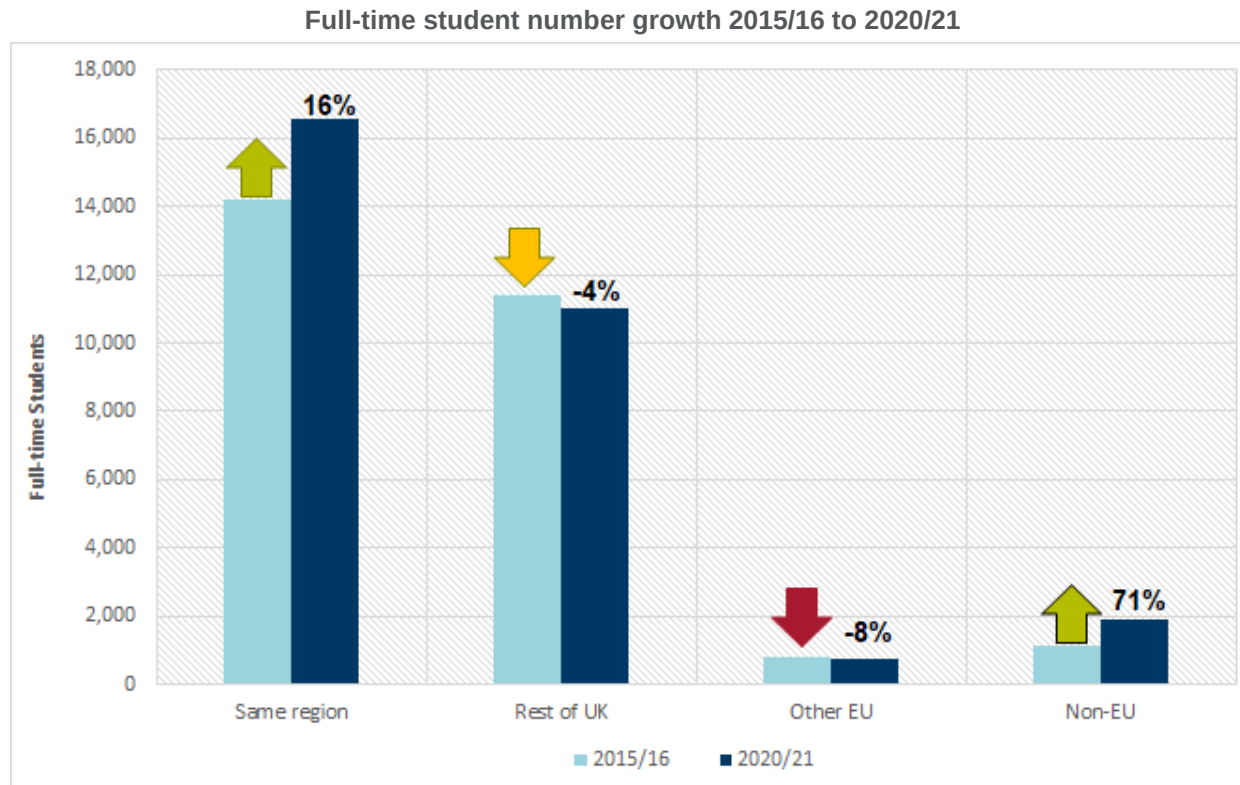
Source: HESA 2015-2020

The university's student body has become more localised over the past five years, with students from the North West increasing by 16% (2,335 students), while those from outside of the region have remained stable.

Sources of Student Demand

Manchester Metropolitan University

As stated the university's student body has become more localised with an 16% rise in students from the North West. While students from the rest of the UK have declined marginally by 4% over the past five years. Overall international student numbers have increased by 38%, with a 71% rise in Non-EU students masking a fall of 8% EU students. This is very positive in terms of demand for student accommodation.



Source: HESA 2015-2020

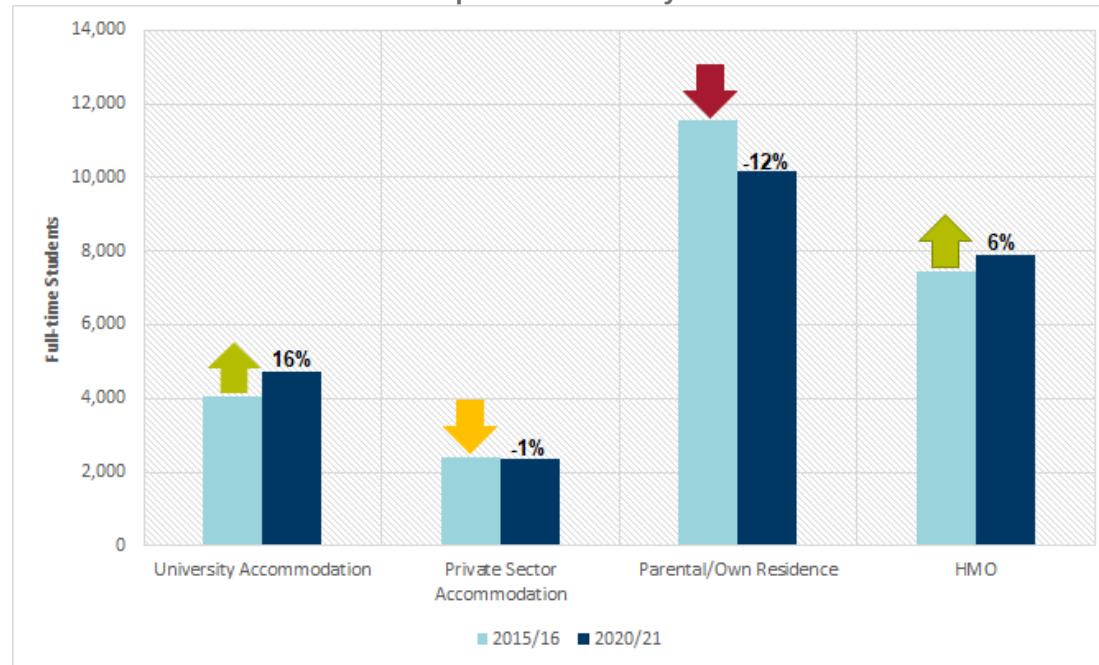
The Changing Nature of the Student Body

Manchester Metropolitan University

The chart below shows there has been a 16% increase in the number of students living in University owned purpose-built accommodation between 2015/16 and 2020/21, due to the university investing heavily in improving the standard of the accommodation it offers. In line with this there has been a small fall in the number of student living in Private Sector accommodation.

The number of students living in their own or parental residence has fallen by 12% since 2015/16, despite an increase in students from the region. There has also been a small increase in the number of students living in HMOs over the past five years.

Domicile trends: Manchester Metropolitan University 2015/16 – 2020/21



Source: HESA 2015-2020

University Applications

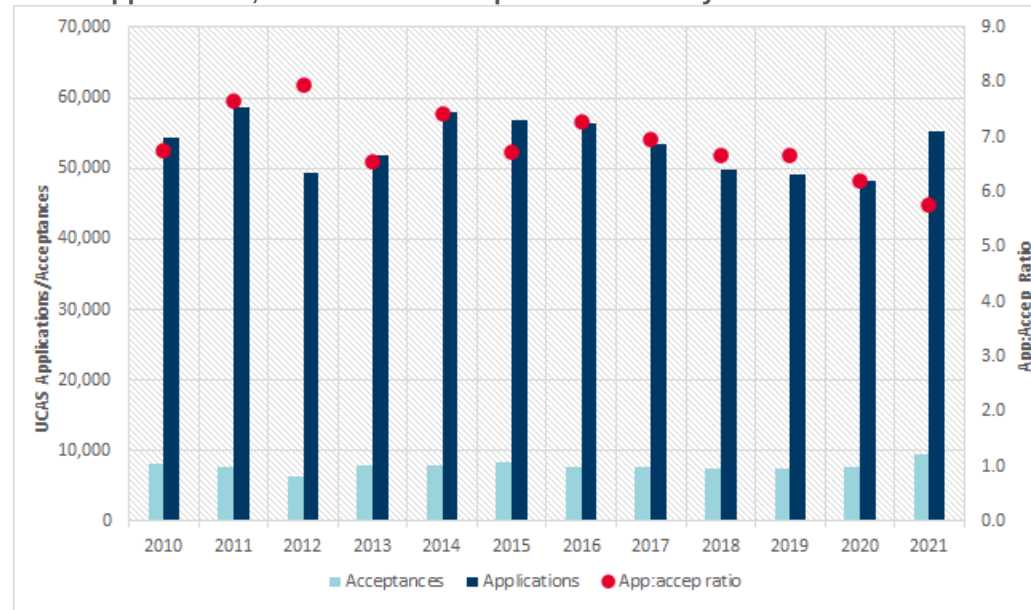
Manchester Metropolitan University

Applications to study at the Manchester Metropolitan University declined steadily between 2016 and 2020 a result of tough market conditions. However, applications recovered significantly in 2021, with a rise of 14% on the previous year. In 2021 the University received 55,230 applications, acceptances also grew by 23% between 2020 and 2021, signalling a change in fortunes for the institution.

Manchester Metropolitan University's applications to acceptances ratio stands at 5.8:1 in 2021, below the nationally observed average ratio of 6.3:1, indicating that the University has lowered the quality of its intake this year.

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. UK and EU undergraduate students, and excludes significant numbers of international students (which have grown considerably over recent years).

UCAS applications, Manchester Metropolitan University 2010-2021



Source: UCAS 2010-2021



University Strategy, Investment & Performance

Strategy, Campus Investment and League
table rankings

University of Manchester

Strategic Plan

Priorities

- Great people doing great things
 - Wellbeing
- Equality, diversity and inclusion
- An environment and facilities that support our people
 - Our values

Ambitions

- Be a university to which our students, staff and alumni are proud to belong, and where our values unify us in what we do and how we do it
- Be a place where people can achieve great things, with the finest possible conditions for our staff and students to what they do best and work together as one connected community.
- Embed sustainable, responsible approaches in all our practices, enabling every one of our people to play a part in a healthier future for our planet
- Be committed to equality and diversity, and to equal opportunities for all.
 - Set high expectations of ourselves and hold each other to account for delivery.

Measures of Success

- 85% employee approval
- To be recognised as Europe's most innovative university .
- Top 5 UK REF Ranking
 - Align to the City's decarbonisation pathway and 2038 target for net zero carbon.
- Top quartile sector position for student satisfaction
- Top 25 in the Global Rankings

The University of Manchester

Key Estate Developments



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.

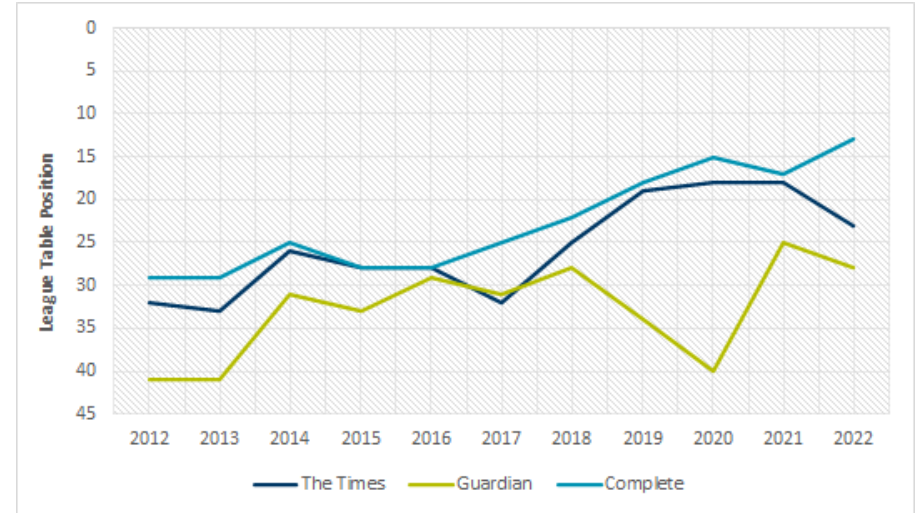
University of Manchester

League Table Rankings

The University of Manchester has been consistently ranked in the top 40 UK institutions for the past five years, 2014-2019, in all three major UK national league tables. In 2022 the University was ranked in 13th place by The Complete University, 23rd by The Times and 28th place by the Guardian.

The institution was also ranked in 8th place in the 2014 REF and received a silver award in the recent 2017 Teaching Excellence Framework (TEF).

National League Table Performance 2012-2022



Source: The Guardian, The Complete University Guide, The Times 2012-2022

Manchester Metropolitan University

Strategic Vision

Student Experience

The university aims provide a forward-looking and dynamic approach to teaching, learning and the holistic student experience (including facilities, course delivery, content, support and environment). Placing students at the heart of the University.

Research

The university will drive for excellence and impact in everything that it does. The university will focus on attracting talented researchers, giving them outstanding support and the environment to succeed.

International

The university has a global ambition and will focus on building purposeful collaborations which will benefit students, research and the city region.

Engaged with Business

The university will cultivate multiple relationships, developing their academic offer in partnership with industry to create opportunities for students and drive business productivity and innovation.

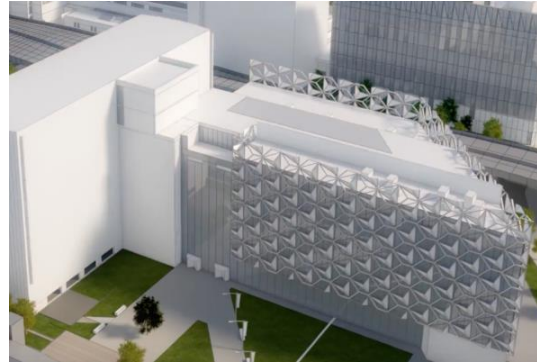
Manchester Metropolitan University

Key Estate Developments



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

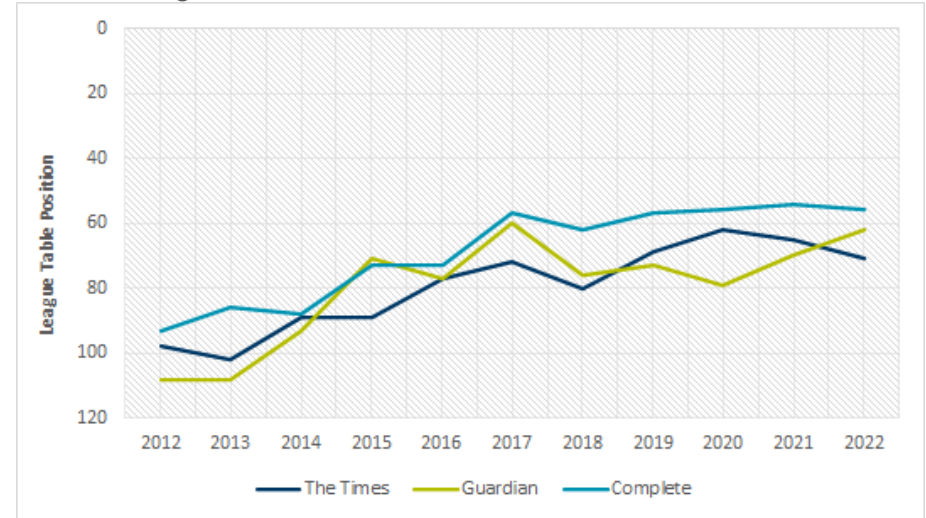
Manchester Metropolitan University

League Table Rankings

In 2022 Manchester Metropolitan University was ranked in 56th place by the Complete University Guide, 71st place by The Times and 62nd by The Guardian. The University has consistently been ranked within the top 80 UK institutions for the past five years.

MMU was ranked in 78th place in the Research Excellence Framework 2014, and was awarded a Silver in the Teaching Excellence Framework 2017.

National League Table Performance 2012-2022



Source: The Guardian, The Complete University Guide, The Times 2012-2022

Supply

Purpose-built Student Accommodation in
Manchester



Supply Overview

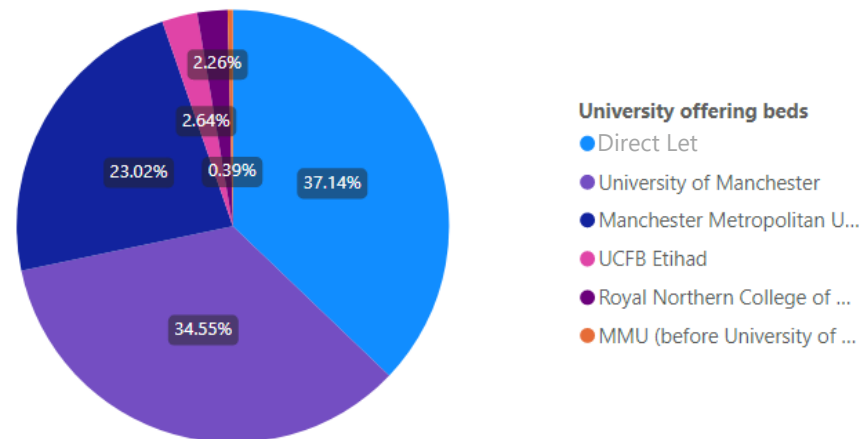
Manchester

There has effectively been a “moratorium” on student accommodation in the city since the local plan was adopted in 2012 (under Policy H12). The current local plan requires developers to have a nomination agreement or lease in place to receive planning permission and this has restricted development considerably. There are signs of the planning environment in Manchester improving in the coming years - the council are currently consulting on changing PBSA policy in the city (advised by Cushman & Wakefield).

Just under 4,000 new bed spaces have been delivered to the market since 2018, including the 1,184 bed University of Manchester Fallowfield Campus schemes, MMU’s 484 bed Archway development, Downing Student’s River Street Tower (792 beds), Vita Circle Square (383 beds), Unite’s Artisan Heights (603 beds, currently nominated by MMU), and Mansion Students’ Mansion Point (206 beds).

In 2021/22 there are 27,178 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 (10,093), followed by the University of Manchester (9,390), Manchester Metropolitan University (6,257), and the smaller Manchester based higher education institutions.

Manchester Stock Profile 2021/22



Source: C&W Student Accommodation Tracker 2021/22

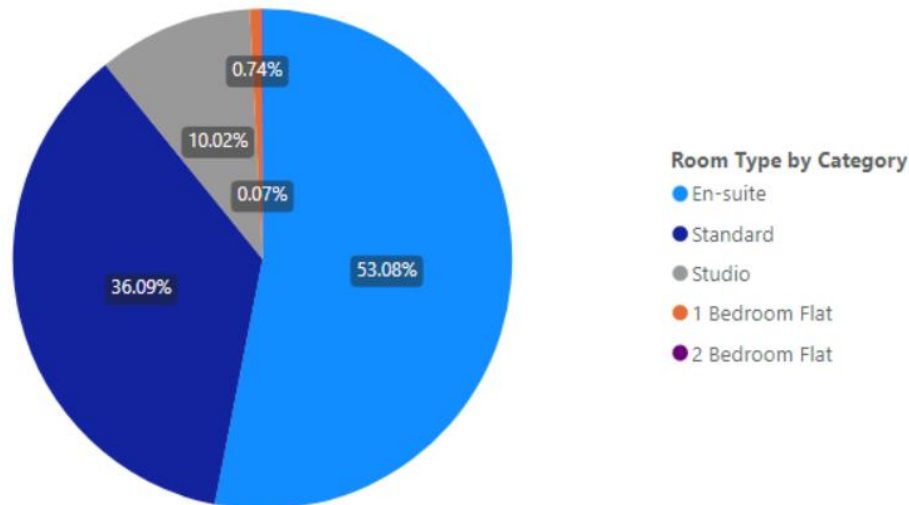
Supply Overview

Manchester

PBSA in Manchester is largely located in the “Oxford 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 6,000 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.

The vast majority of bed spaces in Manchester are En-suites, representing 53% of supply. 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, 9,808 bed spaces, while studios represent just 10% of beds available, equivalent to 2,723 bed spaces.

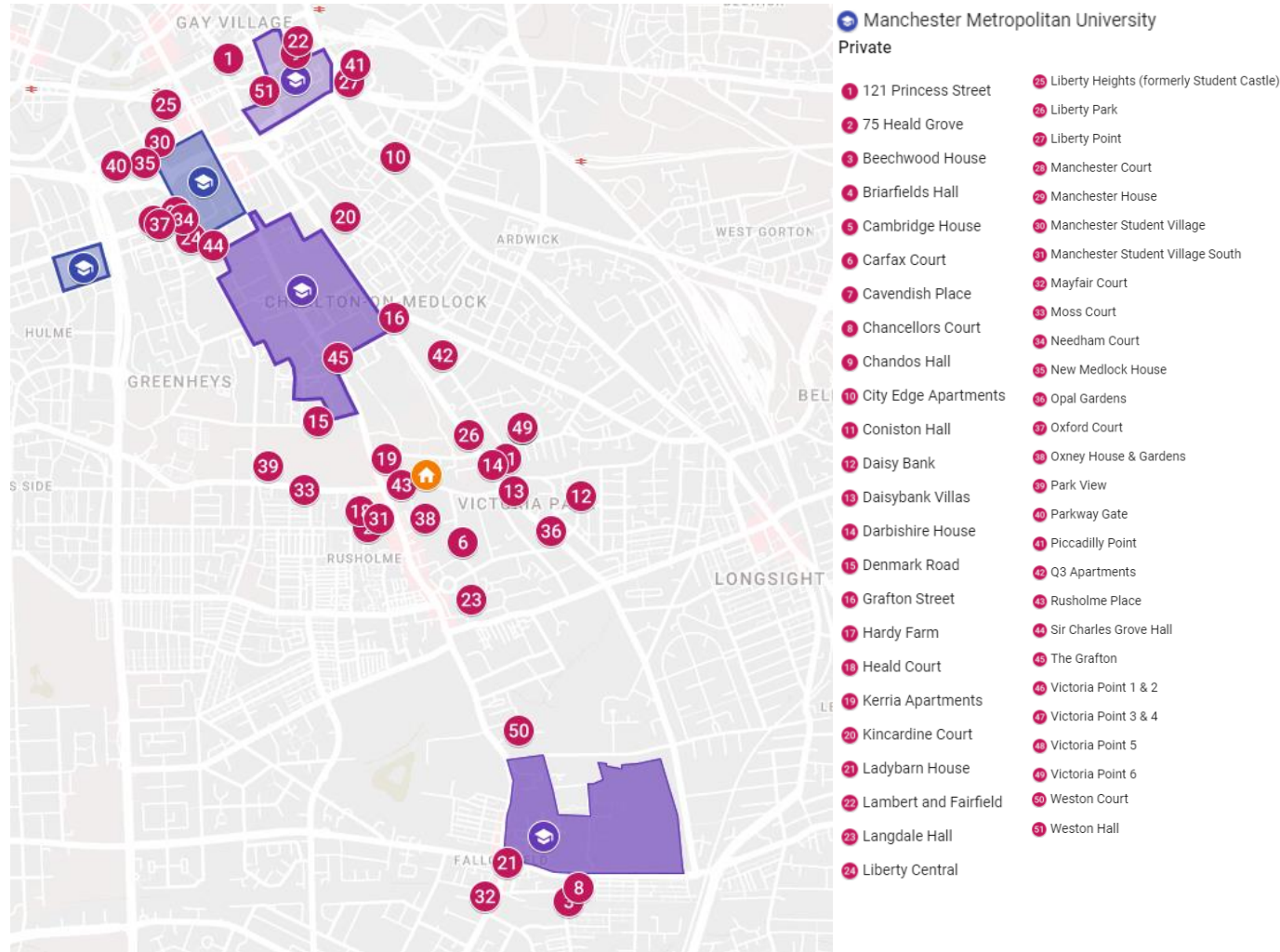
Manchester PBSA by Room Type 2021/22



Source: C&W Student Accommodation Tracker 2021/22

Supply Overview

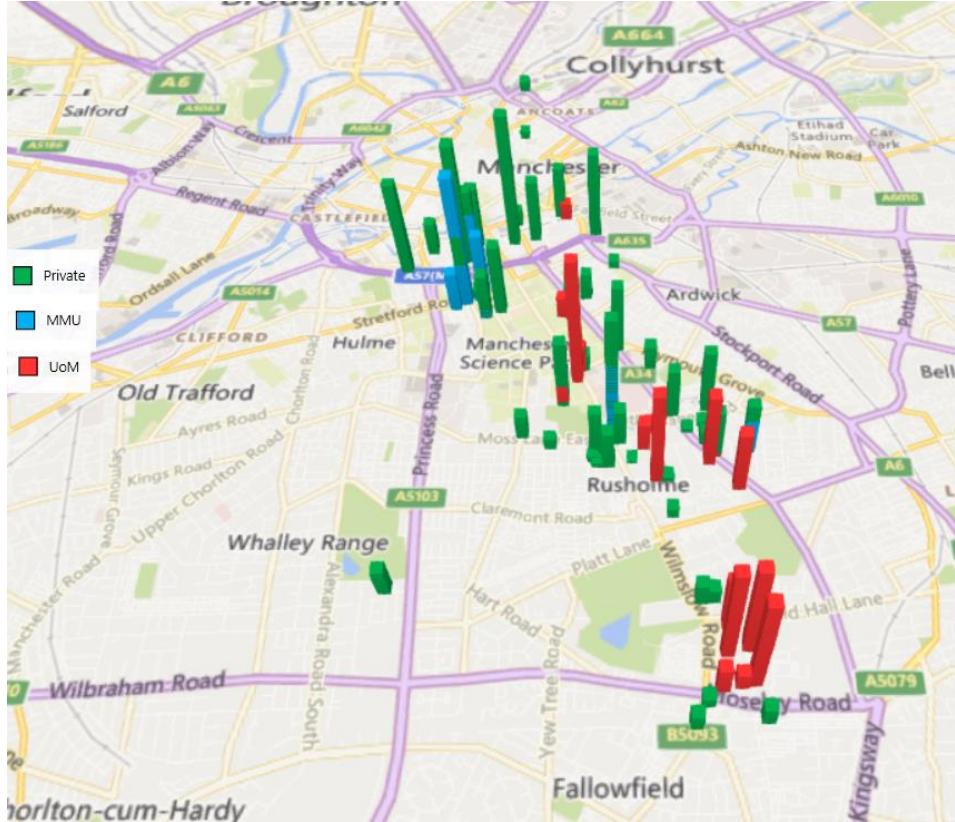
PBSA Locations in Manchester



Source: C&W Student Accommodation Tracker 2021/22

Supply Overview

Location of Schemes In Manchester By Institution Of Offer



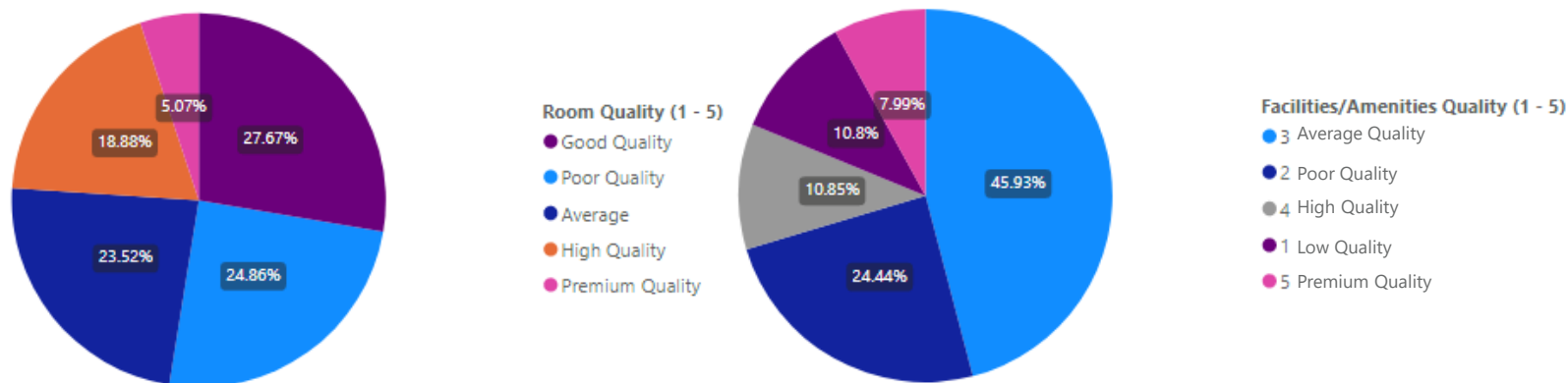
Much of the Manchester PBSA market is well located, with over 13,200 beds within a 10-minute walk of the University of Manchester available to students. As can be seen from the map, there are a large number of schemes in and around the Manchester Metropolitan University All-saints campus. There are 5,666 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. 7,555 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 6,000 beds in this area of Manchester, representing under a third of the total number of beds in the market. There are also a total of 5,318 beds in the Fallowfield area.

Source: C&W Student Accommodation Tracker 2021/22

Accommodation Quality

Room & Facilities quality in Manchester

Manchester Room and Facilities Quality 2021/22



The quality of the accommodation on offer is a key factor for students deciding where they want to live. As stated, a lack of development in Manchester, due to planning policy, has meant that there are very few high quality schemes available to students in the city. Of the 27,178 beds in Manchester, only 5,130 score highly for room quality; and even fewer (c. 3,000) score highly for the quality of facilities and amenities.

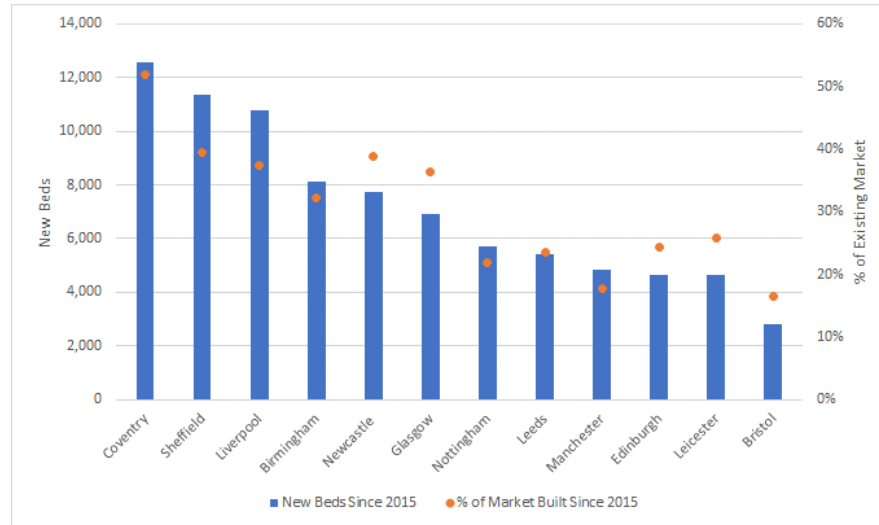
The development of a new scheme at St Gabriel's Hall which delivers good quality rooms and provides students with much needed amenity space, has the potential to do very well in the current Manchester market.

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.

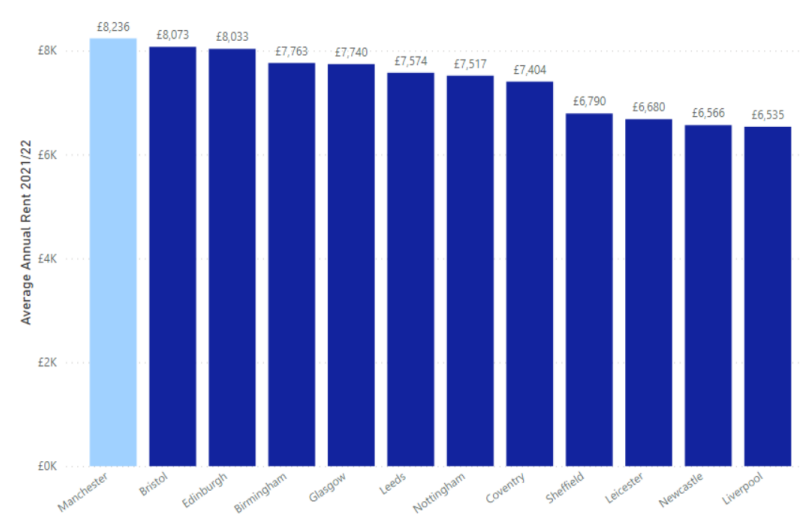
Manchester Development

Room & Facilities quality in Manchester

Number of beds developed since 2015/16



Average Rents – Manchester and comparable markets 2021/22

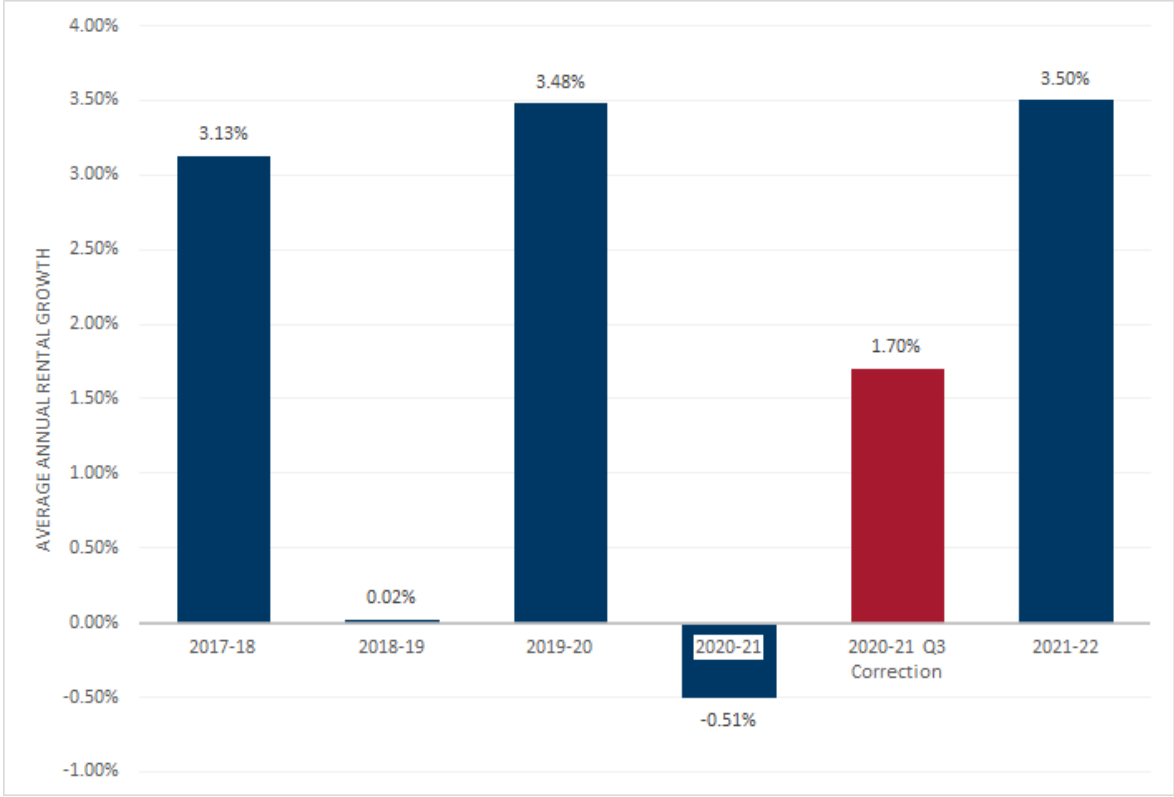


As can be seen from the above charts, the Manchester market remains significantly expensive in comparison to other large student cities in the UK, due in part to a significant lack of development. Since 2015/16 the city of Manchester has seen some of the lowest levels of development, yet the city remains one of the most expensive cities in the UK outside London. This shows there is scope for significant development of purpose-built student accommodation in Manchester in the future.

Studios

Indications of Unmet Demand

Studio Annual Rental Growth



The above chart shows year-on-year annual rental growth for private sector studio rooms in Manchester. Positive rental growth has been observed every year, with the exception of 2020-21, due to the impacts of the pandemic. However, as the lockdowns ended and on-campus learning resumed, rental growth of 1.7% was observed in Quarter 3 of the 2021/22 academic year. This is indicative of unmet demand for studio products within the Manchester market.

Source: C&W Student Accommodation Tracker 2021/22



Rental Analysis

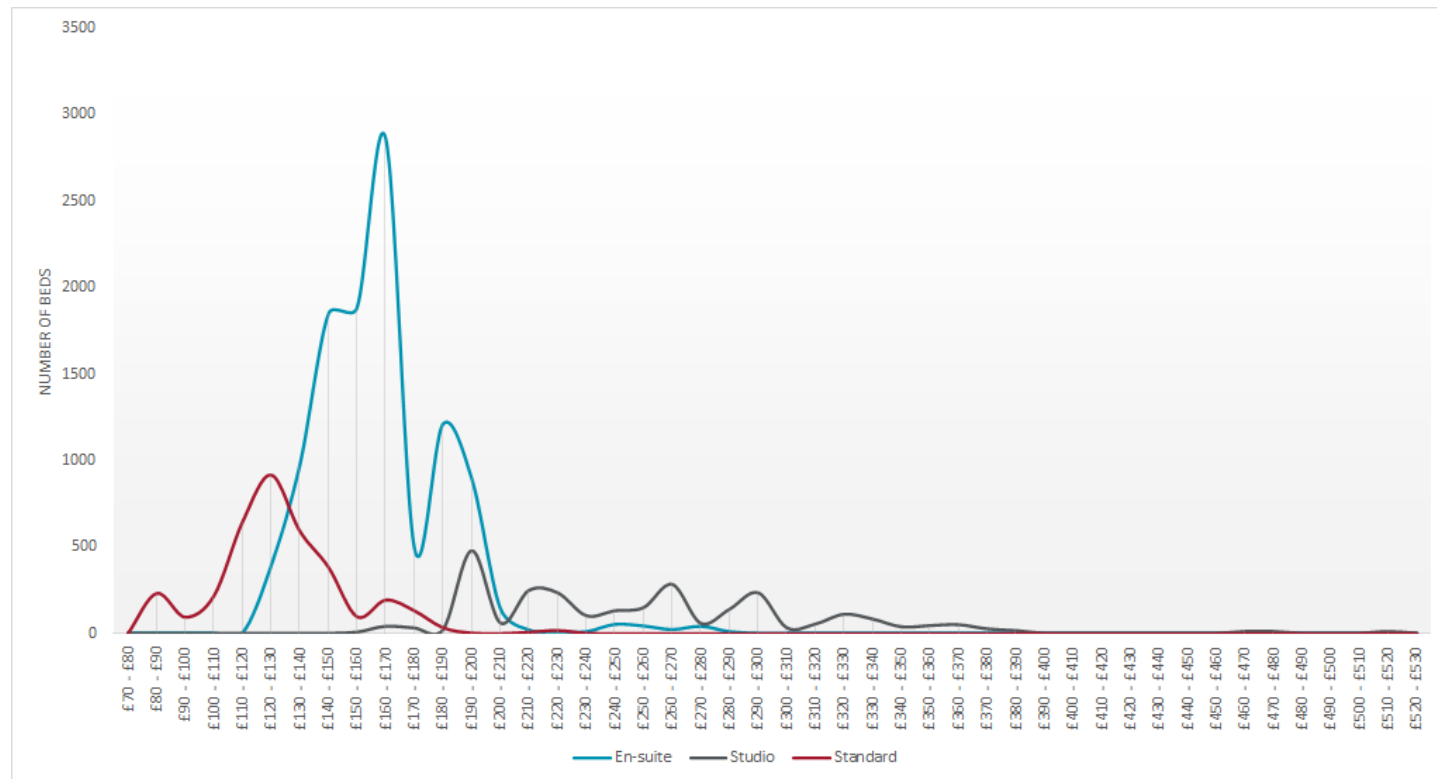
Market Rents and Trends in Manchester

Rental Analysis

Manchester Private Sector

The chart below shows the private rental market profile for Manchester, due to a lack of development there is a significant number of beds available at the cheaper end of the market, with 66% of all beds priced below £170pw. The average price of an en-suite bed is £162 per week, a standard room is £128pw and a studio is £256pw. The moratorium on development has undoubtedly pushed up rents, with a private room on average costing just under £10,000 per year, making Manchester one of the most expensive major markets in the UK. Accommodation is also typically of a lower quality in the city as the 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.

Manchester Private Market Rental Profile 2021/22



Source: Cushman & Wakefield Accommodation Tracker 2021/22

Rental Analysis

Manchester Private Sector

Manchester Direct Let Rental Growth

1.92%

Weekly increase 18/19 to 19/20

1.96%

Weekly increase 19/20 to 20/21

0.09%

Weekly increase 20/21 to 21/22

Manchester Studio Rental Growth

-0.01%

Weekly increase 18/19 to 19/20

3.66%

Weekly increase 19/20 to 20/21

-0.46%

Weekly increase 20/21 to 21/22

Manchester En-suite Rental Growth

2.76%

Weekly increase 18/19 to 19/20

1.78%

Weekly increase 19/20 to 20/21

0.71%

Weekly increase 20/21 to 21/22

Due to a lack of development in the city there has been significant and consistent rental growth across the private sector. Rental growth for studios has been lower than any other type of PBSA in the Manchester market, yet prices still rose by a 3.66% between 2020 and 2021, with a marginal reduction/correction between 2021 and 2022. En-suite rooms have shown the most consistent year-on-year growth, demonstrating the demand for this type of product.

Source: Cushman & Wakefield Accommodation Tracker 2021



The Private Rented Sector

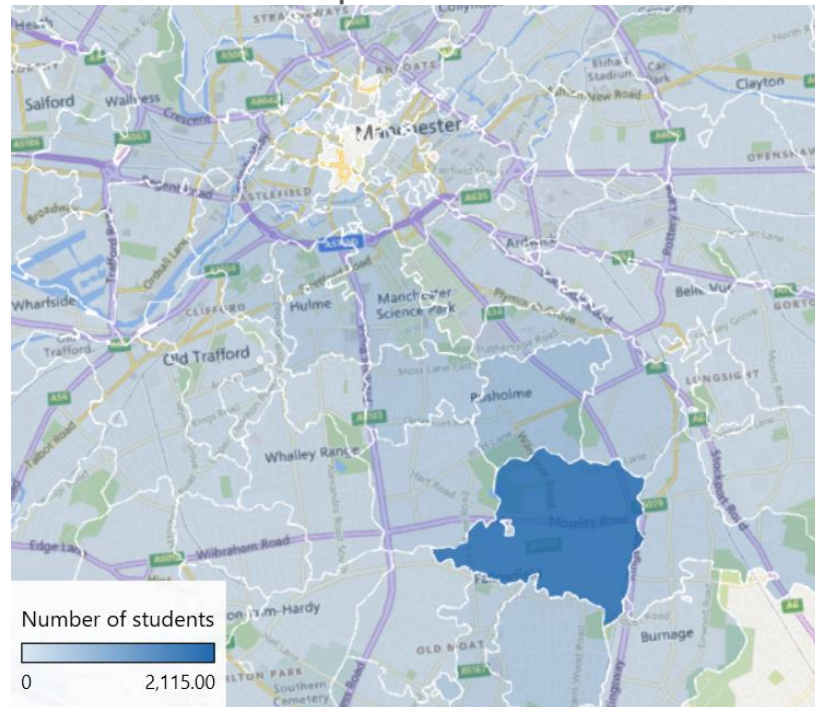
HMOs

HMO Accommodation in Manchester

Overview

There are currently 7,390 students living in Manchester residing in shared accommodation in the private rented sector according to the 2020/21 HESA statistics (the latest data available). Just over 3,000 students live in the four-digit postcode areas highlighted below. A large proportion of students live in South Manchester, with over 2,000 students in the popular area of Fallowfield.

Manchester HMO Heat Map 2020/21



Area	Four Digit Postcode	2020/21
Fallowfield	M14 6	2,115
Rusholme/Victoria Park	M14 5	300
Withington	M20 4	305
Withington	M20 3	210
Ardwick/University	M13 0	275

Fallowfield is the most populous HMO area of Manchester and is home to over 1,800 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.

Source: HESA 2020/21



Planning Environment

Proposed purpose-built Student
Accommodation in Manchester

Development Pipeline

Proposed accommodation

Manchester PBSA Development Pipeline, February 2022

Address	Postcode	Planning Reference	Application date	Status	Number of beds	Studios	Clusters	Applicant	Anticipated opening
Echo Street	M1 7DP	118267/FO/2017	Mar-18	Approved	242	36	206	IQ Student Accommodation	Aug-23
Hulme Street	M1 5GL	121252/FO/2018	Sep-18	Approved	853	853	0	Student Castle	Aug-23
Kincardine Court, Kincardine Road	M13 9JA	124472/FO/2019	Aug-19	Approved	100	0	100	UNITE Group Plc	Aug-22
84 Cambridge Street	M15 6BP	125654/FO/2019	Dec-19	Approved	62	62	0	Alumno Developments	Aug-22
Harry Lord House, 120 Humphrey Road	M16 9DF	101155/OUT/20	Jul-20	Approved	66	66	0	QP2 Ltd	Jan-24
Land At Chester Road(A56), Deansgate, /Bridgewater Viaduct	M3 4LB	129406/FO/2021	Feb-21	Submitted	534	289	245	Fusion Students	May-25
Parkway Gate, 50 Chester Street	M15 6JH	129886/FO/2021	Mar-21	Approved	14	11	3	UNITE Group Plc	Sep-22
The Gamecock, Boundary Lane	M15 6GE	130387/FO/2021	May-21	Submitted	261	37	224	Curlew Capital Ltd	Sep-24

Source: Manchester City Council

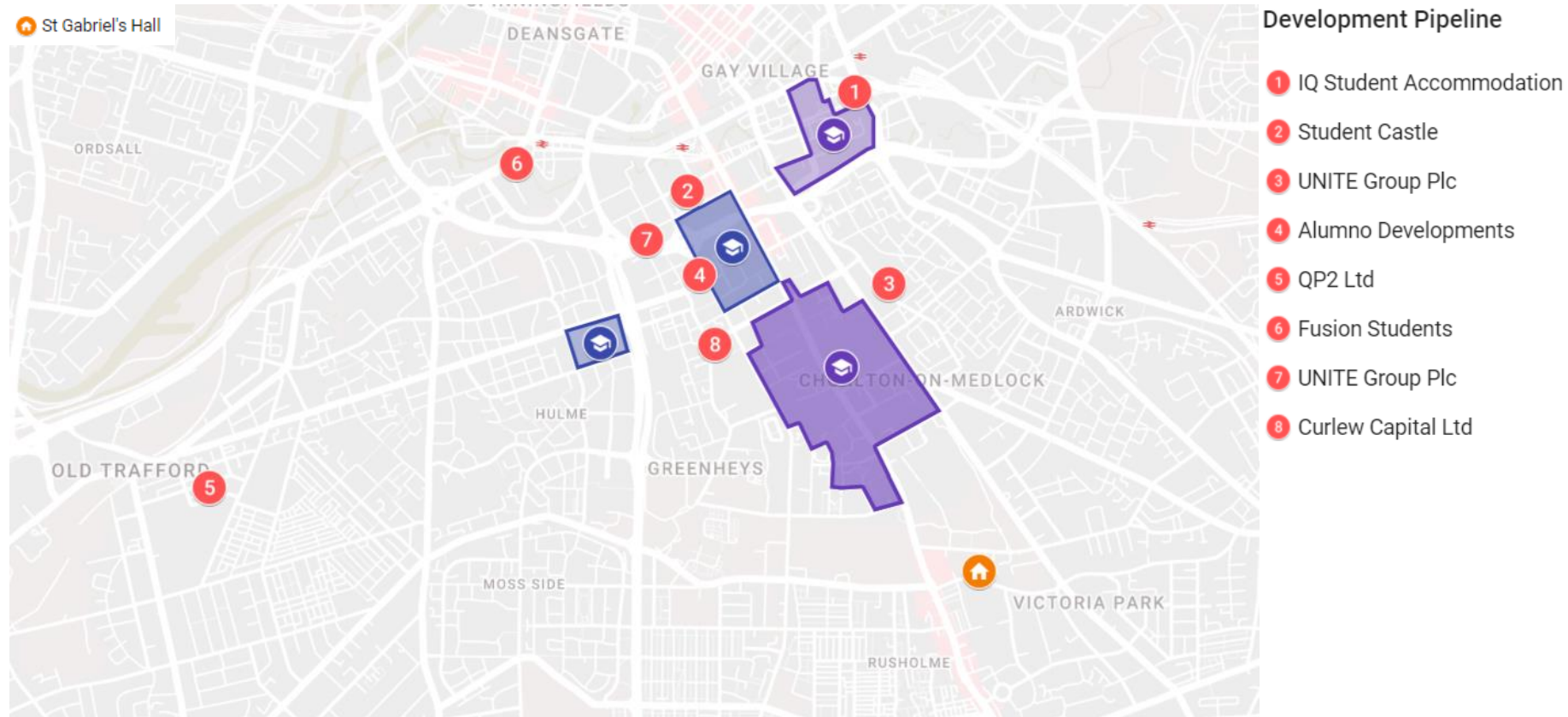
The development pipeline currently stands at 2,132 beds with just over 1,300 beds approved (63%) - a small number for a market of this size. Unite, iQ and Fusion all have proposed schemes in the city, with Unite having two, both due for completion in 2022 (refurbishment projects). Most of the developments are located to the north of the Oxford Corridor, near Manchester Metropolitan University and 5-10 minutes from the northern end of University of Manchester's main campus.

A map of Development Pipeline Schemes can be seen overleaf.

Development Pipeline

Location of Proposed schemes

Manchester Pipeline Locations



Source: Manchester City Council February 2022



Demand and Supply Dynamics

The Manchester Student to Bed Ratio

Demand and Supply Dynamics

The Manchester Demand Pool

The pool calculation below sets out our assumptions of demand for student accommodation in Manchester taking into account the University of Manchester and Manchester Metropolitan University accommodation, private sector supply of accommodation and the latest HESA student number data for the aforementioned universities (HESA 2020/21). In arriving at our demand pool, Cushman & Wakefield has excluded a number of students who are unlikely to demand accommodation in the City. This includes:

Students not currently living in PBSA in Manchester, Cheshire East and Warrington

Students residing at home in Blackburn, Halton, Lancashire and Merseyside

City-wide Demand Pool and Student to Bed Ratio

Manchester City-wide	2020/21
Full-time Students	60,740
From which:	
Deductions from the pool of students	
Students from the region who do not require accommodation	8,510
Total Pool	52,230
Number of Beds (University and Private)	27,178
Student: Bed Ratio	1.92

Source: HESA 2020/21, C&W Student Accommodation Tracker 2021/22

As can be seen from the table, the city-wide SBR stands at 1.92:1, in line with Cushman & Wakefield's nationally observed average. This is indicative of a healthy market and shows there is scope for further development of PBSA in the city.



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