

# A LOOK TO THE FUTURE OF THE PBSA MARKET

SEPTEMBER 2025

URBAN LIVING CONFERENCE



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**WHO WE ARE  
& WHY WE DO  
WHAT WE DO?**

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# THE RESEARCH

# YOUTH FORUM

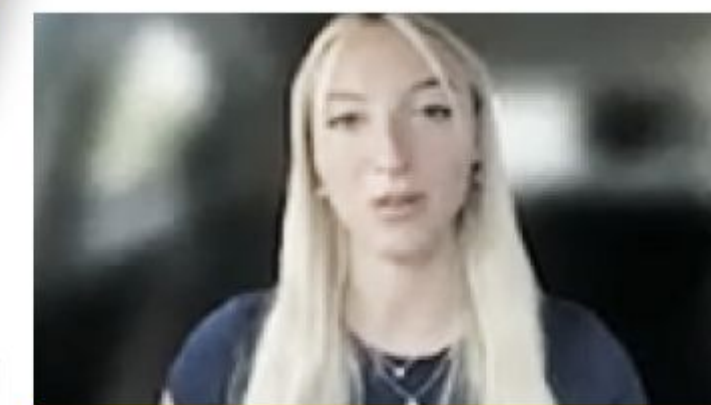
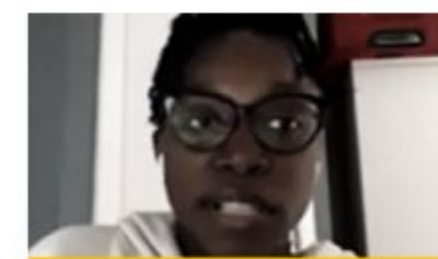


STUDENT SURVEY →

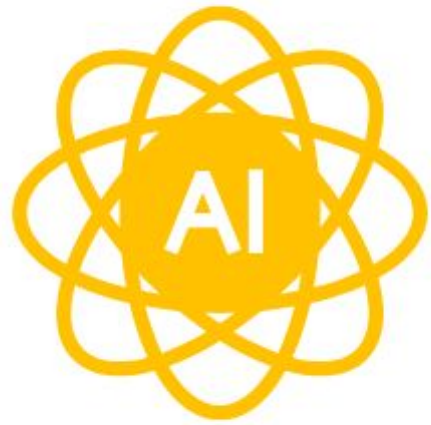
FOCUS GROUP →



SIGN UP TO GET FULL REPORT  
AND SOUNDBITES



# WE WANTED BLUESKY THINKING...





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WHAT OUR STUDENTS  
TOLD US THEY WANT

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# PRIVATE COMFORTABLE ROOMS

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- Good storage (under-bed, built-in wardrobes, hidden compartments).
- Natural light and blackout curtains for flexibility.
- Neutral, customisable interiors with pinboards and surfaces that can take posters/tape without damage.
- En-suites that are accessible and spacious, with layouts that consider different body sizes.
- Smart climate control & soundproofing to balance focus and rest.





# INCLUSIVE COMMUNAL KITCHENS AND DINING AREA

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- Kitchens sized to actually cook in (multiple ovens, fridges, and plenty of freezer space).
- Dishwashers where possible, or easy access to communal cleaning equipment.
- Mix of private kitchenettes and larger communal kitchens with dining tables for group meals.
- Affordable dining hall or café options for quick, healthy food.







# FLEXIBLE STUDY ZONES

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- Quiet pods for online lectures, calls, or deep focus.
- Collaborative zones with whiteboards and screens.
- 24/7 access to study lounges with natural light, reliable Wi-Fi, and power outlets at every desk.



# HEALTH AND WELLBEING

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- Free or affordable gym, yoga/meditation rooms, and outdoor green space.
- Air-dry laundry facilities in addition to dryers (many clothes aren't dryer-safe).
- Wellbeing support built in (counsellors, peer support, or at least private access points).
- Safe, inclusive spaces — e.g. sober flats, LGBTQ+ flats, vegetarian/vegan kitchens.
- Prayer rooms, quiet spaces, creative studios for music, art, or content creation.





# SUSTAINABLE SMART DESIGN

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- Green roofs, solar panels, rainwater harvesting.
- Biophilic design: plants, natural materials, outdoor gardens.
- Smart apps to control heating, lighting, book study rooms, report maintenance.
- Recycling & composting systems with clear signage and convenience.



# COMMUNITY AND BELONGING

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- Spaces that feel warm and home-like, not sterile or institutional.
- Mix of social spaces: cinema room, games lounges, rooftop terraces, quiet courtyards.
- Community events (cultural nights, cooking sessions, wellbeing workshops) to help people connect.
- Thoughtful design touches: better lighting, full-length mirrors, neutral modern colours.







# WHAT STUDENTS SAY THEY NEED TO SUPPORT ACADEMIC SUCCESS

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1. Reliable, High-Speed Wi-Fi
2. Dedicated Study Spaces
3. Calm, Productive Environments
4. Academic & Career Support
5. Holistic Wellbeing Support



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WHAT OUR SURVEYED  
STUDENTS TOLD US THEY  
DON'T WANT

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- ⊘ Hidden costs
- ⊘ Thin walls
- ⊘ Cramped, box-like rooms
- ⊘ Facilities which can't be opted out of (gyms, cinema rooms and activities)
- ⊘ Sterile, soulless design
- ⊘ Rigid 'one-size fits-all' model
- ⊘ Outdated or unsustainable systems
- ⊘ Overbearing or intrusive atmospheres
- ⊘ Inaccessibility



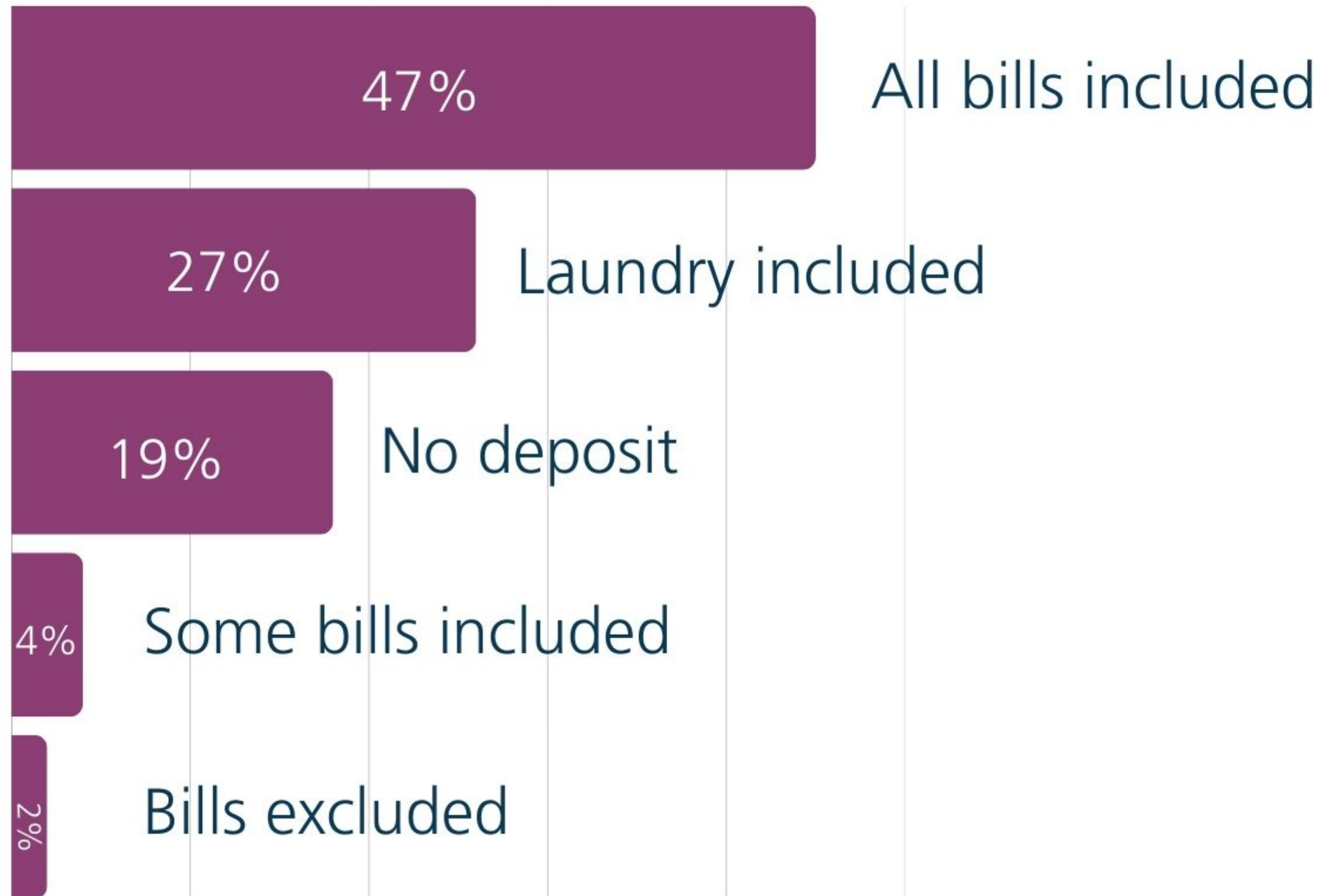
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# WHAT THE DATA TOLD US

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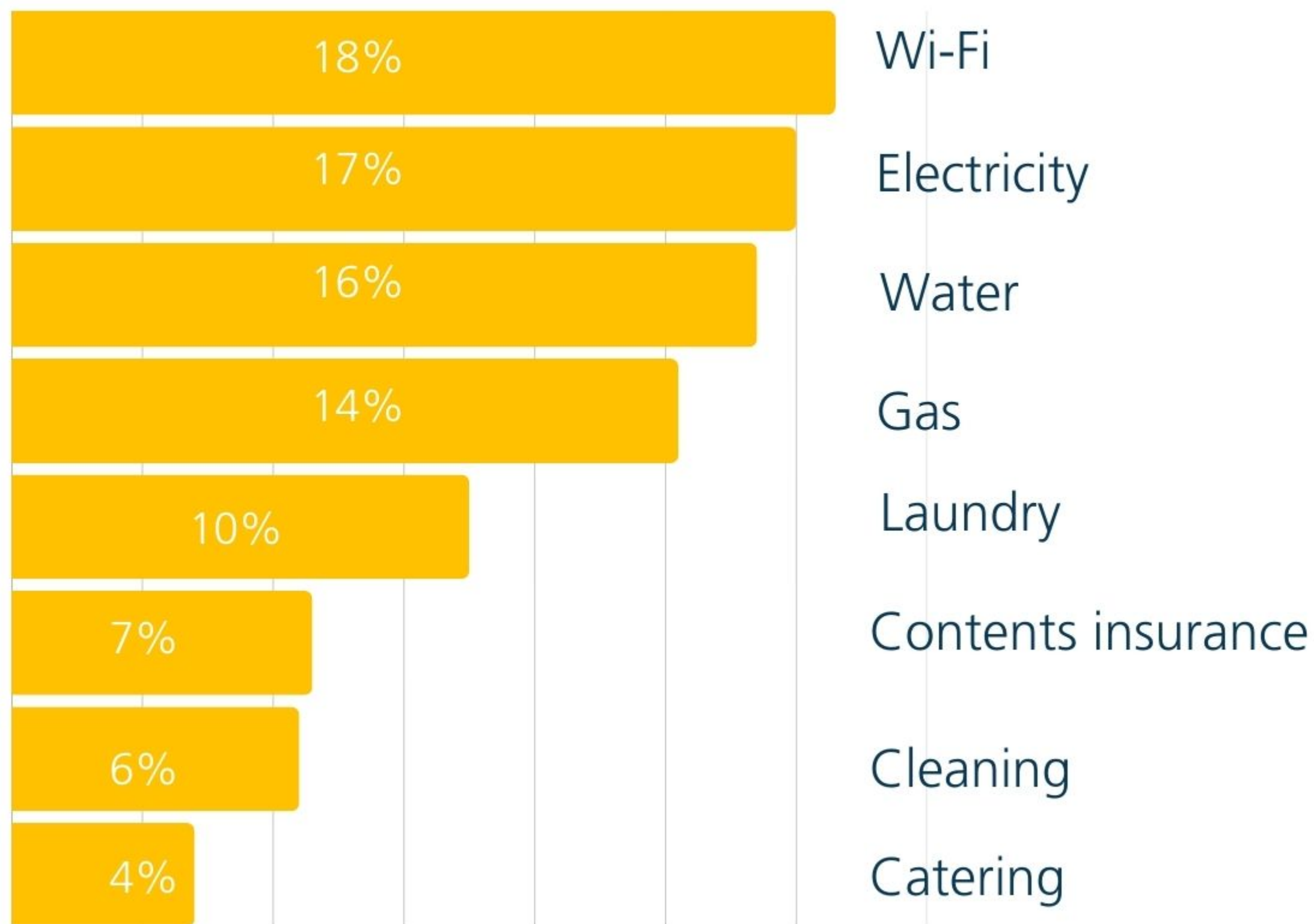
# WHAT WOULD STUDENTS IDEAL RENTAL CONTRACT INCLUDE?



Percentage of students selecting option



# STUDENTS WHO CHOSE 'SOME BILLS' WOULD WANT TO INCLUDE:



Percentage of students selecting option





# WHAT TECH FEATURES ARE THE MOST IMPORTANT TO STUDENTS?

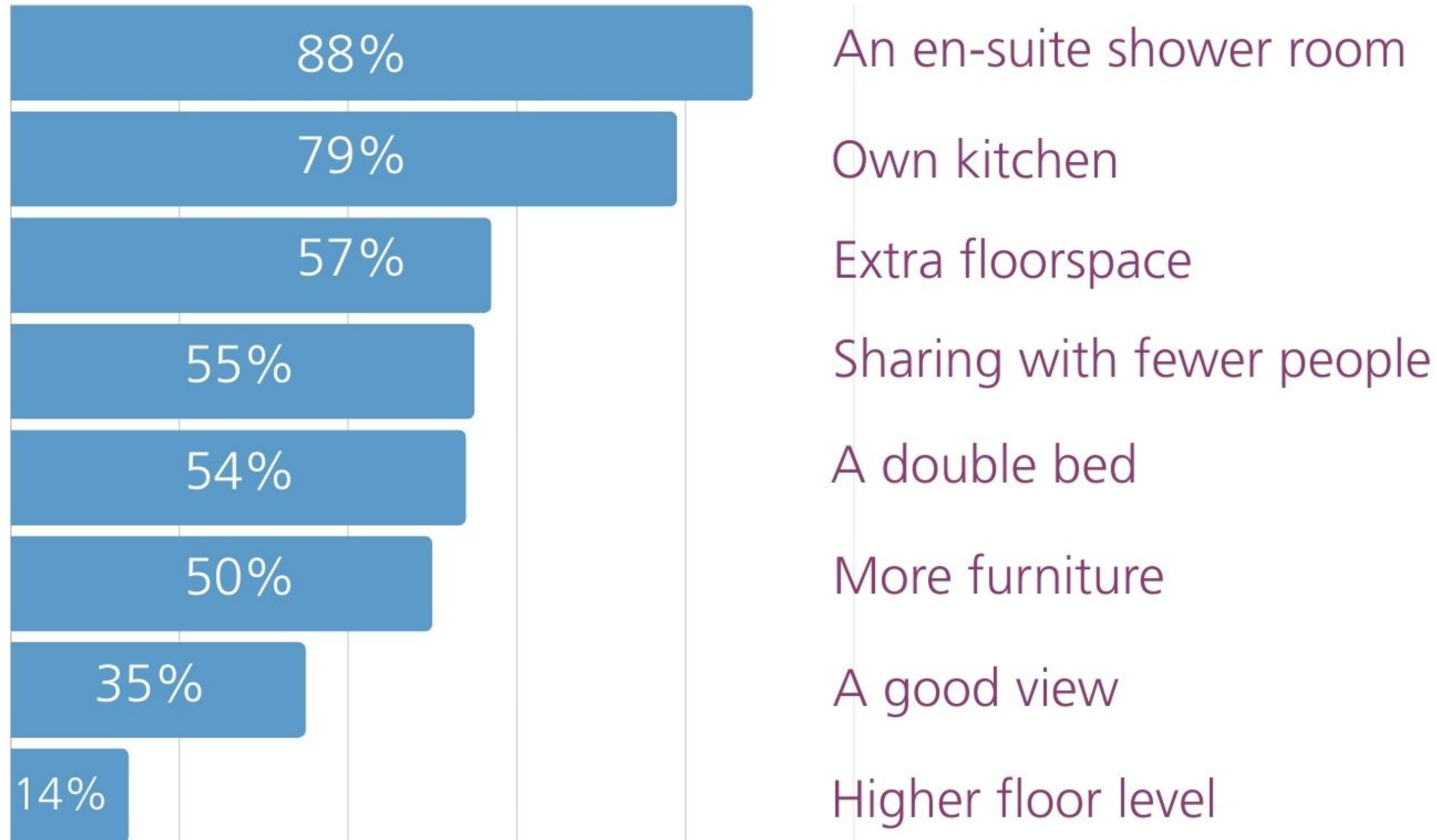
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- Noise-cancelling or quiet study areas
- Secure locker/shopping delivery boxes
- Roommate-matching app
- Resident app
- Energy saving technology
- Smart heating/lighting
- Bluetooth speakers



# WHAT FEATURES WOULD STUDENTS EXPECT TO PAY MORE FOR\*?



\*data taken from Do Students Really Understand What PBSA Are Selling Them Youth Forum 2025



# WHICH SERVICE DO STUDENTS FEEL WOULD BRING MOST VALUE TO THEIR LIVING EXPERIENCE?

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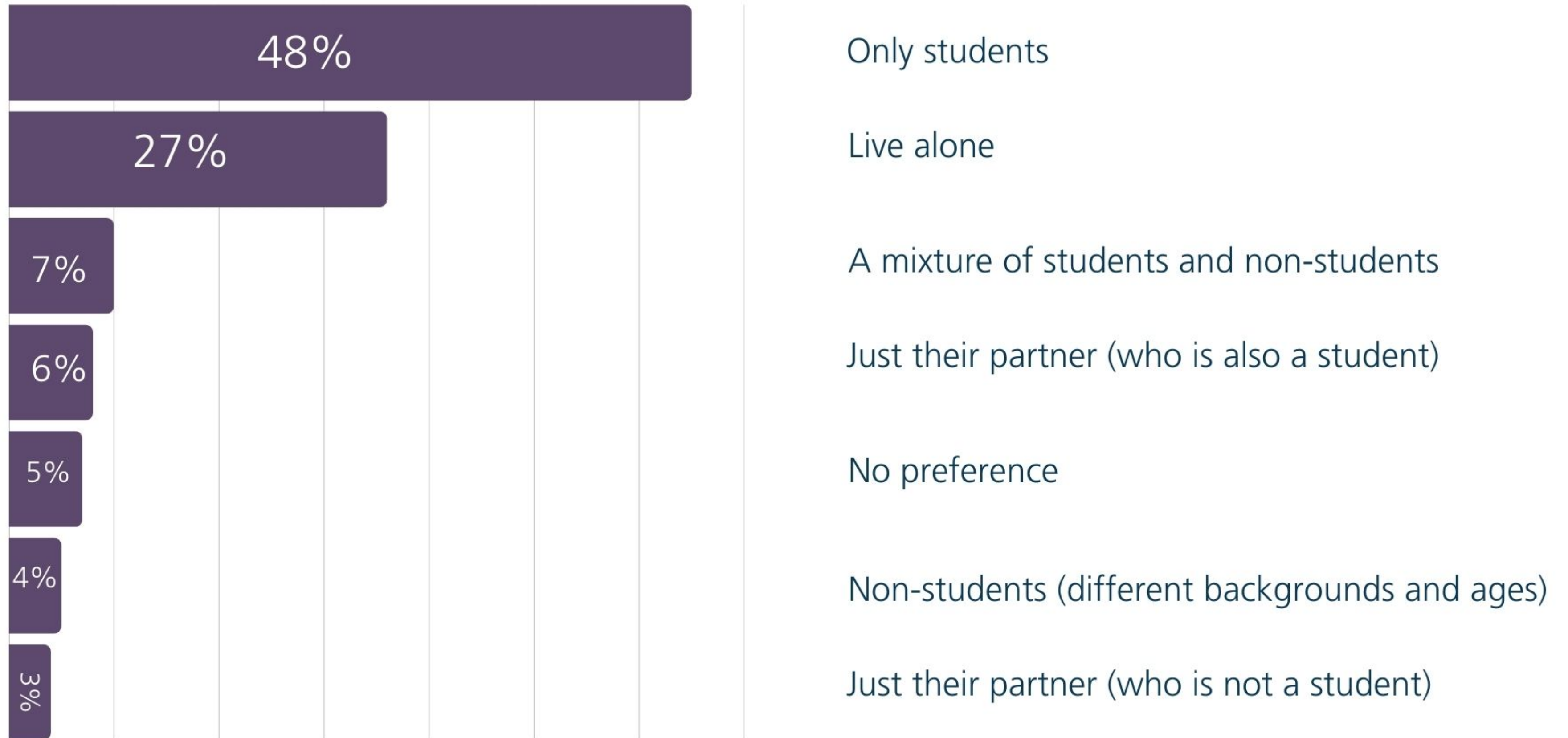


- Room cleaning
- On-site maintenance
- 24/7 reception
- Mental health support
- Event co-ordination
- 24/7 in-person parcel collection

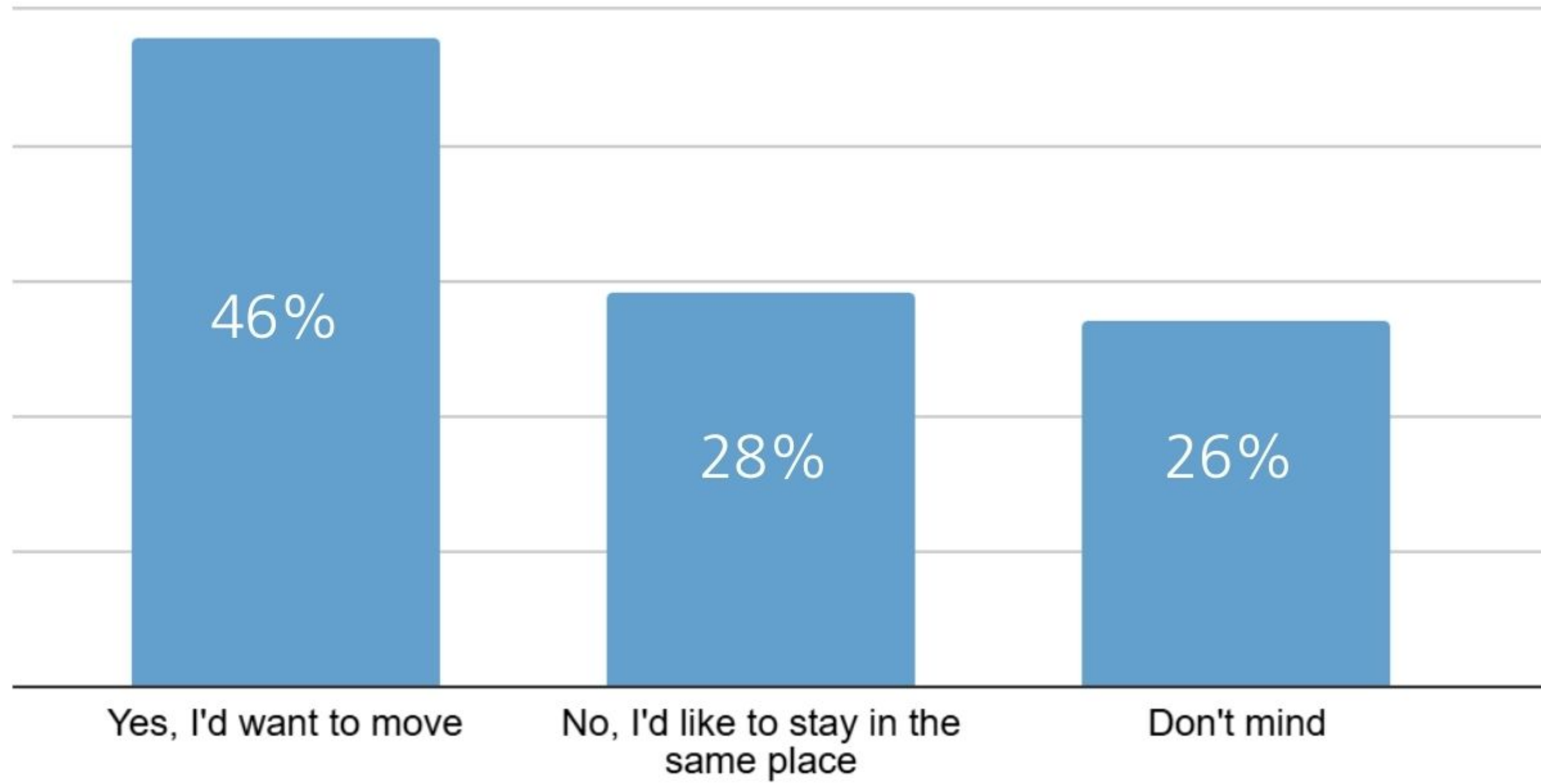




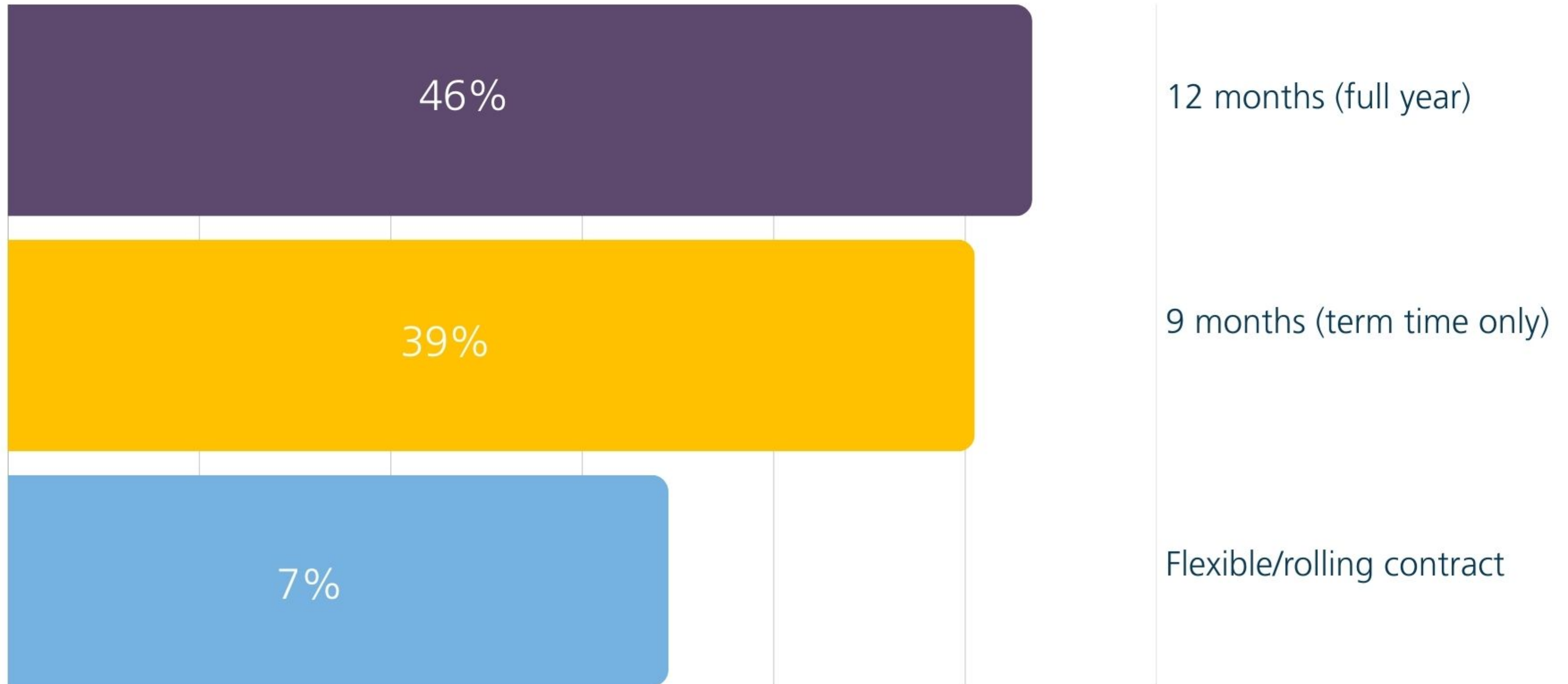
# WHO WOULD STUDENTS PREFER TO LIVE WITH?



# WOULD STUDENTS WANT TO STAY IN THEIR ACCOMMODATION AT THE END OF THEIR STUDIES?



# WHAT CONTRACT LENGTH WOULD STUDENTS PREFER



\*data taken from Cost of Living Youth Forum 2025







# CONCLUSION



**DO YOU KNOW  
WHAT YOUR  
CUSTOMER  
IS THINKING?  
WE DO.**

## **YOUTH FORUM**

Our pulse survey service keeps you up to date with what Gen Z consumers want from accommodation.

**SIGN UP TO FULL REPORT**



## **BESPOKE RESEARCH**

Have a chat to find out how we can help you with customer insight.



# LET'S CONNECT.

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