

Project Plan

CAMPAIGN PROJECT PLAN

Project Title	Start Date	End Date
<i>Operation: RENT</i>	July 18	ongoing

Lead Officer/Rep	Laura	Officer Support	All Officers
Staff Support	Rose, Emma, Bethan, Comms, etc	Exec Support	All Exec

The problem	Evidence	Vision
<p><i>What's the issue? Why are you doing this campaign?</i></p> <p>Students often live in unaffordable accommodation – working many hours or borrowing significant amounts of money from banks or family to support themselves.</p> <p>Student accommodation is not always fit for purpose – often bathrooms are mouldy, houses are missing carbon monoxide detectors or are otherwise not fit for habitation/or are unsafe for some students, contracts are too long or too short etc.</p>	<p><i>How do you know it's a problem?</i></p> <p>Overwhelming amounts of anecdotal feedback on both fronts.</p> <p>NUS data: Poverty Commission Executive Summary: “Student hall rents routinely exceed what is affordable given the maintenance loan available to students, and institutional strategies to ensure affordability are rare.” “Working class students, and other student groups including international students, can struggle to find a guarantor to rent in the private sector, leading them to use private schemes with exorbitant fees and interest rates.” “Average student expenditure routinely exceeds the income available through student support, and working class students are more likely to have to rely on part-time employment or other forms of debt to make ends meet, while being less likely to receive support from their families.”</p> <p>-</p>	<p><i>What do you want the outcome of this campaign to be?</i></p> <p>Safe, appropriate and affordable housing for students.</p>

Aim	Objectives
<p data-bbox="204 801 740 869"><i>What is the purpose and broad activity of the campaign?</i></p> <p data-bbox="204 952 721 1064">To help students have accommodation that is safe, affordable and appropriate for them.</p>	<p data-bbox="762 255 1385 322"><i>What are the specific objectives of this campaign? What will it achieve?</i></p>
	<p data-bbox="762 322 1385 389">Students will not be forced to work excessive hours to afford to live.</p>
	<p data-bbox="762 389 1385 456">Students will not be forced to borrow money to afford to live.</p>
	<p data-bbox="762 456 1385 524">Student housing will be habitable and safe.</p>
	<p data-bbox="762 524 1385 636">Students will know their tenancy rights and be comfortable challenging poor behaviour from landlords.</p>
	<p data-bbox="762 636 1385 748">The city council will stop giving planning permission to companies building student housing that is unaffordable.</p>
	<p data-bbox="762 748 1385 896">Anglia Ruskin will provide housing, and encourage partner halls to provide housing for an entire year of full-time postgraduate study rather than for a typical 'academic year'.</p>
	<p data-bbox="762 896 1385 963">Students will be supported to find suitable housemates for their needs.</p>
	<p data-bbox="762 963 1385 1111">There will not be unreasonable 'administrative' fees from letting agents or ARU's accommodation services while searching for and booking accommodation.</p>
	<p data-bbox="762 1111 1385 1223">Students will have an in-house guarantor rather than needing to rely on external agencies.</p>
	<p data-bbox="762 1223 1385 1335">International students will be equipped with the tools to tackle discrimination in the housing sector.</p>
	<p data-bbox="762 1335 1385 1671">Anglia Ruskin will ensure that students' wellbeing is supported while living in their own and partner halls. This can include but is not limited to: combating harassment or hate crime in halls, helping students who have been sexually assaulted to move out if they wish— eg. Helping students who have been bullied or otherwise harassed to find a suitable replacement.</p>
	<p data-bbox="762 1671 1385 1731">Anglia Ruskin will stop promoting excessively expensive partner halls.</p>

Key Stakeholders	How to get them on board
<i>Who will play a big part in your campaign?</i>	<i>How are you going to win them over/get them involved?</i>
CUSU	Acknowledge that this issue is broader than just ARU students; see where we can collaborate with each other as there is strength in numbers.
Students	Get them angry about the injustice they face; promote at Fresher's Fair; advertise widely.
Exec	Explain our rationale/same as all students.
SU Staff	Explain the importance of this work.
Anyone in Estates/Facilities	Evidence; set up meetings with them where appropriate; gather information from them.
Local MPs/council	Evidence; anecdotes that they can use in parliament, meetings where appropriate.
Local Landlords	Community building; seeing who and how many are on-side already; try to paint the positives rather than the negatives.
Local Letting Agencies	As above
Board of Governors	Evidence, personal influence as board member.
Vice Chancellor Group	Keep them involved as and when necessary; try to constructively challenge rather than 'go hard' too early.
Families of Students	Get the students on board.

Project Team and responsibilities

Who is going to help you and what are their responsibilities?

*Officers
Which SU staff?*

Consultation/Approval	Date	
Campaigns Coordinator		✓
Executive Committee		✓
Students		✓

Deliverables	Departments Involved in Delivery	Monitor, Measure and Evaluate (KPIs)	Which Officer is Leading (but not wholly responsible for)?
<i>What will the outputs of the project be (an event, a facebook group)</i>	<i>Are there any specific Students' Union departments/teams that you would like to be involved?</i>	<i>How will you measure the success of the project? How will we know if it has achieved its objectives?</i>	
<p>A research project into rent and housing issues faced by students at ARU.</p> <p>This report will allow us to figure out a lot of our other deliverables/actions.</p>	ALL Union teams should use their reach to students to help gather responses.	<p>Number of responses</p> <p>Quality of data</p>	<p>Laura designing project</p> <p>All responsible for promoting and gathering responses</p>
Lobby accommodation dept. to provide a feedback/help hub.	Officers, ARU Accomodation	A feedback hub is produced.	Amanda
<p>Monthly meetings set up with local MPs to discuss student housing issues.</p> <p>Meeting with local councils to discuss student housing issues.</p>	Officers, Campaigns.	A meeting is set up.	Laura (Luca)
A report on alternatives to guarantors/bringing guarantor schemes in-house rather than external. Potentially leading to an internal Guarantor Scheme.	Officers, Campaigns.	Suitable data is found and the report is written.	Laura
A 'find a flatmate' event will be hosted on each campus.	Officers, Campaigns, Activities.	The event happens, number of people who attend.	Mary and Fraser
A paper to discuss/a protest against students being 'trapped' in halls where they are unsafe/discriminated against.	Officers, Campaigns. (Advice)	Students will be allowed to break their contracts early in the event of harassment, bullying, etc.	Amanda

An 'accommodation working group' to focus on student feedback about halls.	Officers, Campaigns, Rep (to get reps to sit on it with us?), University Accommodation team	The group will be set up and effective.	Matt
Promotion of the tenancy guide. (and adaptations for international students?)	Officers, Comms, Campaigns	Students will be aware of and use the tenancy guide.	Mary

TOTAL COST: £