

PROJECT DEFINITION FORM

Project Title	Start Date	End Date
"Where my rent went" campaign	Sept 2015	March 2015

Sponsor	Project Team
	Exec Officers Guy Stepney Jo Harbrow Debbie Paradise

Project Manager	Link to Strategic goals
Sarah Haider and Sophie May	

Background – why we are doing it	Benefits – what it means for students/stakeholders
<p>Through Officers campaigning last year a number of students expressed discontent with their rent price and quality of accommodation. NUS' latest study on student accommodation showed some shocking results where landlords are not even meeting the legal obligations required of them. The campaign is a step in ensuring that students:</p>	<p>Students can and will benefit from peace of mind that the health and safety requirements are fulfilled in their new homes, and the accreditation scheme will ensure their homes are 'parent approved'.</p>

<ul style="list-style-type: none"> a. Know their rights and responsibilities as tenants (EDUCATE) b. Get quality for price accommodation (SHAME) c. Can feel at ease when renting from a 'Union approved' landlord via an Accreditation scheme in partnership with Unipol (ACCREDIT) 	
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What Project includes	What Project does not include
<ul style="list-style-type: none"> 1. Letters sent to student houses with Safety checklists/know your rights and an introduction to the campaign 2. A 'House of Horrors' event to recreate awful housing conditions such as infestations and condensation 3. A meeting with local landlords 4. A photo competition to 'shame'; rogue landlords 5. Fake letting agency newsletter advertising 'House of Horrors' 6. An accreditation scheme with Unipol 7. 'From Halls to Housing' event/drop in sessions/or alternatively a place at the accommodation fair to educate students on the change from moving to private housing including information on deposits etc. 8. Online content about tenants' rights and the overall campaign 	<p>Currently there are no plans to lower rent costs – but rather to improve quality of accommodation</p>

Internal Resources	External Resources
<p>Staff time £1000 campaigns budget (MK71)</p>	<p>Unipol Landlords and Letting Agents buy in Residential Services to support the Accreditation scheme</p>

Constraints	SMART Objective(s) – Output – Final result
Time – February is a peak period but it is also the time to look for private accommodation and when the Accommodation fairs take place	

Project Timeline			
Date	Activities	On / Off Track	Comments
ASAP	Comms Plan for ES		SM/GS
ASAP	Meeting with Residential Services to discuss campaign	On Track	JH/SH
5 th October	Letters sent to student houses with Safety checklists/know your rights and an introduction to the campaign <i>Include recycle logo</i>	Off track – letters to be posted by November 6 th	Write Letter SM Write safety checklist SM Post letters SH/SM/GS
28 th October	A 'House of Horrors' event to recreate awful housing conditions such as infestations and condensation	On track	Room Booked LAB 027 SH Plan activities of event SM/SH Create advertising of event SH/ES
9 th November	Online content about tenants' rights and the overall campaign on website		Write content for webpage SM
16 th November	A meeting with local landlords		
23 rd November	A photo competition to 'shame'; rogue landlords		
GS/SM to decide date	Fake letting agency newsletter advertising 'House of Horrors'		<i>Part of Comms Plan GS SM</i>
14 th December	An accreditation scheme with Unipol set up		Meeting with Unipol and SMT SH
February 2016	'From Halls to Housing' event/drop in sessions/or alternatively a place at the accommodation fair to educate students on the change from moving to private housing including information on deposits, happy house hunting tips etc.		Content planning GS/SM/SH Ask Residential for a table SH - done