

CAMPAIGN PROJECT PLAN

Project Title	Start Date	End Date
Rent!	October	

Lead Officer/Rep	Fraser Luther-Yarwood	Officer Support	
Staff Support	Rachel Wilkenson	Exec Support	

Aim	Evidence	Objectives	Measure Success
<i>What is the purpose and broad activity of the campaign?</i>	<i>How do you know the activity/campaign is needed?</i>	<i>What are the specific objectives of this campaign? What will it achieve?</i>	<i>How will you know if it's been a success?</i>
To create a working group or set of actions to fulfil the recommendations of the rent report and to maintain accommodation standards	The Rent report	To create a working group	A working group has been created
Lobby the university to review the way they support students when it comes to finding accommodation (Do they know their rights? Is the landlord reliable? Is the accommodation priced fairly?)	The Rent report NUS research	The university provides support to ensure students are well informed about their rights, renting processes and make sure that students are able to make choices with all the information they need	The university have some form of information hub or guide that students can use to learn more about renting and tenancy rights
To ensure the university improve the quality of student accommodation	The Rent report NUS research	The university commits to renovating the bedrooms and communal spaces of student accommodation to a standard that exceeds basic requirements.	Student accommodation gets renovated or plans are made to renovate
The university provides a more responsive and reliable environment	The Rent report NUS research	The university ensures the accommodation they promoted follow an accreditation scheme	The university finds an accreditation scheme that potential landlords have to gain in order to promote to students

		The university sets up more frequent feedback opportunities for students to talk about their experience and log any issues that need to be resolved	The university will have an online form and termly feedback forms so students can gain quicker responses to their problems
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Deliverables	Key Stakeholders	Departments Involved in Delivery
<i>What will the outputs of the project be (an event, a Facebook group)</i>	<i>Who will play a big part in your campaign?</i>	<i>Are there any specific Students' Union departments/teams that you would like to be involved?</i>
Rent report	Students	Comms
Feedback hub	Estates and Accommodation	Activities
Online support tool	MPs	Executive
Working group	VCG	
Social media updates	Landlords	

Consultation/Approval	Date	
Campaigns Coordinator		
Executive Committee		
Students		

Detailed Timeline & budget				
Dates activity	Activity	Action	Who's doing it	Cost
<i>When?</i>	<i>What?</i>	<i>List what needs to happen for your activity to take place</i>	<i>Who is responsible?</i>	<i>How much money will this cost?</i>
July	Rent Data Analysis	The responses provided from the rent survey will now be analysed into qualitative	FLY, HB	N/A

		and quantitative findings		
August	Writing the rent report	Additional research and writing the rent report	FLY	N/A
September	Design brief and comms plan for the rent report	Plan the design of the rent report booklets and online version and prepare communications regarding the rent campaign	FLY, BN, MB	N/A
October	Publishing the rent report	Fraser and the comms team finalise and publish the rent report	Fraser/Bee/Mal	£239
October	Take rent report to staff and MPs	Officer team to take the rent report to relevant staff and MPs	Officers	N/A
October	Set up a rent working group	A meeting to take places between an officer(s) and a representative of relevant departments to tackle the recommendations of the rent report	Designated staff member from relevant union/university teams	N/A
19 th November	First meeting of the Accommodation Working Group	This will be a working group with key, influential staff to look over and meet the recommendations of the rent report	Accommodation Working Group	N/A