

# THE RISE OF PURPOSE BUILT STUDENT ACCOMMODATION (PBSA) AND 'STUDENTIFICATION' IN SHIELDFIELD

## WHAT ARE THE PROBLEMS IN SHIELDFIELD?

- Too many students
- Too much PBSA
- Segregation
- Seasonality
- Litter – from landlords and students



## WHAT DOES SHIELDFIELD WANT?

- Events with students to engage and integrate e.g Summer BBQ
- A community hub
- Measures to 'clean up' the area e.g flowers
- More careful planning
- Fewer but more high rise PBSA blocks

## WHY SHIELDFIELD?

- Location
- Accessibility – close to universities and the city centre
- Developers target low land value, industrial land for more **PROFIT**
- Newcastle City Council promotes PBSA to relieve housing pressures in certain HMO\* areas such as Jesmond and Heaton for families  
*\*HMO (House of Multiple Occupation) = A property rented out by at least 3 people who are not from 1 'household' (e.g a family) but share facilities such as a bathroom or kitchen*
- International investors
- Privatisation of the housing market by universities

## THE FUTURE?

- Approximately 2,000 beds still under construction in Newcastle
- However, the majority of sites in Newcastle have now all been taken!!

## STUDENTS:

- Add vibrancy
- Create a metropolitan atmosphere

## NEXT STEPS:

- To present findings in a report for the community

## RESEARCH QUESTIONS

1. How has 'studentification' and the rise of PBSA impacted the local community?
2. What is different about this type of 'studentification' as opposed to past forms in traditional HMO areas?
3. Is PBSA within Shieldfield purely speculative development?
4. What can be learnt from Shieldfield to provide recommendations for other communities suffering from rapid urban development?