

For immediate release: 28th August, 2003

CARDIFF BEST PLACE TO BE A STUDENT

– accommodationforstudents.com research identifies top locations to study –

(London, 28/08/03) Accommodation for Students (www.accommodationforstudents.com), the UK's No 1 student accommodation website, has just released new research identifying the best places to be a student, according to 1720 students. Cardiff comes out top with a score of 66%, followed by Edinburgh, Aberdeen, Cambridge and Newcastle upon Tyne on 64%, Glasgow and Brighton on 62%. Salford scored lowest on 34%. Bradford and Middlesbrough scored next lowest on 44%, with Reading on 46%. (See complete table at the end of the press release.)

The most popular place to live in Cardiff is Cathays (70%) and the Riverside (70%). The most popular places in Edinburgh, Aberdeen, Cambridge and Newcastle upon Tyne are New Town (82%), Rosemount (74%), City Centre (82%) and Jesmond (70%) respectively.

The research was conducted amongst 1720 students at 43 university towns and cities. Via an online questionnaire, student visitors to accommodationforstudents.com were asked to rate their university location across five criteria: going out (*restaurants, pubs, clubs*), shops (*supermarkets, corner shops, book shops video shops*), transport links

(buses, trams, train, underground), community (safety, student population, surroundings) and facilities (gyms, libraries, parks).

William Berry, co-founder and director of Accommodation for Students, said:

“Not only is accommodationforstudents.com the number 1 student accommodation search engine for helping students find accommodation, it also provides a host of other helpful background information thanks to the information we can gather from the high volume of students using our site and our large portfolio of properties. We know which cities students prefer to live in and also which areas in each city the students prefer. This information is invaluable to students coming to an area for the first time.”

Accommodation for Students has 20,000 properties on its website, and, at its peak, attracts over 150,000 unique student visitors a month. The service is free to both students and landlords. This research comes soon after groundbreaking research earlier in the year into the average cost of rented student accommodation across the UK, identifying the cheapest and most expensive places for student accommodation.

– ENDS –

About Accommodation for Students

Accommodation for Students Ltd. was founded by William Berry and Simon Thompson, ex-students from Manchester, in June 2000. The site's features include:

For students

- A powerful search engine accessing a nationwide database of student accommodation properties
- An easy-to-use, comprehensive set of accommodation criteria, including geographical location, number of rooms (including required size of room), rent, interior facilities (from satellite/cable television to dishwasher), exterior facilities (from garden to off-street parking) and service facilities (eg CORGI registered gas central heating)
- Notice board facility
- Clipboard facility to save accommodation details
- Landlord email facility which sends an email to the landlord with one click when a student finds a property they like. The email specifies the house and student details and effects an introduction between the student and landlord.
- Chatroom to allow potential housemates to talk to each other and review house options.

For Landlords

- Sophisticated, user-friendly '**landlord admin suite**' which allows landlords to directly upload and edit their property details and pictures on the Accommodation for Students website. The unique measurement facility allows landlords to judge the effectiveness of the website in attracting student interest to their properties and ultimately their letting.
- Easy contact system: Accommodation for Students '**email landlord service**'. This service enables students to send a generic email of interest to a landlord with one click. This also ensures the privacy of landlord email addresses.

Accommodation for Students Accolades

- Highly Commended in the Best Industry Innovation category at the inaugural 2002 Property Business Awards
- New Millennium Silver Award

"Accommodation for Students has been awarded the Silver Award. Good luck in the future and keep helping the students in the UK ",
Corey Huffman, CEO, New Millennium's Award Programme

- EyeCatcher Bronze Award – 21st October 2001
83% score on Design, Creativity, Coding and Originality
- Best Of The Web 2001 Bronze Award
"I enjoyed surfing your site, and I am sure everybody else will too",
Eric Nielsen, NEOVISION, Inc
- Critical Mass Award
"Congratulations! Your site definitely qualifies for the "Critical Mass Award". A very nice site, excellent design, tasteful original graphics, and you have provided visitors with content that is informative, entertaining, well-presented and easy to access. A worthy enterprise and a positive contribution to the Web", Bill Darling, Critical Mass
- Golden Web Award 2001–2002
"Congratulations on having your site selected to receive the 2001–2002 Golden Web Award!"
- Ranked joint Number 1 in the Student Accommodation Advice website review of student accommodation sites.

For further information, please contact:

Stewart Ross (Ross Media Relations)

Tel: 07966 540787

stewart@rossmediarelations.co.uk

William Berry (Accommodation for Students)

Tel: 07971 595 210

will@easyafs.com

Simon Thompson (Accommodation for Students)

07808714068

simon@easyafs.com

City	No. of reviews	Score
cardiff [+]	35	66%
aberdeen [+]	30	64%
Cambridge [+]	16	64%
Edinburgh [+]	101	64%
Newcastle Upon Tyne [+]	17	64%
brighton [+]	31	62%
glasgow [+]	80	62%
dundee [+]	25	60%
Exeter [+]	13	60%
Leeds [+]	59	60%
sheffield [+]	86	60%
Bournemouth [+]	9	58%
Liverpool [+]	60	58%
manchester [+]	116	58%
newcastle [+]	23	58%
southampton [+]	39	58%
Belfast [+]	12	56%
Derby [+]	14	56%
Hull [+]	28	56%
lincoln [+]	9	56%
london [+]	412	56%
loughborough [+]	15	56%
Portsmouth [+]	20	56%
Surrey [+]	10	56%
birmingham [+]	69	54%
Bristol [+]	51	54%
Huddersfield [+]	26	54%
norwich [+]	14	54%
Nottingham [+]	117	54%
Plymouth [+]	36	54%
Sunderland [+]	13	54%
Bath [+]	11	52%
coventry [+]	31	52%
Leicester [+]	49	52%
Oxford [+]	38	52%
swansea [+]	8	52%
Canterbury [+]	10	50%
Luton [+]	9	50%
preston [+]	17	50%
Reading [+]	19	46%
BRADFORD [+]	8	44%
middlesbrough [+]	13	44%
salford [+]	8	34%