

TO: Assembly
FROM: Tom Chapman
RE: Fight the Housing Rush - No Housing Ads in Michaelmas Term
DATE: 3 December 2019

Assembly notes:

- Durham SU advertises private rented accommodation in its building throughout Michaelmas term
- The pressure to sign houses early is a significant source of stress for students
- The SU has pledged itself to support college efforts to encourage students to take time to sign
- The housing advertised is almost universally luxury accommodation, failing to reflect what ordinary students would expect or be able to pay
- The SU receives significant revenue from this advertising

Assembly believes:

- The Students' Union cannot consistently promote the view that students should take time to sign whilst also promoting private rented accommodation during the months where the pressure to sign is greatest
- Such advertising undermines the effort of other student campaigners to fight the housing rush
- Advertising luxury accommodation in particular, and not a range of well-vetted and reasonably-priced options, distorts students' expectations of private rented accommodation and promotes an incorrect picture of housing in Durham
- The revenue raised through this advertising, important as it is, could be replaced by simply providing the same advertising platform to less problematic businesses.

Assembly resolves:

- To end the advertising of private rented accommodation on SU property (both physical and digital) during the Michaelmas term of each academic year
- To diversify the advertising done for the remainder of the academic year to present a broadly representative range of price options, not privileging luxury accommodation