



University Estates Planning and Strategy

Harnessing the power of insight: student experience and student voice

As the Higher Education sector in the UK continues to face change at an unprecedented pace, estates and space strategies that respond to changing user needs and expectations play a vital role in enhancing the student experience and outcomes.

As a specialist higher education research consultancy, we can offer you unique intelligence and insight into the behaviours and needs of your current and future students to drive your strategy forward.

How can we help estates teams?

Shape evidence-based estates strategy using fresh and robust student insight

Better engage students in specific space planning projects on campus

Prioritise investment based on intelligence into the drivers of student satisfaction

Use independent evidence to engage internal stakeholders in the change

Better support university strategy by leveraging the role spaces can play in wellbeing, learning outcomes and better experiences



Student engagement and insight methods

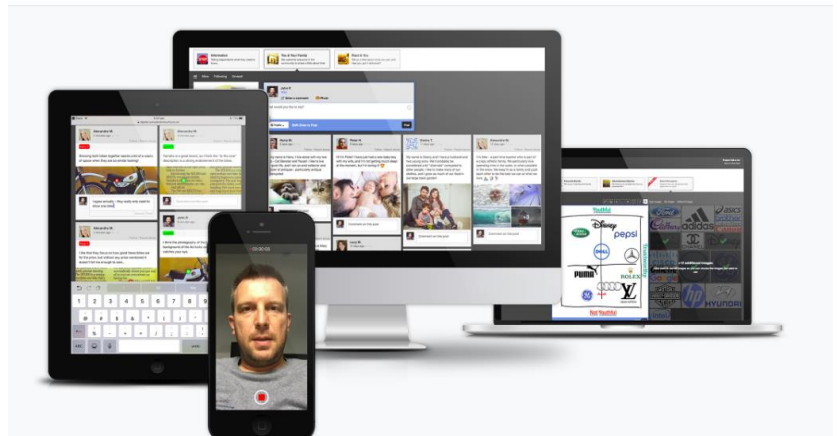
Our expertise spans quantitative and qualitative research and we would always choose the appropriate method based on your research questions and audience. The following gives you a flavour of some of the techniques we've used recently to explore students' experiences of university spaces.



Online communities

Bring around 40 students together over the course of a week to take part in online discussions, polls and tasks such as videos and mood boards.

From £6,000 for 40 students over 3 days (excl. VAT).



Mobile auto-ethnography

Turn your students into auto-ethnographers. Using their mobile phone they will capture their experiences of campus spaces including photos, videos and text-based observations.

From £5,000 for 20 students over 3 days (excl. VAT).



Opinion polls

Capture quantitative evidence about student experience and perceptions using smart and engaging surveys.

From £4,000 for a 10-minute survey (excl. VAT).



Online focus groups

Bring groups of eight to ten students together in an online chat environment to explore perceptions and to test your ideas.

From £3,000 for two focus groups (excl. VAT).

Why work with independent consultants Alterline?

Independence: Students feel they can be more open and honest and stakeholders are presented with objective evidence to back up your decisions.

Expertise: We're student experience specialists and bring our knowledge gained from working with students on over 60 UK campuses to your project.

Return on investment: Taking the time to include robust user insight at the planning stage can help you maximise investment made and avoid mistakes that could have been foreseen.

Interested in finding out more or discussing a potential insight project?

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