



ASRA

“Embracing Change”

Programme & Registration form

2020 Annual Conference & Exhibition

Sunday 5th April -
Wednesday 8th April

Southport Convention Centre



ASRA 2020 Gold Sponsors



www.asra.ac.uk

The largest student accommodation
conference in the UK & Ireland



I think everyone will agree that 2019 in Aviemore was a memorable conference for all.

The new delegates event was well attended and it is great to see so many new faces joining the ASRA 'family' and engaging with our ethos of 'bringing people together'. This has also encouraged higher attendance at the regional meetings where a range of topics have been shared and many of which are included in this year training programme.

I would like this opportunity to thank our existing and new exhibitors, sponsors and members for the support they give ASRA without who we could not have had such a successful event.

I would also like to say a big thanks to the people that work behind the scenes to bring all the pieces of the jigsaw together and ensure that everything is in place and goes smoothly, they are amazing and their enthusiasm is infectious.

So, the next stop is Southport another seaside destination although not as glamorous as many places, we know you will all enjoy what the team have in store for you this year.

I am aware that there are a vast amount of tightening of belts in the sector so it is really important that as the conference draws closer it's time to cajole and convince your managers, owners and partners of the benefits of being at the largest student accommodation conference and what a VFM event it is.

If you need any convincing, which I doubt, I am sure you will all agree that the benefits of attending are amazing; the training this year will include member led discussions, supplier showcases, areas specific to Ireland, Wales and Scotland, cultural areas, legal issues and social media, to name just a few. We will once again

encourage attendance on the Sunday afternoon for our University Challenge, which I know many missed last year due to travel arrangements, but those that did attend, feedback received was how entertaining it was.

The theme of this year's conference is '**Embracing Change**' and many of you will have been involved in this in your own workplaces and I am sure you will agree the title is apt as I am sure there will be more changes to come. I also need to remind you all that I will be standing down as Chair of this amazing Association at the Conference so if you are interested in the role please don't hesitate to get in touch to discuss what the role involves.

We will officially start the conference with a great keynote speaker, The SUMO Guy, Paul McGee, I am aware that some of you may remember him from some years ago but the session was so memorable that many of us still talk about it now and I often re-read his books and relate to them and chuckle.

We encourage members to attend our Suppliers Showcases which gives our exhibitors an opportunity to reveal what they have to offer to a wider audience with a range of areas to suit all.

As always we have to thank all our old faithful and new exhibitors who provide us with a diverse range of stands and are always on hand to discuss and promote their wares in a great environment.

So why would you not attend...there is something for everyone, with a great opportunity to network, catch up with colleagues and share experiences, especially after the training events!

So thanks to all of you for supporting **your** Student Accommodation Association, we are the student accommodation people!

Look forward to seeing you in Southport!

Karen

Karen J Burke

Conference Location



ASRA

Southport lies on the Northwest coast, which is one of the most beautiful and expansive coastlines in the country.

At over 22 miles in length, it stretches from Crosby Beach and Coastal Park right up to Southport and beyond.

On Crosby Beach stands the art installation 'Another Place' by Antony Gormley, 100 iron life-size statues staring out to sea.

Southport lies on the Irish Sea coast and is fringed to the north by the Ribble estuary. The town is 16.7 miles (26.9 km) north of Liverpool and 14.8 miles (23.8 km) southwest of Preston.

Formby Beach is one of the most beautiful beaches on the coastline and on a hot summers day can feel like you are abroad. Extensive views can be soaked up and enjoyed once you wander through the natural dunes. While visiting Formby you can also explore the pine woods and see if you can spot a Red Squirrel! Nature really comes together in this haven, with woods, dunes, sand and sea.

It is one of the most popular seaside resorts in the UK. It hosts various events, including an annual air show on and over the beach, the largest independent flower show in the UK (in Victoria Park) and the British Musical Fireworks Championship. The town is at the centre of England's Golf Coast and has hosted the Open Championship at the Royal Birkdale Golf Club.

Southport proudly boasts a massive number of independent restaurants, tearooms, bars and places to eat.



Conference Venue

Southport Convention Centre is one of the most versatile venues in the north-west. With a long history of hosting national conferences as early as the 1930's this art deco building has recently undergone massive development adding extra multi-functional syndicate/event space. Sited on the water's edge with a commanding view over the Marine Lake and endless sandy beaches beyond, the Southport Theatre and Convention Centre based within the Waterfront complex.





ASRA are pleased to recommend the following 'conference hotels' at varying prices to suit all pockets, however, the price of accommodation at each hotel does not necessarily reflect the standard of that accommodation. All hotels are within easy reach of the Southport Convention Centre.

All reservations for accommodation, including any amendments/additions/cancellations, **must** be made through the Conference Organisers in order to obtain the rates shown. **Please note:** Accommodation at certain hotels may be limited therefore you should book as early as possible to get your preferred choice at the rates quoted.

A. Bliss Hotel

Distance from the convention centre: next door



Bliss Hotel Southport, part of the Trademark Collection by Wyndham is conveniently located on the Marine Lake waterfront, this modern hotel puts you steps from the Southport Theatre & Convention Centre, Genting Casino Southport, and Silcock's Funland & Pier. An on-site restaurant, 24/7 lounge, and fitness center help make your visit unforgettable.

All bedrooms offer free Wi-Fi, en-suite facilities, tea & coffee making facilities, LCD TV with full digital channels, hairdryer, iron and ironing board and safe.

Complimentary underground parking is available for all guests.

Due to ASRA's financial obligations with this venue, priority will be given to those delegates booking the Full Conference Package, subject to availability.

B. Royal Clifton Hotel & Spa

Distance from the convention centre: 7 minute walk



The Best Western Royal Clifton Hotel and Spa, a traditional Victorian hotel, enjoys a central location on the main promenade with pleasant sea views and the King's Gardens on your doorstep. With its private patio garden, on-site leisure facilities, function rooms and beauty salon, it's conveniently located to the Southport Theatre and Convention Centre.

The bedrooms offer bath and/or shower with complimentary toiletries, flat screen TV with satellite channels, complimentary hospitality tray, free Wi-Fi access and hairdryer.

Car parking is available at £5.00 per day.

C. The Vincent Hotel

Distance from the convention centre: 9 minute walk



The Vincent Hotel in Southport is a unique lifestyle hotel and stunning wedding venue in the North West of England. Situated on Lord Street, Southport's Parisienne Boulevard, the Vincent takes comfort and personal service to new heights - all within a fresh, stylish and contemporary interior.

All bedrooms are comfortably furnished with super king-size beds, luxury bedding, electronic safes, flat screen TV's, Nespresso Coffee machines, air conditioning and free Wi-Fi. The Hotel offers a fully air conditioned gym.

Car parking is available at £20.00 a night.

D. Premier Inn Southport Centre

Distance from the convention centre: 10 minute walk



At the Premier Inn Southport Central you will wake up to the sounds of the sea, located in the Ocean Plaza retail park, you'll be well placed to sample all the delights of this charming resort. And if you're here for work, we're close to key business destinations like Southport Convention Centre, too. Escape the office and head to the beach, or wander along Southport Pier.

The spacious bedrooms with an extra-comfy bed offer tea & coffee making facilities and a power shower - plus a bath in most rooms. Enjoy free standard Wi-Fi** plus a freeview TV.

Free on-site parking is available for all guests.

**Device exclusions apply - only devices with a web browser and the ability to connect to a public service are able to access the network.

Accommodation tariff

| | Hotel | Double/Twin for Single Occupancy |
|----|-------------------------------|----------------------------------|
| A. | Bliss Hotel | £115.00 per Night |
| B. | Royal Clifton Hotel & Spa | £85.00 per Night |
| C. | The Vincent Hotel | £155.00 per Night |
| D | Premier Inn Southport Central | £75.00 per Night |

Accommodation rates are based on a per person per night basis and are inclusive of Breakfast, service charge, VAT and booking fee, if applicable and will be added to your invoice.

Registration Fees



ASRA

EARLY BIRD REGISTRATION FEES - for all bookings received prior to Friday 21st February, 2020

| Registration Fees Accommodation not included | ASRA Member ** | Non Member |
|---|----------------|------------|
| Full Conference Package (Sunday - Wednesday) | £320.00 | £470.00 |
| Short Conference Package (Monday - Wednesday) | £280.00 | £420.00 |
| Day Delegate - 2 day package (Monday & Tuesday) | £400.00 | £500.00 |
| Day Delegate - 1 day package (Monday OR Tuesday) | £320.00 | £420.00 |

For all bookings received FROM Saturday 22nd February, 2020

| Registration Fees Accommodation not included | ASRA Member ** | Non Member |
|---|----------------|------------|
| Full Conference Package (Sunday - Wednesday) | £355.00 | £505.00 |
| Short Conference Package (Monday - Wednesday) | £310.00 | £450.00 |
| Day Delegate - 2 day package (Monday & Tuesday) | £440.00 | £540.00 |
| Day Delegate - 1 day package (Monday OR Tuesday) | £355.00 | £455.00 |

** The ASRA Members rate is available to any person working within the provision of student accommodation of a member institution or private company, whose annual subscription has been paid in full prior to 24th January 2020.

Full Conference Package includes pre-conference seminar, full training and refreshments as stated, social events including food and beverage on Sunday, Monday and Tuesday, (**accommodation priced separately please see accommodation tariff**).

Short Conference Package includes full training and refreshments as stated, social events on 2 nights' include food and beverage, (**accommodation priced separately please see accommodation tariff**)

Day Delegate - 2 day package is based on attending **both** Monday **and** Tuesday and includes full training, tea/coffee during the breaks and lunch.

Day Delegate - 1 day package is based on attending **either** Monday **or** Tuesday and includes full training, tea/coffee during the breaks and lunch.

Programme of Events



ASRA

Sunday 5th April 2020 p.m.

15:30 – 17:30 **ASRA Team Challenge**

17:30 – 18:30 **New delegates 'Meet 'n' Greet'**

18:00 **Registration & Exhibition**

19:00 – 21:00 **The ASRA Networking Event** with the exhibitors
Including informal buffet and drinks
Southport Convention Centre

Monday 6th April 2020

07:00 – 08:30 Breakfast at leisure at your own hotel

09:00 – 17:00 **Registration & Exhibition** including AGM Registration

09:30 – 10:30 Keynote
Paul McGee - The SUMO Guy

10:30 – 10:50 ASRA AGM

10:50 – 11:30 **Lunch, Exhibition & Networking**

11:30 – 12:15 Plenary Session – **Student Recruitment**
Further details to be announced

12:30 – 13:15 **Suppliers Showcase**

| Red 1 | Blue 1 | Yellow 1 | Pink 1 | Orange 1 | Green 1 |
|--|--|--|--|--|--|
|  |  |  |  |  |  |
| Managing student safety, wellbeing and experience more efficiently | The Great Presentation of China | The New Realists - The Unite Students 2019 Insight Report | Telling Your Story: Collecting and Reporting Using Data from Your Residence Life Programme | Discover the power of digitalising your student housing management | Your Rooms have changed, have you? |

13:15 – 14:15 **Lunch, Exhibition & Networking**

14:15 – 15:15 **Practical Tips sessions**

| Red 2 | Blue 2 | Yellow 2 | Pink 2 | Orange 2 | Green 2 |
|--|---|-----------------------------|--|--|--|
| A Nordic Perspective: Introducing the Finnish Student Housing Context | Supporting severely allergic students at University | Legal Updates | Stressbuster | The 3 A's - Application, Allocation, Arrival | Run-Hide-Tell: Reaction to an active shooter, terrorist situation or other hostile incursion |
| Lauri Lehtoruusu SOA - The Finnish Association of Student Housing Organisations | Lynne Regent Anaphylaxis Campaign | Hilary Crook Hatch Legal | Sarah Reynolds Unite Students Lisette Metcalfe Middlesex University | Jordan Meates Sheffield Hallam University | Mark Thake Hostile environment security adviser |

15:15 – 16:00 **Tea, Exhibition & Networking**

16:00 – 16:45 The Mega Trends
challenges and opportunities facing the accommodation sector
Karen Burke - ASRA
Hilary Crook - Hatch Legal
Chris Cater - Unite Students
Eva Crossan Jory - NUS

19:30 – 22:00 **ASRA Murder Mystery "Who Killed Great Gatsby"**
Waterford Suite, Southport Convention Centre

Programme of Events



ASRA

Tuesday 7th April 2020

- 07:00 – 08:30 Breakfast at leisure at your own hotel
- 08:30 – 14:30 **Registration & Exhibition**
- 09:00 – 10:00 Keynote – **Stripping it back - Resilience**
Billy Dixon, Professional Speaker - Image Consultant
- 10:15 – 16:30 **Training and Development Programme**

| Legal | Resilience | Customer Experience | Students & Community | CPR Training | Professional Development |
|--|--|--|---|---|--|
| Red 3 10:15 – 11:15 | Blue 3 10:15 – 13:15 | Yellow 3 10:15 – 11:00 | Pink 3 10:15 – 11:15 | Orange 3 10:15 – 11:15 | Green 3 10:15 – 11:15 |
| Working with the law to tackle drug cultures Hilary Crook Hatch Legal | Limited to 35 persons How to thrive outside your comfort zone Kathryn Eade Up+thrive | Flexibility, Sensitivity and Consideration: Transgender Inclusion and the Student Accommodation Journey Aloma Onyemah University Hospitals of Leicester | What National Codes for Student Accommodation are doing to promote student wellbeing Derek Goss ANUK/ Unipol Code of Standards | Limited to 20 persons BHF - 'Pack for Good' campaign including CPR Training Amanda Purkiss British Heart Foundation | Marketing... Magic? Scott Lewis Homes for Students |
| Coffee & Exhibition | Coffee & Exhibition will be scheduled into this session | Coffee & Exhibition | Coffee & Exhibition | Coffee & Exhibition | Coffee & Exhibition |
| Red 4 11:15 – 12:15 | | Yellow 4 11:30 – 12:30 | Pink 4 11:45 – 12:45 | Orange 4 11:45 – 12:45 | Green 4 11:45 – 12:45 |
| Section 21 (Housing Act 1988) Hilary Crook Hatch Legal | | Handling Difficult Conversations Mike James Gomediate | Estranged students: the hidden disadvantage of studying without family support Becca Bland Stand Alone | Limited to 20 persons BHF - 'Pack for Good' campaign including CPR Training Amanda Purkiss British Heart Foundation | Make Social Media Great Again: Crafting Your Real Voice in a "Fake News" World Michael Akin LINK Strategic Partners |
| Lunch & Exhibition | Lunch & Exhibition | Lunch & Exhibition | Lunch & Exhibition | Lunch & Exhibition | Lunch & Exhibition |
| Red 5 14:00 – 15:00 | Blue 4 14:00 – 15:00 | Yellow 5 14:00 – 15:00 | Pink 5 13:30 – 17:00 | Orange 5 13:30 – 14:30 | Green 5 13:30 – 15:00 |
| Irish Legislation Speaker to be confirmed | Building your own "Resilience Toolkit" James & Alix Donaldson Auctus Bespoke Training Solutions | Where's my cheese? - Mediating disputes between housemates Mike James Gomediate | Students: drugs, booze and 'smart' pills Liam Watson drugstraining | Limited to 20 persons BHF - 'Pack for Good' campaign including CPR Training Amanda Purkiss British Heart Foundation | Understanding Unconscious Bias Laurence Harvey |
| Tea | Tea | Tea | Tea will be scheduled into this session | Tea | Tea |
| Red 6 15:30 – 16:30 | Blue 5 15:30 – 16:15 | Yellow 6 15:15 – 16:15 | | Orange 6 15:00 – 16:00 | Green 6 15:30 – 16:30 |
| Scottish Law and Scottish Property Issues Claire Thornber Weightmans (Scotland) LLP | "Mind full to Mindful" - A soldier's journey of self-discovery & resilience" James & Alix Donaldson Auctus Bespoke Training Solutions | What students want from their accommodation experience Mike Ritchie & Oliver Harrison Campuslife | | Limited to 20 persons BHF - 'Pack for Good' campaign including CPR Training Amanda Purkiss British Heart Foundation | A Zero Tolerance approach to Sexual Harassment and Violence Louise Baker Leeds Beckett University |

19:30 – 01:00 **ASRA Masquerade Ball**

The Floral Hall, Southport Convention Centre

Wednesday 8th April, 2020

- 07:00 – 10:00 Breakfast at leisure in your own hotel
- Check-out and depart

All timings, session titles and speaker details are provisional at the time of printing and may be subject to change. The final programme will be distributed at the time of Registration at the venue.



This year's Keynote sessions on Monday and Tuesday will be delivered by the following speakers:



Paul McGee - The SUMO Guy

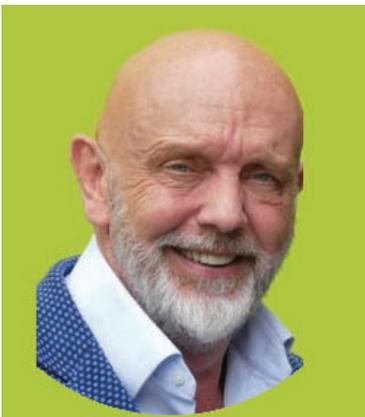
Paul McGee is one of the UK's leading speakers on the subject of change, workplace relationships and motivation. His provocatively titled book SUMO (Shut Up, Move On) became a **Sunday Times best seller** and his book on Self Confidence reached **number one** in the WHSmith's business book chart and remained there for a further **24 weeks**. He has appeared on **BBC Breakfast television** and is a regular contributor on BBC Radio.

Building on his background in psychology, Paul's aim is to deliver a practical, relevant message that can make an immediate impact on people's professional and personal lives. His approach is considered both inspirational and humorous as he seeks to deliver a memorable experience that equips people with insights

and ideas to increase their personal effectiveness and impact.

He's spoken for more than **1,000 organisations** in over **40 countries** to date, and from Todmorden to Tehran and from Bradford to Brisbane, Paul's messages have resonated with a global audience.

He has had the privilege of working with one of the world's top management gurus **the late Dr Stephen Covey**, and his work has been endorsed by the Elite Performance Director of the British Olympic Association **Sir Clive Woodward** and the broadcaster **Chris Evans**, who described Paul's books as **"a gift to the world."** His clients include prominent blue chip organisations, public sector bodies and a **leading Premiership football club**.



Billy Dixon - Professional speaker and Image consultant

Billy Dixon provides a bespoke and confidential service for individuals and teams who want to improve their performance and maximise their potential. Working globally, his clients include heads of state, corporations, national sports teams and members of the public. Several universities are now using his principals on personal projection in their MBA business courses, and he is a regular contributor and advisor on television and radio.

"I try to bring clarity, to help people see the road ahead with the realization that people and relationships are at the center of everything."

All of his presentations are forwarded by the title "Stripping it Back", and Billy will deliver "Stripping it Back" Resilience at this year's ASRA conference. This

will be a very practical and interactive session that acknowledges the pressures of everyday life and the difficulty of maintaining our physical and mental wellbeing. It will be delivered in a relaxed fun style and will encourage participants to reflect and build strategies to deal with the stresses of everyday life.



Please find below a summary of the Training sessions for this year's conference. Due to the limited number of places on each session we request that you pre-book your preferred choice on the Registration Form at the time of booking.

The conference organisers will endeavour to allocate your first choice training option/discussion group, but if this is not possible they will contact you in advance of the conference to discuss an alternative choice.

Red 1 - Managing student safety, wellbeing and experience more efficiently. StarRez

The importance of universities feeling confident that student safety and well-being needs are met on all occasions is high on the agenda for all universities globally. They are facing unprecedented challenges and continually require doing more with less.

In response to this, the University of Plymouth is using StarRez to proactively address student safety and well-being by using StarRez to capture resident well-being/welfare-related issues as they proactively arrive. Incident investigation time is a key KPI for the University, and they are now able to efficiently log the problem and alert the accommodation team to assess and investigate - anytime, anywhere, and on any device!

Hear how the University of Plymouth is making ground breaking use of Digital technology to optimise its Student Accommodation operations and deliver the best in class student experience. Through creative application of technology more with less is very achievable.

Key learning objectives:

- How can Digital Technology and systems make life easier.
- How to save time and improve staff efficiency.
- What methods and best practices can you apply to your Student Wellbeing and Accommodation operations, more broadly.

Red 2 - A Nordic Perspective: Introducing the Finnish Student Housing Context

Lauri Lehtoruusu, SOA - The Finnish Association of Student Housing Organisations

Nordic students and Finnish students in particular tend to favour independence and privacy. Only four percent of students live in their parental home and increasing number of students shun communal housing alternatives and opt for studios instead. While Finnish students tend to be satisfied with their student housing, the strong culture of privacy and independence can make it harder to tackle some rising issues such as loneliness and mental health issues.

What cultural and structural factors have resulted in the Finnish and Nordic student housing contexts and what can we learn of the forces that shape students' housing culture by comparing different contexts?

Key learning objectives:

- What characterises the Nordic student housing context in general and Finnish student housing in particular and why?
- Helping reflect on the characteristics of local students' housing culture and reasons behind them through international comparisons.
- How experience and discourse shape students' housing expectations, choice and housing culture according to the housing pathways framework?

Red 3 - Working with the law to tackle drug cultures

Hilary Crook, Hatch Legal.

Powers and responsibilities of landlords and the police in relation to drug-related activity.

An examination of what these are and what to do when they conflict.

Should you adopt a zero-tolerance, or a risk-based approach to policy making?

Key learning objectives:

- the main drugs-related offences
- police powers of search and entry
- the tension between tenants' rights and landlords' responsibilities



Red 4 -Section 21 (Housing Act 1988)

Hilary Crook, Hatch Legal.

Assured shorthold tenancies (ASTs) are becoming more and more assured as the government grapples with “rogue landlords” and the “housing crisis” by making it harder to evict tenants from their homes.

Landlords must make sure they set up and manage ASTs so that if they need to recover possession of accommodation at the end of a tenancy, they can do so with the minimum delay and expense.

Claims for possession can fail on any number of “technicalities”, and some landlords find they cannot recover possession even though the tenant has left university.

This session takes you through the pre-tenancy steps that you must take, and also an end-of-tenancy checklist to help you identify any weaknesses in your case and prepare your strategy.

Key learning objectives:

- Fixed term and statutory periodic tenancies
- Barriers to section 21 proceedings and how to overcome them
- How a possession claim is brought and enforced under section 21

Red 5 - Irish Legislation.

Speaker to be confirmed.

Following discussions with our Irish colleagues this session will focus on the new RTB legislation that came into effect in June 2019.

Red 6 - Scottish Law and Scottish Property Issues.

Claire Thornber, Weightmans (Scotland) LLP.

Aimed at anyone who has issues arising in Scotland in relation to tenancy law, the session will provide a round-up of current legal issues and highlight any relevant differences between the legal systems in England and Northern Ireland. There will be an opportunity for delegates to raise any questions and in the interactive part of the session to share current experiences.

Key learning objectives:

- Current property law issues in Scotland.
- What to do when a property is in disrepair.
- Maintaining your asset value.



Blue 1 - The Great Presentation of China

Campuslife

The Chinese student population in the UK is higher than ever, with applications increasing by 30% from last year alone.

But very little is known about the demographic that now makes up $\frac{1}{4}$ of all international students. What do they want from their accommodation experience at university? What are some of the common problems and issues they are faced with living in the UK?

Campuslife has travelled east to find out! We've ran the biggest survey of Chinese students in the UK and can reveal information and advice on how to communicate and engage with this unique and misunderstood section of the student community.

- Watch a student's tour of life on campus in a Chinese University
- Understand the background to common Chinese student behaviours in accommodation
- See how Chinese students digitally communicate while in the UK

Key learning objectives:

- Gain a better understanding of Chinese culture and their journey to the UK
- Get tips on how to manage Chinese student expectations in accommodation and issues they may pose
- Provide a better residential experience to the Chinese students in your accommodation

Blue 2 - Supporting severely allergic students at University.

Lynne Regent, Anaphylaxis Campaign.

Research shows that young people aged 16-25 years with severe allergy are most vulnerable in terms of Anaphylaxis. Starting university can be very stressful for them ensuring that their accommodation is a safe environment. This session explores how university accommodation services can support students with allergies.

Key learning objectives:

- Enhance knowledge of severe allergy and anaphylaxis.
- Exploration of how university accommodation services can support severely allergic students.
- Debate how universities can have a collaborative approach to support allergic students.

Blue 3 - How to thrive outside your comfort zone.

Kathryn Eade, Up+Thrive.

If you're facing change, supporting others through transition or thinking it's time for something different, this is the session for you! Together, we'll discover what happens when we step out of our comfort zone, how to get comfortable with discomfort, and strategies to help you make the most of change.

Key learning objectives:

- Explore what happens when we step out of our comfort zone, and are introduced to the Up+thrive change model.
- Discuss with colleagues how we feel about change, and how to get comfortable with the feelings of discomfort.
- Identify a set of well-tested strategies you can use to help you make the most of change.



Blue 4 - Building your own “Resilience Toolkit”.

James & Alix Donaldson, Auctus Bespoke Training Solutions.

This session is designed to enable you to consider your own resilience signature and provide tools for both short-term emotional state management and long-term habitual change.

Key learning objectives:

- Clarity in terms of personal stress symptomology.
- Deeper understanding for the functions of positive stress.
- Clear outline of own personal resilience practices/habits.

Blue 5 - “Mind full to Mindful” - A soldier’s journey of self-discovery & resilience”.

James & Alix Donaldson, Auctus Bespoke Training Solutions.

This session will give you a fundamental understanding of the benefits of mindfulness practice in the context of a personal recover from Post-trauma, Anxiety and Depression.

Key learning objectives:

- Deeper understanding of mindfulness in terms of mental health recovery and resilience development.
- Opportunity to practice mindfulness techniques.
- Clarity of the proven occupational benefits of mindfulness.



Yellow 1- The New Realists - The Unite Students 2019 Insight Report Unite Students

The next in the Unite Students insight series has arrived; “The New Realists.” This report looks into the generation of students who are starting to turn up at your university gates; Generation Z... Through this report, we speak to students and applicants to understand the expectations and realities of student life today.

Through this session, we will focus on the 3 key themes that came from this research:

1. University provides a bridge to a stable future
2. Students are more diverse than ever, and;
3. Peers play a pivotal role in a successful student experience

These findings will hopefully prove of use when defining your student proposition and ensuring the service provided is fit for those using it...

Key learning objectives:

- Understand the wellbeing and mental health challenges facing today’s students
- Better understand student expectations in terms of learning and teaching, freshers week and student accommodation
- Remove or reinforce existing presumptions of what students want...

Yellow 2 - Legal Updates. Hilary Crook, Hatch Legal.

A round-up of legal developments over the last 12 months, a summary of legal developments that are already in the pipeline and a forecast of what may be around the corner.

An opportunity for those attending to raise questions about legal issues they have encountered.

Key learning objectives:

- Tenant Fees - time’s almost up
- Impact of government housing policy on student accommodation
- A student’s perspective

Yellow 3 - Flexibility, Sensitivity and Consideration: Transgender Inclusion and the Student Accommodation Journey.

Aloma Onyemah, University Hospitals of Leicester (formerly Head of EDI at Sheffield Hallam University).

This session will explore the student residential accommodation journey, and identify the key touch points where the experience for trans students can be enhanced. Participants will develop their knowledge of wider trans inclusivity, including HE sector good practice. The key areas which will be explored during this session are; the legal, social and policy context; identity, language and terminology; engaging with your trans student community; supporting students who are transitioning and translating policy into service excellence.

Key learning objectives:

- To explore and define different forms of gender identity and expression.
- To develop an understanding of the legal and social policy considerations as they relate to trans inclusion.
- To identify the key elements of an excellent accommodation journey for trans students.



Yellow 4 - Handling Difficult Conversations

Mike James, Gomediate

This session will give you an insight into the skills and knowledge needed to have difficult conversations and to make them work to everyone's advantage. It will look at some of the practical things you can put in place to make conversations less difficult. The session is very interactive so don't expect to be sat down for too long.

Key learning objectives:

- Recognise types of difficult conversation and why some are hard to deal with
- Structure, prepare and conduct a difficult conversation
- Use advanced questioning and listening skills

Yellow 5 -Where's my cheese? - Mediating disputes between housemates

Mike James, Gomediate

This session will give you an insight into the skills and knowledge needed to help students who are in conflict. This includes identifying the underlying causes of the conflict and helping housemates to come up with their own solutions to issues (including missing cheese). The session is very interactive so don't expect to be sat down for too long.

Key learning objectives:

- How to identify Issues, positions and interests
- Win/Win outcomes and how to get them
- Conflict management styles

Yellow 6 - What students want from their accommodation experience - combining data with on-the-group experience to stay ahead of the curve in student accommodation.

Mike Ritchie & Oliver Harrison, Campuslife.

Student numbers fluctuate up and down each year, and conflicting predictions from a range of sources make it confusing to plan effectively - potentially leaving beds empty, or accommodation blocks bursting at the seams.

We think there's a better way to plan for the future and be prepared for any unexpected bumps in the road. By combing the big numbers thrown around in media headlines, with on-the-group knowledge, you can provide actionable insights to your accommodation team, and the wider university, to help make better decisions and consistently deliver the best student experience.

The session will include an interactive element, where we will learn about the key factors in accommodation that students really care about today, and what to expect in the years to come.

Key learning objectives:

- Understand what students really want from their accommodation experience.
- Manage expectations for future students.
- Get ahead of the upcoming trends in student demands and behaviour.



Pink 1 - Telling Your Story: Collecting and Reporting Using Data from Your Residence Life Programme eRezLife Software

You've designed your programme, hired your staff and you're ready to fly! Or are you? What information do you collect and report upon to assess that you're achieving your expected programme's goals and outcomes? Join Chad as he walks you through some of the processes that will help you be successful to ensure that you're collecting data to support your programme.

Stakeholders will want you to report on your success and challenges, parents will call you for information about their student, and staff members and supervisors need a standardized method of communication. An important aspect of any Residence Life program is the ability to obtain, track, and report back on student behaviour and staff performance. It is imperative that you consider your stakeholders and your definitions of success as you think about your outcomes and goals.

Residence Curriculum and other community building and programming models/approaches will be discussed. Pulling from his years of working in Residence Life, Chad will give examples of common data collection points for Residence Life systems. You'll learn about common forms and processes that will allow you to keep a finger on the pulse.

Key learning objectives:

- Participants will learn how to document common procedures in Residence Life.
- Participants will learn at least one strategy for data collection.
- Participants will learn how to create questions that provide data for reporting back to their stakeholders.

Pink 2 - Stressbuster

Sarah Reynolds, Unite Students and ASRA South East Regional Rep & Lisette Metcalfe, Middlesex University and ASRA Treasurer

Everyone suffers from stress in their day to day life, some stress can be good and helps motivate you to get things done. Too much stress is not good and can help to cause mental health issues, illness and time off work putting more pressure on team members.

This session will give a few examples of how you and your team can do some stress busting activities

Key learning objectives:

- Improving wellbeing
- Building team rapport
- Reducing stress levels

Pink 3 - What the National Codes for Student Accommodation are doing to promote student wellbeing. Derek Goss, ANUK/Unipol Code of Standards.

This session will cover the changes made to the Code for Educational Establishments (which was approved on 1st June 2019) to include expanded sections on Equality and Inclusion, Staff and Student Care and Health and Well Being and what possible changes to the Code for Non-Educational Establishments will be discussed as part of the process of that Code being reviewed, which will begin early in 2020.

Key learning objectives:

- Increase knowledge and awareness of the new Code standards and identify the actions needed to meet them effectively?
- How to better assess and match applicants' accommodation needs in terms of disability access and gender identity?
- What kind of training do staff need to better understand the wellbeing needs of students?



Pink 4 - Estranged students: the hidden disadvantage of studying without family support **Becca Bland, Chief Executive, Stand Alone**

This session will educate delegates as to the barriers that students with no family support or no corporate parents face in accessing HE. It will include accounts from the students themselves.

Key learning objectives:

- Who are estranged students?
- What barriers can they face?
- How can we help?

Pink 5 - Students: drugs, booze and 'smart' pills **Liam Watson, drugstraining**

This presentation will examine the rapidly changing patterns of substance use amongst our student populations. The session will cover the issues around the changing nature of illegal drug use, alcohol consumption, the role of the internet and the increasing use of online 'prescription' drugs such as Xanax. The session will also cover the rapid expanding student market for Cognitive Enhancement drugs such as Modafinil.

Key learning objectives:

- To explore how and why patterns of drug and alcohol use are changing amongst students.
- To gain an understanding of the problems associated with excessive alcohol consumption and the dangers of 'alcohol overdose'.
- To explore appropriate harm reduction advice to give to those using particular substances.
- To understand the law in relation to the use and supply of both illegal and 'legal' drugs on university premises.



Orange 1 - Discover the power of digitalising your student housing management Chapps

Throw away those spreadsheets and organise your room inspections & maintenance with the Chapps Inspection Apps. During this presentation, we will present the different inspection software available.

The **Dorm Inspector App** created specifically for accommodation and student housing providers. A **Building Inspector App** created for your facility & maintenance management. The **Residenz Portal**, a handy tenant repair reporting system. Last but not least, we will discover the **Maintenance Organiser** for your maintenance organisation.

We will demonstrate how all of these work together as one handy single sign-on system.

Key learning objectives:

- Digitalising & streamlining your student housing inspections.
- How to facilitate communication with students.
- Organising your student accommodation.

Orange 2 - The 3 A's - Application, Allocation, Arrival. Jordan Meates, Sheffield Hallam University.

Although moving from home to halls marks the start of an exciting journey, many students struggle with the initial transition into university life. Now more so than ever before, universities are required to support students via the creation of engaging online pre and post arrival experiences to ensure that students living in residence are fully supported. But how can this be achieved?

Throughout this session, we will explore how Sheffield Hallam University Accommodation Services have created a seamless allocation process and discover the secrets behind how we engage with our students via Campuslife's Welcome and Browzer platforms, and social media.

Delegates will have the opportunity to work together in small groups to consider their own organisational approaches to student application, allocation and arrival processes, identify the challenges pertaining to each aspect, and more generally unpick the ever-changing landscape of the student accommodation sector.

Key learning objectives:

- Understand the benefits of effective application, allocation and arrival processes.
- Develop an understanding of the best practices associated with application, allocation and arrival.
- Broadly identify the challenges of the student accommodation sector today and how to combat these.

Orange 3-6 - BHF - 'Pack for Good' campaign including CPR Training. Amanda Purkiss, British Heart Foundation.

In 2017, the University of Lincoln joined forces with British Heart Foundation to support the 'Pack for Good' campaign. After a successful trial campaign at one of their university managed developments off campus, it was decided that they would introduce clothing banks and boxes in to their halls on campus too and were able to collect 3,229 bags of donations for the BHF's 'Pack for Good' campaign! This represents over £45,641 in total funds to the BHF, used to research all heart and circulatory diseases and their risk factors. It also meant that a significant amount of waste (the equivalent of 4.3 elephants or 2 double decker buses!) was diverted away from landfill, with over 262,292 kgs of greenhouse gas emissions saved!

Following a short presentation this session will include practical CPR Training and each delegate will go home with a certificate.

Key learning objectives:

- Information about the 'Pack for Good' campaign.
- How to complete CPR.
- Other opportunities to partner with the BHF.



Green 1 - Your Rooms have changed, have you?

Kinetic

During my time as Head of Accommodation at the University of Liverpool, my team delivered a £250m residential project that saw the construction of 4000 ensuite rooms and closure of 3500 rooms in traditional halls of residence.

My presentation draws on my journey through this, the lessons we learnt along the way and the need to get things right in the new age of accommodation. Having spent time at our campus in China, I witnessed how this is magnified by the surge in demand from international students who don't have the same level of access to domestic support.

What can we learn from approaches in Europe, the US and beyond to build a compelling reason for students to stay anchored and feel supported

Key learning objectives:

- How teams can work together and securely share information to support student engagement, wellbeing and retention
- “Micro-interactions” - small things add up to a much larger picture of student support and without using technology to support human interactions - you don't see the full picture
- “Telling isn't selling” - how to evidence your effort. This is now more prevalent in the age of data analysis and interpretation

Green 2 - Run-Hide-Tell: Reaction to an active shooter, terrorist situation or other hostile incursion.

Mark Thake, Ex-military hostile environment security adviser.

Recent events in the UK and abroad remind us all of the terrorist threat we face, which in the UK is considered as 'SEVERE', meaning an attack is highly likely. Police and security agencies are working tirelessly to protect the public, but it is also important that communities remain vigilant and aware of how to protect themselves if the need arises. This session will include the National Counter Terrorism Policing short public information film which sets out practical steps that can be taken to stay safe in the rare event of a firearms or weapons attack.

Key learning objectives:

- Don't panic.
- Have a plan.
- Be prepared to fight.

Green 3 - Marketing... Magic?

Scott Lewis, Homes for Students.

Tips, tricks and info about who your target audience are, what they like and don't like, and how to reach and engage with them better.

Key learning objectives:

- To be able to identify who your target audience is.
- Understand more about how your target market think and what they like.
- Understand ways to better engage with your target market.



Green 4 – Make Social Media Great Again: Crafting Your Real Voice in a “Fake News” World

Michael Akin – President, LINK Strategic Partners

Are you looking to foster a deeper understanding of how to navigate quickly changing social media platforms? Do you have difficulty deciding what content to post or which platform to use? Are you curious to learn more about TikTok, Facebook, Instagram, Snapchat, LinkedIn, or Twitter? If you answered “YES” to any of these questions, this session is for you! Join communications expert Michael Akin as he takes you on a transformative journey into the world of social media.

We will livestream our presentation and other conference activities to bolster international engagement around ASRA and increase awareness of the excellent work of ASRA and conference participants.

Key learning objectives:

- Principles and theories of strategic communications
- Understanding, education, and background information on leading social media platforms
- How to use/navigate Facebook, Snapchat, TikTok, Twitter, Instagram and LinkedIn
- Global Platforms (i.e. what’s happening in the rest of the world and exploring platforms such as WeChat & Weibo—largest platforms in China).
- Identifying “good” social media vs. “bad” social media (“Twitter Diplomacy” in the Trump Era)

Green 5 - Understanding Unconscious Bias.

Laurence Harvey.

We explore that our natural assumptions can affect behaviours, relationships and decisions at work. You will think about what you are thinking and be more conscious of what you are saying and doing. You can then check that you are behaving fairly despite what you think you may think about somebody. Our assumptions can be so powerful that we will sometimes question the truth if the truth does not fit with what we first assumed. This very interactive session is thought provoking and enlightening.

Key learning objectives:

- Recognise what is influencing the assumptions we think are about others.
- Become conscious of our dislikes.
- Identify how our prejudice may be affecting behaviours, relationships and decisions.

Green 6 - A Zero Tolerance approach to Sexual Harassment and Violence.

Louise Baker, Leeds Beckett University.

The Zero Tolerance project is an example of a whole organisational approach through effective partnership work between the SU and University in support of changing the culture towards Sexual Harassment and Violence. The Zero Tolerance project developed from a campaign to an embedded University policy, procedure and practice to incidents of sexual harassment and violence. The Zero Tolerance network also offers a clear reporting system for handling disclosures of Sexual Harassment and Violence and offers follow up support by trained members of staff once a disclosure has been made.

Key learning objectives:

- Identify the current research in Sexual Harassment and Violence across UK universities and rationale for changing the culture of sexual harassment and violence.
- Demonstrate the whole organisational implantation process and recognise how effective partnership work can help embed University policies and change a culture in relation to Sexual Harassment and Violence.
- Recognise the options available for a student in how to make a disclosure and support offered following a disclosure of Sexual Harassment and or Sexual Violence.

Getting To Southport



ASRA



Southport is easy to get to whether you're traveling by road, rail, air or sea.

By Road:

From the South - take the M6 to exit 26; the M58 will take you to Ormskirk and then take the A570 to Southport.

From the North - follow the A59 from Preston (exit 31 from the M6) and then follow the signs to Southport.

By Train:

Train services run from various towns and cities into Southport Train Station.

Northern Rail operates regular services to Southport from Manchester Airport, Manchester (Piccadilly, Oxford Road and Victoria stations), Bolton and Wigan.

Connecting services to / from the North East and Yorkshire are available at Manchester Piccadilly and from the North, Scotland and the South at Wigan.

Merseyrail run fast and frequent services between Liverpool South Parkway (for Liverpool John Lennon Airport), Liverpool City Centre and Southport.

By Bus or Coach:

Bus - With a network of travel centres across Merseyside, Merseytravel operate a number of bus services to and from Southport.

Coach - National Express coaches serve Southport from all major UK towns and cities making the town easily accessible by coach.

By Air:

With 3 airports less than an hour away, Southport is easily accessible by air:

Liverpool John Lennon Airport is one of the UK's longest established operational airports, and is located 7 miles from Liverpool City Centre with major operators including KLM, Ryanair, Easyjet and Wizz Air. The Airport is fully integrated into the North West's Public transport system and located just ten minutes from the major motorway network making it easily accessible.

Blackport International Airport offers passengers a congestion-free alternative for air travel in and out of the Northwest. It is conveniently located at the end of the M55 which links up with the M6 and has public transport links nearby.

Manchester International Airport is one of the UK's most accessible international gateways operating to more than 200 destinations. You can connect to the airport via a number of options including train, coach and road links.

By Sea:

Daily ferry crossings arrive into Liverpool from Belfast, Dublin and the Isle of Man.

Once you are here....

Park & Ride - There are three operating park and ride services in Southport.

Taxi - Once you have arrived in Southport, it's easy to get around with a number of local taxi companies who can transport you door to door. If you require a taxi when you're in the town, Radio Yellow Top Cabs (01704 531000) provide a reliable service.

FOR OFFICE USE ONLY:

AL CV NB



ASRA

2020 Annual Conference

Registration Form

A Registration Form **must** be completed by **each delegate** in **BLOCK CAPITALS** and forwarded to the conference organisers. **Please note:** total numbers are limited, and registrations will be dealt with on a first come, first served basis.

Full name:
Job Title:
Institution/Company:

E mail:

Telephone No: Daytime: Mobile:

Invoice Name and Address:

Postcode:

Purchase Order Number, if applicable:

If a PO number is required on your invoice please ensure that this is completed prior to submitting your form

ASRA Region, if applicable:

Please tick the boxes to confirm your requirements and insert the amount you are expecting to be invoiced

Is your institution or private company an ASRA member

| | £ |
|---|----------------------|
| <input type="checkbox"/> Full Conference Package | <input type="text"/> |
| <input type="checkbox"/> Short Conference Package | <input type="text"/> |
| <input type="checkbox"/> Day Delegate – 2 day package | <input type="text"/> |
| <input type="checkbox"/> Day Delegate – 1 day package (please tick day required) | <input type="text"/> |

Monday 6th April 2020

Tuesday 7th April, 2020

Accommodation (please complete accommodation section below)

No. of nights @ £ per night

TOTAL AMOUNT TO BE INVOICED £

Accommodation – Please tick the box(es) to confirm your requirements

Please reserve the following hotel, subject to availability (indicate 1st, 2nd, 3rd choices):

1st Choice 2nd Choice 3rd Choice

Sunday 5th April, 2020 Monday 6th April, 2020 Tuesday 7th April, 2020

Additional nights please specify

Payment for additional night's accommodation are to be settled directly with the conference hotel on departure, unless alternative arrangements have been made with the Conference Organisers.

On receipt of the Registration Form an invoice will be issued which will also act as a confirmation of booking.

All invoices **must** be paid within 30 days of the invoice issue date or prior to the Conference commencement date, whichever is less.

Training and Development Programme - Please enter preference (i.e. 1st, 2nd, 3rd) in the boxes to confirm which Training Options you wish to attend. **(Please note** there is no guarantee of your 1st choice).

Monday 6th April, 2020

| | | | | | |
|-------|--------|----------|--------|----------|---------|
| Red 1 | Blue 1 | Yellow 1 | Pink 1 | Orange 1 | Green 1 |
| Red 2 | Blue 2 | Yellow 2 | Pink 2 | Orange 2 | Green 2 |

Tuesday 7th April 2020

| | | | | | |
|-------|--------|----------|--------|----------|---------|
| Red 3 | Blue 3 | Yellow 3 | Pink 3 | Orange 3 | Green 3 |
| Red 4 | | Yellow 4 | Pink 4 | Orange 4 | Green 4 |
| Red 5 | Blue 4 | Yellow 5 | Pink 5 | Orange 5 | Green 5 |
| Red 6 | Blue 5 | Yellow 6 | | Orange 6 | Green 6 |

Special Dietary Requirements/Special Requirements (i.e. gluten-free, vegetarian, etc) (i.e. mobility impaired, visually impaired, etc)

Tick to confirm if you are a **New / First Time** Delegate

ASRA will use the information you provide on this form to process your booking. We use Cvent to process your registration, by submitting this form, you acknowledge that the information you provide will be transferred to Cvent for processing in accordance with their Privacy Policy and Terms.
I consent to my information being processed in accordance with these terms

Please read and note the Booking Conditions prior to completing this form. ALL completed forms should be sent to the Conference Organisers, Sovereign Conference.

Please tick to confirm you have read and agree with the Booking Conditions.

Conference Organisers

Sovereign Conference, Seven Elms, Dark Lane, Astwood Bank, Redditch, Worcestershire, B96 6HB
 Email: association@sovereignconference.co.uk



1. Each delegate must complete a Registration Form (it is **not** possible to accept institution bookings for more than one delegate on one Registration Form). Photocopied Registration Forms will be accepted. The name and company details of all registered delegates will be placed on the Delegate List which will be passed to all attendees, including exhibitors for them to see who is at the conference for the purpose of networking and meetings. Delegates who do not wish to be included on the Delegate List should advise at the time of booking.

2. On receipt of your Registration Form an invoice will be raised. Payment may be made by:

Credit/Debit Card: Please telephone Sovereign Conference (Tel: 01527 893675) to provide your card details.

BACS: Account Name: ASRA

Bank Address: Barclays Bank Plc, Percy Street Branch,
Newcastle Group, Newcastle-upon-Tyne, NE1 4QL

Account No: 70860859

Sort Code: 20-59-59

Swift Code: BARCGB22

IBAN Code: GB30 BARC 2059 4270 8608 59

Please submit a copy of the Remittance Advice to the Conference Organisers

Cheque: Cheques to be made payable to **ASRA** and crossed a/c payee and must be drawn on a United Kingdom Bank in pound sterling.

3. The Registration Fees are **strictly** for one person only and cannot be shared within an institution. This is in accordance with the venues terms & conditions, i.e. fire regulations, health and safety, and from a conference security point of view. Any institution found to be sharing a conference package will automatically be invoiced the additional fees plus an administrative charge of £ 25.00 per delegate.
4. The following cancellation charges will apply, subject to ASRA's contractual obligations with the conference providers, which will take effect **immediately** on receipt of the completed Registration Form:

On receipt of Registration Form but before **21st February 2020** £25.00 per Registration Form

From **22nd February 2020** but before **15th March 2020** 50% of the total invoice cost

From **16th March 2020** or 'non'-attendance at the conference 100% of the total invoice cost

Substitution is possible up to 15th March 2020. Substitutions after this date **must** be approved by the ASRA Conference Committee. Notification of any amendment, cancellation or substitution to the original Registration **must** be made in writing to the Conference Organisers.

5. The Conference Organiser (Sovereign) and ASRA will not be held responsible for any reason outside of their control should the conference not be able to commence or be curtailed early.
6. The Conference Organisers (Sovereign) and ASRA will not be held responsible for any loss or damage of personal items of the delegates or injury caused to a conference delegates or exhibitor at the conference venue(s).
7. The Conference Organisers (Sovereign) and ASRA will not be held responsible for anyone not being able to participate in this meeting due to it being oversubscribed.
8. Accommodation at the conference hotels is subject to availability. ASRA and Sovereign Conference will not be held responsible for any delegate not being able to reserve a room at the selected conference hotel. All reservations must be made direct with Sovereign Conference.
9. The Bed & Breakfast charges will be added to your invoice, however, you will be responsible for settling your own 'extras', i.e. telephone calls, newspapers, bar charges, additional meals, etc, directly with the hotels.
10. Should you have any special dietary requirements e.g. vegetarian, vegan, gluten-free, or medical requirements, these should be advised to the Conference Organisers (Sovereign) at the time of booking.
11. Each delegate will be emailed an invoice which will act as a confirmation of attendance, delegate letter and Accommodation Confirmation on receipt of the completed Registration Form. Delegates must register at the Conference Registration Desk on arrival, details will be confirmed in the delegate letter.
12. Personal and Travel Insurance to and from the event is the responsibility of the attendee and / or their named institution.

Should you have any queries or require any additional information please contact the Conference Organisers:

Sovereign Conference

Seven Elms, Dark Lane, Astwood Bank, Redditch, Worcestershire, B96 6HB

Email: association@sovereignconference.co.uk