

1 **The flats of AYY as the home of a student**
 2 *Property strategy 2017-2021(-2026)*

3 The property strategy sets the development objectives of the accommodation and
 4 property operations of AYY: the development objectives of services for the next five
 5 years and the change objectives of the property stock for the next ten years. The
 6 property strategy describes change objectives, whereas the permanent principles and
 7 operating procedures of the accommodation and property operations are described
 8 in the property policy and in the housing policy paper.

9 The provision of reasonably-priced accommodation and diverse leisure premises are
 10 amongst the most fundamental services of AYY. The core objective of the property
 11 strategy is making the provision of these possible with as high a level of quality as
 12 possible, to as many people as possible. Quality means, amongst other things, being
 13 resident and customer-oriented, a high level of living comfort and the smooth running
 14 of services.

15 The development of the accommodation and property operations of AYY is done on
 16 the basis of researched information. For that reason, reports are drafted relating to
 17 the accommodation and property operations of AYY as a part of the property strategy,
 18 which together form a comprehensive overall picture of the wishes of the membership,
 19 residents and customers of AYY, and thereby a good basis for development work.

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20 **Suitable and sufficient – the property stock of AYY corresponds to the demand (2017-2026)**

21 **Objective and grounds**

22 The renting out of reasonably-priced student accommodation and diverse leisure
 23 premises are amongst the most fundamental member services of AYY. Due to the
 24 difficult accommodation situation in the capital city area, there is an acute shortage of
 25 student accommodation. At the same time, the centralisation of the teaching of Aalto
 26 University in Otaniemi, new tram traffic connections and changes in the
 27 accommodation wishes of students are affecting the attractiveness of AYY's current
 28 property stock.

29 The residential property holdings of AYY are being increased so that they match the
 30 studied accommodation preferences of the members of AYY in terms of locations,
 31 accommodation types and price range. The centralisation of the campus is being
 32 reacted to by getting rid of the accommodation sites that are the most distant and
 33 least in demand, and at least 1,350 new accommodation places will be built in the
 34 Otaniemi campus area, or in other good locations. The objective is to increase AYY's
 35 total number of accommodation places by 30% by 2026.

36 The centralisation of the campus is also increasing the need for diverse leisure
 37 premises. Leisure premises are being planned for the new accommodation sites of
 38 Otaniemi which correspond to the needs and demand of the membership and the
 39 student associations that operate within the sphere of AYY.

40 The current resident parking practices of AYY are variable. The objective of the
 41 Student Union is that the amount of resident parking in Otaniemi is reduced because
 42 an excessive number of parking spaces is a fundamental obstacle to the construction
 43 of student accommodation. The transport connections of Otaniemi will improve
 44 through the metro and Raide-Jokeri light rail and the centralisation of the campus will
 45 reduce the need for the residents of Otaniemi to move around. Espoo and the
 46 landowners of the area are revising their parking practices and the parking of Otaniemi
 47 will become payable. At the same time, it is sensible to develop AYY's own resident
 48 parking practices. The aim is to target limited parking spaces at those who need them
 49 most, that the costs of parking are distributed more fairly than at present between the
 50 users of parking spaces and that there will be convergent resident parking practices at
 51 all sites of AYY.

52 **Measures**

- 53 • A quantitative study will be carried out, based on preference profiles, of the
 54 accommodation preferences of the students of Aalto University. On the basis of
 55 the study, the housing distribution goal of AYY will be drawn up, in which both
 56 accommodation types and their regional distribution will be taken into account.
- 57 • Through service-modelling methods, the need for different kinds of leisure
 58 premises will be established. In the investigation, possible new premises types
 59 which are still to expire and which might be in demand will also be taken into
 60 account, alongside traditional association premises, one-off rental premises and the

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communal areas of housing associations. On the basis of the study, quantitative targets and planning instructions for new premises types will be drawn up.

- Planning and land use policy will be influenced in Helsinki and Espoo, so that AYY gets enough land to carry out its additional construction objectives. The additional construction of AYY will be focused on core areas which are fundamental from the point of view of AYY, which include at least the Otaniemi campus area, Leppävaara and Jätkäsaari.
- Sites whose demand has fallen and which are located too far from the Otaniemi campus will be got rid of. The funds obtained from sites sold will be kept inside the residential property operations.
- The objective of AYY is to acquire the plots on which the current residential housing sites of Otaniemi are located. The form of financing of plot acquisitions will be determined on a case-by-case basis.
- The principles of resident parking will be revised and standardised in a way that ensures the appropriate use of parking spaces and the fair distribution of the costs of parking spaces amongst the residents.

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78 **The digitalisation of accommodation and premises services**

79 **Objective and grounds**

80 Through the digitalisation of
 81 services, the service experience
 82 can be improved and the need for
 83 manual administrative work can
 84 be reduced. However, the
 85 digitalisation of services isn't an
 86 intrinsic value: rather, it is
 87 sensible only when the benefit
 88 that results from it exceeds the
 89 costs.

“I’m spending a summery afternoon in a park in Helsinki with friends, when I suddenly get an uncontrollable urge to have a sauna. With the phone, I check the available and bookable saunas from the Tila system. I book the JMT3 roof sauna, pay for it by phone from my summer job earnings and soon I’m in a taxi on the way to Otaniemi. The door opens with the code I got and after a few refreshments the sauna is already getting warm too.”

90 The introduction of the Domo
 91 system significantly developed the
 92 rental operations of the flats of AYY. The Tila system is in use for the booking of one-
 93 off rental premises, but there is still a significant amount of manual work involved in
 94 the process, including in terms of billing, key management and the heating lists of
 95 saunas. Booking regular slots for building saunas and heating lists are taken care of in
 96 the accommodation office.

97 The management of AYY’s saunas and one-off rental premises will be digitalised so that
 98 no manual work at all is needed in the majority of cases. The resident can book, pay
 99 for and get use of premises flexibly, and even at short notice if required, and the whole
 100 process can be taken care of digitally. The booking system of building saunas is being
 101 developed so that the level of usage will increase and the amount of manual work will
 102 be reduced.

103 **Measures**

- 104 • It will be established what kind of digital services it would be worth offering in the
 105 premises and accommodation operations of AYY. The aim of digitalisation is to
 106 improve the customer experience and reduce manual work.
- 107 • The locking and management system of the saunas and one-off rental premises in
 108 the accommodation sites of AYY will be developed so that they enable the
 109 digitalisation of the process. Primarily, this will be done in conjunction with
 110 renovations of the buildings.
- 111 • The Tila system will be developed and a payment system will be integrated into it.
- 112 • The booking and usage principles of building saunas will be developed so that the
 113 usage level of the saunas rises and manual work is reduced. The possibility to
 114 combine the booking systems and usage principles of building saunas and one-off
 115 rental premises will be investigated, so that the membership can also book building
 116 saunas, but so that the residents have priority for their use, as well as a lower price.

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118 **Community-based and personal – resident-oriented living**

119 **Objective and grounds**

120 Student accommodation can be more than just a roof over one's head. In student
 121 accommodation, neighbours can be an everyday community that supports the students'
 122 ability to study, improves living satisfaction and promotes the creation of the Aalto spirit and
 123 the communication between cultures. Still, relatively few people primarily want to live in a
 124 shared flat or share the functions of living with others¹. According to the 'Opiskelijan
 125 kaupunki' ('The City of the Student') study, the popularity of communal living would be
 126 increased first and foremost by a cheaper price and the possibility to choose their own
 127 flatmates. Correspondingly, the popularity is reduced by dirty premises, unfamiliar people
 128 and the lack of common rules.²

130 AYY seeks to increase the popularity of communal living in its current housing stock.
 131 Resident selection is being developed to make communal living easier. The models of
 132 communal living that work will be widely adopted. By increasing the popularity of communal
 133 living, the demand for different accommodation types can be evened out. The aim is to make
 134 communal living into a genuinely sought-after option for many Aalto people.

136 AYY is unusual as an accommodation operator because the residents of AYY are also its
 137 members – so, in a way the owners of the flats. For that reason, it is sought to give the
 138 residents as many opportunities as possible to have an influence on their living, without
 139 however compromising the securing of the accommodation ownings in the long-term. The
 140 directions of development of accommodation operations are asked for directly from
 141 residents: the feedback obtained from the residents has an effect on both rents and the
 142 service level. Living with AYY can be influenced effortlessly with surveys or by taking part in
 143 appealing resident action, where the threshold for participation is as low as possible.

144 **Measures**

- 145 • Methods will be determined and taken into use by which the popularity of
 146 communal living is increased through resident selection. This can mean, for
 147 example, accommodation with several flatmates or the restricted possibility in
 148 shared communities to affect the resident selection of one's own shared
 149 community. In selecting the methods, the balance between a needs-driven
 150 approach and the promotion of communality will be taken into account.
- 151 • It will be established independently or in co-operation with other operators what
 152 are ways that work to activate communality in living communities and how to
 153 create rules of communal living that work. It will be sought to disseminate good
 154 models and thereby promote communal living in the existing housing stock.
- 155 • Comprehensive and systematic methods to establish the satisfaction of residents
 156 and the success of accommodation services will be developed. These can be, for
 157 example, annual accommodation satisfaction surveys. The information obtained will

¹ Kemppainen & Raninen 2011: Aalto-yliopiston opiskelijoiden asuminen: Nykytilanne, toiveet ja vieraskielisten opiskelijoiden tilanne ('The living of Aalto University students: the current situation, wishes and the situation of foreign-language students'), <http://www.slideshare.net/otusowl/2011-aalto-yliopiston-opiskelijoiden-asuminen>

¹ Rytönen & Saari 2015: Opiskelijan kaupunki ('The City of the Student'), <http://www.otus.fi/index.php/julkaisut>

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be used for the development of AYY’s accommodation operations and to help in targeting renovations and setting rent.

- It will be established how the rents of the flats of AYY correspond to the experience of the residents of the usage value of the flats. On the basis of this investigation, a model will be developed through which the experience of residents of the usage value affects the rent level. The objective is to increase the demand for unfavoured sites by ensuring that the rent level matches the experienced usage value in a better way.
- Participation in resident action will be increased by establishing and developing more appealing participation practices. The practices of resident action will be revised and the impact of resident action will be increased.

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172 **An open and visible accommodation service**

173 **Objective and grounds**

174 Renting flats and premises seems to be a support service, even though it's the most
 175 fundamental member service of AYY. The web services of the accommodation operations of
 176 AYY work, but the information relating to flats and premises is still fragmented across many
 177 platforms. The accommodation operations of AYY are developing, but the development
 178 steps don't always get the exposure that they deserve.

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 180 Accommodation operations are being made visible and moved to the core of AYY's
 181 operations. A separate brand will be developed for the accommodation operations and there
 182 will be active communications about the accommodation operations. The accommodation
 183 operations are moving into the era of radical openness. Information relating to the flats can
 184 be easily obtained by all residents and potential residents.

185 **Measures**

- 186 • A brand will be developed for the accommodation operations which is independent
 187 and recognisable but is associated with the Student Union.
- 188 • A service design report will be drawn up about the service processes and
 189 communications of AYY's accommodation and property operations. On the basis
 190 of the needs of the customers, a unified and manageable service and
 191 communications whole will be developed in which different systems and sites are
 192 linked together smoothly.
- 193 • All the necessary information will be openly available for residents and potential
 194 residents. For example, the grounds for the determination of rent of different sites
 195 can be seen by everyone. It will be easy to find the information and it will be up to
 196 date, necessary and appropriately outlined.
- 197 • Communications relating to accommodation operations are a core part of the
 198 everyday communications of AYY and the communications are interactive. AYY
 199 will offer channels that work for the official communications of accommodation
 200 operations and contact between residents.

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