

Procedure for the Use of the National Codes Logo on Commercial Websites

- i) the Code logo can be used on any website, so long as they refer to a particular development, without permission. The logo should only appear on adverts for developments that have been accredited under the ANUK/Unipol National Codes
- ii) requests to make use of the logo in any other context need to be made in writing to the National Codes Administrator, stating the reasons for the request and making clear how the logo will be used. The NCA will decide on whether the logo can be used. The NCA is free to consult the Chair of the CoM in the event that such a decision might be contentious. Permission will always be given for a fixed period of time not to exceed three years.
- iii) when permission is granted for use of the logo, the operators of the relevant website will need to agree to add a link from their site to the National Codes website
- iv) permission to make use of the logo should not be taken as an indication that the National Codes are endorsing the organisation which is using it
- v) the NCA is free, at any stage, to withdraw permission for an organisation to make use of the National Codes logo in which case the NCA will contact that organisation and request that the logo is removed within five working days of that notification being given
- vi) in the event of enforcement action being needed this decision will be taken by the Company Secretary of Unipol, upon the joint recommendation of the NCA and the Chair of the CoM. Enforcement action, and its cost will be reported to the next appropriate meeting of the CoM.

It is suggested that in addition to providing a link to www.nationalcode.org/ link to the National Codes, the following text is included on the host website in order to explain what the National Codes are.

The National Codes of Standards are schemes which:

- providers of [larger student developments](#) voluntarily join and in doing so commit themselves to maintaining a minimum set of professional standards for their accommodation and their accommodation management
- enable providers of this kind of accommodation to show that they follow professional standards of service, and to badge themselves accordingly
- provide a yardstick to help students work out management and property standards
- have established a system for verifying that standards are actually being complied with

The purpose of the Codes is to provide housing suppliers (owners and managers) and their tenants with a framework of transparent undertakings about how they are going to do business with one another.

Large developments occupy an important place in the supply of student accommodation. A third of students live in purpose built student accommodation (loosely called halls of residence) and 39% of students live in halls provided by private suppliers (either through nominations agreements through their educational institution or by direct letting themselves). Larger student developments bring with them particular management issues, which demands specialist handling and which the Codes take account of in the setting of standards.

The standards chosen for the Codes reflect a balance of common sense obligations and responsibilities between landlords and tenants. They also reflect established best practice in the sector and are based on what an average student and their parents would expect of a good quality

housing supplier. The standards are supported by the voice of students themselves through the National Union of Students.

For both landlords and tenants, Code compliance means that:

- both parties can enjoy the benefits of good standards of housing management and practice
- misunderstandings and disputes are reduced
- where problems do occur, they can be promptly resolved.

There are two Codes: one for developments owned and managed by education establishments and one for developments managed by private operators. The purposes and objectives are the same but they address the specific needs and characteristics of the two different types of provider.

Members of these Codes are required to identify which Code they are signed-up to, and to advertise this within appropriate developments that they operate as well as on property adverts and information supplied to tenants. The Codes are actively and positively promoted among students searching for housing.

The ANUK/Unipol National Codes are supported by the National Union of Students (NUS), the Department of Communities and Local Government (DCLG), the Welsh assembly, the Accreditation Network UK (ANUK), the Association for Student Residential Accommodation (ASRA), the Chartered Institute of Environmental Health Officers (CIEH), the Association of College and University Business Officers (CUBO), Universities UK (UUK). Its secretariat is based in Leeds.

www.nationalcode.org/