

Supporting Success

HELOA National Conference 2024

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Supporting Success

- **Understanding the landscape**
 - 2023 in review
 - 2024 – the story so far
 - What about J2AM?
- **Three ways we can collaborate to support success**

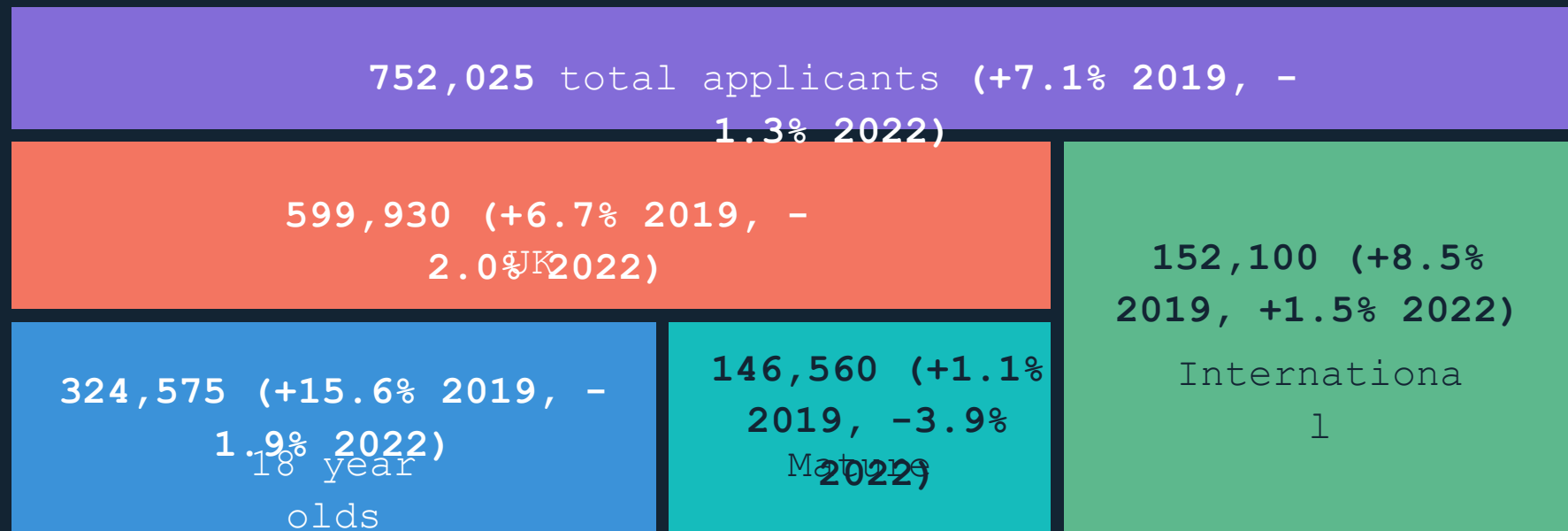
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2023 IN REVIEW

End of Cycle da

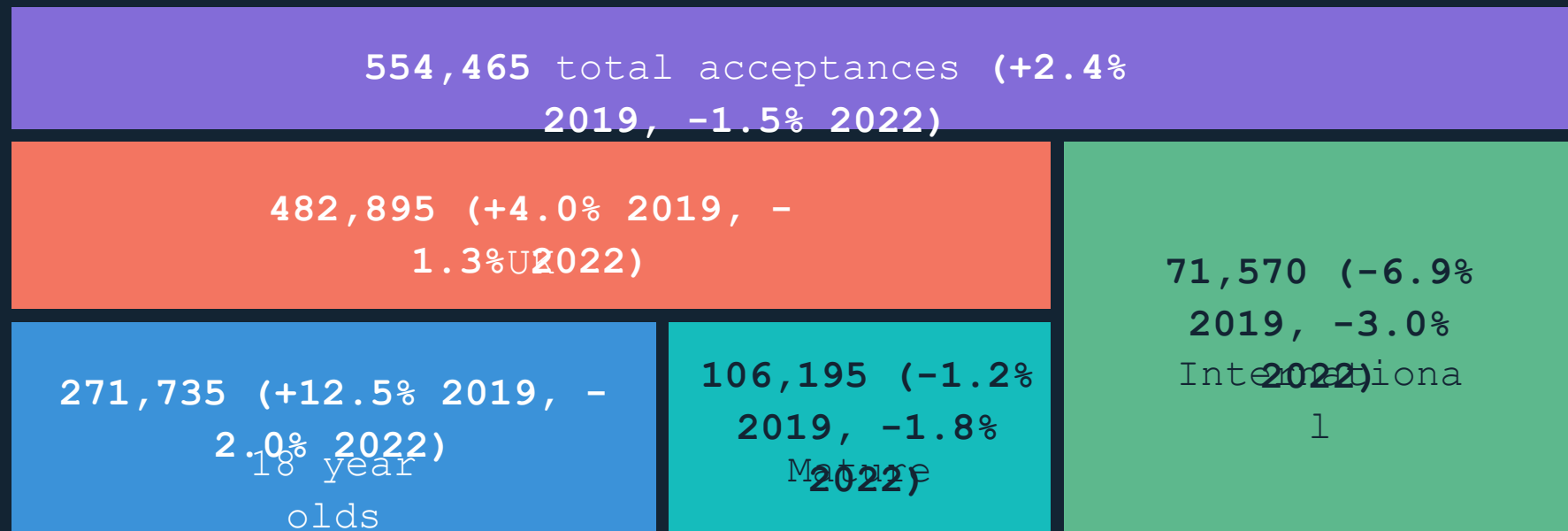


KEY FIGURES – APPLICANTS



Second highest number of applicants on record

KEY FIGURES – ACCEPTED APPLICANTS



Over 2% more accepted applicants than in 2019

DIFFERENCES ACROSS THE FOUR NATIONS

England

511,065 English applicants (-1.2%)

280,735 English 18 year old applicants (-1.5%)

685,560 applicants to English providers (-1.0%)

43.6% of English 18 year olds applied (-1.9 ppts)

Scotland

47,620 Scottish applicants (-5.9%)

19,770 Scottish 18 year old applicants (-3.7%)

134,855 applicants to Scottish providers (-7.3%)

34.7% of Scottish 18 year olds applied (-1.7 ppts)

Wales

23,225 Welsh applicants (-8.5%)

12,185 Welsh 18 year old applicants (-6.6%)

85,015 applicants to Welsh providers (-1.4%)

34.8% of Welsh 18 year olds applied (-3.8 ppts)

Northern Ireland

18,015 Northern Irish applicants (-4.3%)

11,885 Northern Irish 18 year old applicants (-1.9%)

26,920 applicants to Northern Ireland providers (+2.1%)

51.3% of Northern Irish 18 year olds applied (-1.7 ppts)

ENTRY RATES BY ENGLISH REGION

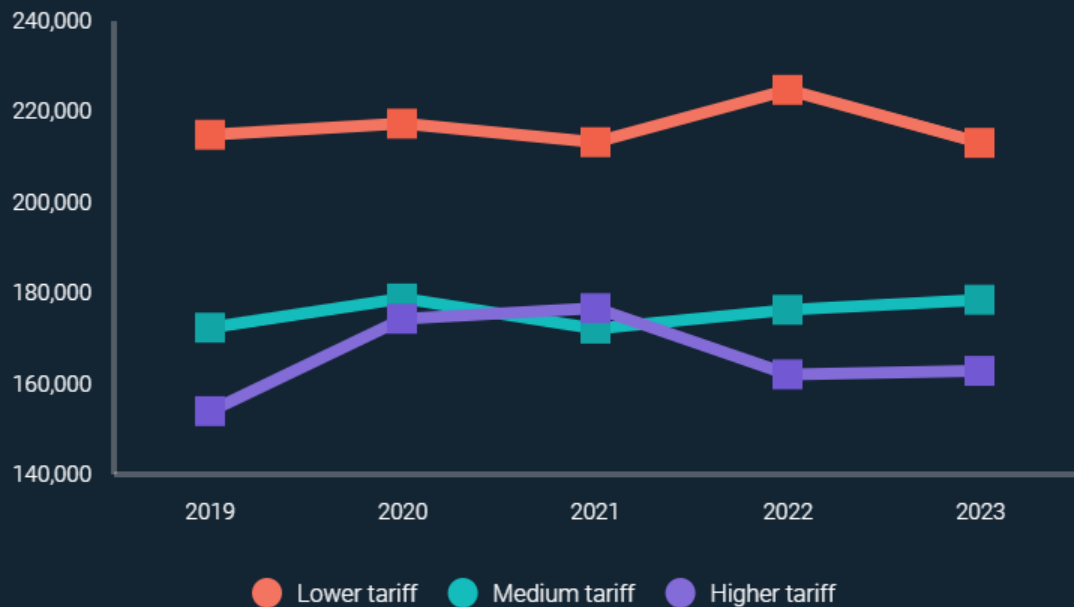


18 year olds from London are 1.67 times more likely to enter HE than those from the North East

PROVIDER TARIFF GROUP GAP

NARROWS

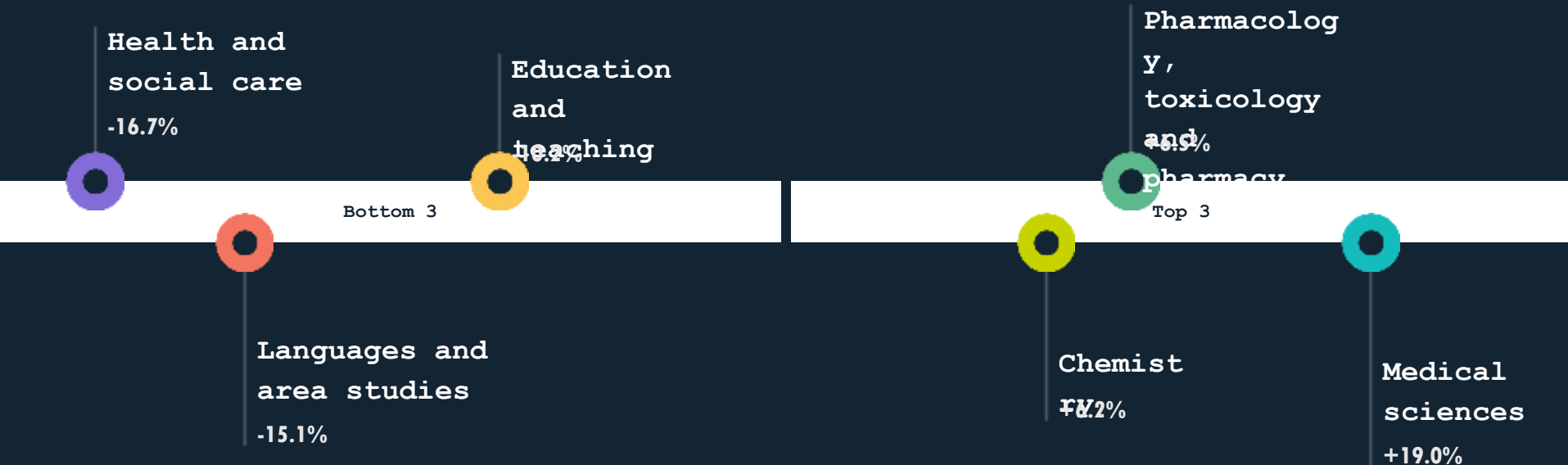
Acceptances by provider tariff group



Offer rates increased across all three groups this year, but acceptances dropped for lower tariff providers

BIGGEST GROWTH AND DECLINE SUBJECT AREAS

Top 3 and bottom 3 percentage changes in acceptances by CAH2 subject grouping



HEALTHCARE FOCUS

Acceptances and percentage change in acceptances



Nursi

26,930

-11%



Midwife

4,020

+2%



Medici

10,915

+5%



Dentis

1,505

+15%

WIDENING PARTICIPATION METRICS

2.16

(2.27 2019, 2.09 2022)

POLAR4 entry rate gap

4.04

(4.31 2019, 4.08 2022)

MEM entry rate gap

2.38

(2.49 2019, 2.32 2022)

TUNDRA entry rate gap

1.91

(1.88 2019, 1.87 2022)

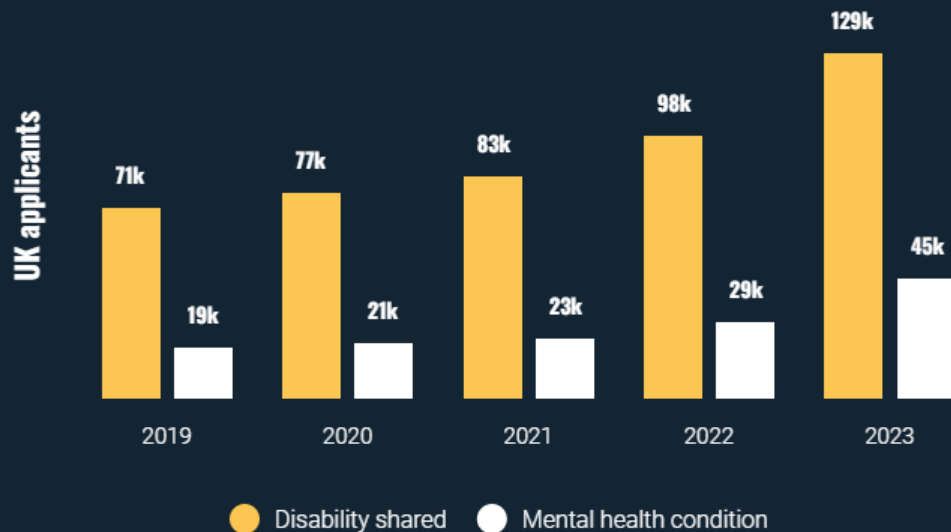
FSM entry rate gap

1.78 (1.92 2019, 1.74 2022)

England: 1.71 (1.83, 1.66) Northern
Ireland: 2.28 (2.42, 2.27) Scotland:
2.77 (3.20, 2.66) Wales: 2.41 (2.61,
2.24)

IMD entry rate gap

DISABILITY AND MENTAL HEALTH INCREASE



The wording of the disability and mental health question was updated for the 2023 cycle.

- Visual impairment: +197%
- Long-term illness or health condition: +98%
- Hearing impairment: +57%
- Mental health condition: +56%
- Other condition or impairment: -20%

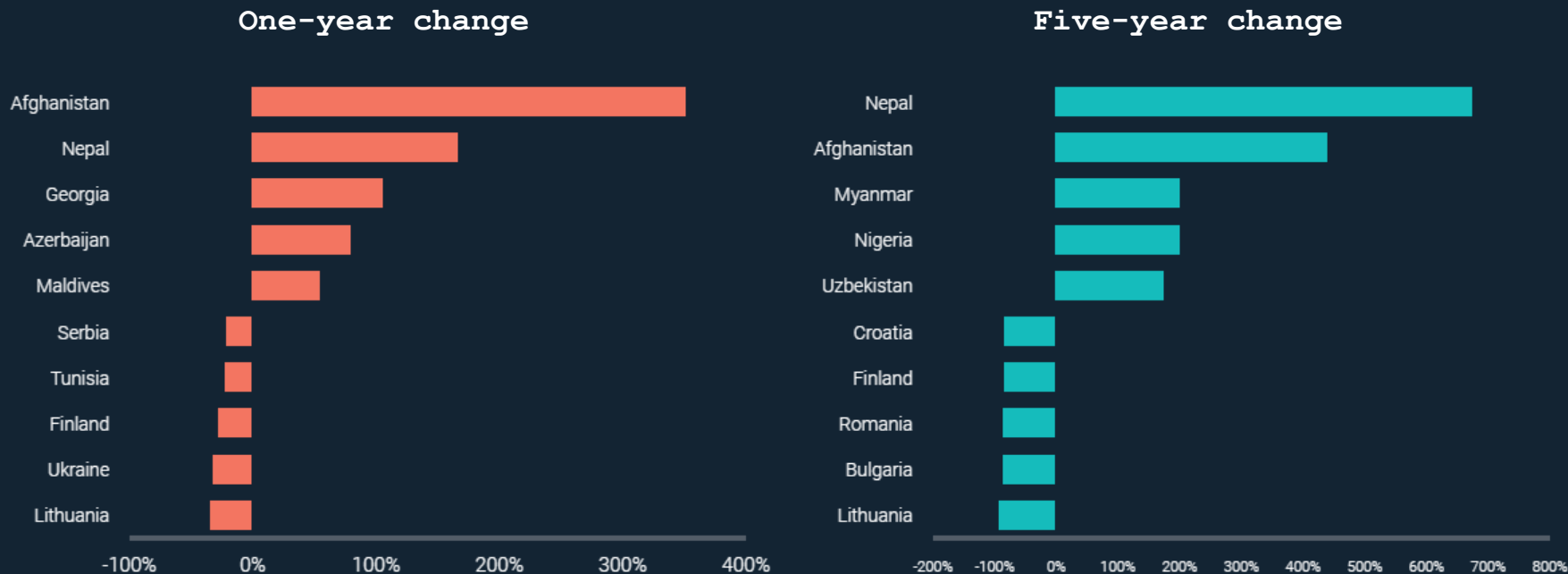
LARGEST INTERNATIONAL MARKETS FOR DEMAND

Top five international countries and regions for applicants



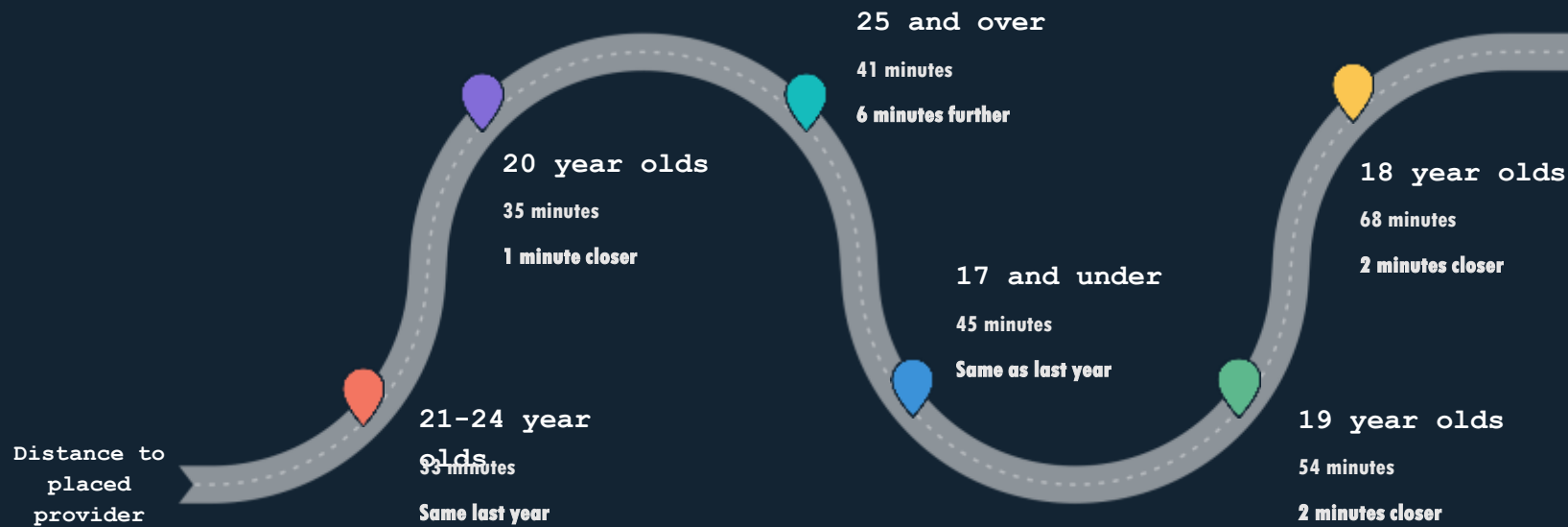
GROWING AND SHRINKING INTERNATIONAL MARKETS

Top five and bottom 5 percentage change in applicants with comparison to 2022 and 2019

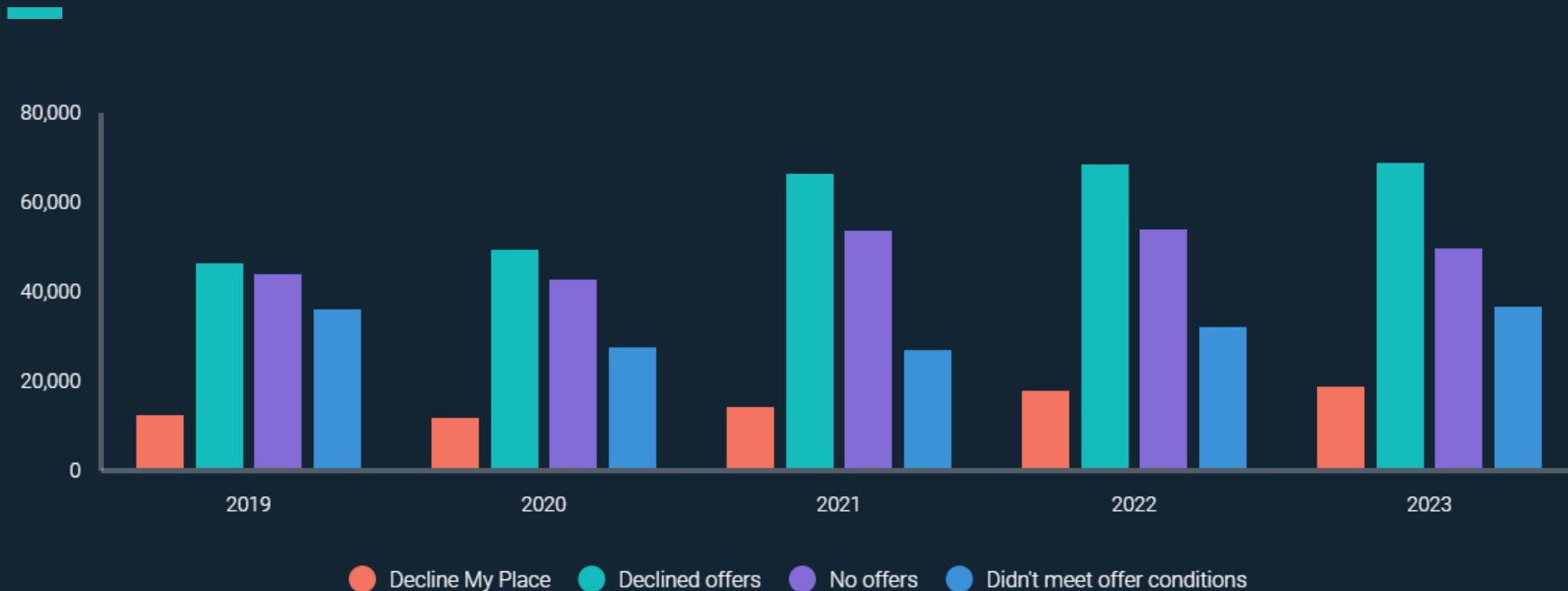


YOUNG APPLICANTS WANT TO LIVE CLOSER TO HOME

Median drive time (capped at 5 hours) between placed applicant home postcode and provider postcode, and comparison to last year



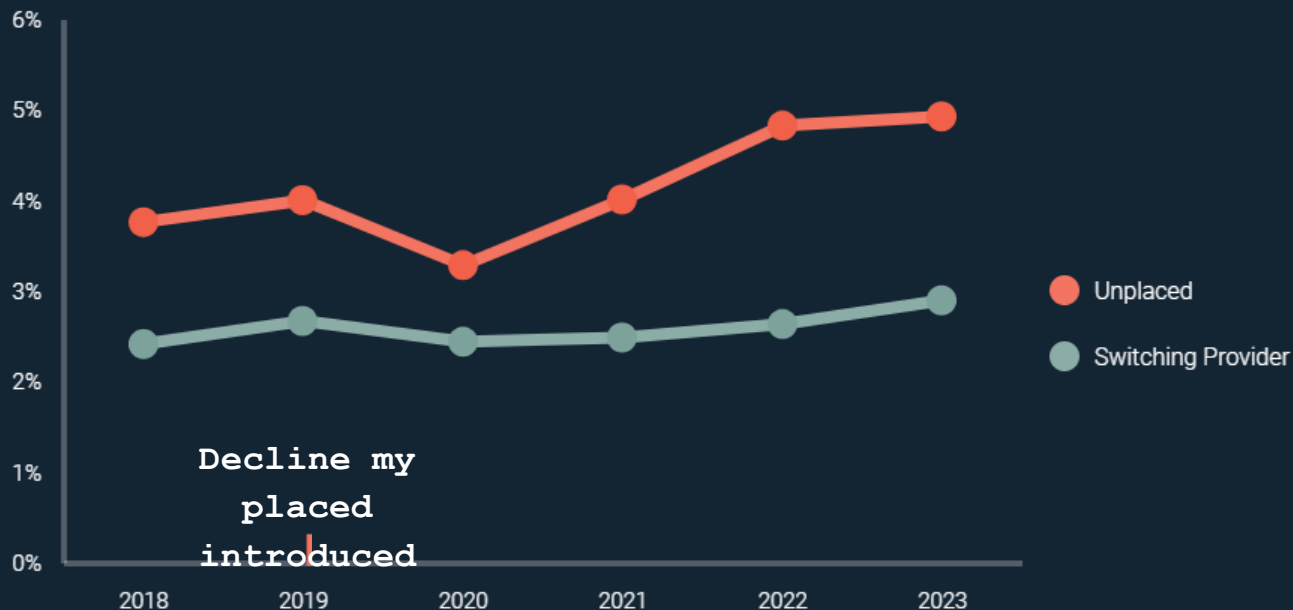
WHO IS UNPLACED?



The split between applicant decision and provider decision has levelled out

CHANGING MINDS: MOSTLY STEADY 2018-2023

Proportion of applicants declining their firm choice



Decline my
place
did not have a significant
impact on applicants
changing their minds after
it was introduced in 2019

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OCTOBER
DEADLINE

2024 story so far



KEY FIGURES

72,740 applicants to October deadline
courses (-1.8%)

51,890 (-
2.3%)
UK

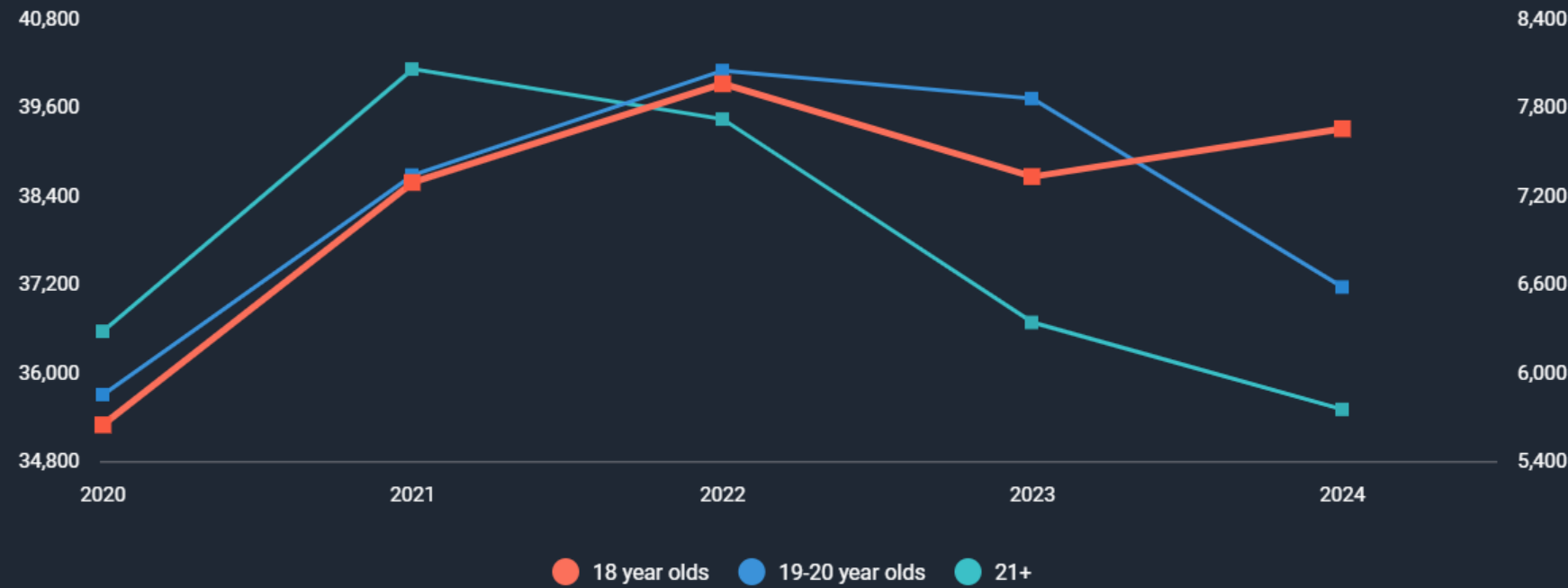
39,310
(+1.7%)
18 year
olds

5,750 (-
9.3%)
Mature

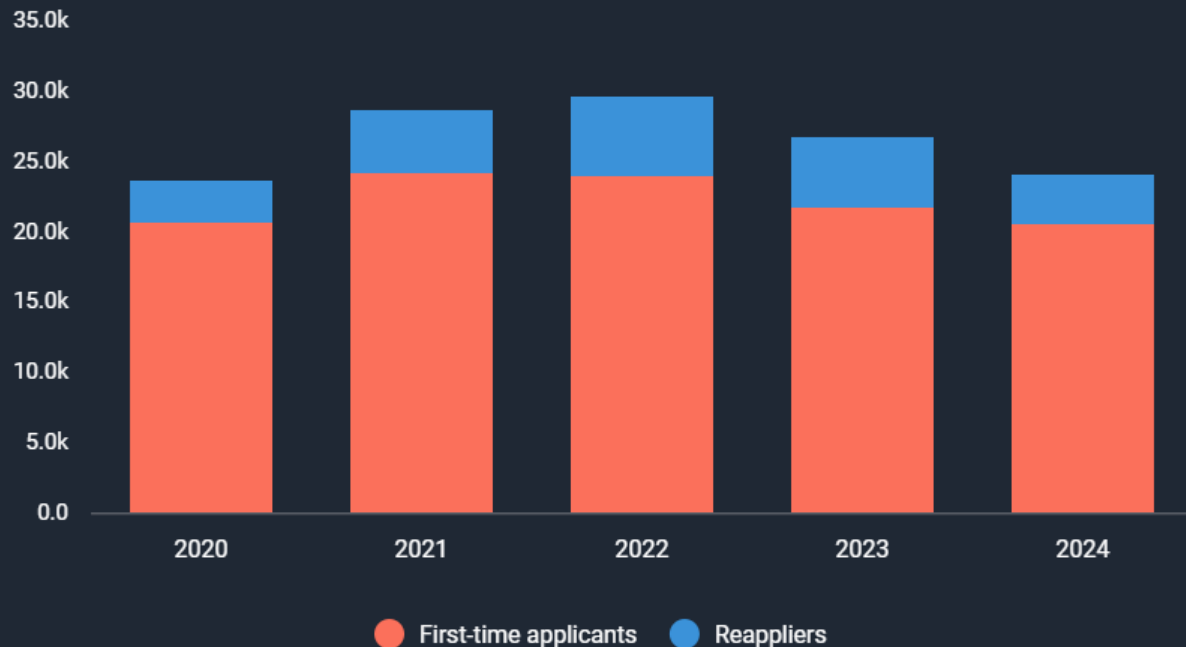
20,850 (-
0.5%)
International

Second highest number of UK 18 year old applicants on record

UK 18-YEAR-OLD APPLICANTS AT SECOND HIGHEST ON RECORD



APPLICANTS TO MEDICINE DECLINE IN 2024

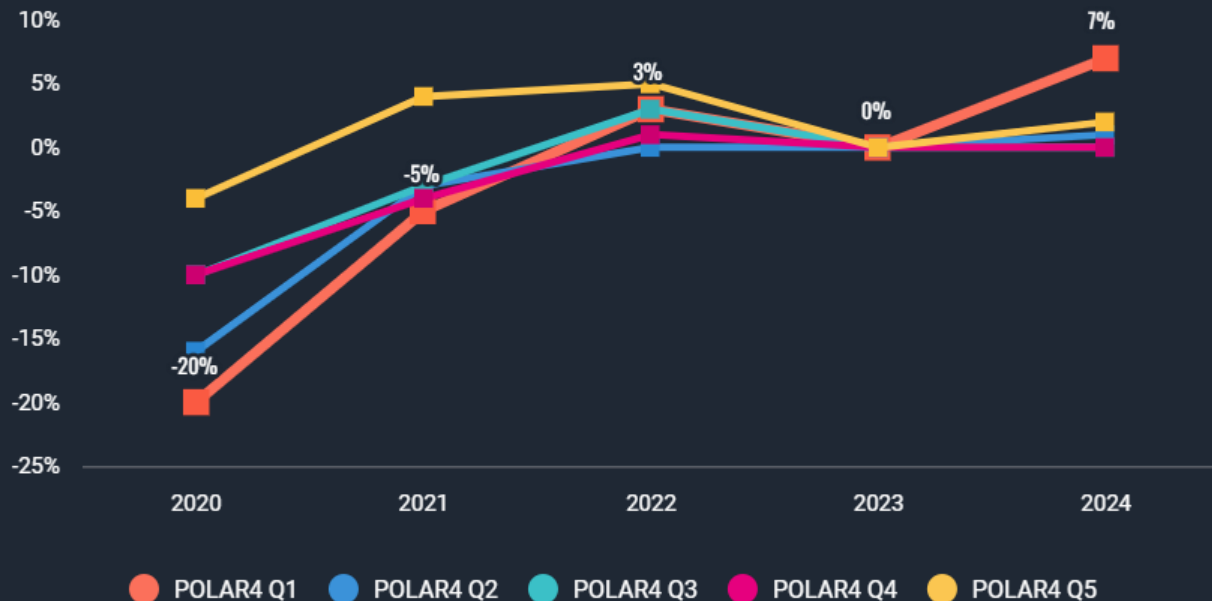


3K

applicants
to new
medicine
courses

DISADVANTAGED APPLICANTS TO OCTOBER COURSES INCREASE

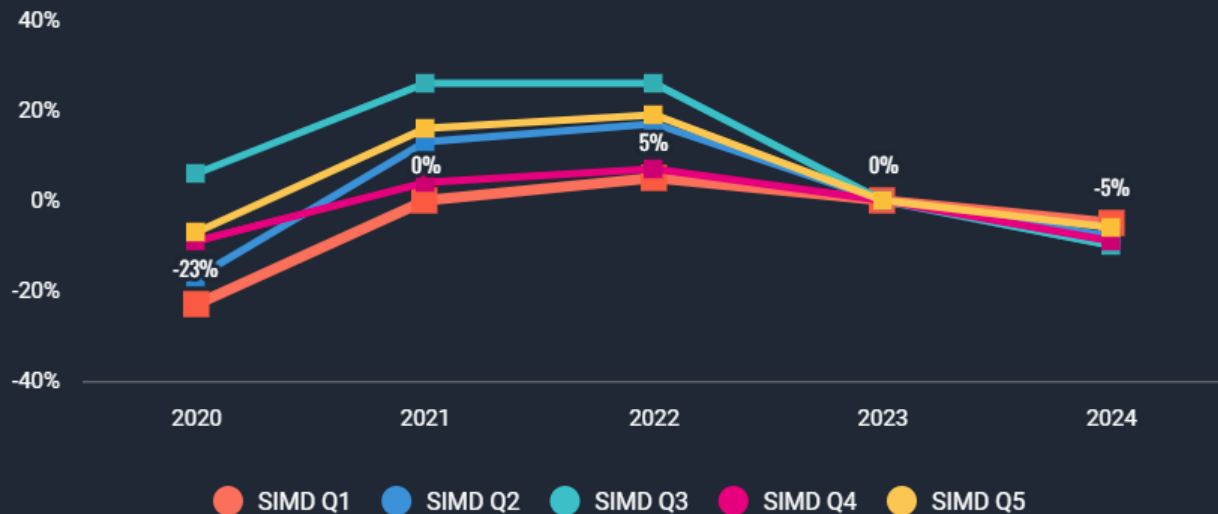
Percentage change in applicants compared to 2023



+6%
self-
declared
FSM

DISADVANTAGED APPLICANTS TO OCTOBER COURSES SEE SMALLEST DECREASE

Percentage change in applicants compared to 2023



+6%

self-declared
UK wide
FSM

DIFFERENCES ACROSS THE FOUR NATIONS

England

47,090 English domicile (-2%)

36,050 English 18 year olds (+2%)

71,300 to English providers (-2%)

4,580 18 year olds from IMD Q1 (+1%)

Scotland

2,050 Scottish domicile (-7%)

1,310 Scottish 18 year olds (-6%)

7,500 to Scottish providers (-6%)

110 18 year olds from SIMD Q1 (-30)

Northern Ireland

1,020 NI domicile (-8%)

740 NI 18 year olds (-2%)

2,960 to NI providers (-8%)

70 18 year olds from NIMDM Q1 (+10%)

Wales

1,720 Welsh domicile (-4%)

1,220 Welsh 18 year olds (+3%)

6,400 to Welsh providers (-6%)

120 18 year olds from WIMD Q1 (+3%)

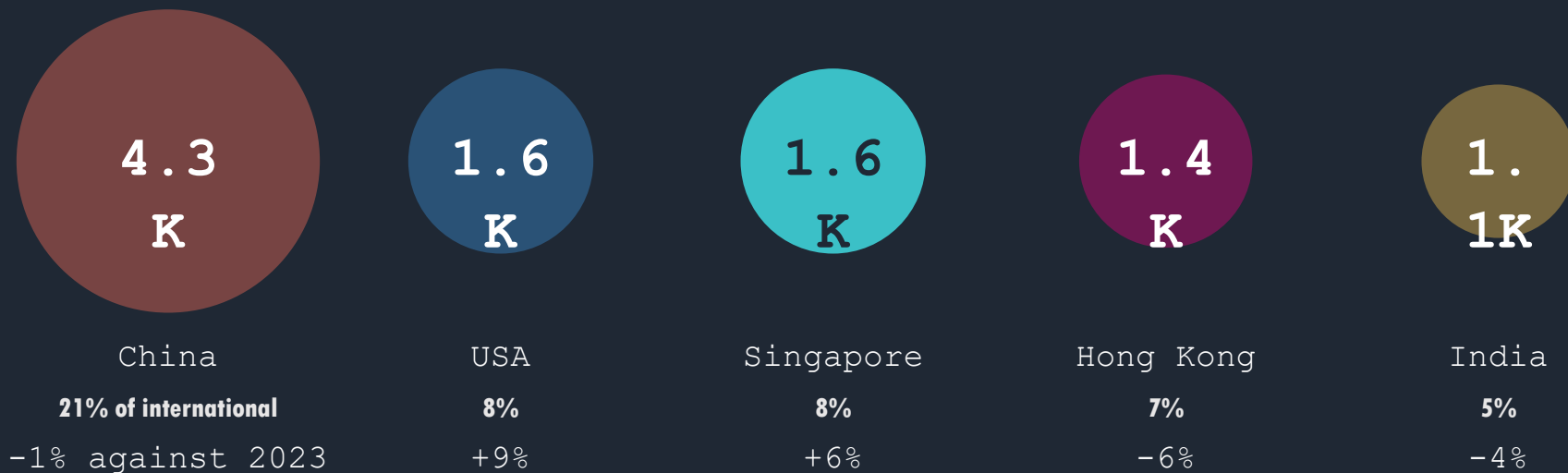
THERE ARE FEWER REAPPLIERS THIS YEAR

6.8k applicants are reapplicants (9% of the total),
returning to a pre-pandemic trend

86% of reapplicants ended the 2023 cycle as
Free to be placed in Clearing, comparable to
similar years

17% of reapplicants used Decline My
Place in the 2023 cycle

SLIGHT GROWTH FROM COUNTRIES OUTSIDE OF THE EU



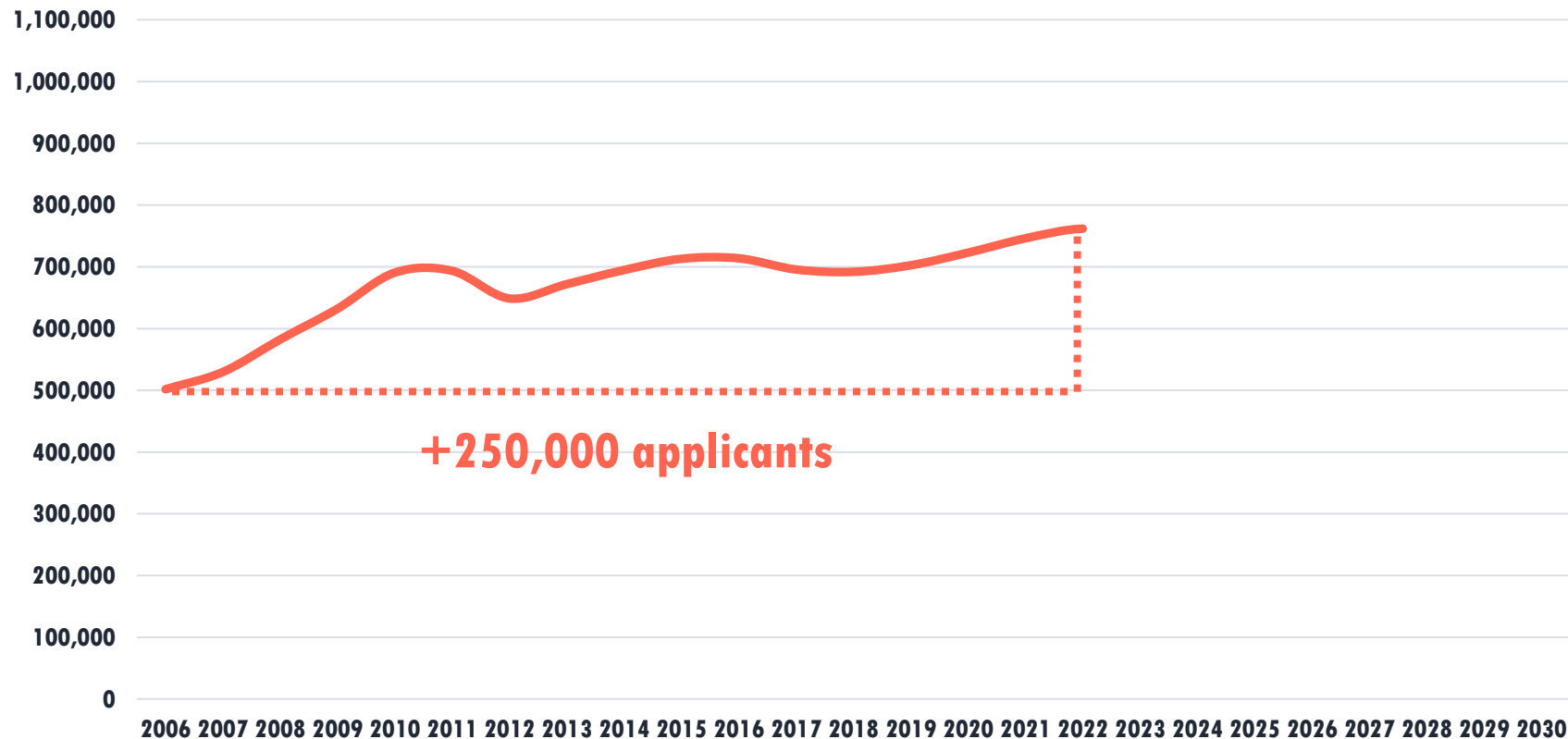
Top 5 countries at the October deadline, making up almost half of international applicants

LOOKING AHEAD

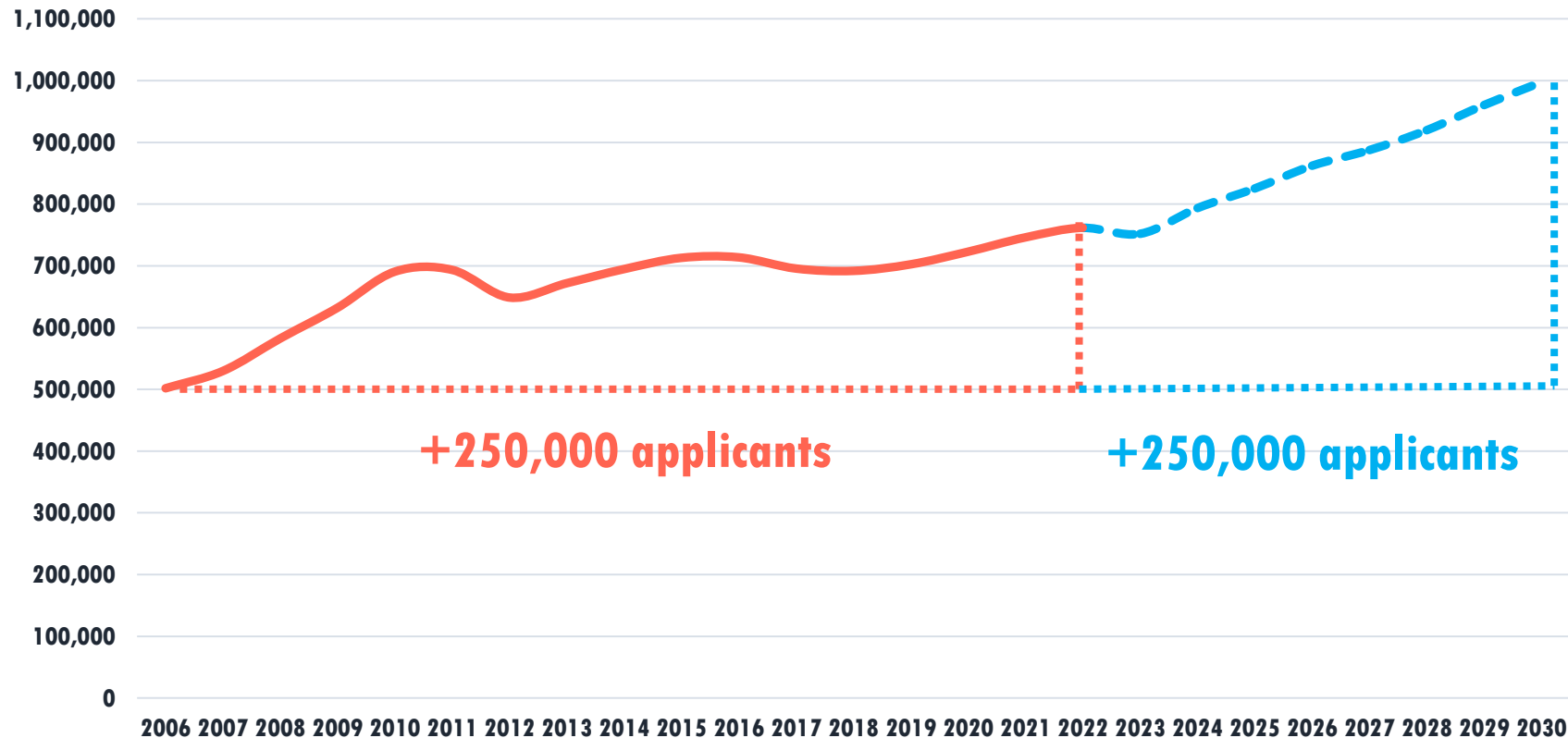
Are we still on
journey?



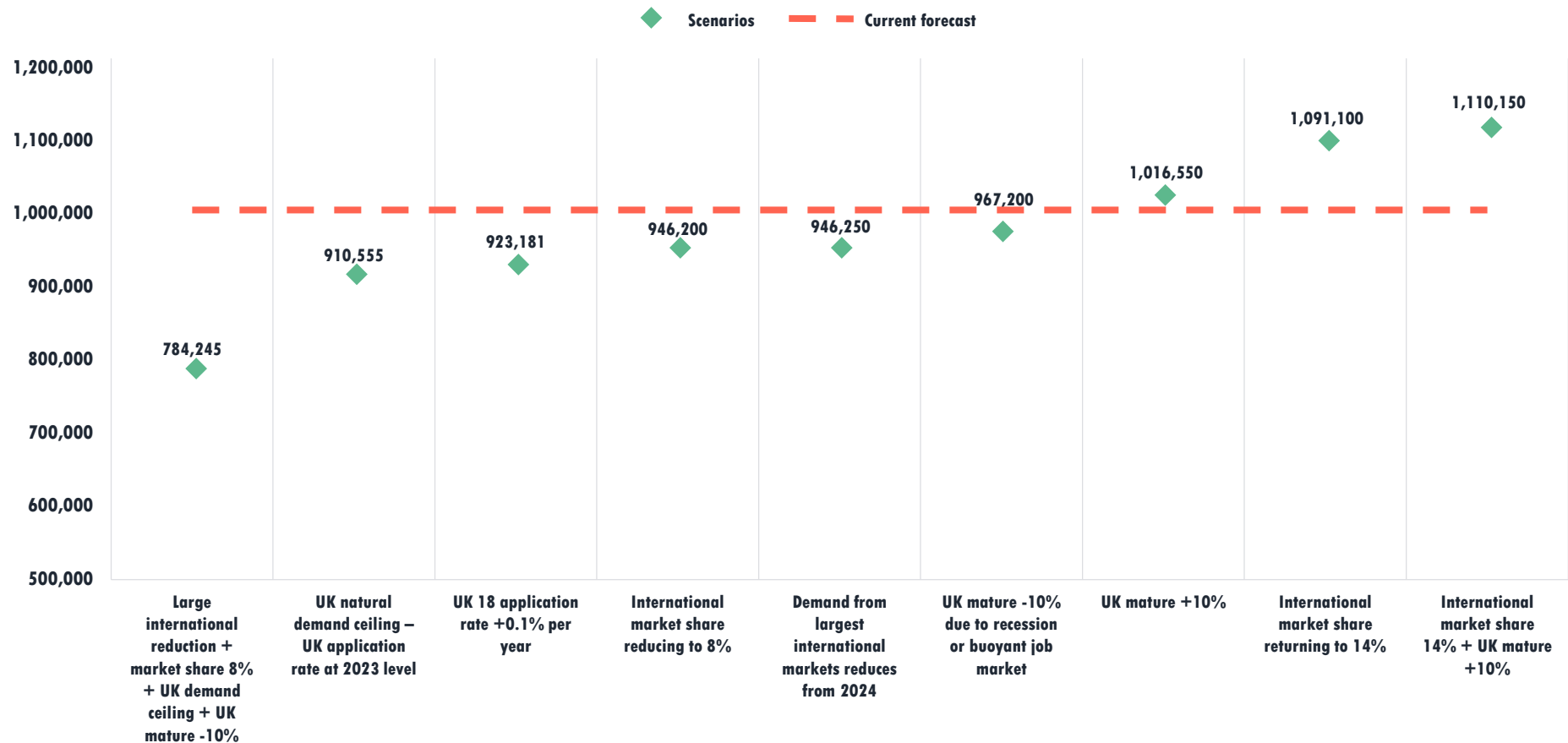
Journey to a Million



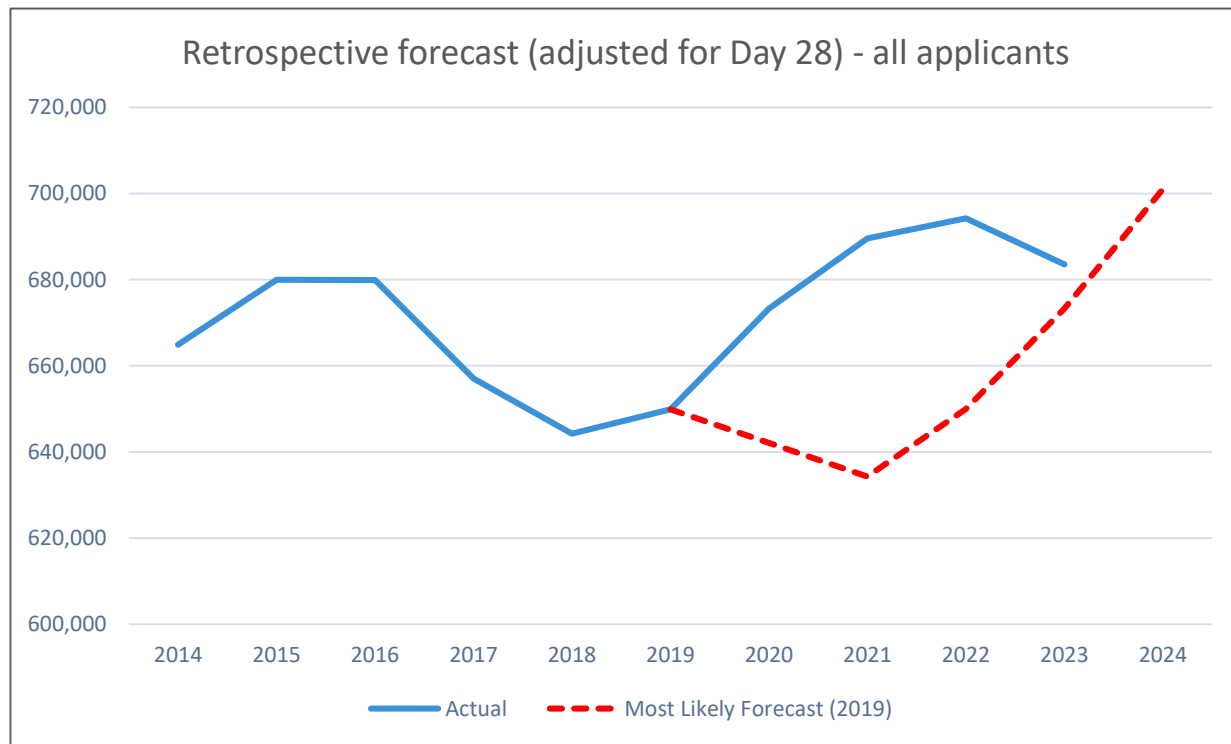
Journey to a Million



Possible disruptor analysis



Looking back to look forwards



**Around 10,000
more applicants
than expected by
the end of 2023.**

A group of diverse students are walking through a bright, modern school hallway. In the foreground, a young man with curly hair, wearing a brown t-shirt and olive green cargo pants, is smiling and looking down at a folder he is holding. Behind him, another young man in a denim jacket and dark pants is walking. Further back, a young woman in a red dress and another student in a black shirt are visible. The hallway has large windows on the right and bookshelves on the left. The overall atmosphere is positive and active.

The 2030 entry cohort is currently in Year 7, and making choices this year that will impact on their pathway.

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COLLABORATING TO SUPPORT

Three practical approaches



Transparency

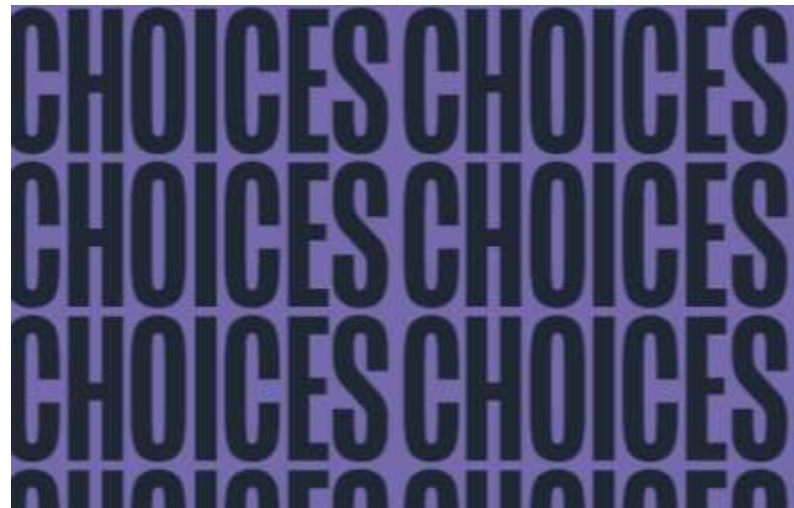


Improving informed decision making for students

Since 2021 we have shared entry grades information with advisers to inform student choice.

In 2024 we will surface three key data points to students from course search:

- 1. Fractions representing number of total applicants who received offers**
- 2. Personalised confirmation rate when predicted grades are supplied.**
- 3. Most common grades held by accepted applicant.**



Entry Grade Report Development

- **Contextual admissions statements: providing additional course-level context**
- **Display enhancements: simplify percentage display & revisit colour scheme**
- **Improving clarity: revise terminology and surface additional IAG**
- **2019-2023 cycle data inclusion**

Contextual admissions

We don't just look at grades to assess your application; we use the information you provide on your UCAS Application to consider whether a contextual offer may be appropriate for you. We take into account lots of other factors such as the area you live, the performance of your school, and your own personal circumstances that could have an impact on the grades you achieve.

[Learn more on the \[name of university/college\] website](#)

Entry grades data

This information shows **A Level** data for this and similar courses between 2018-2022 [\[learn more\]](#).

Not intended for predictive purposes. Admissions teams consider various factors, including interviews, subject requirements, and entrance tests. Make sure you check **all** course requirements for eligibility.

Grades held by accepted students



A*A*A*
Highest grades
AAB
Lowest grades



Students who applied to this course were offered a place

How do you compare?



78% of students with your grades were accepted onto this course between 2018-2022.

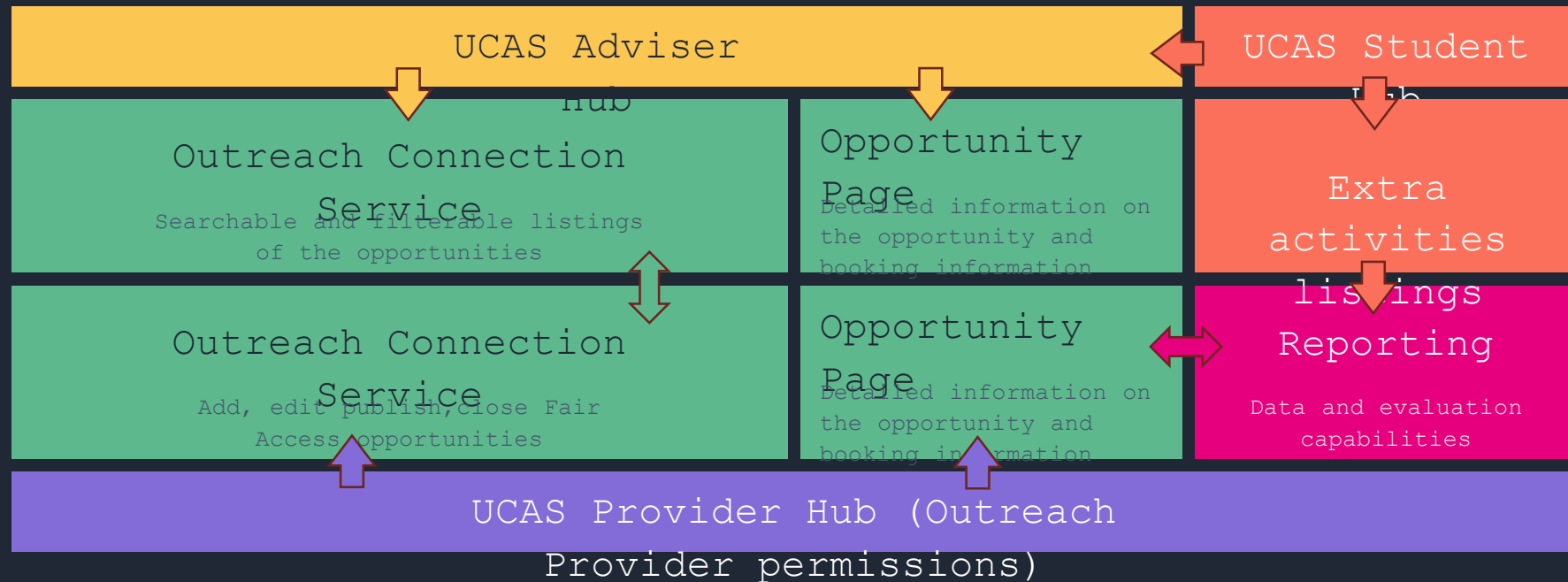
Your grades
CCD
[Edit grades](#)

Innovation



OUTREACH CONNECTION SERVICE

ENABLING UNIVERSITIES, COLLEGES AND CHARITIES TO SHOWCASE THEIR OPPORTUNITIES FOR UNDERREPRESENTED AND DISADVANTAGED STUDENT GROUPS TO UK SCHOOLS AND COLLEGES



Connection





Advisers

HELP AND TRAINING

[Explore this section](#)

Find help and training to support your role as an adviser in UK higher education.

Resources for advisers



Cycle toolkits

Find toolkits of films, posters, videos and more to help you support applicants to undergraduate and postgraduate courses.



Help guides and resources

Guides, resources and training to help you support your students.



Classroom resources

Lesson plans, activities and resources for young people of different ages.

Key dates

Find a list of all key dates in terms for the current and upcoming admission cycles.

[Check our timeline of key dates](#)



46 Authors

[Explore this section](#)

Find help and training to support your role as an adviser in UK higher education.

Resources for advisers



Cycle toolkits

Find tools like e-books, posters, videos and more to help you support applicants to undergraduate and postgraduate courses.



[Help guides and resources](#)

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Key dates

^aThere is initial funding, based on income for the current and upcoming academic years.

[Check our timeline of key dates](#)





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