

Journey to a Million

Ben Jordan, Head of Policy

UCAS





Audiences

- Undergraduate & Postgraduate Applicants
- Parents
- Apprentices
- Adults
- Schools and Colleges
- First Year Students
- Historic Undergraduates (Past Five Years)
- Employers



Targeting

- Application Status
- Subjects
- Location (UK/International)
- Tariff & University
- School & College
- POLAR data



Eight million data points a year from across HE, FE, & apprenticeships

One million+
Pre-applicant database

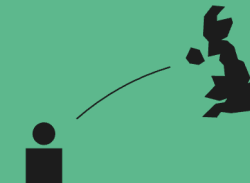
750k+
Applicants

570k+



Placed on a course

One million+
Current students



250,000
international students

40%
registrants interested in apprenticeships

400,000
17/18 year old applicants

26%
applicants from disadvantaged backgrounds

64%
planning to live at university

25%
Over 21 years old

29%
research jobs before final year

30k+

Parents, teachers & advisers



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NEXT STEPS

WHAT IS THE EXPERIENCE OF DISABLED STUDENTS IN EDUCATION?

In collaboration with



NEXT STEPS

WHO ARE THE 'FUTURE NURSES'?



UCAS

WHERE NEXT?

WHAT INFLUENCES THE CHOICES INTERNATIONAL STUDENTS MAKE?

CollegeBoard



NEXT STEPS

WHAT IS THE EXPERIENCE OF LGBT+ STUDENTS IN EDUCATION?



WHERE NEXT?

IMPROVING THE JOURNEY TO BECOMING AN APPRENTICE



WHERE NEXT?

What influences the choices school leavers make?



WHERE NEXT?

WHO DOESN'T PLAN TO START A FULL-TIME UNDERGRADUATE DEGREE IN AUTUMN?



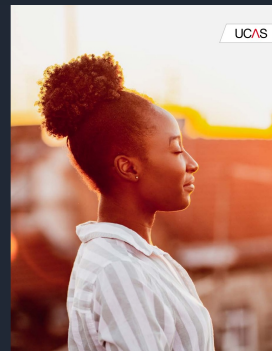
WHERE NEXT?

THE EXPERIENCE OF INTERNATIONAL STUDENTS CONNECTING TO UK HIGHER EDUCATION



STARTING THE CONVERSATION

UCAS REPORT ON STUDENT MENTAL HEALTH



WHAT HAPPENED TO THE COVID COHORT?

Lessons for levelling up in 2021 and beyond



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Read all our reports here:
www.ucas.com/about-us/news-and-insights/ucas-reports

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NEXT STEPS:

WHAT IS THE EXPERIENCE OF STUDENTS FROM A CARE BACKGROUND IN EDUCATION?

In collaboration with





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WHERE NEXT?

WHAT INFLUENCES THE CHOICES OF WOULD-BE APPRENTICES?



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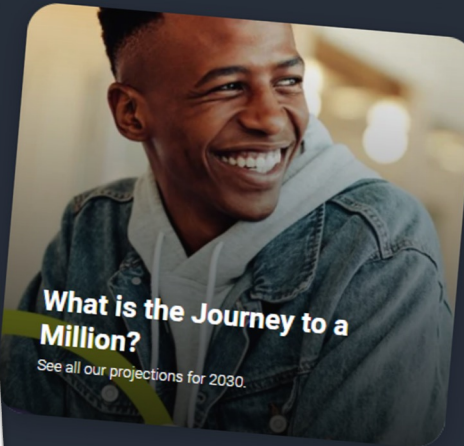
JOURNEY TO A MILLION



UCAS projects that there could be up to a million higher education applicants in a single year in 2030, up from almost three quarters of a million today.

In response to its projections, UCAS, in collaboration with Unite Students and Knight Frank, is launching a national debate highlighting the key challenges and opportunities created by increased demand during this potential Journey to a Million.

About the essay collection



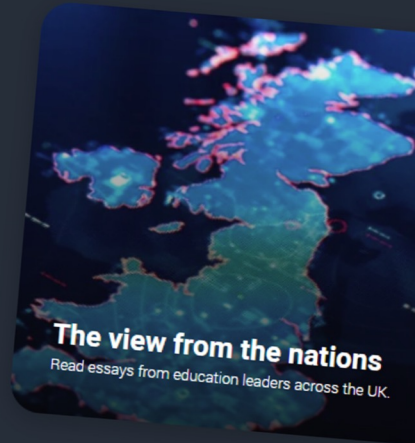
What is the Journey to a Million?

See all our projections for 2030.



Why are we obsessed with the Journey to a Million applicants?

Clare Marchant, Chief Executive, UCAS

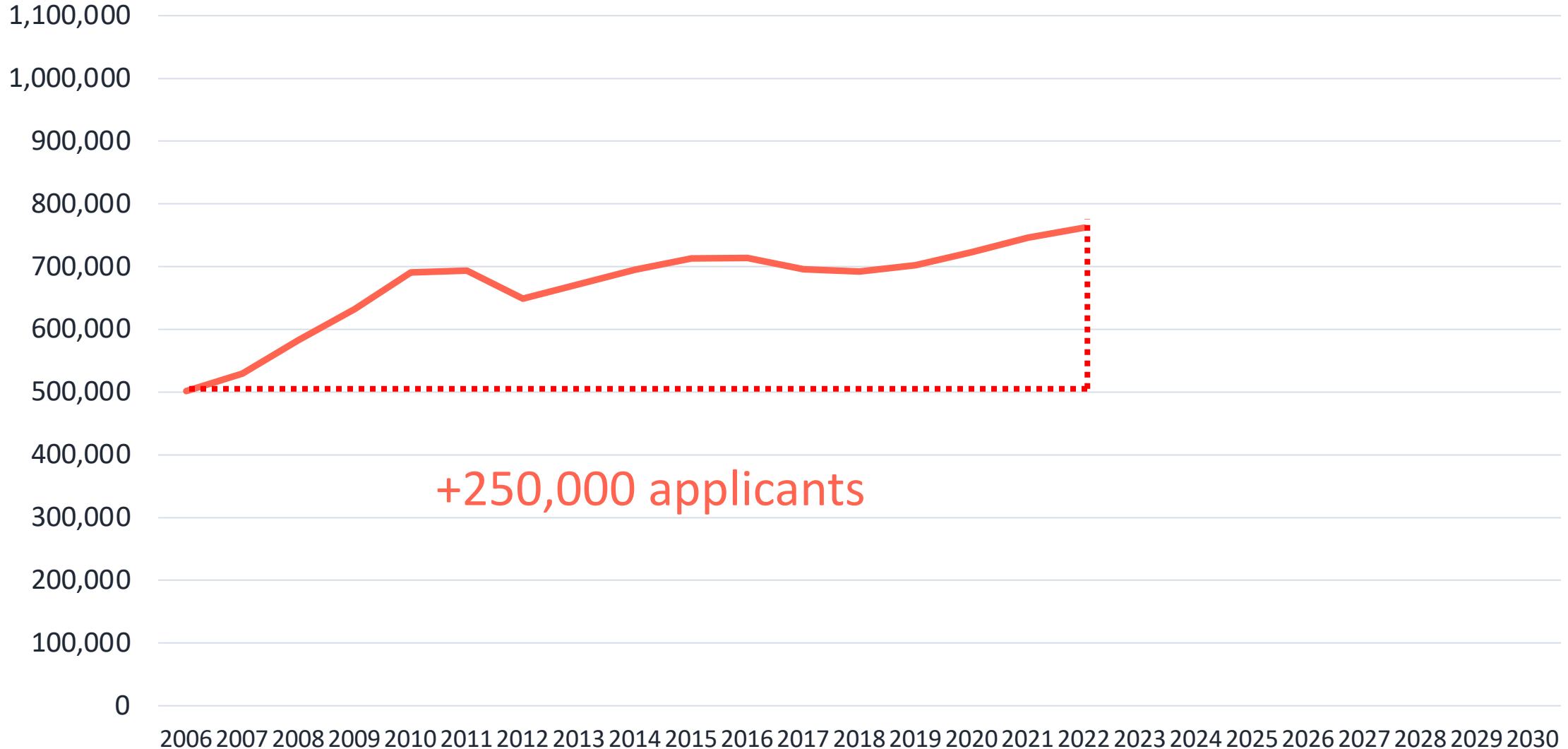


The view from the nations

Read essays from education leaders across the UK.

Looking back

The story so far



The story so far

How has the sector change since 2006?



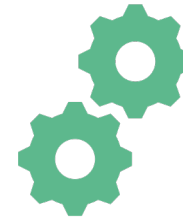
Applicants from 2006 increased 250k.



Q1 grown 30k since 2006, but so has Q5.



Declining 18 year old population, along with growing participation.



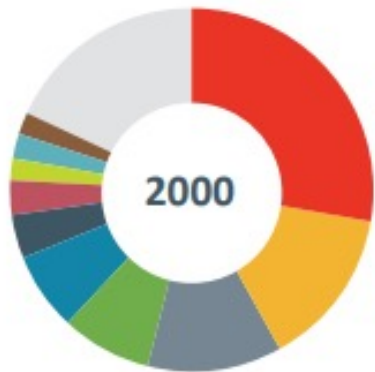
Market forces and behaviours have emerged, with institutions competing with one another.



The emergence of China – now the third biggest market in UK.

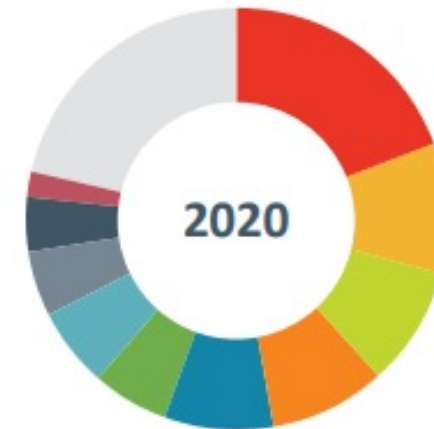
We are in an increasingly competitive global market

TOP HOST DESTINATIONS, 2000 & 2020



1.6 million students

United States	28%
United Kingdom	14%
Germany	12%
France	8%
Australia	7%
Japan	4%
Spain	3%
Canada	2%
Belgium	2%
Austria	2%
All Others	18%



5.6 million students

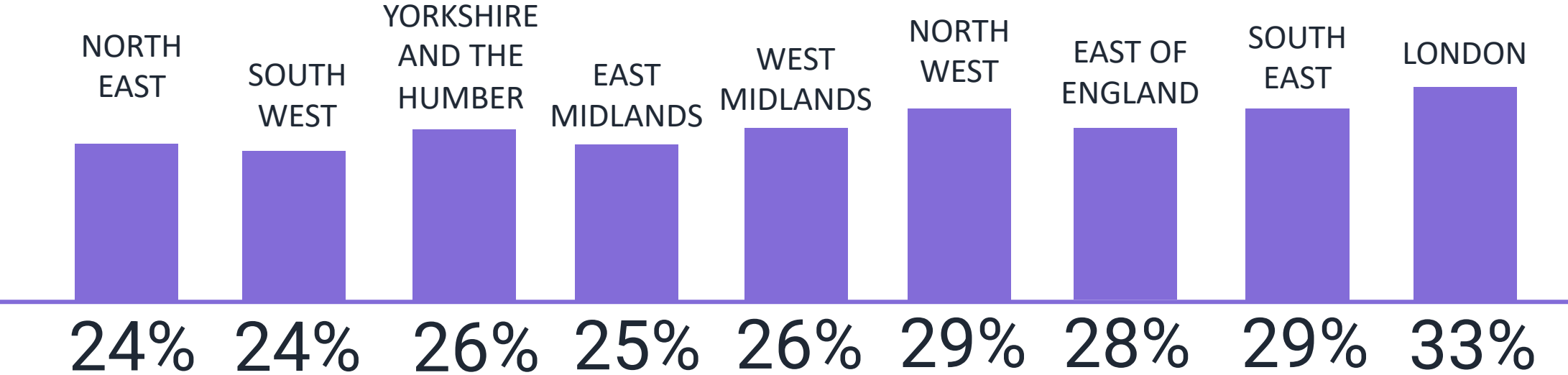
United States	20%
United Kingdom	10%
Canada	9%
China*	9%
Australia	8%
France	6%
Russia	6%
Germany	5%
Japan	4%
Spain	2%
All Others	20%

*China total from *Project Atlas*, 2019

Source: *OECD*, 2000; *Project Atlas*, 2020; *UNESCO*, 2000 & 2020

Regional Gap Widening

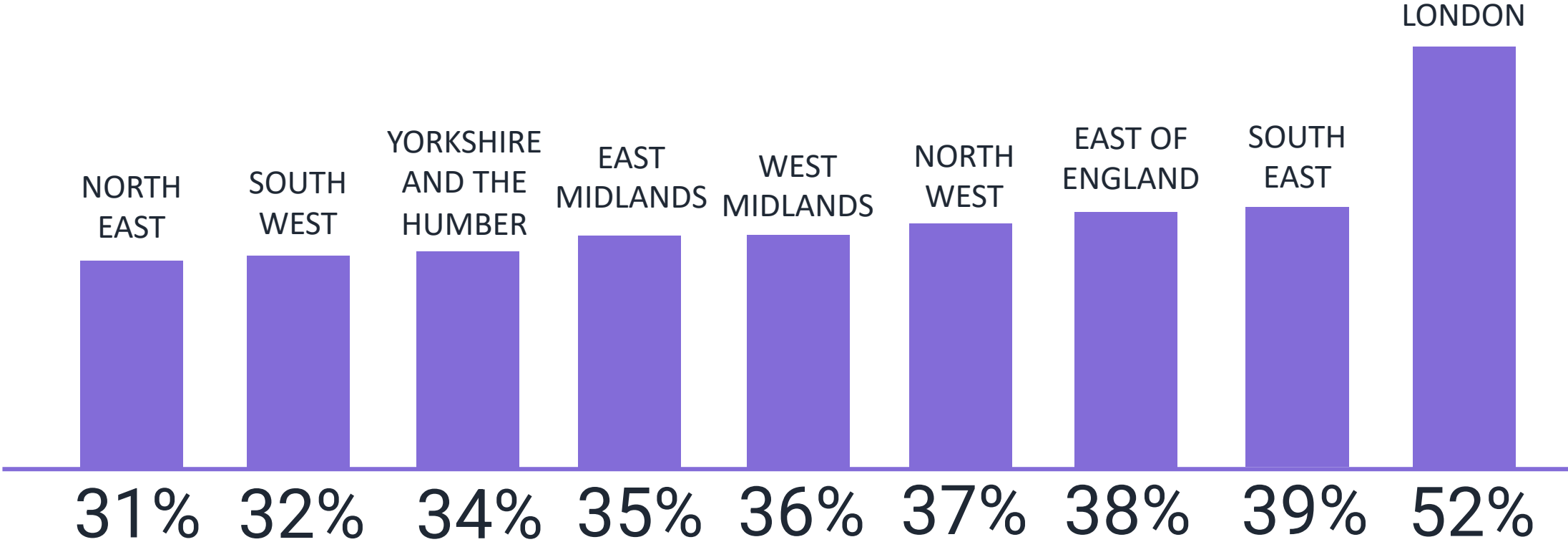
2012



Entry rate across regions

Regional Gap Widening

2022



Entry rate across regions

UNIVERSITIES & COLLEGES ADMISSIONS SERVICE

ucas.com

> students > schools & colleges > higher education staff > parents > information > statistics > news > marketing services

stamford test
course search
apply
track
student finance

quick links to :

Update on processing

UCAS is the central organisation that processes applications for full-time undergraduate courses at UK universities and colleges

Go to the Teaching Quality Information (TQI) website for information about the quality of higher education in UK universities and colleges

Information on fees, bursaries and other financial support for 2006 entry courses

Search for foundation degrees

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Further education Undergraduate Postgraduate Apprenticeships Careers

View published

Ben

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ENDSLEIGH

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UCAS card

VOUCHERS

30% books

Conditi

Privacy Infor

UCAS At the heart of connecting people to higher education

Undergraduate applications received after 30 June 18:00 (UK time) are entered into Clearing

Find out more

1. Getting started

- The undergraduate experience
- Thinking about uni?
- What to study
- International and EU students
- Information for parents

2. Find a course

- How to choose between similar courses and unis

Cost of living is impacting expectations



51%
Have lowered their expectations of student life

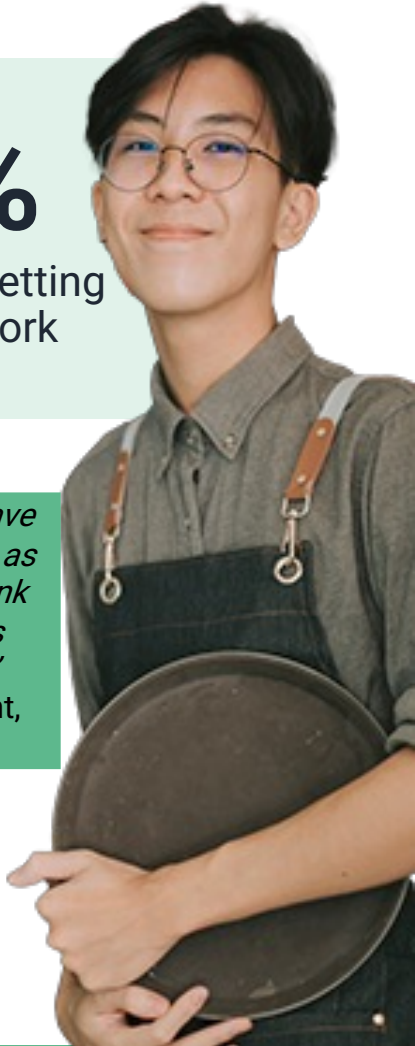


52%
Expect to cut back on extra-curricular activities

77%
Expect to cut back on other activities

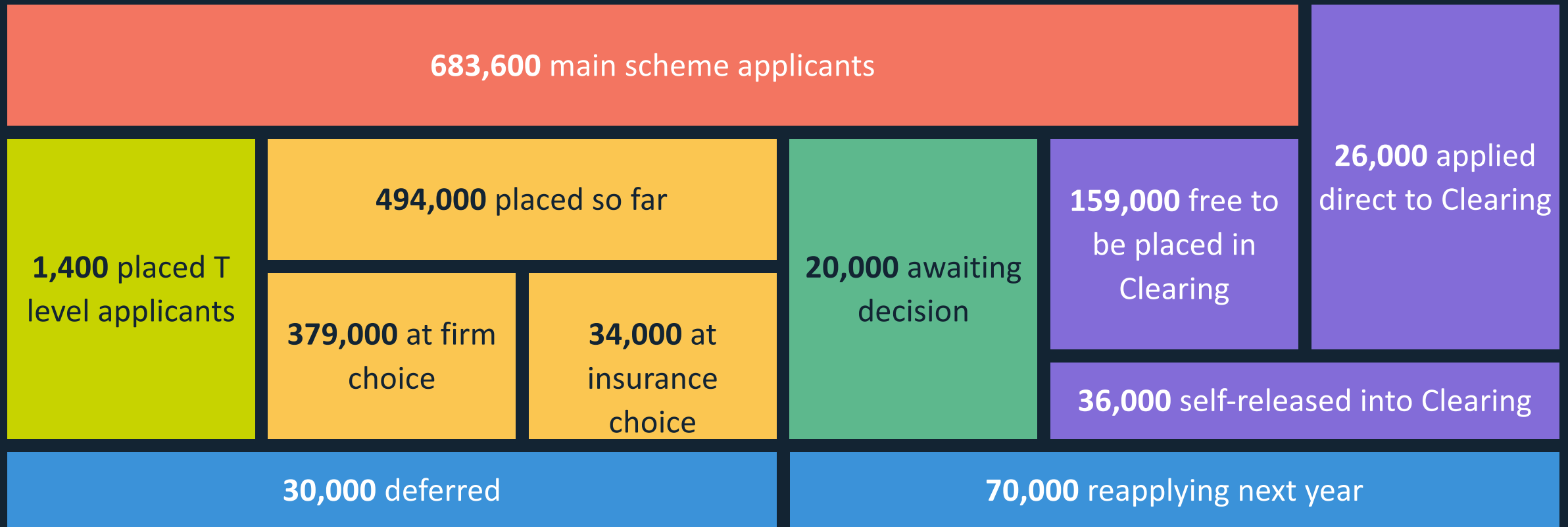
58%
Considering getting part-time work

"My aspiration was to have a social life at university as well as study. I don't think I'll be able to go out as much as I wanted to."
Focus group respondent, UK



Q24: Thinking ahead to your student experience, how far do you agree with the following statements? Because of the cost of living increase:
Source: Cost of living survey, 2023 prospective applicants

KEY FIGURES



55% of applicants got their first choice, with 5% getting their second choice

The Clearing Experience

91%

OF PEOPLE PLACED THROUGH CLEARING WERE CONFIDENT THEY'D MADE THE RIGHT DECISION FOR THEM

60%

OF STUDENTS PLACED THROUGH CLEARING CONSIDERED IT AS AN OPTION BEFORE AUGUST

86%

OF APPLICANTS WHO FOUND A PLACE IN CLEARING RATED THEIR EXPERIENCE AS EXCELLENT OR GOOD

10%

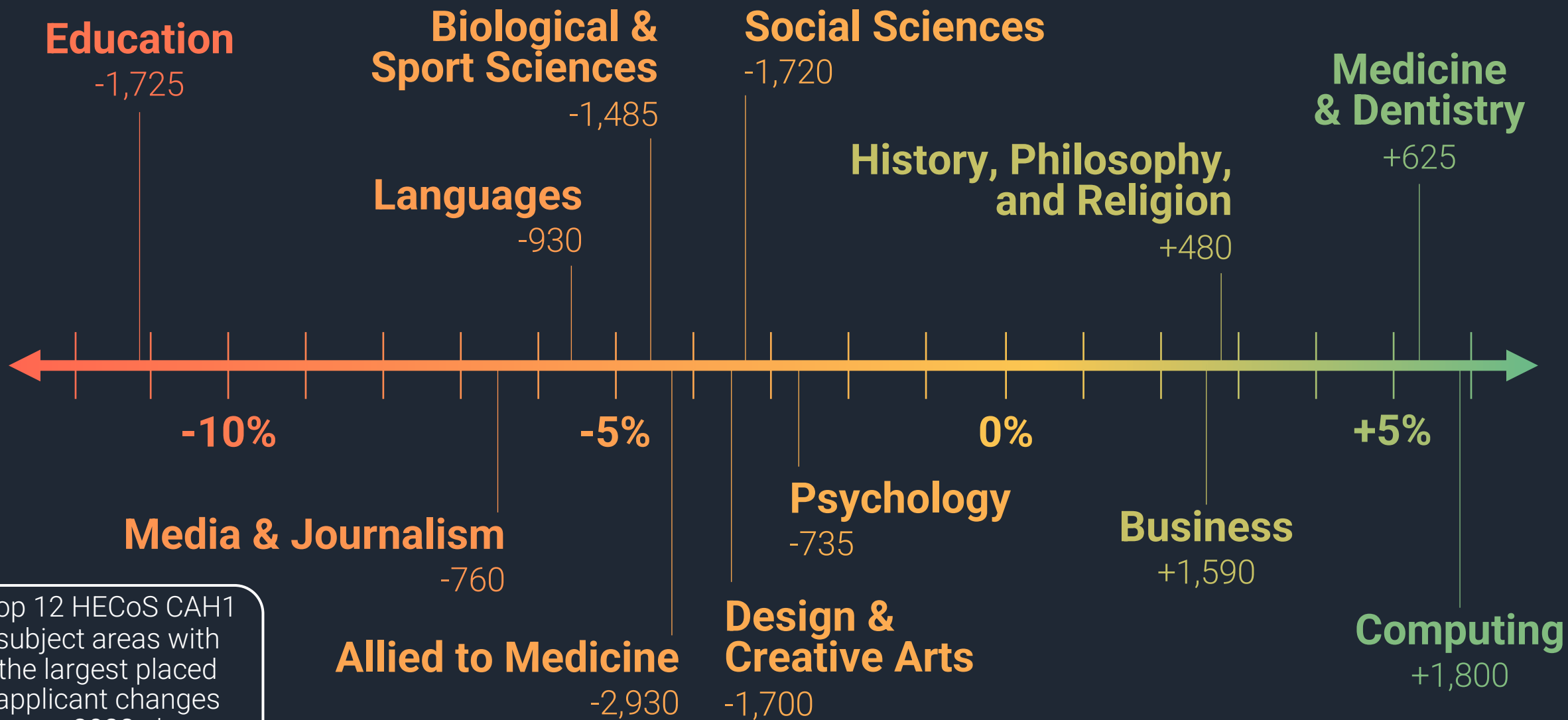
OF APPLICANTS HAVE FOUND A PLACE IN CLEARING THIS YEAR. 1.4% MORE THAN 2022 BUT 0.2% LESS THAN 2019

37,780

PEOPLE USED DECLINE MY PLACE THIS YEAR, A RECORD NUMBER. THIS IS 39.7% UP SINCE DECLINE MY PLACE WAS LAUNCHED IN 2019

Subject area trends

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Top 12 HECoS CAH1 subject areas with the largest placed applicant changes versus 2022 shown.

EU

-2.7%

VS 2022

-64.7%

VS 2019

NON-EU

-0.8%

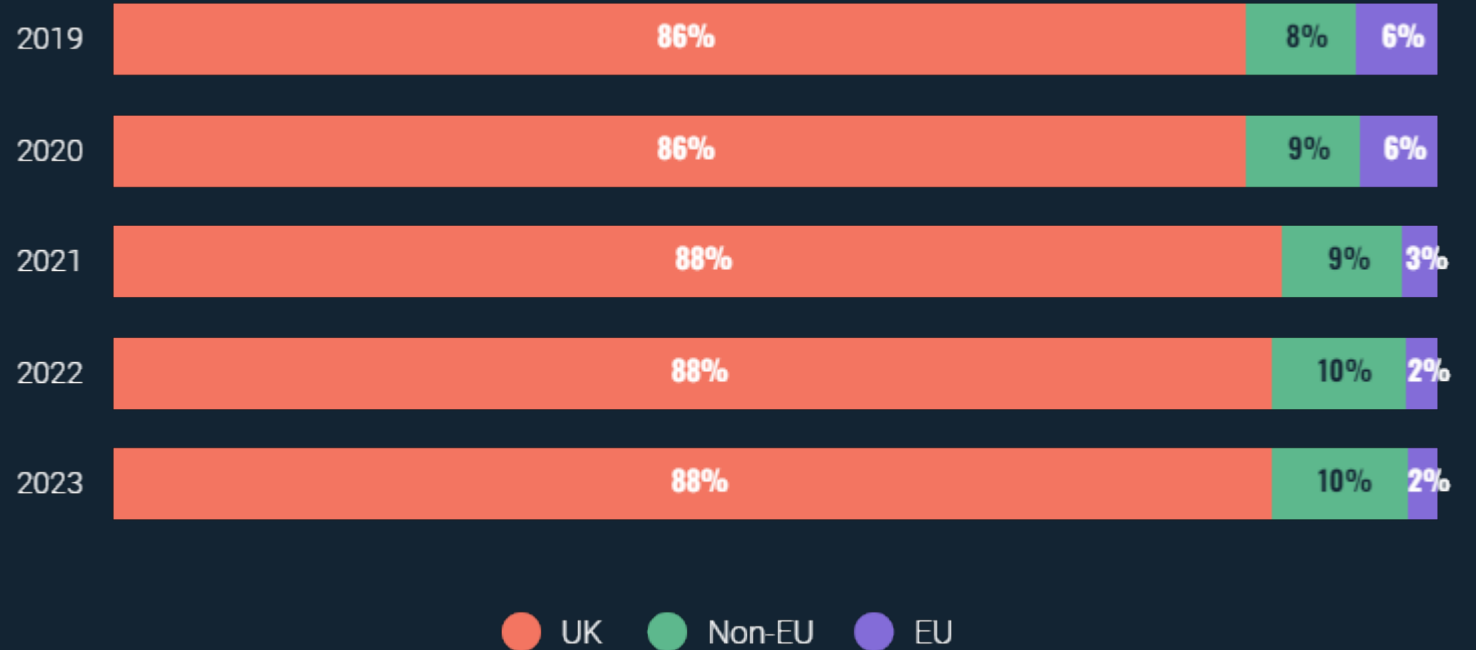
VS 2022

+24.0%

VS 2019

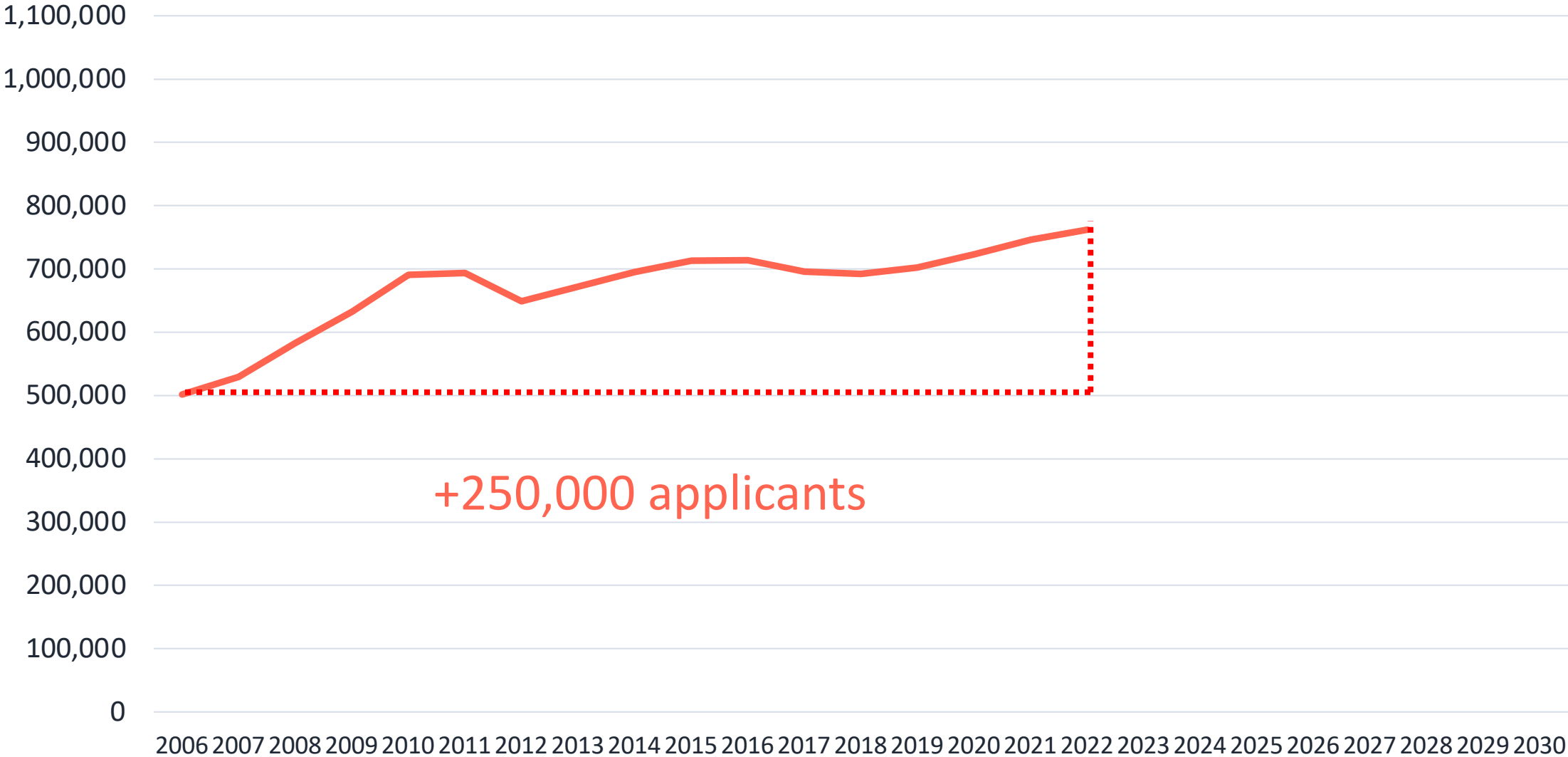
DID INTERNATIONAL STUDENTS TAKE THE PLACE OF UK STUDENTS?

Domicile as a proportion of acceptances



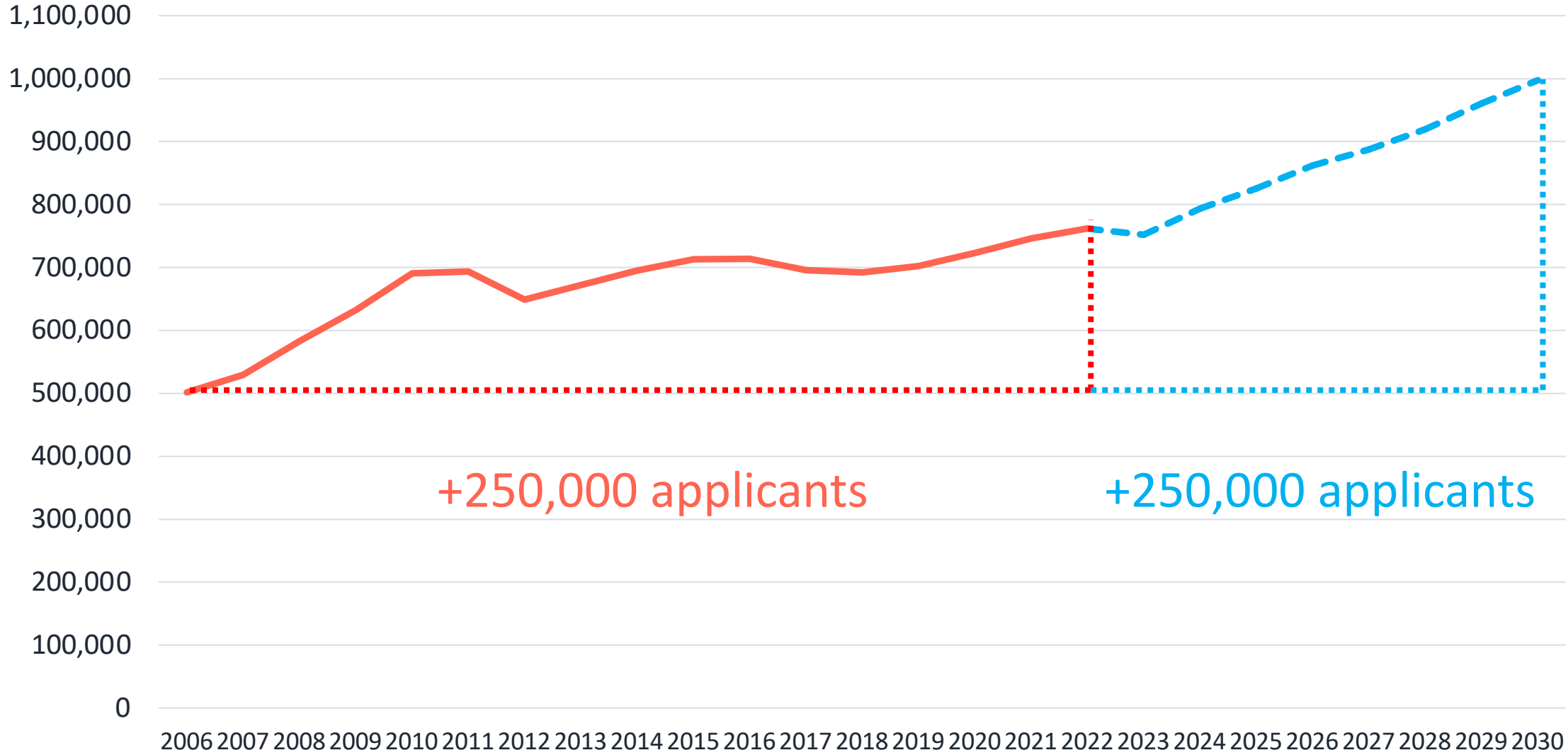
Looking forward

Journey to a Million

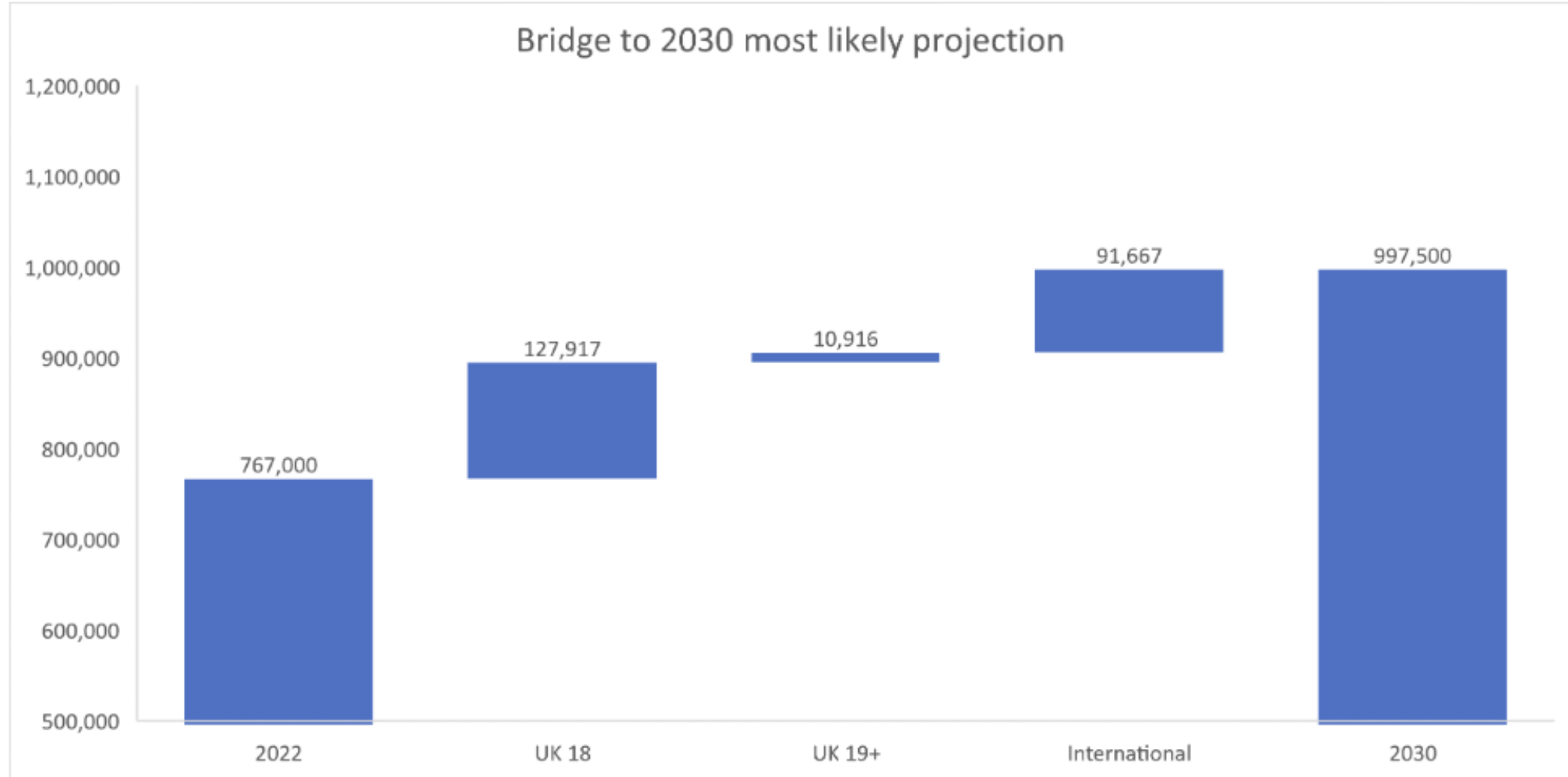


+250,000 applicants

Journey to a Million



What is driving this?



Different experiences across the UK



England: Total domiciled applicants could grow by 26.8% (up to 659,500).

18 year olds:
+41.3%



Scotland: Total domiciled applicants **could decline by -4.4%** (48,750)

18 year olds:
+17.1%



Wales: Total domiciled applicants could decline by -3.9% (24,500)

18 year olds:
+22.9%

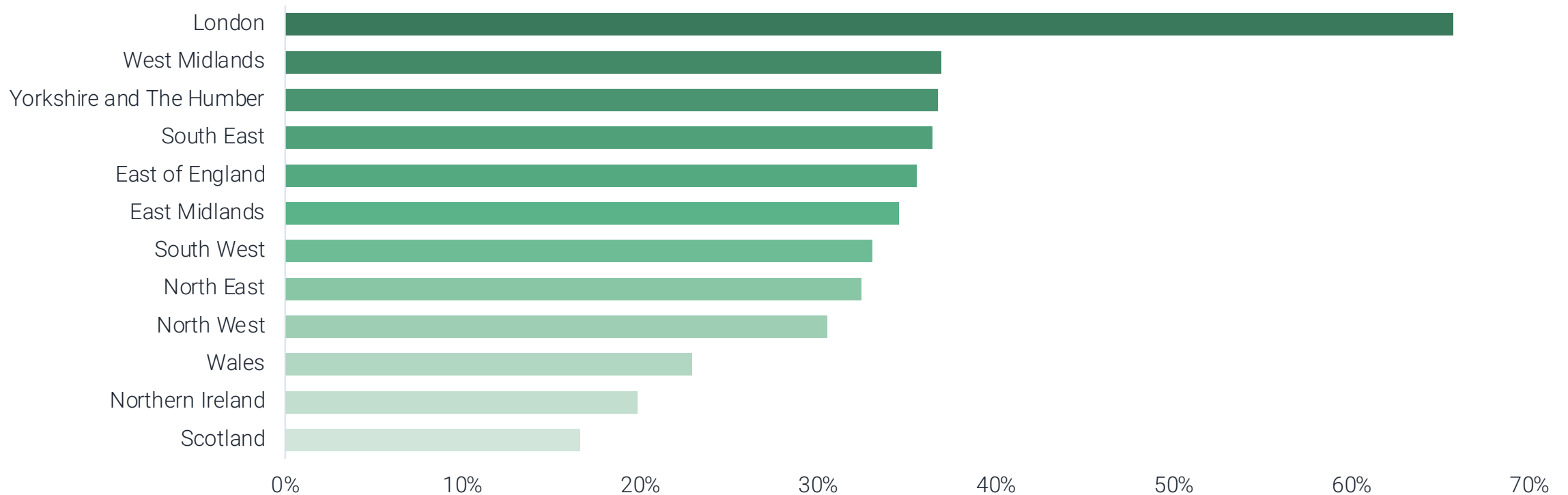


Northern Ireland: Total domiciled applicants could grow by 1.1% (up to 19,100)

18 year olds:
+20.7%

Regional gaps continue to grow

Projected percentage change between 2022 and 2030 (18 year olds)



Workforce
Planning
(inc. NHS)

Devolution

Levelling
up

Maths

Economy

Ofsted

Admissions
reform?

DL: Jan
2025 (or
sooner)

Quals and
curric.

Immigration

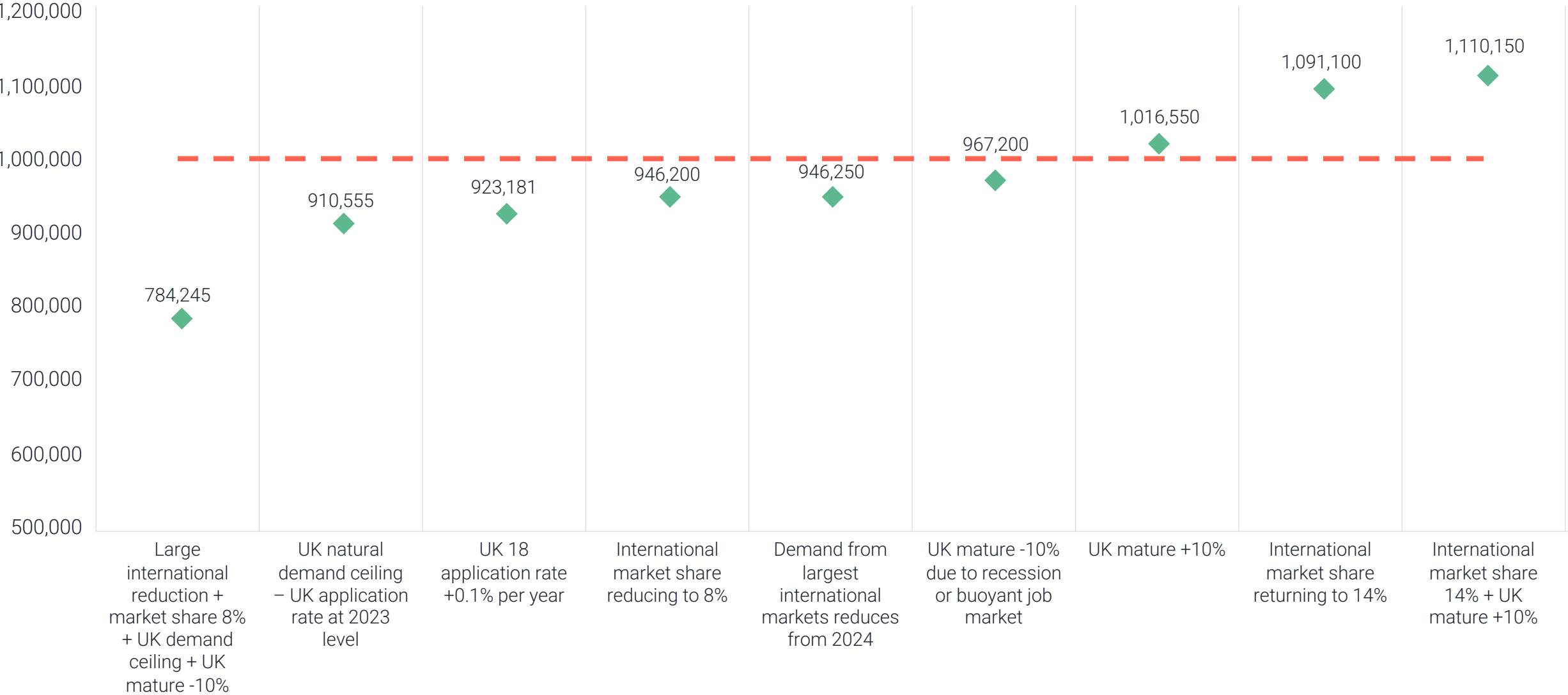
Teacher
recruitment

Fees and
funding

Skills

Possible disruptor analysis

◆ Scenarios - - - Current forecast





Near misses



Offers



Employment

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Clearing



Entry requirements

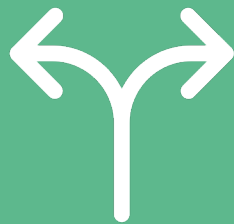
What does this mean for...



Widening Participation



CIAG



Choice



Experience

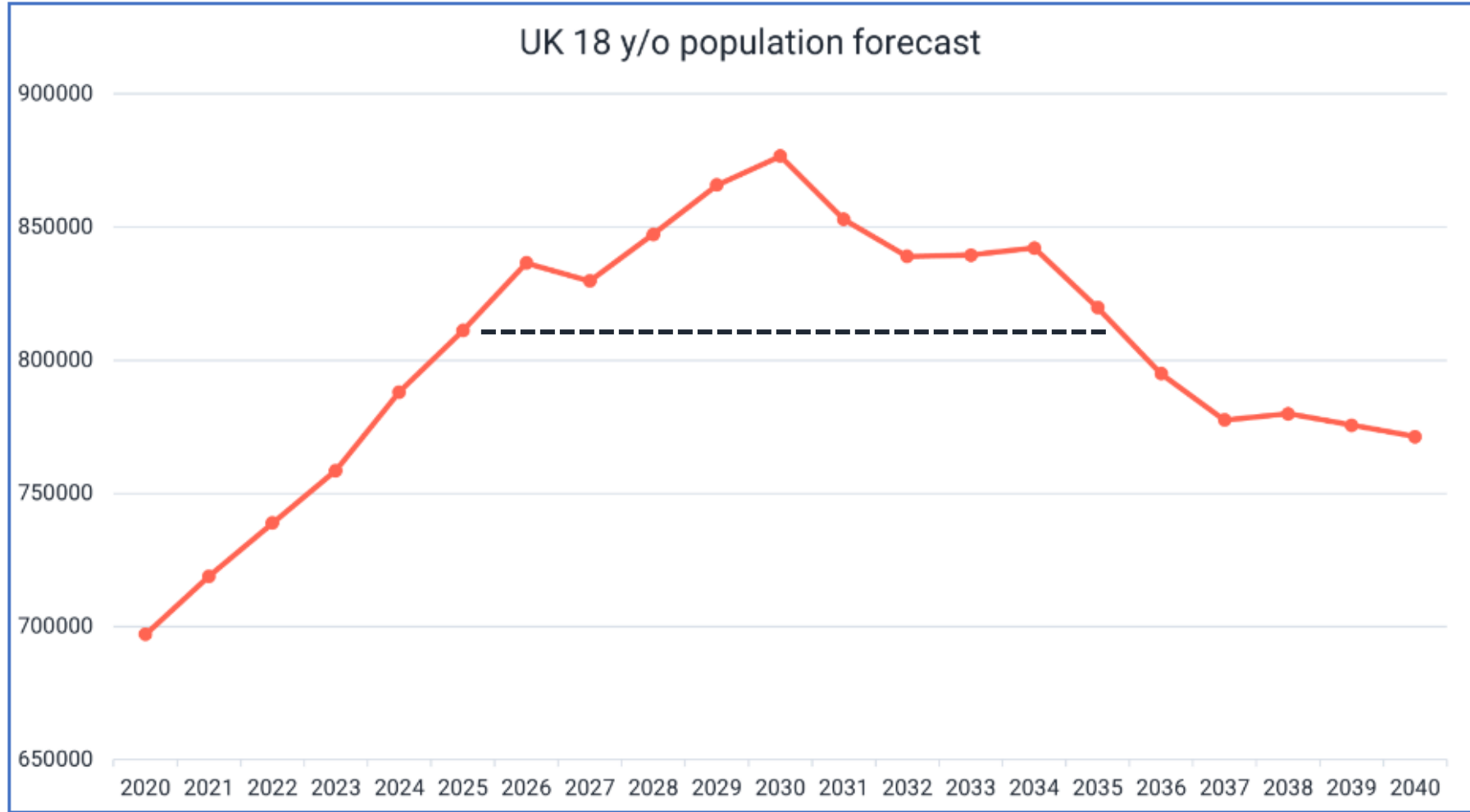


Cost



Living

Where do we go from 2030?





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JOURNEY TO A MILLION





5 BIG
CHALLENGES,
50 BIG
THINKERS

UCAS

UNITE
STUDENTS

 Knight
Frank





UCAS

“How to manage this surge in student numbers should be one of the big issues in HE policy now. Otherwise, future historians will look back on this moment and wonder why we failed to do anything to plan for or take advantage of the opportunities created by the growth which is so clearly coming.”

Rt Hon. Lord Willetts FRS, President of the Resolution Foundation and Former Minister for Universities and Science



UNITE
STUDENTS



The 2030 entry cohort is currently in Year 8, and making choices this year that will impact on their pathway.

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www.ucas.com/j2am

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