



# UCAS IMPACT REPORT 2019

UCAS

## WELCOME

Thank you for taking the time to read our annual UCAS Impact Report. This concise overview of the the last year is intended to give you a real sense of the value UCAS has delivered on behalf of our customers in 2019.

We have presented this aligned to our student journey, which is flexible depending on their individual needs and circumstances. Many of the circa 700,000 students who use UCAS will spend months – supported by their parents, guardians, advisers, and agents – exploring opportunities, talking to friends and peers, researching possibilities, and then making choices.

This is often the most significant decision they have made in their lives, so it is critical that they have appropriate, personalised information and advice, as well as opportunities to use a streamlined and intuitive application process.

The launch of the Hub, our partnership with Unibuddy and our discount platform in 2019 were significant milestones. More than 130,000 students signed up to the Hub in 2019 to receive personalised content. The launch of new online services for agents and advisers in early 2019 transformed their ability to support students.

In 2020 we will launch a UCAS app to further streamline the admissions process, whilst ensuring information and advice is independent, personalised, and relevant to our student customers at all times.

Clearing remains a critical element of the overall admissions process and is now Plan A for many students – 19,640 in 2019 – and is there for everyone to consider choices they have made. More than 73,000 students made their final choice through clearing in 2019. UCAS will launch its most targeted tool ever for universities, colleges, and students for clearing in 2020.

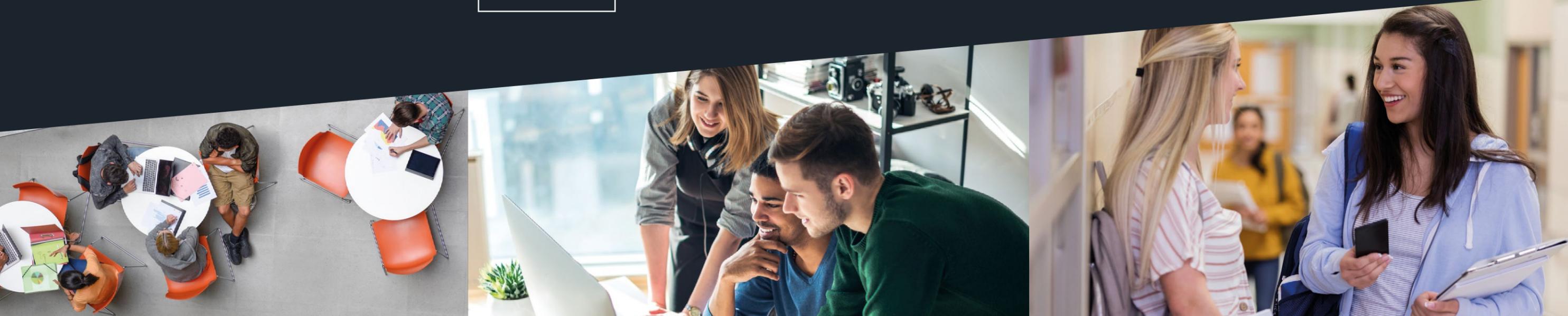
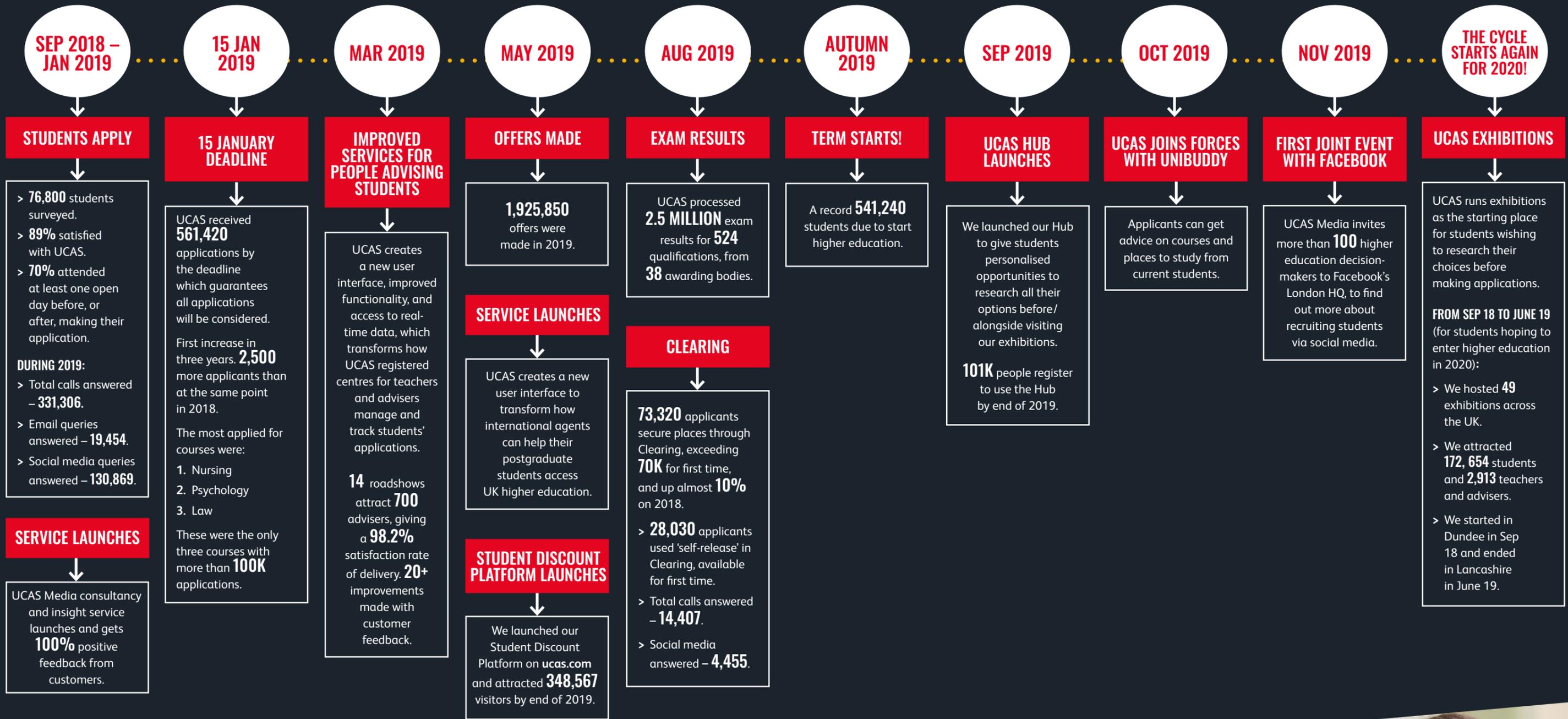
UCAS' role in providing a UK-wide admissions service, on behalf of all its customers, is not to be taken for granted. We will continue to innovate and reform during 2020. We have a critical role in proactively helping shape current HE admissions reviews. We want to make sure that students from more than 200 countries have fair and transparent choice and can make aspirational choices, regardless of their background or circumstance. This report captures the headlines of our contribution to these objectives during 2019.

Clare Marchant,  
Chief Executive,  
UCAS



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# THE YEAR IN HIGHER EDUCATION ADMISSIONS



## FINANCIAL HEADLINES

In the 2018/19 financial year, UCAS' income rose by 6.4% to £50.8m, with an increase in revenue from the charity and UCAS Media's activities. Revenue generated by our commercial subsidiary increased by 7.2%. The year-on-year growth was a result of an increase in capitation and application income, coupled with organic growth in commercial activities.

Our cash balance increased from £8.6m in 2018, to £15.2m in 2019, largely driven by the surplus generated throughout the year. This increased financial resilience will allow much needed reinvestment in services to our customers.

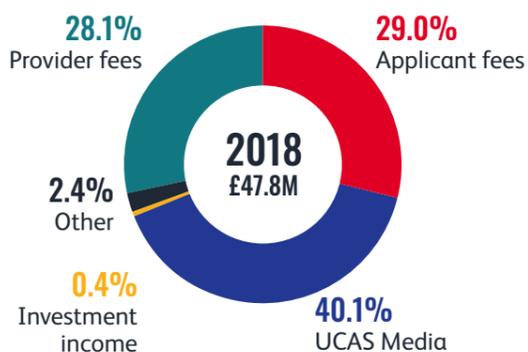
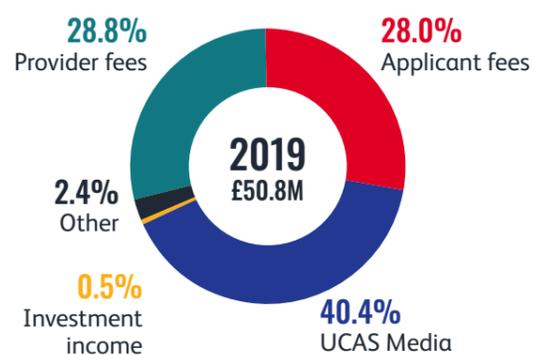


## THIS IS UCAS

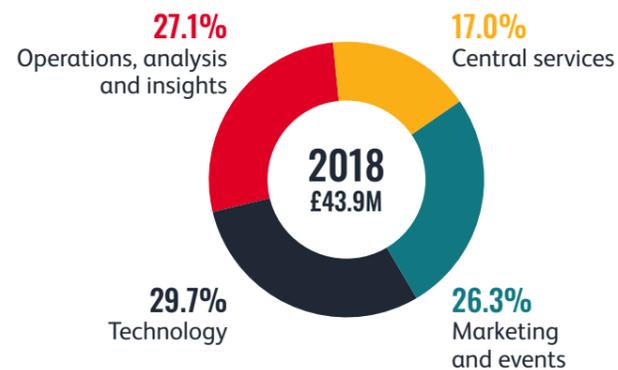
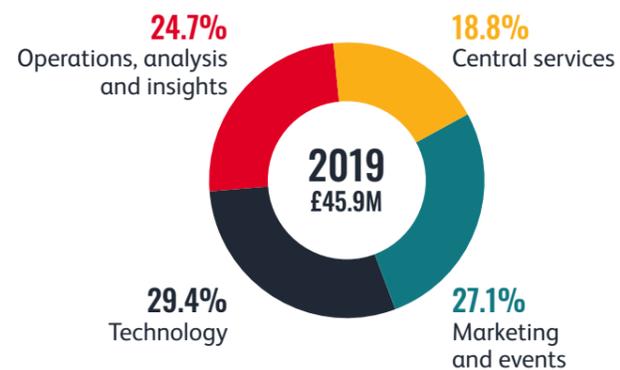
UCAS is an independent charity which provides the UK's national undergraduate admissions service, personalised information, advice, and services for those interested in apprenticeships, postgraduate study, and teacher training.

With our understanding of student needs we enable more than half a million people from all backgrounds, and all over the world, to pursue their educational goals. Our associated data, gained from our close work with students, helps us, the sector, and wider world gain insights into higher education trends. We are at the heart of connecting people to higher education.

### Total income in 2019 vs. 2018



### Expenditure in 2019 vs. 2018



### THIS IS UCAS MEDIA

UCAS Media is the commercial subsidiary that is wholly owned by UCAS. UCAS Media generates commercial revenue in support of UCAS' charitable objectives and ambitions by connecting clients to engaged audiences and offering strategic consultancy and insights services. UCAS Media collaborates closely with its clients who consist of education and local and global commercial brands.

### UCAS MEDIA HIGHLIGHTS IN 2019

- > Over **7%** commercial revenue growth
- > Launched our partnership with the peer-to-peer platform Unibuddy, giving applicants the opportunity to directly chat with students on [ucas.com](https://ucas.com). Over 25 universities made their ambassadors available on [ucas.com](https://ucas.com) in the first period.

- > We launched our Student Discount Platform on [ucas.com](https://ucas.com) and attracted **348,567** visitors by end of 2019
- > Our online Career Finder service attracts **200** employers who sign up to support their recruitment of apprentices, interns, and graduates.
- > We supported **100S OF THOUSANDS** of applicants and students with a range of higher education and lifestyle decisions via digital campaigns, delivered through paid media, email, and online.
- > Our consultancy and insights service (launched at the end of 2018) had **100% POSITIVE** feedback from customers.
- > Our partnership with Facebook resulted in the first Facebook Education summit at their London HQ with over 100 of our customers attending.

To find out more about UCAS Media, visit [www.ucasmedia.com](https://www.ucasmedia.com).