

K12: unconditional offers

Keele University's perspective on unconditional offers:

Keele University is committed to responsible recruitment, and considers each student application as a whole. When making unconditional offers, we not only review their predicted grades but also their previous attainment, personal statement, reference, and where applicable, interview performance. An applicant's motivation, transferrable skills, and experience are also equally important. The number of unconditional offers awarded accounts for a small proportion of all offers made by Keele University, and we emphasise to our applicants the importance of attaining their predicted grades to succeed on their chosen course.

Definitions of offer types:

Unconditional offer

This is an offer made by a provider where they are satisfied that an individual has demonstrated sufficient attainment and potential to succeed on their chosen programme. Based on the offer status at the 30 June application deadline.

Conditional unconditional offer

An offer made by a provider which was originally conditional, but becomes unconditional if the applicant selects that offer as their firm (first) choice. By definition, conditional unconditional offers that are selected as a firm choice by the applicant become unconditional and are also included in the unconditional offers group (see above).

Offer with an unconditional component

All offers showing as having an element of unconditional offer-making, that is, unconditional offers plus conditional unconditional offers that have not been selected as firm (and hence remain conditional unconditional).

All offers

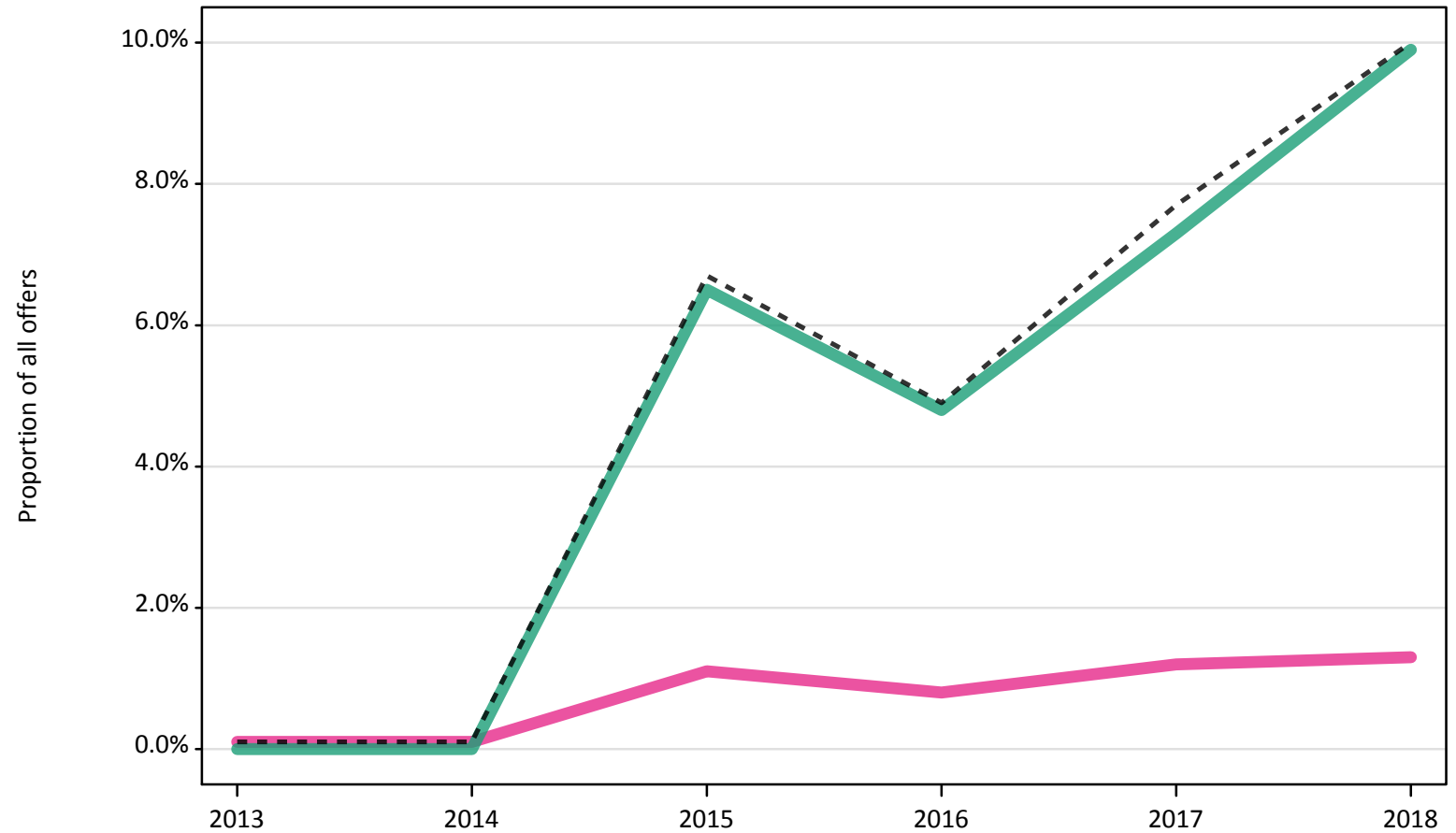
All offers made by the provider, subject to the coverage of this report. This includes conditional as well as unconditional offers to 18-year-old main scheme applicants domiciled in England, Northern Ireland, and Wales.

Technical note:

The coverage of this report is limited to offers made by 30 June, to 18-year-old main scheme applicants domiciled in England, Northern Ireland, and Wales. This is because these applicants are least likely to apply already having achieved a full set of qualifications typically required for undergraduate higher education.

A.1 Proportion of all offers that are unconditional, by cycle year

- Unconditional offers
- Conditional unconditional offers
- Offers with unconditional component



A.2 Unconditional offers by cycle year

	2013	2014	2015	2016	2017	2018
Unconditional offers	5	5	80	55	80	95
Conditional unconditional offers	0	0	455	330	480	750
Offers with unconditional component	5	5	470	335	510	760
All offers (conditional and unconditional)	6,970	7,485	7,000	6,845	6,630	7,575

A.3 Proportion of all offers that are unconditional, by cycle year

	2013	2014	2015	2016	2017	2018
Unconditional offers	0.1%	0.1%	1.1%	0.8%	1.2%	1.3%
Conditional unconditional offers	0.0%	0.0%	6.5%	4.8%	7.3%	9.9%
Offers with unconditional component	0.1%	0.1%	6.7%	4.9%	7.7%	10.0%

Note: Percentage values are not printed in the above table if the total rounded number of offers for that year is below 100.