

G50: unconditional offers

University of Gloucestershire's perspective on unconditional offers:

The University of Gloucestershire uses unconditional offers as part of a considered approach to recruiting students who will thrive and succeed in our university. Our approach is continuously reviewed to reflect the changing HE market. It reflects our commitment to widening participation, welcoming students from all backgrounds who have the potential to succeed.

We are proud of the quality of higher education we offer. Our student satisfaction rate is well above the sector average at 86%, our student retention rate is above our benchmark, we achieve a high value-added score, and 95% of our graduates go into jobs or further study. We believe these outcomes demonstrate that we successfully recruit students who gain a great deal from the university experience we provide. This is a responsibility we take very seriously.

For a number of years, we have assessed a student's suitability for a place based on a variety of factors. Many of our courses require students to attend interviews or auditions or submit portfolios of work, providing evidence of their achievements, talent, and commitment. Other factors include GCSE attainment, the evidence in personal statements, and predicted grades. We are looking for evidence of a student's individual capability, commitment, and potential for future success, not just grade attainment at one point in their academic journey.

Applicants are positive about unconditional offers, with 72% in UCAS' 2018 applicant survey expressing positive views. Feedback from students who have enrolled with us after receiving an unconditional offer showed that it can reduce exam stress without discouraging them from working hard to achieve their potential. Applicants are a very diverse group who vary widely in what motivates and drives them. Our experience suggests that unconditional offers can convey a positive signal of endorsement, which can boost confidence, self-esteem, and the determination to succeed.

We fully recognise the concerns that unconditional offers may reduce the motivation of some applicants to do well in school/college leaving exams. To address that, we have introduced academic scholarships to encourage students holding unconditional offers to continue to work hard for their exams. These scholarships reward students who achieve a defined attainment level with funding – which we have increased this year to £1,200 – which they can put towards activities that enhance their academic experience.

Unconditional offers can benefit students by helping to reduce exam stress, allowing them to concentrate on their studies knowing their university place is secured, but rewarding them for attainment with an academic scholarship.

As a university, we are deeply committed to the welfare of our students. Recent surveys show that we support our students well during their studies with comprehensive support services, and that relationships between students and teaching staff are good. We carefully monitor the impact of our offer-making strategy, noting for example that retention rates for students who have received unconditional offers are higher than the average retention rates for all students. We have supported UCAS in the production of good practice resources in relation to unconditional offer-making.

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

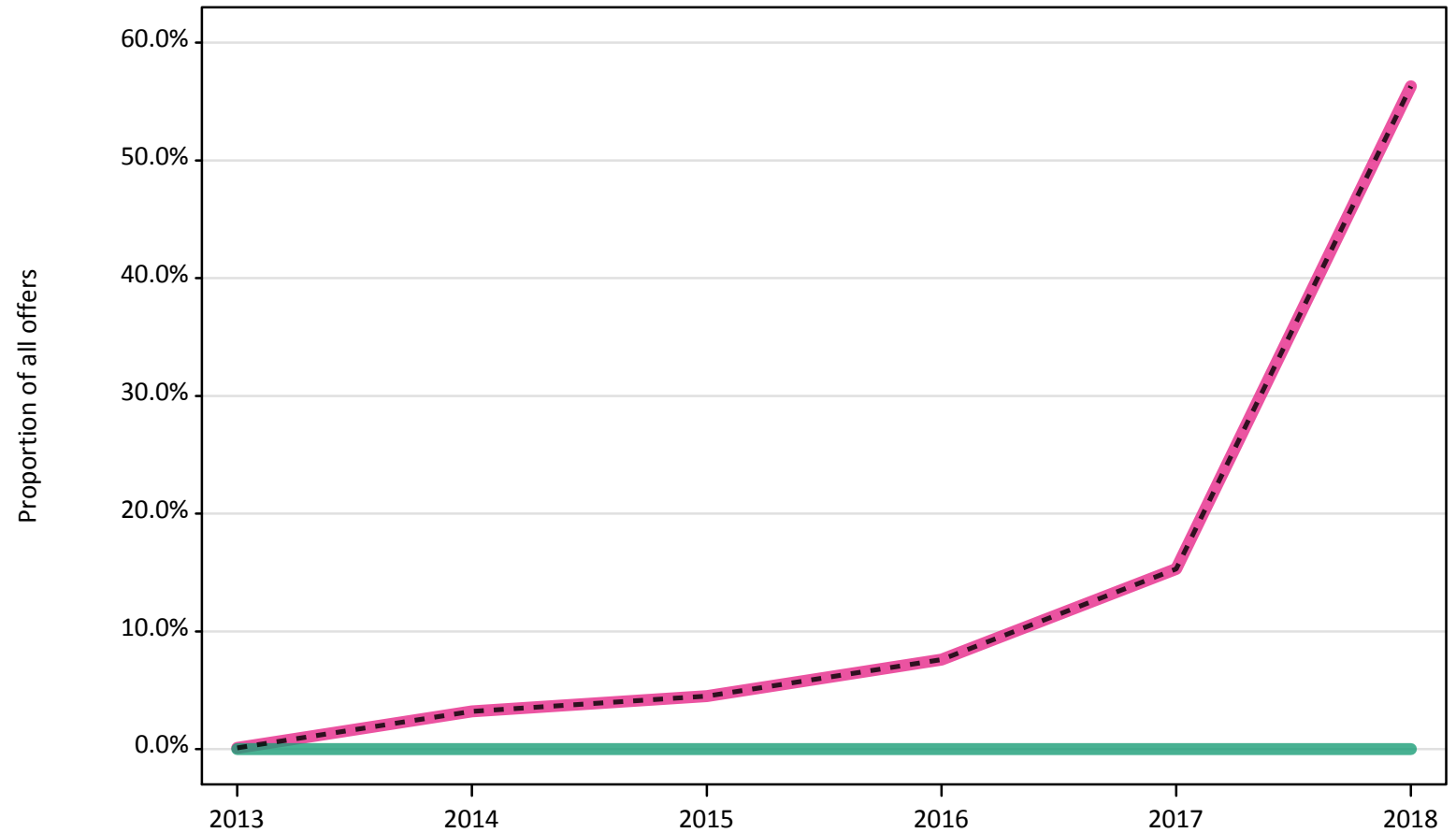
All offers made by the provider, subject to the coverage of this report. This includes conditional as well as unconditional offers to 18-year-old main scheme applicants domiciled in England, Northern Ireland, and Wales.

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	135	215	385	695	2,250
Conditional unconditional offers	0	0	0	0	0	0
Offers with unconditional component	5	135	215	385	695	2,250
All offers (conditional and unconditional)	4,295	4,235	4,725	5,060	4,540	4,005

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

	2013	2014	2015	2016	2017	2018
Unconditional offers	0.1%	3.2%	4.5%	7.6%	15.3%	56.3%
Conditional unconditional offers	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Offers with unconditional component	0.1%	3.2%	4.5%	7.6%	15.3%	56.3%

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