

Example report

Key insights



Project aims

1

Regain: recovering your lost share in your current recruitment areas by identifying opportunities to regain lost ground back to historic highs.

2

Growth: building your brand in flourishing areas, which haven't necessarily been a focus of recruitment by uncovering potential for wider recruitment.

3

Untapped: extending to new areas from which you don't currently recruit and exploring applicants.

Report Agenda

- 1 A recap of your **current position**, and the reasons behind our analysis
- 2 Exploration of the **untapped potential** in your local recruitment area
- 3 A summary of the **alternative recruitment areas**, with potential for success
- 4 An outline of the **previously untouched** similar applicant geographies

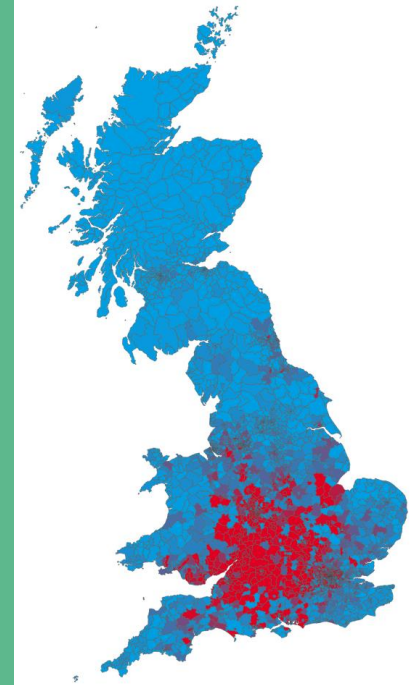
Key postcode areas for focus

The areas of the country containing the highest potential are:

- Cheltenham
- Gloucester
- Nailsworth, Painswick
- Dymock, Newent
- Tewkesbury, Bredon
- Newport
- Minehead
- High Holborn
- Aldridge, Brownhills

Heat map showing each postcode in the UK with an 'Area Score'.

This is derived from a combination of suitable applicant numbers and achievable market share.

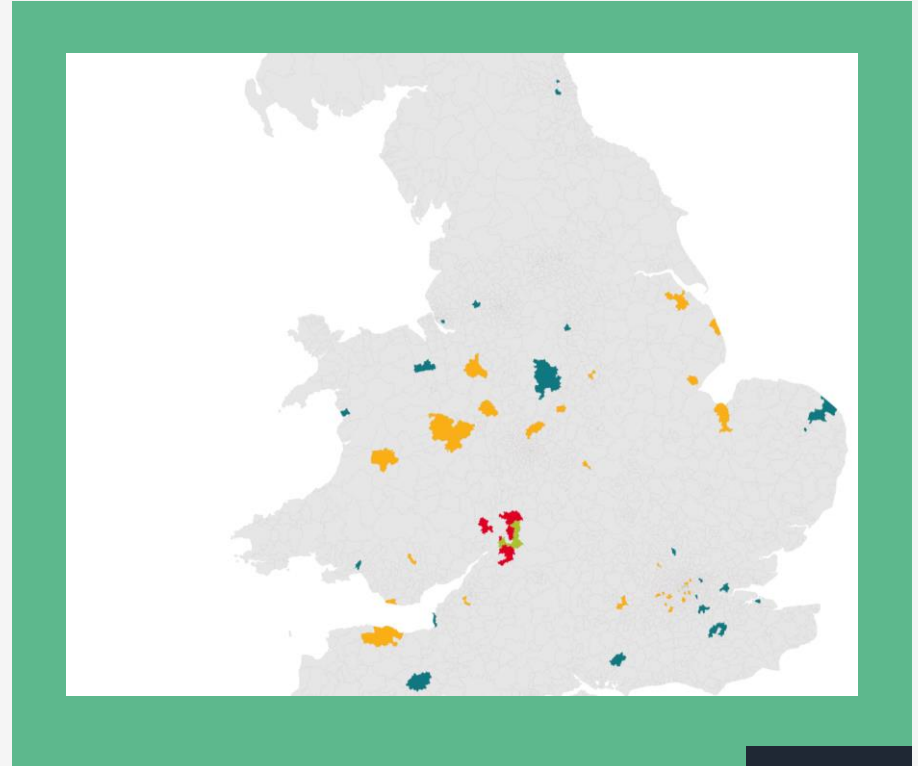


Focus on Regain Areas

List of the featured regain postcodes here

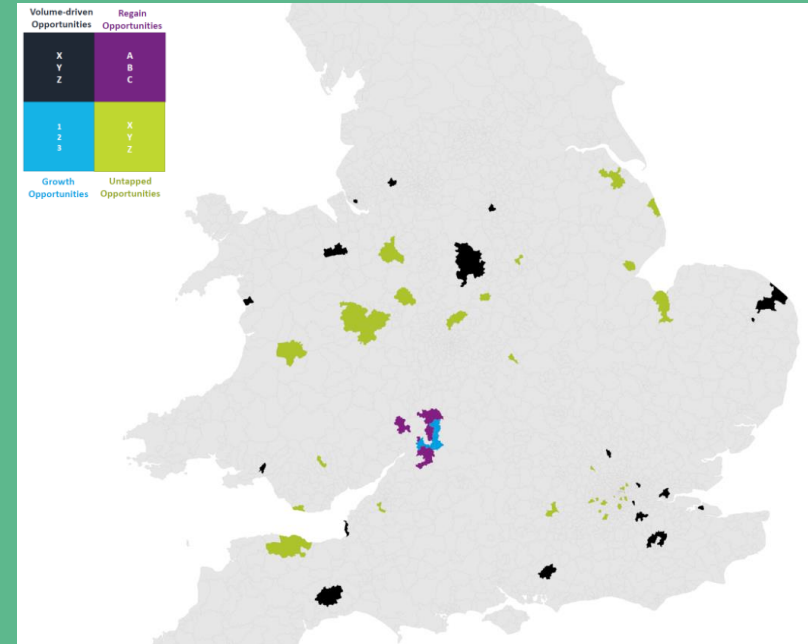
Win Rate (%)

Distance (mins)



Area opportunities

A map summarising location of the various focus areas, colour coded by the four categories.



Short Term Actions

A reminder of what is already planned for the rest of this cycle:

1

2

Advice from your UCAS account manager and customer success manager on any current activity or activity planned for the current cycle which may impact the strategic aims that emerge from this analysis.

Special focus on the areas categorised as **Volume** driven areas.

3

Mid Term Strategies

A look ahead to how we might approach the new areas:

1

2

Advice, comments, and recommendations arising from the findings around the areas classed within the **growth** and **Regain** categories.

3

Long Term Strategies

A look ahead to how we might approach the new areas:

1

2

Advice, comments, and recommendations arising from the findings around the areas classed within the **Untapped** categories.

3