

BEST PRACTICE GUIDANCE FOR ACCOMMODATION ALLOCATION

As a customer of the UCAS Undergraduate scheme, you are bound by the Admissions Guide and the business rules contained in the UCAS Application and Recruitment Policy (section 1), which is essential to ensure the integrity of the admissions service provided by UCAS for the benefit of its customers. Further details can be found [here](#).

Specifically, the business rules include the following:

Business Rule 9: Customers must not ask applicants to reply to offers before the normal reply date, regardless of when the offer was made, unless the course starts before 1 September. Requesting early replies in return for benefits (e.g., priority access to accommodation) is not permitted.

This Business Rule 9 requires that you must not place undue pressure on applicants to reply to offers before 4 June 2025, to ensure that applicants have time to make informed decisions. Examples of placing undue pressure on applicants include:

- Allowing priority booking for accommodation or other services, whereby an applicant who responds before 4 June 2025 receives a real or perceived advantage over other applicants.
- Operating a 'first-come-first-served' accommodation allocation which commences before 4 June 2025.
- Incentives, financial or otherwise, to reply to an offer before 4 June 2025.

For the 2025 admissions cycle, applicants who complete an 'on-time' application before the Equal Consideration Date of 29 January 2025 can add up to five choices at up to five different providers. These applications can be considered by providers until 14 May 2025, and applicants can consider their offers until 4 June 2025 before their reply deadline.

It is therefore acceptable to open your accommodation process before 4 June 2025, so long as the deadline for applying and receiving their accommodation allocation falls after this date.

If you have any questions about the UCAS Business Rules, please speak to your admissions department or email businessrules@ucas.ac.uk.