

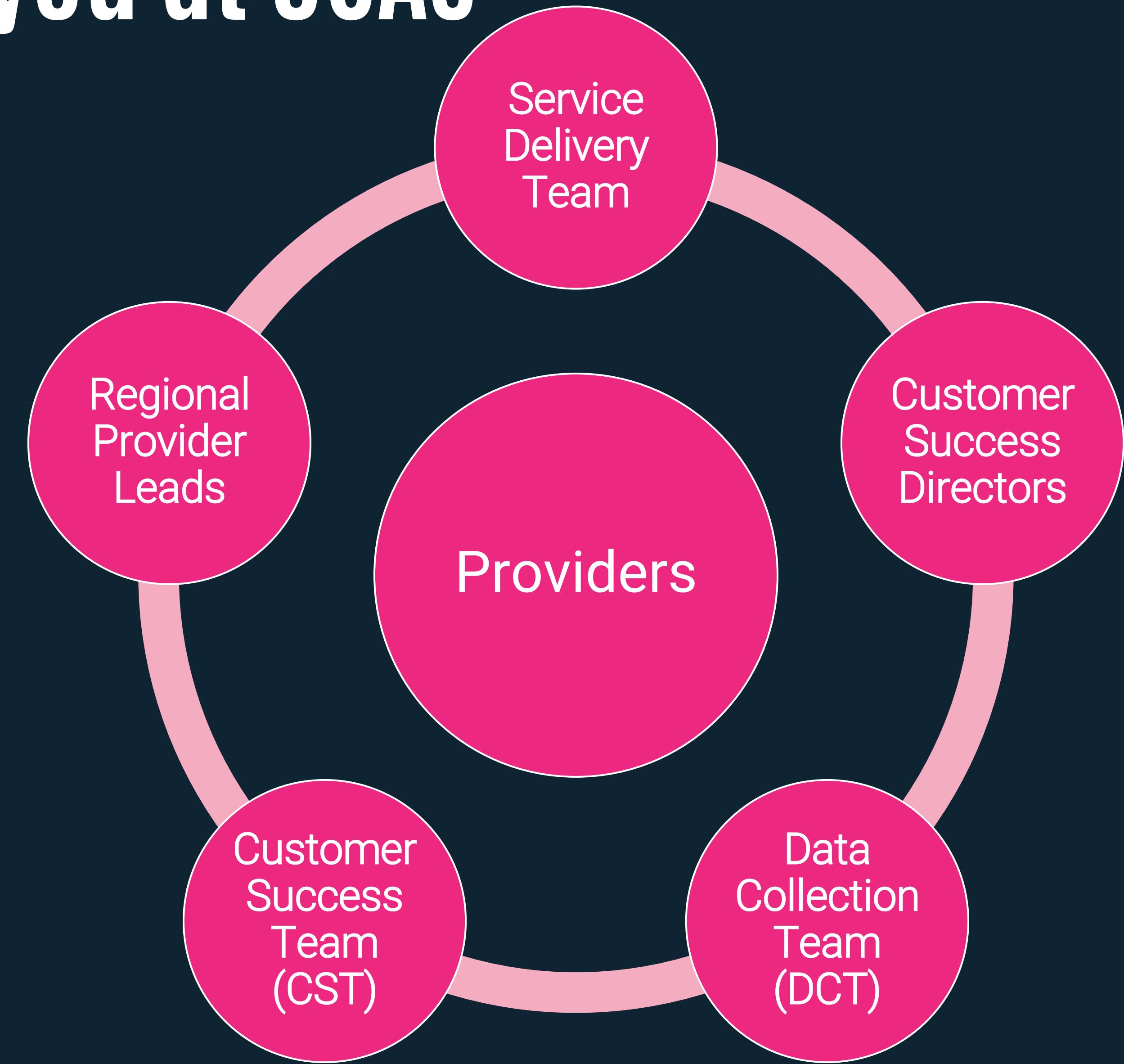


SHAPING THE FUTURE TOGETHER: FEEDBACK IN ACTION

Andy Cotterill, Regional Provider Lead, UCAS

Carolyn Mindos, Regional Provider Lead, UCAS

Supporting you at UCAS



What is a regional provider lead?

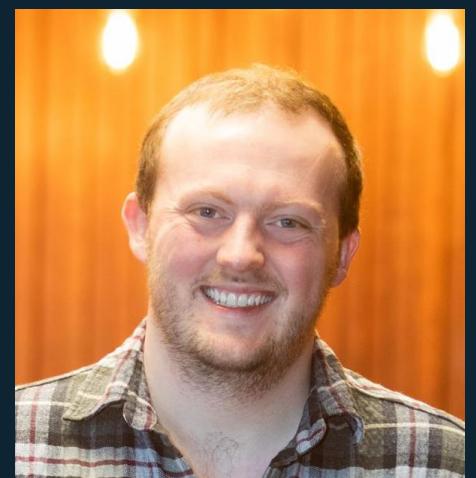
- Team based across the country to support you
- Range of experiences across UCAS and HE
- Regional split to support and develop expertise
- Dedicated point of contact
- Focus on your experience of admissions process
- Working with your existing contacts at UCAS



RPLs - who we are



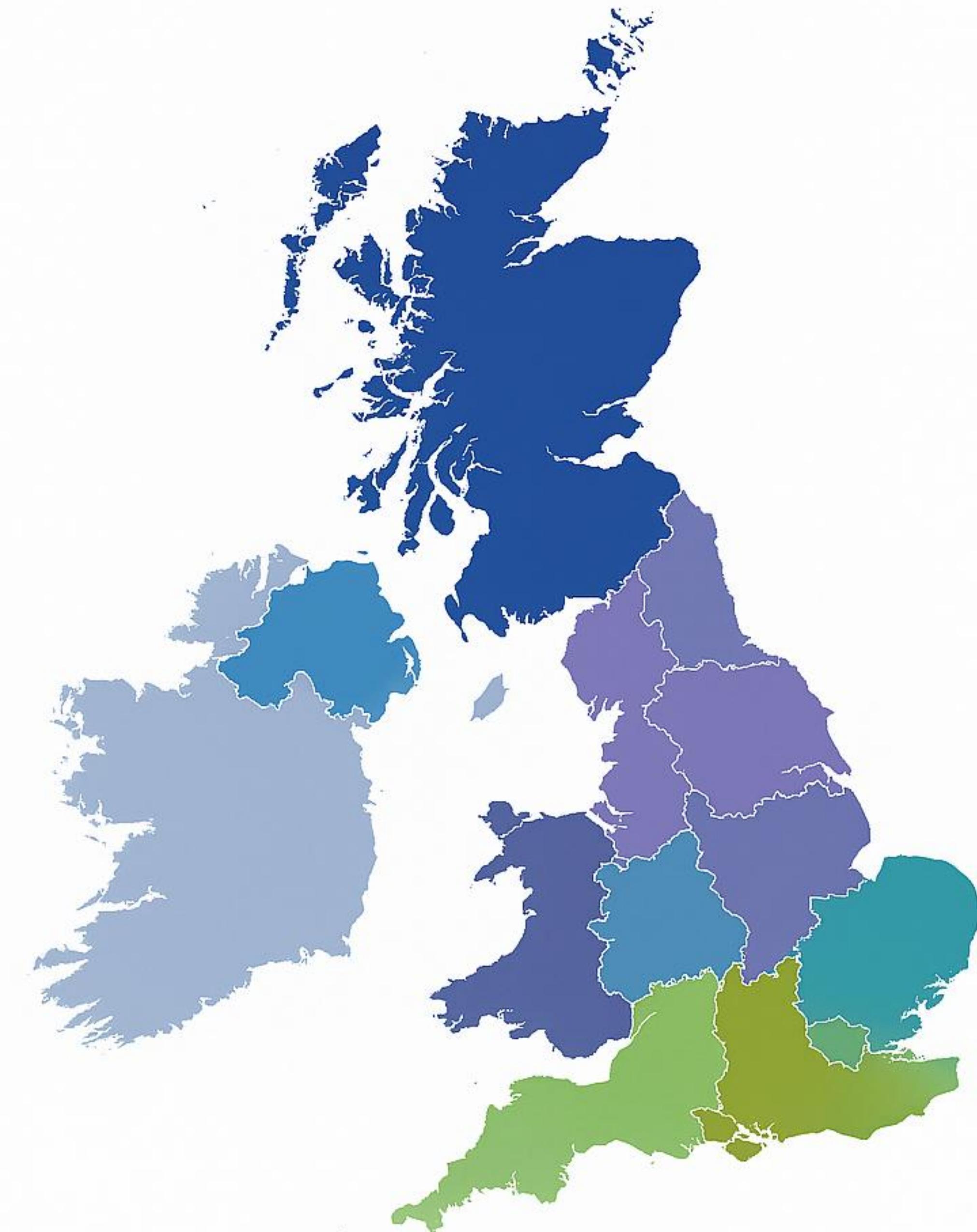
Alison Charles



Andy Cotterill



Carolyn Mindos



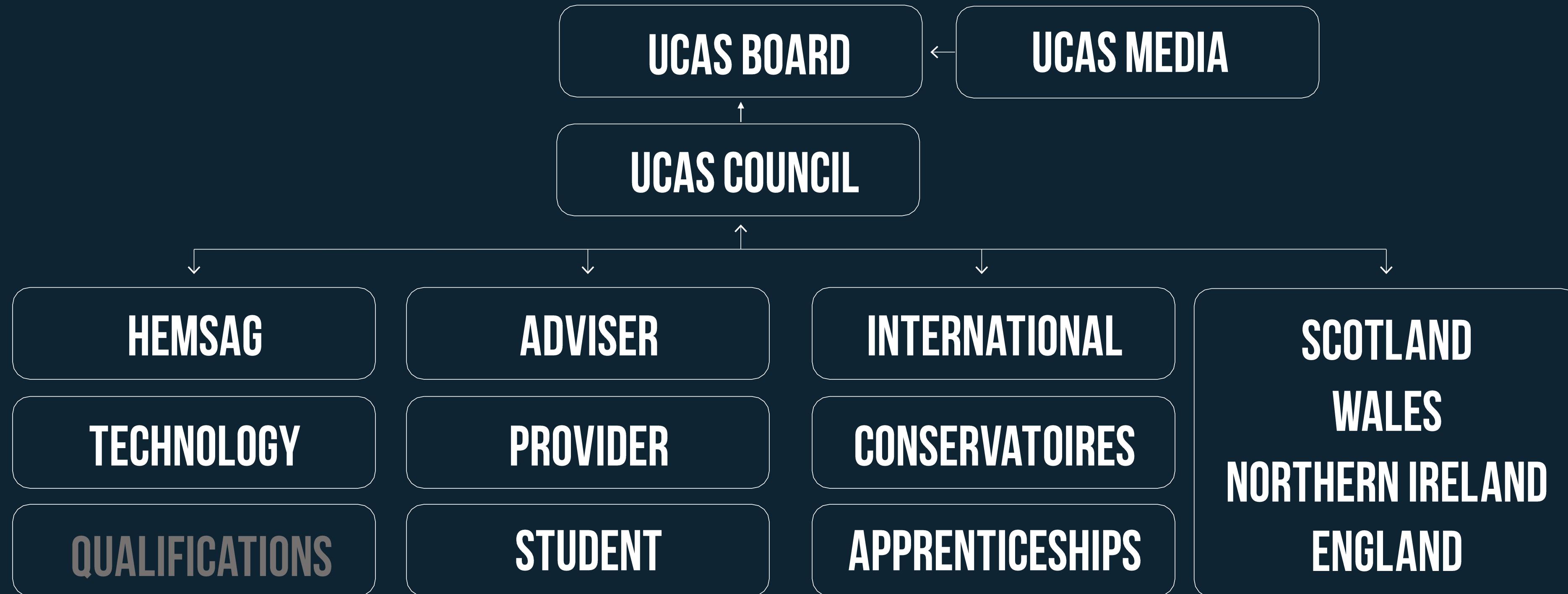
How engagement and feedback works

Engagement Activities

- Groups
- Webinars
- Forums
- Conferences
- Visits



How engagement and feedback works



2026 ANNUAL
PROVIDER UPDATE

Provider EoC survey



End of Cycle Survey

Praise for UCAS staff, customer support and practical wins, but frustrations with systems and change-management.

in institution respond improvement
prompt provider application
applicant communication
update clearing
feel user need 2025
change early
interface received
deadline team
result smooth
customer year friendly
query provided
issue ecd
process cycle cst
advice great clear excellent
extremely time information
require system
consultation quick contact
response

Customer Experience Metrics

31
NPS

92%
CSAT

90%
CES

In your words...

Having worked in UG admissions for 33 years, I have watched UCAS evolve and develop from what was UCCA to the powerhouse that it is now, supporting students, supporting HEI providers and I find it very encouraging that UCAS continues to put students at its heart and is always looking to develop processes that help and enable students to move into the next stage of their education.

Issues with data upload, issues with MCDS, issues with logging into the website, issues with clearing. In saying this UCAS have been significantly trying to help fix these issues.

I feel that UCAS have responded well to sector feedback this year and hope this marks a continuation of this over the next cycle

Overall our experience has been really positive - UCAS are supportive, helpful and quick to respond. However, the user interface is clunky, information is in multiple places and, as a small and specialist, we would value more automated processes and support.

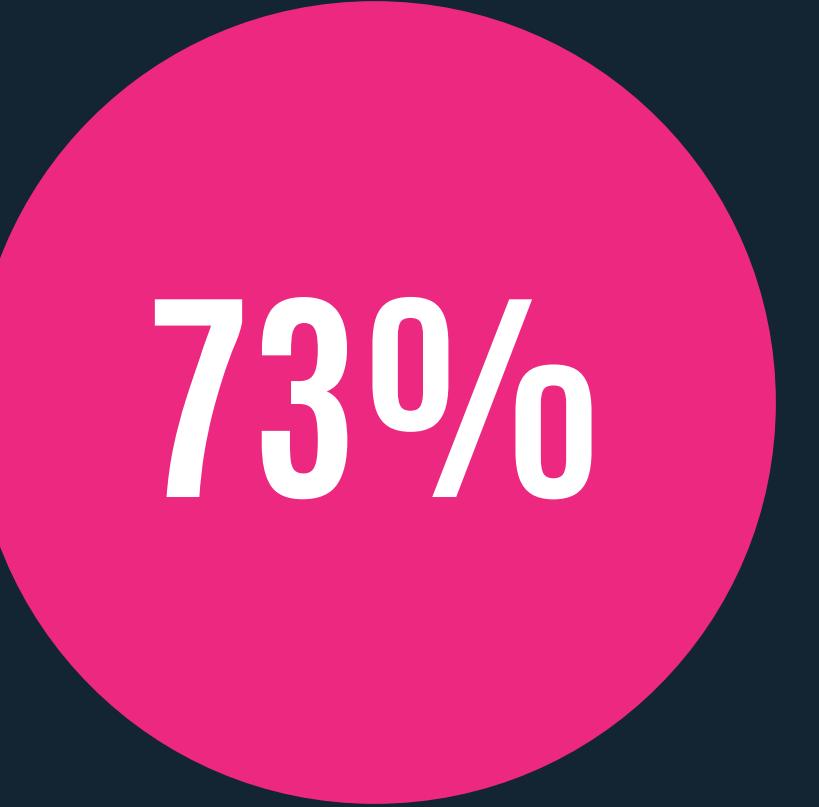
I feel UCAS has become less consultative with providers. Changes to the Business Rules seemed to come out of nowhere, and while discussed in a session at conference, not everyone will have attended that. The ECD also changed without consultation.

Data



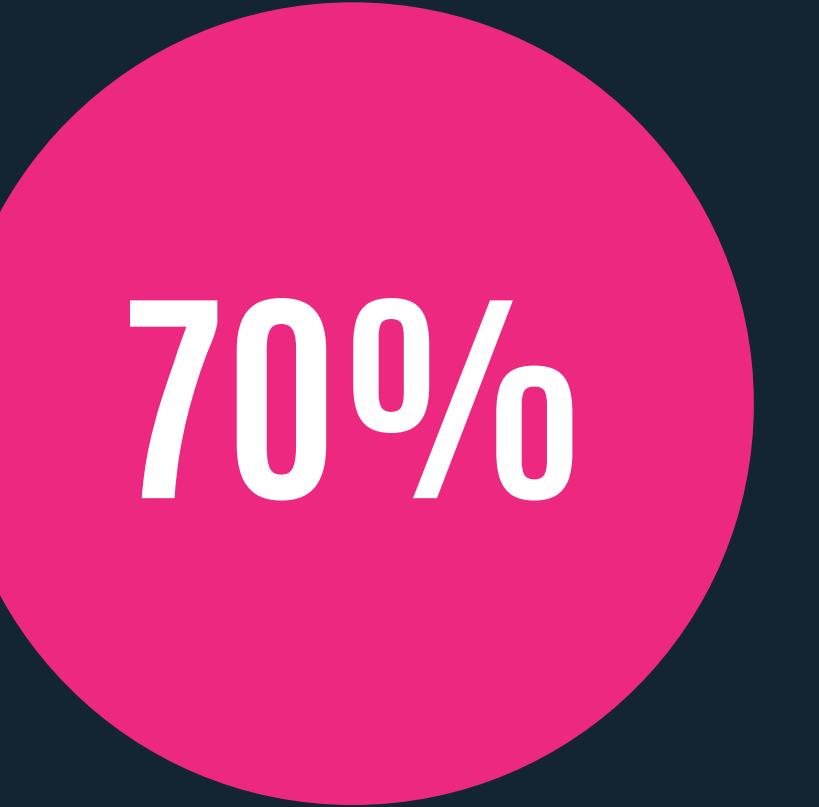
92%

"I believe UCAS data is reliable and accurate"



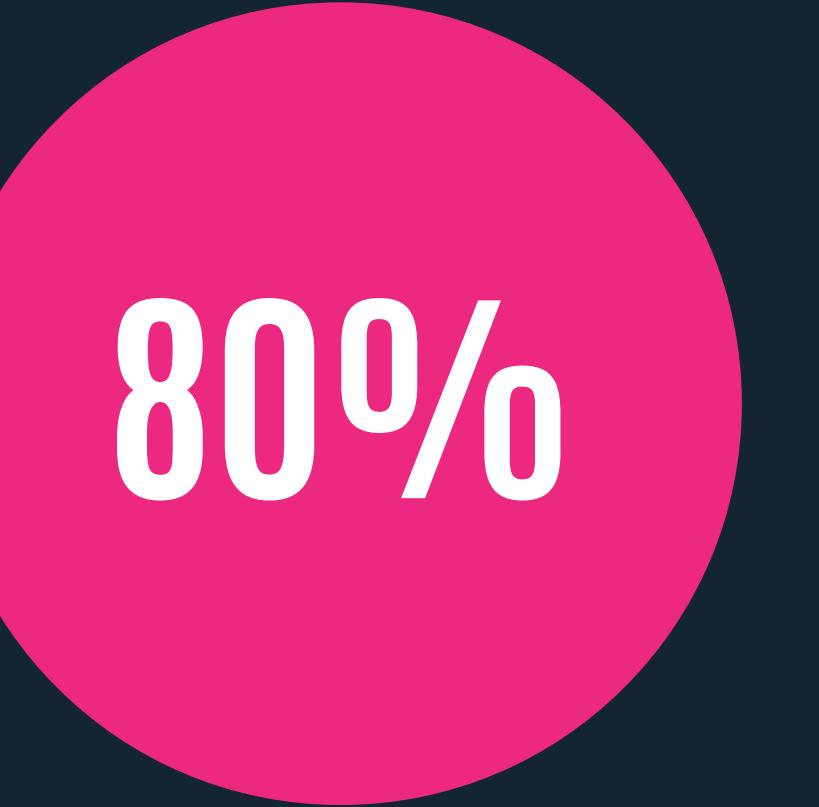
73%

"UCAS data informs strategic decision making at my institution"



70%

Find MCDS is extremely or mostly useful



80%

Find the self-declared data is extremely or mostly useful

Changes

Highest satisfaction

- Residency questions
- New PS format
- FSM fee waiver

Lowest satisfaction

- Outreach Connection Service
- Historical Entry Grades
- FSM fee waiver

Touchpoints

Highest satisfaction

- Staff
- Admissions Guide
- Email comms
- Technical support
- Training and resources

Lowest satisfaction

- Website Usability
- Course Management
- Website resources

Most valued across the nations

ENGLAND
Staff
Admissions Guide
Communications
Technical support
Course Management

WALES
Technical support
Staff
Paid Products
Events
Data

SCOTLAND
Staff
Admissions Guide
Web resources
Training and resources
Website usability

N IRELAND
Highest satisfaction across all areas

Actions from your feedback

Continue to improve digital experience

Make best use of touchpoints to engage with you and drive and deliver change

Continue to simplify processes and remove friction

Continue to invest in our technical infrastructure

Provide opportunities for staff development

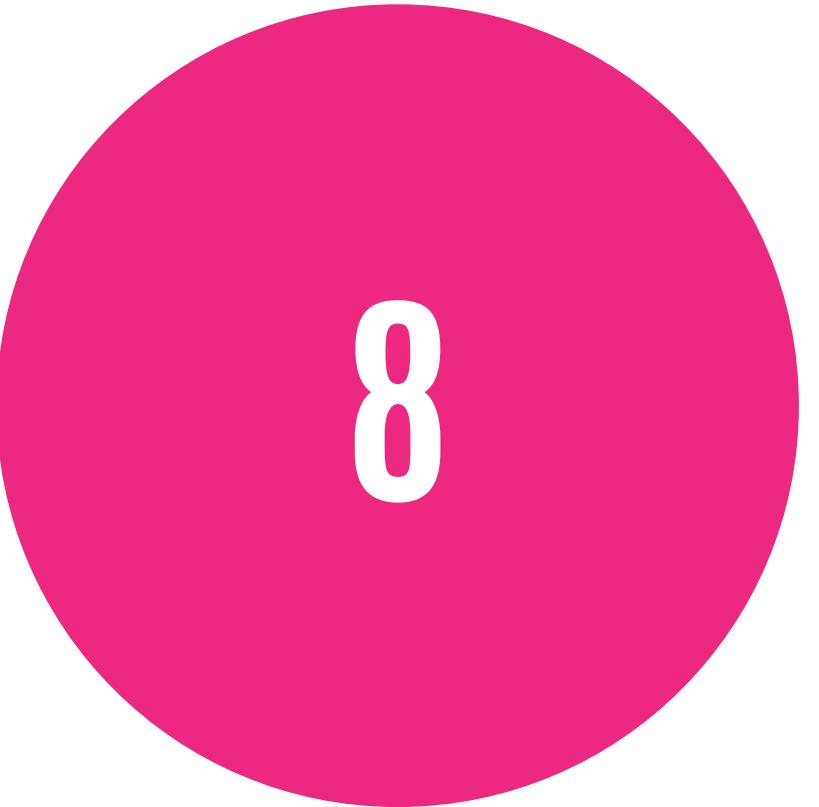
Continue to work with vendors to ensure that technical changes are implemented effectively

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UCAS Forums

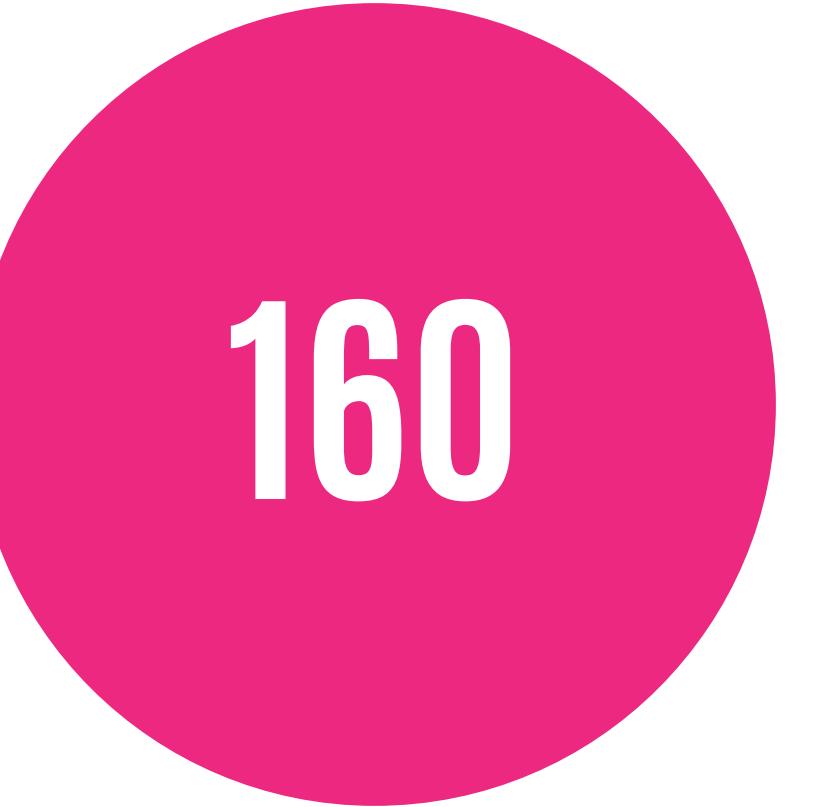


2026 stats



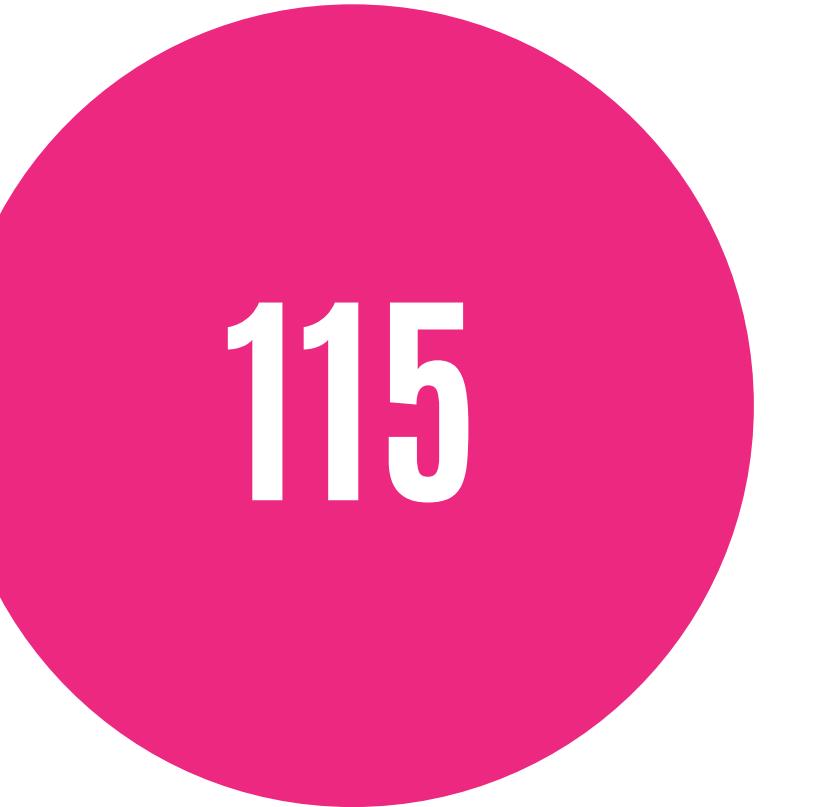
8

Forums



160

Attendees



115

Providers



18,527

Words

Topics

Offer-making

- Regional differences
- Good practice under pressure
- Contextual offers
- Unconditional “upgrades”
- Business rules

Application Integrity

- Similarity detection
- AI
- International qualification
- Self-declared data
- Sharing across networks

Future of Clearing

Big Questions

- 86% say “Yes” to conditional offers in Clearing
- 64% agree with sharing details of firms
- Minimum offer time

What next?

- Discussions with UUK
- Identify more improvements
- Engage with consultation outcomes

What next?

Coming up...

- T levels (now -)
- Alternative Academic Qualifications (bulk from 2027 -)
- V levels (bulk from 2029 -)*
- UCAS resources on qualification reform
- [Qualifications reforms | UCAS](#)
- Latest UCAS webinar on level 3 qualifications
- [Operational and technical webinars | UCAS](#)



Product updates

- UCAS Collect – new course management tool for 2027 cycle
- Multiple disabilities changes for 2027 cycle
- Search Beta – to become main search for 2027 cycle
- Document management – DTC 2026, full roll out 2027 cycle
- Adviser portal – Student Hub Activity dashboard updates
- Historical entry grade developments – launch for 2027 cycle

PS survey



Continue the conversation

Ali Charles

Scotland, North East, North West, Yorkshire and the Humber

Andy Cotterill

Wales, West Midlands, East Midlands, East of England

Carolyn Mindos

Northern Ireland, South West, South East, London

