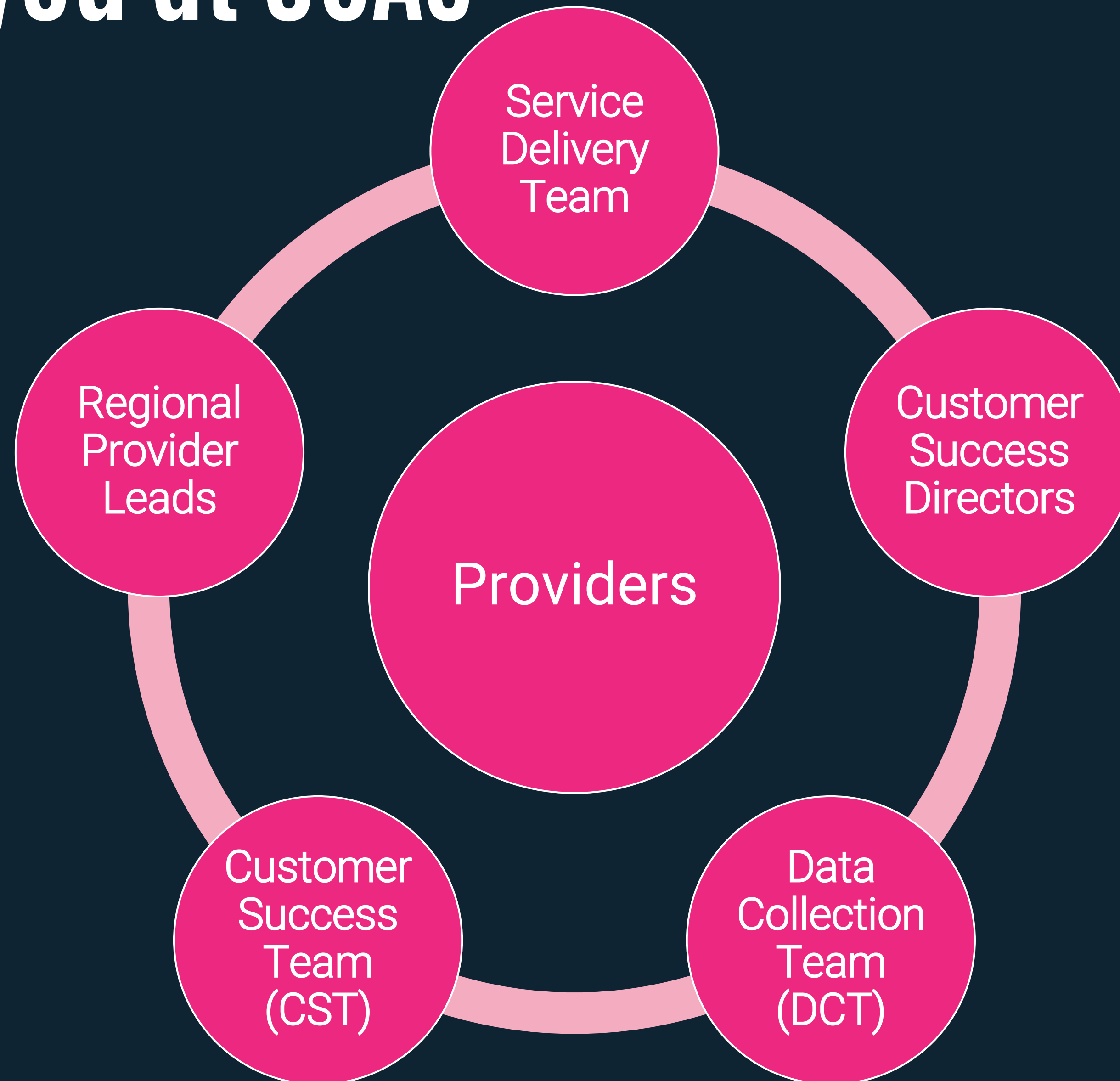


# SHAPING THE FUTURE TOGETHER: FEEDBACK IN ACTION

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



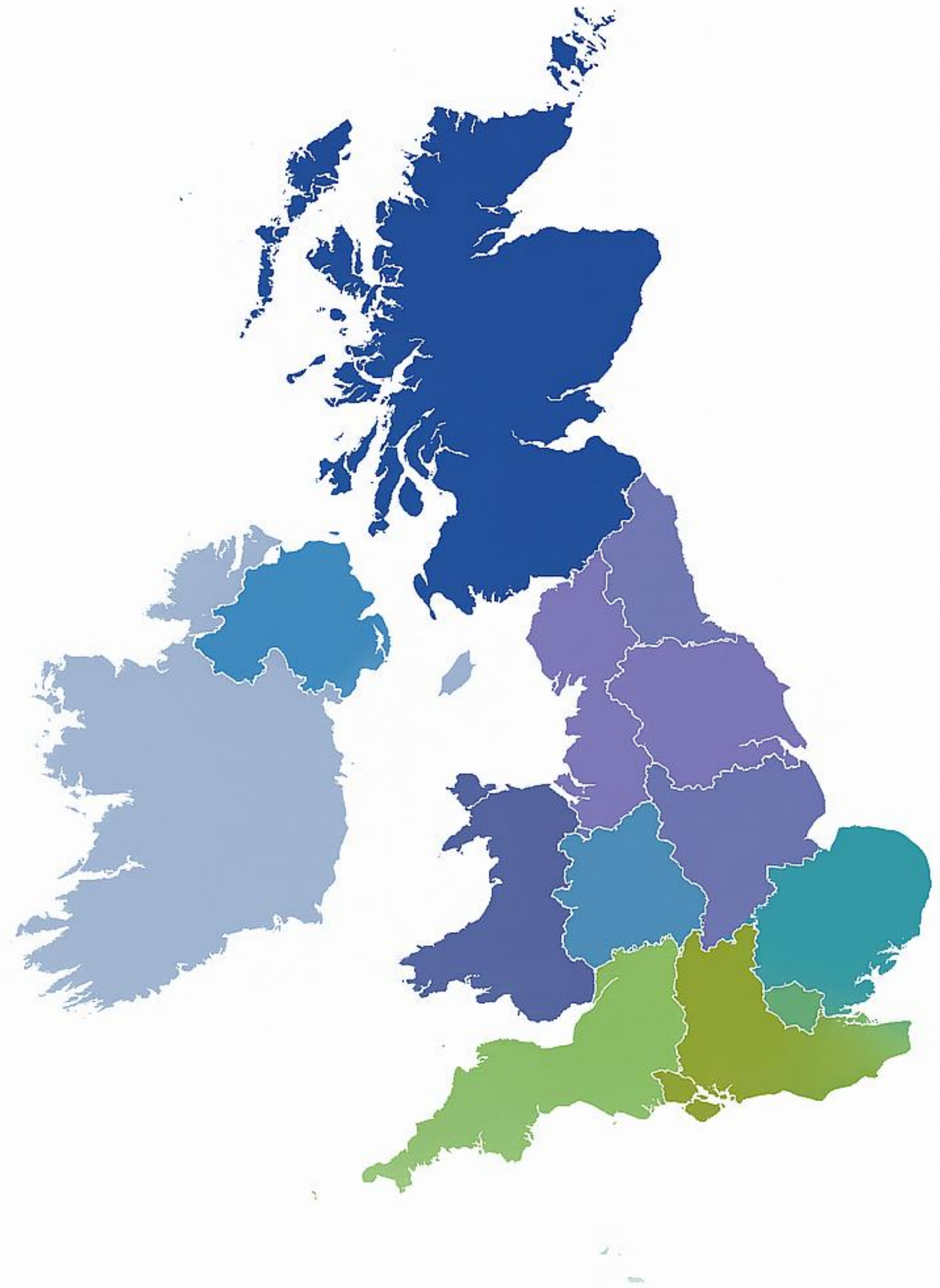
Alison Charles



Andy Cotterill



Carolyn Mindos

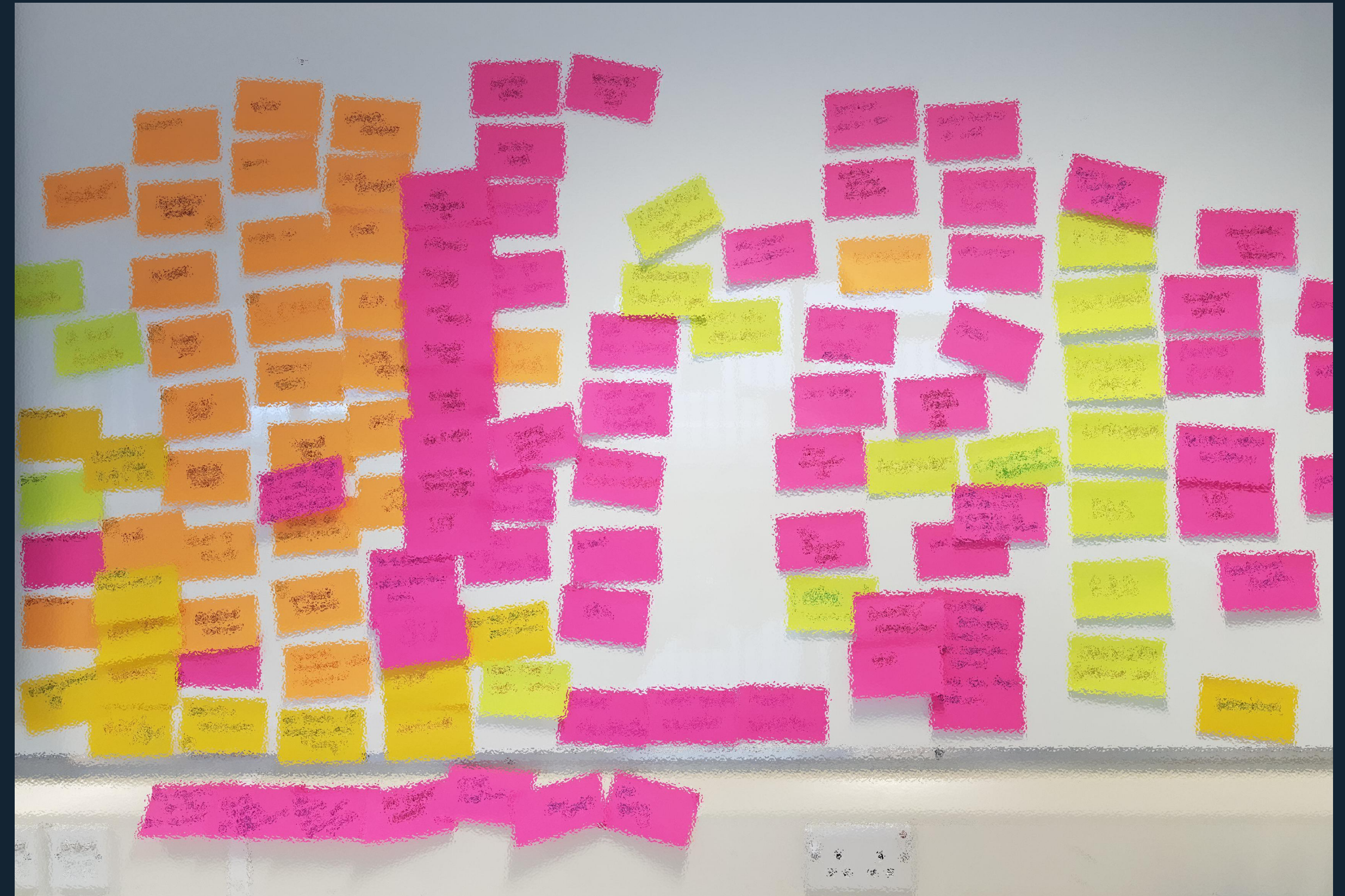




# How engagement and feedback works

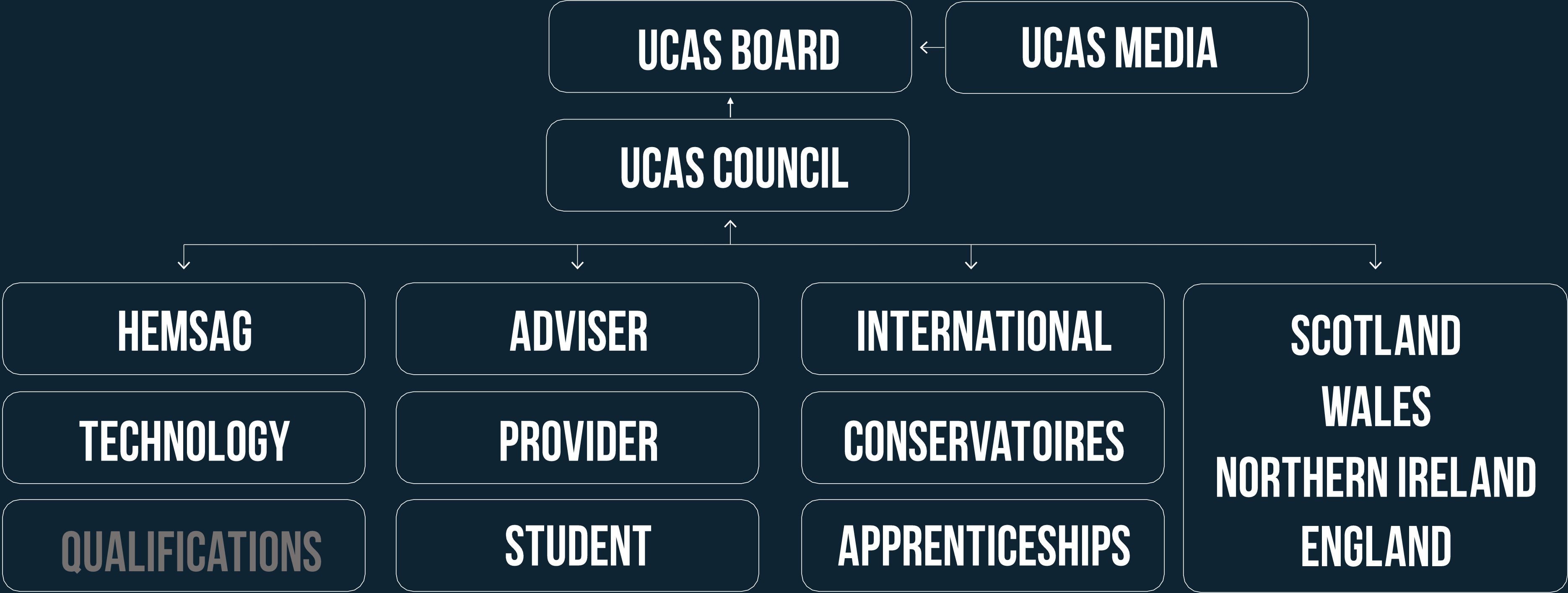
## Engagement Activities

- 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.





# 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.



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

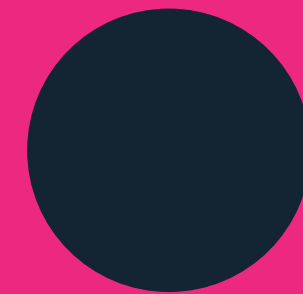
ENGLAND	WALES	SCOTLAND	N IRELAND
Staff	Technical support	Staff	Highest satisfaction across all areas
Admissions Guide	Staff	Admissions Guide	
Communications	Paid Products	Web resources	
Technical support	Events	Training and resources	
Course Management	Data	Website usability	



# Actions from your feedback



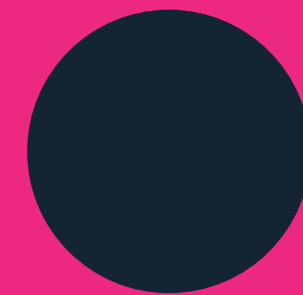
Continue to improve digital experience



Continue to invest in our technical infrastructure



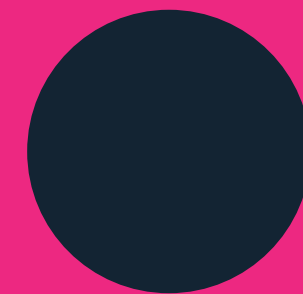
Make best use of touchpoints to engage with you and drive and deliver change



Provide opportunities for staff development



Continue to simplify processes and remove friction



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



# UCAS Forums





# 2026 stats

8

Forums

160

Attendees

115

Providers

18,527

Words

## 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

