



THE UNIVERSITY
of EDINBURGH

Working
together to
support our
applicants

Dr Shane Collins, Director of Student Recruitment and Admissions

EDINBURGH
extraordinary futures await

We love working with you



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World-class city



- *An irresistible blend of history, natural beauty and modern city life*
- *Safe and prosperous*
- *Abundance of parks and green spaces*
- *World-famous cultural hub*
- *Friendly and diverse multicultural community*
- *Large enough to offer something for everyone, small enough to feel like*

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Modern and progressive



- *3rd in UK, 6th in Europe, 15th in world for social, economic and environmental impact* (QS World University Rankings: Sustainability 2024)
- *Committed to sustainability – we're going carbon neutral and zero waste by 2040*
- *£1.5bn investment in our teaching and learning, sports and research facilities*
- *£120m Edinburgh Futures Institute set to be the largest interdisciplinary*

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Learn from the best



- Ranked 4th in UK for research power, nearly 90 per cent of research activity world leading or internationally excellent (REF2021)
- Our world-class academics are leaders in their fields
- Our ground-breaking research directly informs the teaching you receive
- Learn about the very latest developments in your subject

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Global community



- *Edinburgh attracts the best students from all over the world*
- *Over 49,000 students, around 60:40 studying undergraduate and postgraduate degrees*
- *Over 24,000 international students from three quarters of the world's nationalities*
- *The city is home to approx. 100,000*

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students
extraordinary futures await



City centre campus

- *Not a campus-based institution, the entire city of Edinburgh is our campus*
- *Four main locations: Central Area, King's Buildings, Little France, Easter Bush*
- *Compact and walkable city*
- *Walk, cycle or bus between locations*
- *Safe city and 24-hour campus security*

UoE Admissions Structure

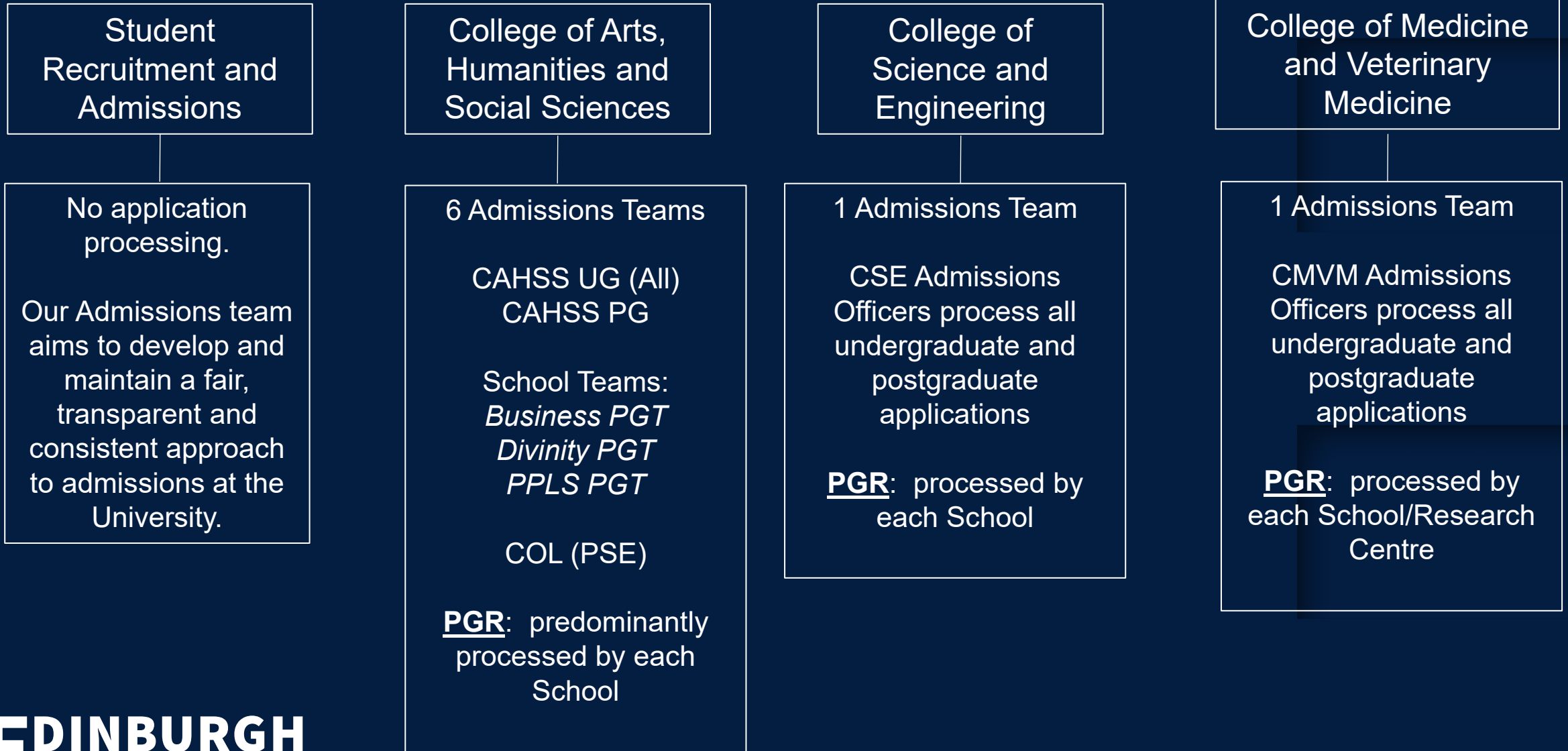


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Admissions Team Structure



But what does it feel like to
apply to us?



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Here is what we know

A fashion show runway in a grand, arched hall. A model in a dark, patterned, long-sleeved dress with a large, voluminous collar is walking towards the camera. Other models in various outfits are visible in the background. An audience of people is seated on the right side of the runway, watching the show.

- *Extremely popular university – 70k+ UG applications and 100k+ PGT applications per year*
- *Sustained demand despite some challenges to UK sector*
- *Applicants understand the quality and value of a University of Edinburgh education and Edinburgh experience*
- *We need our applicants to be well informed and to have the right*

Where would we like to do better?

- *Clarity of information for applicants*
- *Application to Decision Speed*
- *Communication before and during their applicant journey*
- *University-wide approaches to all of the above and to supportive offers such as academic merit scholarships*

So what have we improved and what's next for us?



- *Sustained improvement in application to decision time – but we know we're not in line with some in sector*
 - *Increased focus on our website – with developments ahead in the coming years*
 - *Strong focus on collective approaches so we give you and our applicants consistent*
- EDINBURGH**
Extraordinary futures await
support

But we need your help –
you are our best critical friends



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Thank you

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