

NCUK's Year in Review: 2021/22



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FOREWORD

FOREWORD BY CHAIR OF THE BOARD OF DIRECTORS, JAN WARD MBE

Dear Stakeholders,

It is my great pleasure to introduce NCUK's year in review for the financial year 2021–22.

As Chair of the Board of Directors, I am delighted to report on the impressive progress the organisation has made during the past year. We continue to build upon our strong legacy of providing students with access to transformative higher education opportunities around the world.

Despite the challenges of the past year, we have remained focused on what matters most – servicing our students and ensuring they have the skills they need to succeed. Our efforts have paid off, as we have continued to deepen relationships with our valued University Partners while successfully expanding our Delivery Partner network into new geographic.

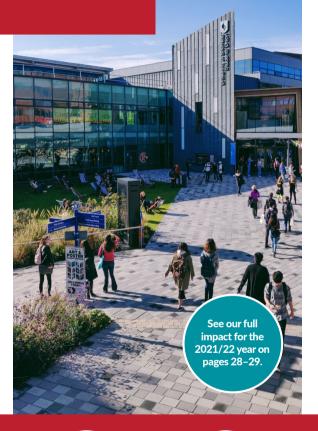
As a Board, we remain committed to ensuring that NCUK operates with integrity and transparency while remaining in line with the highest standards of corporate governance. We take great pride in the work we do and the difference it makes to our students' lives.

On behalf of the Board, I would like to express my gratitude to all our stakeholders for their invaluable support and commitment to NCUK's mission. As we step into the future with continued determination and enthusiasm, we look forward to delivering even greater value to our students and the higher education industry as a whole.

Warm regards,

Jan Ward MBE Chair of NCUK's Board of Directors





FOREWORD BY CHIEF EXECUTIVE OFFICER, STUART SMITH

Dear Stakeholders,

I am pleased to provide an update on a year of robust strategic, operational and financial advancement at NCUK.

Despite the numerous challenges the education industry has encountered in recent years, NCUK has steadfastly maintained its commitment to delivering outstanding services to our students, Delivery Partners and University Partners. Our resilience and adaptability have empowered us to persist in our mission: providing world-class education access to ambitious students globally and supporting their success.

Throughout the year, we have reached significant milestones, including expanding into new markets, with NCUK qualifications now being offered in over 35 territories worldwide. We have also initiated the development of innovative products and deepened our relationships with our university partners. Our unwavering commitment to offering top-tier higher education solutions has solidified our reputation as a trusted partner in the field.

As we look ahead, our focus remains on our strategic objectives, which encompass expanding our global reach, delivering high-quality products and positively impacting our students' outcomes and our University Partners' goals.

I would like to take this moment to express our profound gratitude to all stakeholders for their ongoing support and trust in NCUK. We eagerly anticipate continuing our journey with you and driving substantial growth in the coming years.

Sincerely,

Stuart Smith Chief Executive Officer, NCUK















BOARD OF DIRECTORS

NCUK's Board of Directors is comprised of experienced, knowledgeable leaders who are committed to the vision and mission of the organisation. Our board brings together distinguished professionals from a diverse range of industries, including education, finance and business, who share their expertise and knowledge to guide NCUK in its continued growth and success. Under their valuable leadership, NCUK has successfully expanded its global presence and continues to prepare students for a successful academic and professional career.

JAN WARD CBE

Jan joined NCUK's Board of Directors as Chair in October 2021. As Chair, Jan oversees NCUK's governance and the relationship between NCUK and its owner, the Northern Consortium charity.

Jan has a mechanical engineering background and more than 35 years' manufacturing and commercial experience in the energy industry. She is founder and CEO of Corrotherm International a multinational business that sumplies advanced materials to the energy industry.

Jan has consulted with government on education and sector skills since 2005 and became chair of the Energy and Utility Skills Group in 2016. She is a passionate supporter of women in business and has promoted and mentored women in manufacturing, engineering and business for many years. She served as a judge for the NatWest Everywoman award and was a judge for the Queen's Award for Enterprise for five years.

Across her career, Jan has won a number of business awards, including the Institute of Directors Global Director of the Year, and in 2015 was awarded a CBE in the Queen's New Year's Honours list for services to business.

She currently holds a number of non-executive roles in the manufacturing, finance and education sectors.

CLARE MORLEY

Clare is an education consultant with expertise in vocational education and developing nations. She joined the NCUK Board in 2015 and became Deputy Chair in 2016, bringing considerable experience across education and public affairs to NCUK. Clare chairs NCUK's Digital Transformation Programme Board.

Through a 20-year career at the Association of Accounting Technicians (AAT), Clare served on the organisation's Executive Leadership team, overseeing membership of the professional body, professional standards, professional development, AAT's Ofiqual-accredited qualification, public affairs and global development. She also served on the International Federation of Accountants' Education Standards Board.

Clare was subsequently Chief Executive of a cross-party think tank – Policy Connect – for two years, working with sector specialists, politicians and civil servants to improve public policy across higher education, skills, manufacturing, gas safety, health and data analytics.

Clare has extensive experience working with senior stakeholders around the world and of overseeing projects through from strategic development to implementation. She is passionate about the value that high-quality education and training at many levels, brings to people, communities, organisations and nations. She also works as a Humanist Wedding and Funeral Celebration.

ARFAN ISMAIL



Arfan is a thought leader in product management with extensive experience in digital education and has expertise in leveraging digital technologies to support digital transformation. He joined NCUK's Poart in February 2021, and he also sits on NCUK's Digital Transformation Programme Board.

Arfan has a PhD in Applied Linguistics and extensive experience in education, educational technologies and leadership in the UK and the Middle East. Between 2019 and 2021, Arfan served as Head of Digital at Blackpool and the Fylde College, through a period of exceptional disruption driven by the COVID-19 nandemic

He is currently Data and Analytics Product Manager with ParentPay, managing the development of digital education products for multi-academy tusts and schools. Affan has specific expertise in agile product management and customer and user experience design, and entrepreneurial interests in blockchain and analytics for digital currencies.

In addition to his role with NCUK, Arfan served as a trustee of the Cambridge Muslim College between 2018 and 2021 and is currently a governor for Star Academies, a nationwide multi-academy trust.

STEPHEN WILLIS



Stephen joined NCUK's Board of Directors in 2014 and brings expertise in accounting, audit, financia management and higher education sector funding and finance.

Stephen joined Durham University in 2019 as Chief Financial Officer (CFO) from the University of Hull, where he also served as CFO, following success as Director of Finance and Resources at Leeds Beckett University and Head of Group Financial Planning at the University of Leeds. Stephen has been a member of the Chartered Institute of Management Accountants since 1996, having qualified whilst working for the University of Leeds. He has also worked in the printing and computer software industries.

stephen was named Finance Director of the Year 2018 at the Yorkshire Accountancy Awards, having won the Finance Director of he Year (not-for-profit organisations category) award at the Northern Finance Director Awards in 2017. He has also held many non executive Director positions across various organisations in the private, public and charitable sectors over the last 30 years.

PROFESSOR CARL STYCHIN



Professor Carl Stychin is Director of the Institute of Advanced Legal Studies, University of London and joined NCUK's Board of Directors in February 2021. He brings a wealth of experience in higher education management and academic quality assurance to the company and chairs NCUK's Academic Quality Board.

Carl is a graduate of the University of Alberta, University of Toronto and Columbia Law School in New York City and began his academic career at Keele University in 1992. He has since held professorships and senior management roles, including as Dean and PVC, at the University of Reading – where he was awarded the degree of Doctor of Laws in 2009 – and The City Law School, City, University of London, Carl moved to the Institute of Advanced Legal Studies as Director in 2018.

In addition to his role at NCUK Ltd, Carl is currently a member of the Board of Governance of Nelson College London, and a member of the Governance Board of the Patent Examination Board of the Chartered Institute of Patent Attorneys. He is an Education Vision for the General Optical Council and the General Pharmaceutical Council

He was elected a fellow of the Academy of Social Sciences in 2014.

JENIFER MOODY



Jenifier Moody is an experienced non-executive Director with over 20 years of experience leading strategies for development and quality assurance within the education and training sectors. Her expertise includes qualifications and assessments

Prior to her non-executive Director career, Jenifer held various senior roles, including Assistant Chief Executive at the Midland Examining Group and Education Development Director at EDI. In both roles, she expanded the organizations' range of qualifications, gained international contracts and maintained compliance with regulatory recuirements.

Jeniter was also a founder member of the Association for Educational Assessment – Europe special interest group for e-assessment and continues to explore new approaches to assessment through various organisations, including the Charterer Institute of Educational Assessors and NCFE Futures Group.

urrently, Jenifer is a non-executive Director with Energy & Utility Skills and serves on the governing bodies of the assessment dd awarding arms of the Chartered Management Institute and Vistar Qualifications. She holds a PhD in educational sessment and enjoys supervising examinations for a local academy in her free time.

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WHO WE ARE

OUR VISION

NCUK is a provider of high-quality qualifications that offer a pathway to leading universities for students worldwide

At NCUK, our vision is to empower students worldwide to achieve their academic goals by providing them with high-quality qualifications that offer a pathway to leading universities. We believe that education is the key to unlocking a world of opportunities, and we are committed to giving our students the best possible start to their academic journey.

Our students come from diverse backgrounds and have unique aspirations, which is why we offer a wide range of qualifications that cater to their individual needs. Our qualifications are recognised by leading universities worldwide, which means that our students can be confident they are getting the best possible education.

We are proud of the success our students have achieved over the years and are committed to continuing to support them to reach their full potential.



LIVING OUR VALUES

Our values define who we are and how we conduct business. As a global education provider, we believe it is essential to showcase these values to our stakeholders, including students, delivery partners, university partners and employees.

NCUK's values are at the heart of everything we do. We believe that embodying these values is essential in establishing trust and building lasting relationships with stakeholders. Our commitment to agility, boldness, connectedness, commitment, drive and expertise is the foundation on which we build our success.

Our responsiveness to market demand is a testament to our gillty. By continually monitoring the higher education landscape and identifying emerging trends, we have successfully developed ualifications that meet the changing needs of our partners and tudents. Our partnerships with leading universities and our global etwork of Delivery Partners demonstrate our agility in adapting o evolving market demands. At NCUK, we make bold decisions to achieve our ambitious goals. Whether expanding our global footprint or developing new qualifications tailored to specific markets, we believe in our capabilities and innovate to achieve success.

One of our unique features is our global community of students, delivery partners and university partners with a shared vision for success. Our commitment to fostering a connected community is evident in our frequent events, student activities and collaborations with universities across the world.



We are dedicated to the pursuit of quality. We believe in offering our students and partners the best possible education experience. Our commitment to quality is reflected in our accreditations, quality assurance processes and shareholder feedback.

We are relentlessly driven to achieve our goals. Our focus on innovation and excellence is a testament to our drive. We are always looking for ways to improve our services, develop new markets and ensure that our students receive the best possible education. Our faculty and staff are experts in their respective fields of study. Our expert knowledge is reflected in the courses we offer, our research activities and the comprehensive support we provide our partners and students with.

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WHO WE ARE

OUR CORE PRINCIPLES

All our work is underpinned by three core principles: **quality**, **reputation** and **impact**. These principles define our approach to education and make us stand out among other education providers.

We expand access to world-leading education for aspirational students worldwide an support them to succeed. We are committed to achieving this mission by:



delivering quality products to Delivery Partners and excellent students to



strengthening our reputation to enhance our reach



positively impacting studen outcomes and the goals of

Our products and services are of premium quality and meet the needs of our beneficiaries.



Students, Delivery Partners, and University Partners recognise and trust our brand.

We make a difference to our students by empowering them to succeed in academic life, to University Partners by delivering accomplished and diverse students and to Delivery Partners by providing high-quality qualifications.

OVER THE NEXT FIVE YEARS...

We will continue to enhance the quality of our qualifications and invest in innovative teaching and learning methodologies to establish ourselves as an industry leader for high-quality university pathway qualifications among students, Delivery Partners and universities.

We aim to increase the number of students offered places at universities with an NCUK qualification year on year, which is critical for achieving our mission to expand access to world-leading education, ensuring our students' success and creating a positive impact on society.

We seek to deepen our reputation as a strategic partner to our universities by providing a reliable, diverse and competitive stream of students. We believe that this will enhance our relationships with leading universities and create more opportunities for our students to achieve their academic goals.

We are committed to our Gift Aid contribution to the Northern Consortium, enabling them to continue to invest in their charitable and educational strategic goals. We believe that this contribution will have a significant impact on the lives of many students and contribute to the long-term success of our organisation.



NCUK UNIVERSITY PARTNERS



CREATING VALUE FOR OUR UNIVERSITY PARTNERS

Our partnership with universities is a two-way relationship built on mutual benefit. By recognising our quality-assured qualifications, our University Partners benefit from NCUK's extensive global network of students, market insights and expertise. Our qualifications are designed to create a pathway for international students into our University Partners, increasing their diversity and strengthening their global reputation.

We understand the importance of staving relevant in an ever-evolving higher education landscape. We have the experience and expertise to help our University Partners with their own strategic projects, including transnational education delivery. Through our global network of 120+ Delivery Partners in over 35 countries. our business model allows our University Partners to raise their profiles in new and existing markets.

Our partnerships with universities are crucial to achieving our mission of making international higher education accessible and empowering students worldwide.















University of HUDDERSFIELD





University of Kent









Manchester Metropolitan

University of Exeter



BROOKES

Harper Adams







QUEEN'S UNIVERSITY

Keele













WESTERN ALISTPALIA















University of South Australia













AUCKLAND

WELLINGTON





'NCUK plays a vital role in enabling international students to progress to Sheffield Hallam University from numerous countries and from a variety of academic backgrounds.'

James Richardson

International Director at Sheffield Hallam University NCUK University Partner in the UK



Approximately £89 million £198 million











CREATING VALUE FOR OUR UNIVERSITY PARTNERS

NCUK takes pride in its academic success, quality-assured qualifications and diverse cohort of students who come from all corners of the globe.

Quality-Assured Qualifications

NCUK qualifications undergo rigorous quality assurance processes, including extensive reviews and evaluations by subject matter experts to ensure that they meet the highest standards of academic rigor and excellence. Delivery Partners adhere to stringent accreditation policies with all teachers approved and monitored centrally by NCUK.

Strategic Projects and Transnational Education Opportunities

Our global network of Delivery Partners allows for the facilitation of strategic projects and transnational education opportunities, such as our flagship transnational education project with the University of Shanghai for Science and Technology: the Sino-British College

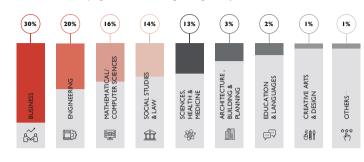
Excellent Student Outcomes



The above university outcomes are based on the progression analysis data collected for students who graduated in 2020.

Diverse subjects

Our 21/22 students progressed to a wide range of degree subject areas:







'NCUK qualifications are developed in collaboration with universities like ours, which is why they are trusted by universities around the world.'

lo Puntes

Pro Vice-Chancellor Academic Development at the University of Salford NCUK University Partner in the UK

NCUK QUALIFICATIONS



GLOBAL QUALIFICATIONS FOR STUDENT SUCCESS

As a leading provider of international qualifications, our primary focus is on preparing students for success in higher education and beyond. We are committed to providing world-class education that meets the needs and aspirations of students from all over the world. To that end, we've helped more than **45,000 students** progress to leading universities worldwide since our inception.



Successful completion of an NCUK qualification guarantees* students entry to an NCUK University Partner.

*terms and conditions apply www.ncuk.ac.uk/guarantee

All NCUK qualifications include an English for Academic Purposes module, which is highly regarded and widely accepted as proof of English language proficiency for entry to university



INTERNATIONAL FOUNDATION YEAR

Designed for secondary school leavers, this qualification provides students with the academic and English language skills needed for university study. Universities worldwide and UK ENIC (European Network of Information Centres) formally recognises the NCUK International Foundation Near as a comparable level to CGE A Level-Australian high school (SSEC); American high school (AP); and Hong Kong high school (HKDSE) qualifications. Successful completion provides direct entry to the first year of a bachelor's degree.

Students have the option to choose from thirteen subject modules and may select any combination of three modules to study.

Mathematics for Business Mathematics for Engineering Mathematics for Science Further Mathematics Chemistry
Physics
Business Studies
Economics

Typically taught over nine months, the International Foundation Year fully provides students with a very high-quality level of academic preparation for tertiary study. The quality of the preparation a student receives is demonstrated by the fact that over 80% of NCUK students achieve a first- or second-class degree classification in their degree programme, with 69% of students achieving a second-class degree classification in their degree programme, with 69% of students achieving a second-class degree.

Global Studies
 Society and Politics
 Art and Design
 Computer Science





2:1 or higher at university.

INTERNATIONAL YEAR ONE

Biology

Students undertake a creditbearing qualification equivalent to the first year of a bachelor's degree. Successful completion provides direct entry to the second year of a bachelor's degree at a university of their





There are five qualification subject areas:

- Accounting and Finance
 Business Management
- Electrical & Electronic Engineering
- Events Management

INTERNATIONAL YEAR TWO IN BUSINESS MANAGEMENT

Students complete a credit-bearing qualification equivalent to the second year of a bachelor's degree covering a range of Business Management modules. Successful completion provides direct progression into the third year (FHEQ Level 6) of a UK university.





MASTER'S

This qualification is designed to help students develop the advanced academic, research and English language skills they will need to succeed in postgraduate study at a master's degree level.





WORLD CLASS AND WORLD RENOWNED

Every year, we have the honor of seeing our students gain admission into some of the world's leading universities, thanks to the competence and educational rigor of our qualifications. We are committed to providing access to higher education opportunities that transform lives, and this is evident in the success of our graduates.

"NCUK provided me with the platform, essential tools and opportunities to excel and achieve what I have today. It is a journey that sets you out on a new yet rewarding path. Trulu a lifechanging experience."

"Thanks to NCUK, I am now in first year of my undergraduate studying Engineering at the University of Alberta in Canada. The best decision of my life so far."

"Studying my master's

"I love the course at mu university; the teachers are very knowledgeable, and the facilities are areat."

"I am extremely grateful to NCUK for giving me an opportunity to familiarise myself with university-style learning in advance, which fully prepared me for universitu studu."

"NCUK offers the best preparation because it helps uou adjust to universitu studu."

"NCUK gives us broad choices by having many university partnerships. They have provided expert advice, which has been most helpful for me to study abroad."

"NCUK and The University of Auckland hosted many online support sessions for offshore students to help them prepare to move abroad. This helped me a lot with the transition to university."

"After beginning my first year at university, I have established that it is a necessity to pass through an NCUK Study Centre before studying abroad."

"Continuing your studies through NCUK gives you a unique pathway to university that is unlike any other."

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NCUK DELIVERY PARTNERS



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OUR GLOBAL NETWORK OF DELIVERY PARTNERS

DRIVING QUALITY EDUCATION FORWARD, TOGETHER

We partner with schools, colleges, universities, governments and investors globally and work together to build a successful pathway to university for aspirational students. With over 120 Delivery Partners across more than 35 countries worldwide, our partnerships and global reputation for high-quality education attract thousands of students each year to enrol on our courses.

"We are proud to be building a bridge between Peru and the rest of the world thanks to NCUK, allowing Peru's young talent access to world-class universities."



President, CEO & Rector, Universidad Peruana De Ciencias Aplicadas, Peru, NCUK Delivery Partner



AWARD-WINNING ASSESSMENT SOLUTIONS

Our innovative and agile approach to assessments ensures that we can provide secure and fair digitally enabled assessments, centre marking and moderation to maintain continuity in our awards and, crucially, university progression for students.

NCUK was named the winner of the Digital Innovation of the Year – Assessment and Credentials award at the fifth iteration of the prestigious PlEoneer Awards 2021 and was also shortlisted as a finalist for Global Education Investor's Pathway Company of the Year 2021.

MORE THAN A QUALIFICATION PROVIDER



In addition to offering a range of world-class qualifications, NCUK provides extensive support service: to its Delivery Partners, including the following:

- Academic quality management
- Business development and marketing support
- Teacher training and development opportunities
- University application expertise
- University Partner engagement at events

DELIVERY PARTNER SPOTLIGHT: THE SINO-BRITISH COLLEGE, USST -SHANGHAI, CHINA

The Sino-British College (SBC) was fully licensed as a joint venture institute by the Ministry of Education of the People's Republic of China in 2006. As an embedded international university college of the University of Shanghai for Science and Technology (USST), SBC was co-established by the USST and nine* NCUK University Partners.

Degree programmes are taught entirely in English across the whole spectrum of the School of Business and Management, School of Engineering and Computing, and School of Languages, Education and Cultures by a highly qualified academic team.

NCUK's qualifications allow students to study undergraduate programmes in either business- or engineering-related subjects that lead to the award of a bachelor's degree. Bachelor's degree students may study the entire four-year programme (4+0) at the SBC campus in Shanghai or study for two years in Shanghai and two years in the UK (2+2). There are also various options for three years in Shanghai, with the final year in the UK (3+1), or two years in Shanghai, one year in the UK and the final year back in Shanghai (2+1+1).



*University of Bradford, University of Huddersfield, University of Leeds, Leeds Beckett University, Liverpool John Moores University, Manchester Metropolitan University, University of Salford, University of Sheffield and Sheffield Hallam University.

**Figure may include some students registering for up to four years of study.





2021/22 YEAR IN REVIEW: OUR IMPACT

The year 2021/22 was an exceptional one for NCUK as we continued to provide our students with transformative higher education opportunities around the world. We made significant progress in expanding our global footprint, with an increase in our network of Delivery Partners and students across the world. In this year-in-review report, we invite you to explore the achievements and milestones of NCUK's students and organisation in the 2021/22 academic year.

NCUK Revenue

2021/22 2020/21 **18% year-on-year £5.828.373 £4.938.148** increase in revenue

New Delivery Partners

We contracted 27 new Delivery Partners across 15 territories in the 2021/22 financial year, entering three new markets (British Virgin Islands, Bahrain and the US).

Students registered on NCUK qualifications

 2021/22
 2020/21
 19% year-on-year

 3,768
 3,168
 increase in students

Qualification breakdown



(NB: International Year Two launched in 2022, so there are no completed cohorts of students as yet.)

Academic performance

The percentage of students in the 2021/22 academic year who **achieved a pass or above** across all three qualifications:

81%International Foundation Year (96 NCUK points and above)

87% International Year One (40%+) 89% Master's Preparation (pass and above)

Furthermore, the following showcases the percentage of students (of those who successfully passed) who achieved the highest grades available for each qualification:

9% International Foundation Year A*A*A* (168 NCUK IFY points) Page 28 35% International Foundation Year AAA (144 NCUK IFY points or equivalent) 16% International Year One Distinction (70%+)

17% Master's Preparation Distinction (70%+)

Students progressing to university or continuing with an NCUK qualification



28% year-on-year increase in students progressing to university or continuing with an NCUK qualification

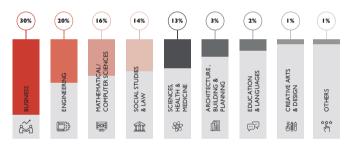
Students enrolled at an NCUK University Partner



24% year-on-year increase in students placed at an NCUK University Partner

Breakdown of subject areas

Students progressed to a wide range of university degree subject areas, including the following:



Value of NCUK to its source markets



Value of NCUK to its destination markets

Approximately £32 million first-year tuition fee revenue was generated by our 21/22 cohort of students at NCUK University Partners.

Our 21/22 cohort of students at NCUK University Partners will generate approximately approximately £89 million of tuition fee revenue throughout their university studies.

According to the <u>Higher Education Policy Institute (HEPI) 2021</u> report, each international student (non-EU) brings £109,000 worth of benefit to the UK economy. Based on this, our 21/22 cohort of students will generate £198 million of economic value throughout their university studies (HEPI 2021).

2021/22 YEAR IN REVIEW: NEWS AND HIGHLIGHTS

The timeline below provides a glimpse into the activity of the NCUK global network in 2021/22:

SEP 2021

NCUK wins the Digital Innovation of the year -Assessment and Credentials

NCUK Teachers' Conference 2021



OCT 2021

NCUK Delivery Partner, the Sino-British College, USST, celebrates its 15th anniversary.

Launch of Skills for Success course,

JAN 2022

University of Wollongong, at International Foundation Year launch event.



BROOKES UNIVERSITY

APR 2022

NCUK Student Counsellor

Cohort

Conference 2022

MAY 2022

NCUK attends China International Education Exhibition Tour











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THE UNIVERSITY CONSORTIUM

www.ncuk.ac.uk | www.ncuk.cn