

Competitive Analysis for UWE Bristol

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Business Intelligence and Data Visualisation

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Question



Why did you pick the university you studied at?

Scenario



Fig 1. UWE Bristol logo

Scenario



Fig 1. UWE Bristol logo

Institution	Competitor
UWE Bristol	UWE
Bath Spa	Shortlist
Bournemouth	Shortlist
Brighton	Shortlist
Cardiff	Shortlist
Gloucestershire	Shortlist
Nottingham Trent	Shortlist
Oxford Brookes	Shortlist
Plymouth	Shortlist
Portsmouth	Shortlist
Bristol	Longlist
Coventry	Longlist
De Montfort	Longlist
Huddersfield	Longlist
Liverpool	Longlist
Newcastle	Longlist
Northumbria	Longlist
Nottingham	Longlist

Table 1. Table of universities listed as either "UWE" or competitors. Sorted by competitor type. 17 competitors (9 Shortlist, 8 Longlist)

Scenario



Fig 1. UWE Bristol logo

- **UWE:** The University of the West of England (UWE) itself.
- **Shortlist:** Universities that are strong competitors for students. These are institutions that prospective students are likely to seriously consider alongside UWE
- **Longlist:** Universities that are also considered competitors, but they are generally considered to be less competitive or less likely to be a top choice for students compared to those on the shortlist.

Institution	Competitor
UWE Bristol	UWE
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Brighton	Shortlist
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Scenario


The best UK universities 2024 - rankings

Find a course at the university of your choice. Our league tables rank institutions by subject, looking at student satisfaction, staff numbers, spending and career prospects

- How to use the tables
- View the full guide

Illustration: Valero Doval

[f](#) [t](#) [e](#)



Find a course
All fields optional

Course

Institution

Subject area

Region

Search

Pick a subject area

2024 ✓	2023 ✓	Institution ✓	Guardian score/100 ✓	Satisfied with teaching ✓	Satisfied with feedback ✓	Student to staff ratio ✓	Spend per student/10 ✓	Average entry tariff ✓	Value added score/10 ✓	Career after 15 months ✓	Continuation ✓
1	1	St Andrews	100	90.7	76.2	11.9	6.2	212	6.4	91	97.2
2	2	Oxford	96.5	n/a	n/a	10.3	10	203	6.1	94	98
3	3	Cambridge	94.8	n/a	n/a	11.6	9.9	208	5.5	94	99
4	4	London School of Economics	89.7	81.9	65.4	12.8	8.9	192	6.8	92	96.6

Fig 2. The best UK universities 2024 – rankings.

Summary: Image presents a snapshot of The Guardian's university rankings, offering a way for students to compare UK universities based on a range of academic and career-related metrics

Research

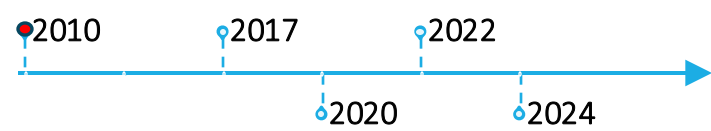


Fig 3. Timeline of research focused on UK Universities; red dot is when research was conducted

Factor	All students (n = 160)
Difficult to gain place at home	6
Course not available at home	10
Lower quality of education at home	22
Experience a different culture	90
Improve my English	89
Improve employment prospects	91
Higher quality education overseas	67
Parental decision/influence	63
Improve prospects for emigration	32

Fig 4. Factors as % influencing students' decision to study overseas (Wilkins and Huisman,2010)
Summary: Rectangle shows the top reason for a student to study overseas in the UK

Research by Wilkins & Huisman (2010) highlighted for 160 **international students** in the UK. Their study showed that **employment prospects (91%)** and **reputation (98%)** are the most influential factors."

Table 3. Factors Influencing Students' Choice of Institution (as Percentages)

Factor	U/G (n = 28)	P/G (n = 132)	Chinese (n = 60)	Indian (n = 21)	European (n = 40)	All students (n = 160)
Reputation of university	89	100	97	100	100	98

Fig 5. Table 3 top factor for choice of UK institution from research (Wilkins and Huisman,2010)
Summary: Reputation of university was the top factor for deciding which university to go to in UK

Research

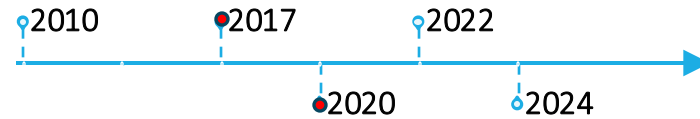


Fig 3. Timeline of research focused on UK Universities;
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Further research (McManus et al., 2017) confirms the importance of **league table rankings, employment prospects**, and tuition fees in university choice. However, the weight of these factors varies based on student demographics, such as gender, parental education, and **international student status**. A case study on Polish students in the UK (Rembielak et al., 2020) highlighted 'pull factors' like a multicultural environment, **reputation, employability**, facilities, and scholarships as key motivators.

Research

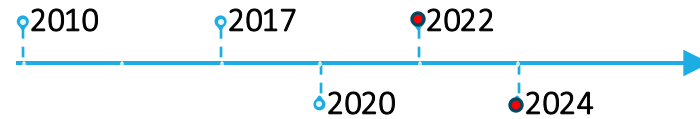


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red dot is when research was conducted

What are the three most important factors you are considering in your choice of which country to study in?

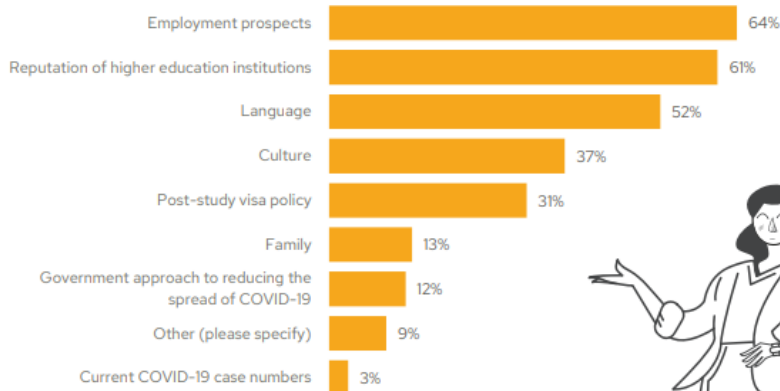


Fig 6. Survey of university students worldwide from QS (2022)

Summary: Shows that **employment prospects** and **reputation** are the most important factor for considering which country to study in

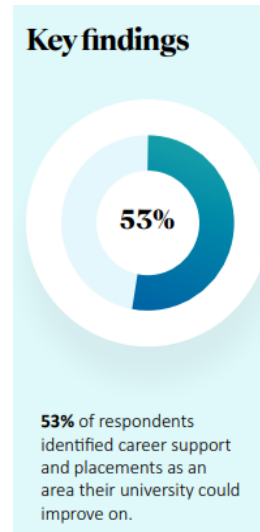


Fig 7. Insights of International Graduate Outcomes 2024 from QS (2024)
Summary: provided from 10,000 international students who graduated from 37 UK universities provided by QS over the past six years. 53% of respondents identified UK universities could improve in **employment support**.

Objectives

Stakeholder	Concern
UWE admin	How do we compare to our competing universities in rank, score, and career over the years 2011-2024? If/what needs improvement against competition?
International Students	Why should I choose to attend UWE?

Table 2. Stakeholder concerns

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Data

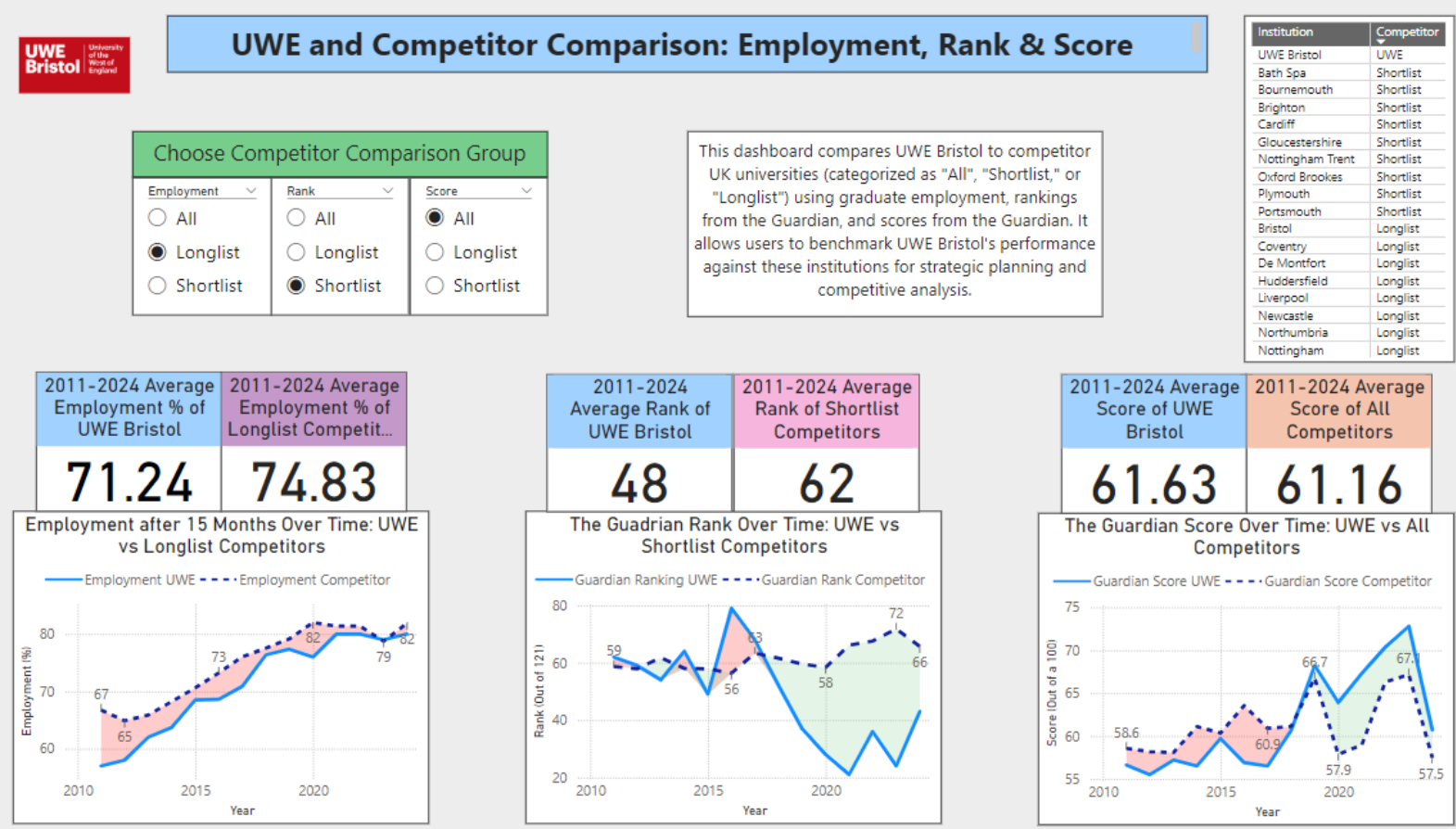


Fig 8. Dashboard created to compare Employment, Rank & Score

Data – Rank (lower is better)

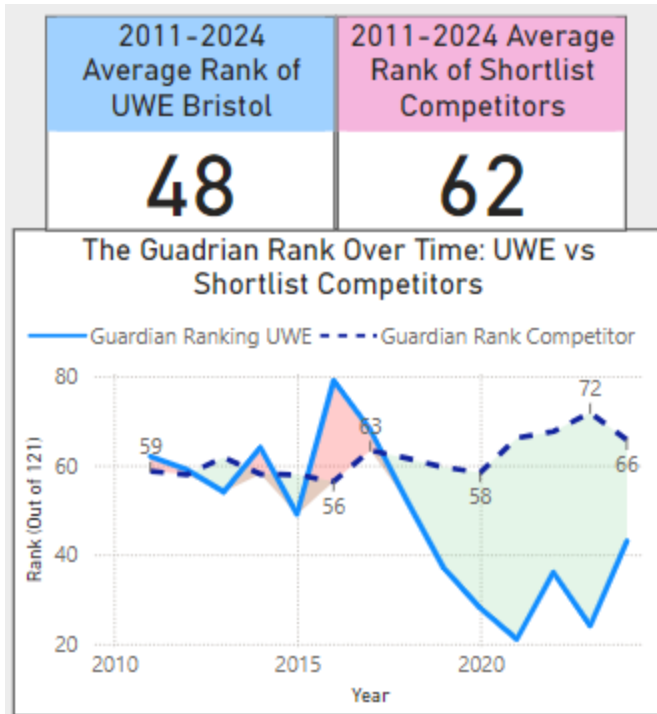


Fig 9. UWE Bristol's Guardian University Rankings vs. Shortlist Competitors (2011-2024)

Summary: Shortlist Competitors had a ranking that fluctuated between 56 and 72, consistently trailing UWE Bristol **after 2017**. UWE average rank from 2011-2024 was **better** than the average of Shortlist Competitors

Data – Rank (lower is better)

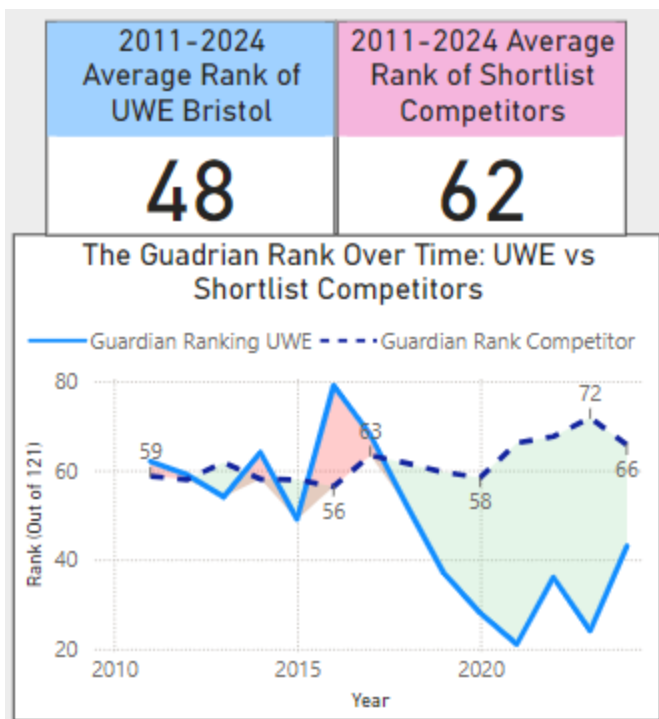


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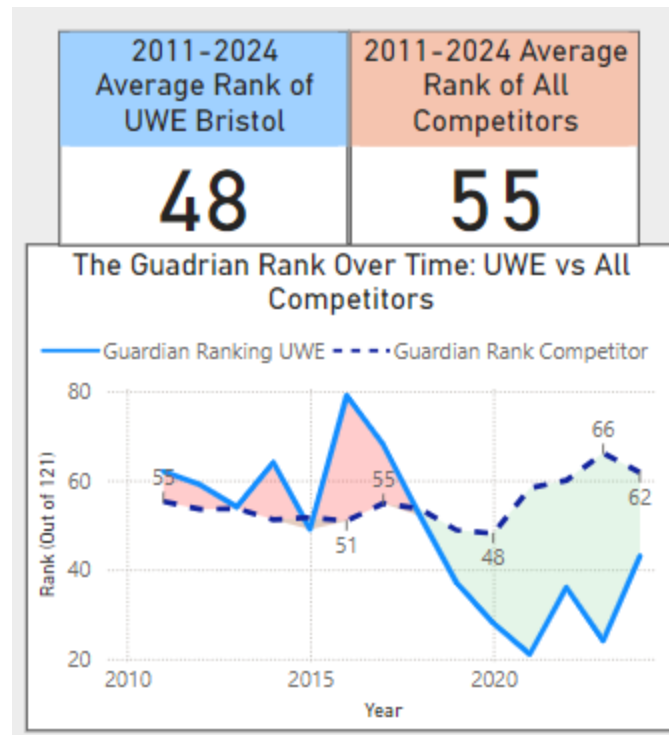


Fig 10. UWE Bristol's Guardian University Rankings vs. All Competitors (2011-2024)

Summary: All Competitors had a ranking that fluctuated between 51 and 66, consistently trailing UWE Bristol **after 2018**. UWE average rank from 2011-2024 was **better** than the average of All Competitors

Data – Rank (lower is better)

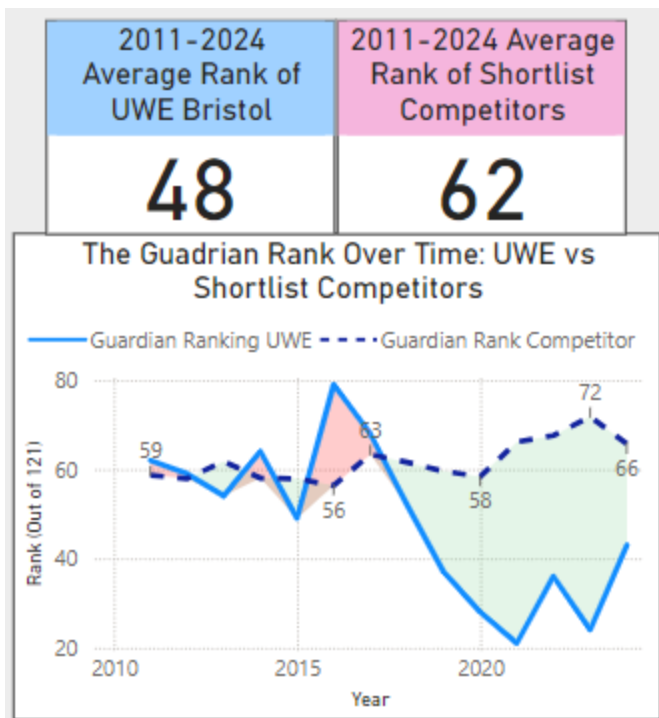


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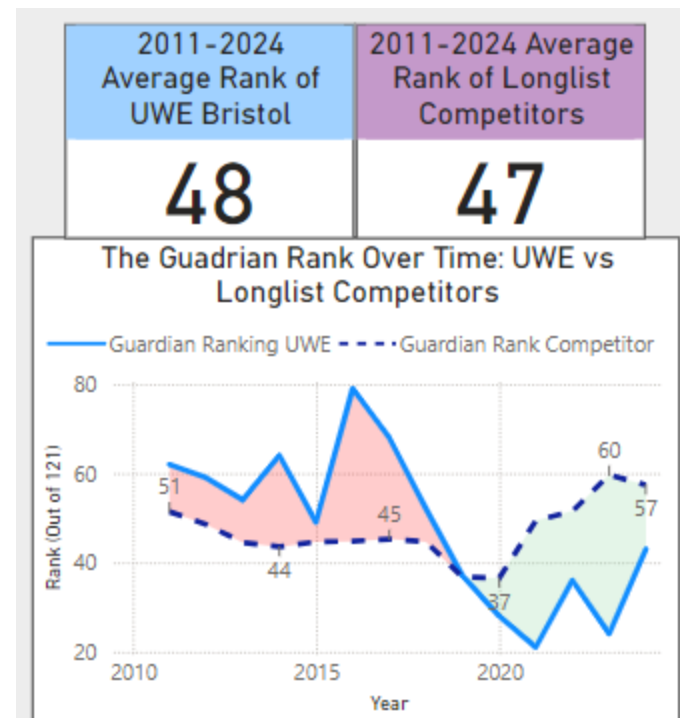


Fig 11. UWE Bristol's Guardian University Rankings vs. Longlist Competitors (2011-2024)

Summary: Longlist Competitors had a ranking that fluctuated between 37 and 60, consistently trailing UWE Bristol **after 2019**. UWE average rank from 2011-2024 was **close to** the average of Longlist Competitors

Data – Employment (%)

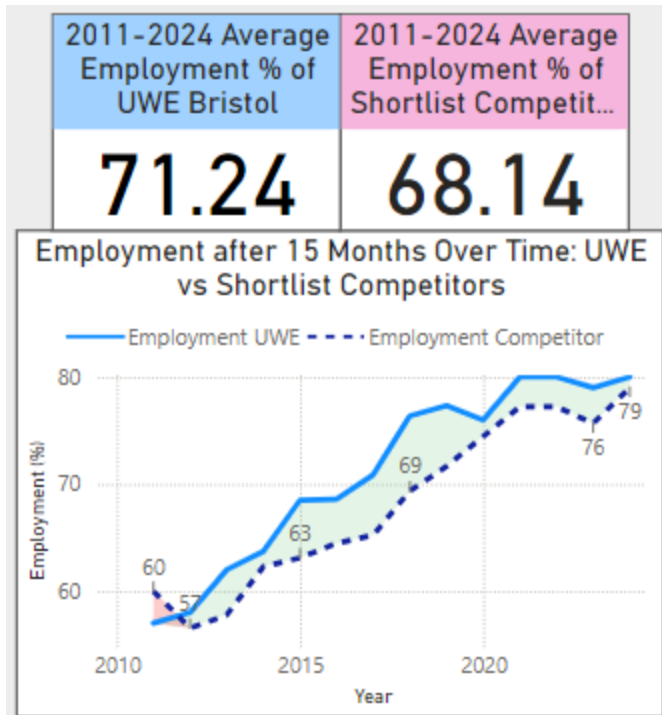


Fig 12. UWE Bristol vs Shortlist Competitors: Employment Rates After 15 Months (2011–2024)

Summary: Shortlist Competitors' employment rate generally **lags** UWE Bristol but trends upward. UWE average employment rate from 2011-2024 was **better** than the average of Shortlist Competitors

Data – Employment (%)

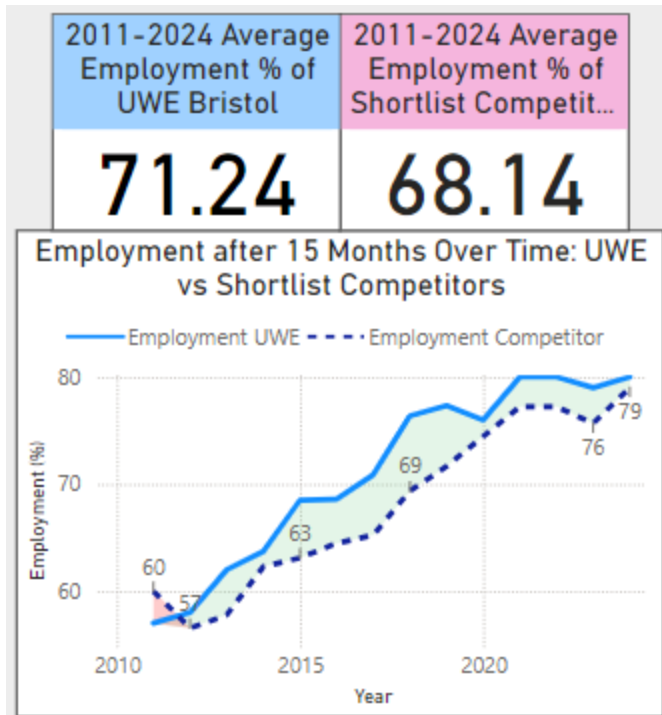


Fig 12. UWE Bristol vs Shortlist Competitors: Employment Rates After 15 Months (2011–2024)

Summary: Shortlist Competitors' employment rate generally **lags** UWE Bristol but trends upward. UWE average employment rate from 2011-2024 was **better** than the average of Shortlist Competitors

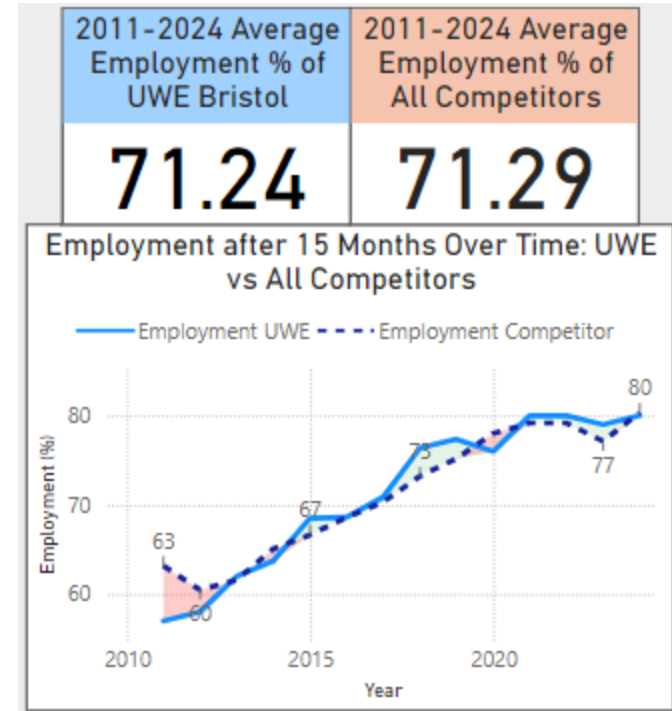


Fig 13. UWE Bristol vs All Competitors: Employment Rates After 15 Months (2011–2024)

Summary: UWE Bristol's employment rate **closely tracks** that of all competitors, with marginal fluctuations. Both trends improve over time. UWE average employment rate from 2011-2024 was **close to** the average of All Competitors

Data – Employment (%)

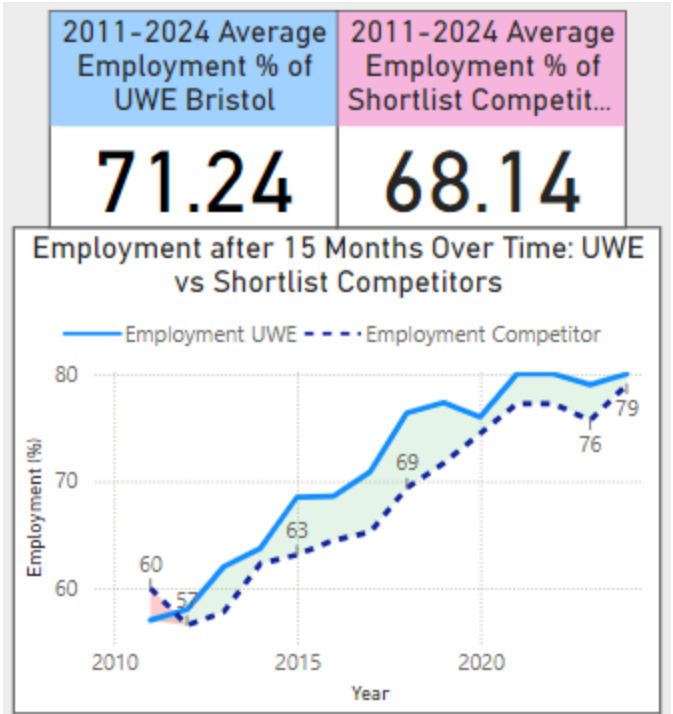


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Summary: Shortlist Competitors' employment rate generally **lags** UWE Bristol but trends upward. UWE average employment rate from 2011-2024 was **better** than the average of Shortlist Competitors

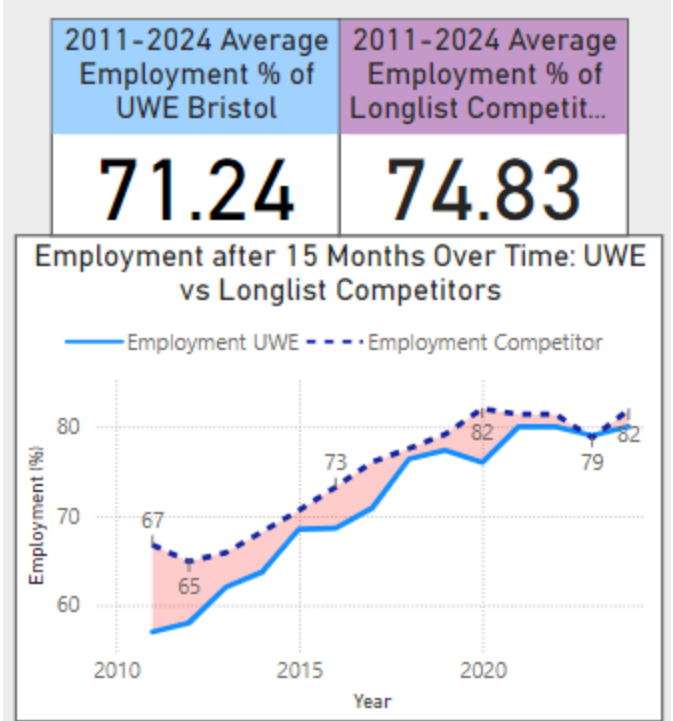


Fig 14. UWE Bristol vs Longlist Competitors: Employment Rates After 15 Months (2011–2024)

Summary: Longlist Competitors' employment rate generally **leads** UWE Bristol, but trends upward. UWE average employment rate from 2011-2024 was **worse** than the average of Longlist Competitors

Recommendations

Stakeholder	Concern
UWE admin	How do we compare to our competing universities in rank, score, and career over the years 2011-2024? If/what needs improvement against competition?
International Students	Why should I choose to attend UWE?

Table 2. Stakeholder concerns

- **Concern:** How do we compare to competing universities in rank, score, and career outcomes (2011-2024)? What areas need improvement?
- **Recommendation 1: Focus on Employment Outcomes:** Data analysis indicates employment outcomes are the key area for improvement against competitors.
- **Recommendation 2: Benchmark Against Top Competitors:** Focus benchmarking efforts on "longlist" competitors (top-performing institutions considered by prospective students).
- **Recommendation 3: Subject-Specific Dashboards:** Develop dashboards for employment and rankings broken down by subject area.
- **Concern:** Why should I choose to attend UWE?
- **Recommendation 1: Highlight Consistent Ranking Performance:** Emphasize UWE's consistent ranking performance over the past 7 years compared to all competing institutions.
- **Recommendation 2: Promote Superior Employment Outcomes:** Showcase UWE's average employment outcomes since 2011, which have consistently outperformed shortlisted institutions.
- **Recommendation 3: Targeted Marketing & Messaging:** Conduct focus testing with the marketing team to refine messaging with data and ensure it resonates with international students.

Any Questions?



References

Reference list

McManus, R., Haddock-Fraser, J. and Rands, P. (2017). A methodology to understand student choice of higher education institutions: the case of the United Kingdom. *Journal of Higher Education Policy and Management*, 39(4), pp.390–405. doi:<https://doi.org/10.1080/1360080x.2017.1330806>.

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