

**Finance, Planning and Resources Committee Meeting**

4.00 pm on Tuesday, 26 September 2017  
in 1B16 - Technopark, SE1 6LN

**Agenda**

<i>No.</i>	<i>Time</i>	<i>Item</i>	<i>Pages</i>	<i>Presenter</i>
6.		Student Recruitment Update	55 - 60	NL

**Date of next meeting  
4.00 pm on Tuesday, 14 November 2017**

Members: Hilary McCallion (Chair), Sodiq Akinbade, Jerry Cope, Michael Cutbill, Peter Fidler, Mee Ling Ng, Jenny Owen and David Phoenix

In attendance Pat Bailey, Mandy Eddolls, Richard Flatman, Nicole Louis, James Stevenson and Michael Broadway

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	CONFIDENTIAL
Paper title:	Student recruitment update
Board/Committee	Finance, Planning and Resources Committee
Date of meeting:	26 September 2017
Author:	Nicole Louis, Chief Marketing Officer
Executive/Operations sponsor:	Nicole Louis, Chief Marketing Officer
Purpose:	Discussion
Recommendation:	The committee is requested to note the update

## Recruitment Update

- Across the main recruitment cycle, LSBU experienced a downturn in applications for both UG and PG segments. Downturn was not significantly adverse to the wider market based on UCAS monitoring
  - Application variance of -6% going (-17% including HSC) versus prior year compared to -4% nationally and -10% for local competitors
- Going into clearing LSBU Firm Acceptances were broadly flat (-1% or 22 accepts against 16/17) indicating the potential to achieve a similar position to 2016/17, providing that demand via clearing followed a similar pattern
- Immediately following A Level results day, UCAS reported a -13% drop in applicants available through clearing with almost all of the impact affecting lower tariff institutions. This fell further to -18.5% in England.
- Whilst the LSBU operational set up for clearing was robust, call volumes and corresponding applications started off low in contrast to prior year and have continued to fall short of levels required to achieve budget for Semester 1

2017/18 Clearing Stats to Date	17/18	16/17	Count	+/- %
Calls Handled	13,000	15,000	-2000	-13%
Applications Received	2,700	3,000	-300	-10%
Firm Acceptances	500	1,000	-500	-50%

- Latest projections for FT UGs joining in Semester 1 is for ~ 2100 students representing a 15-20% reduction versus prior year. This is compounded by a similar drop in full time postgraduates and a shortfall in overseas

- Some upside has been identified for Semester 2 recruitment which will mitigate some of the S1 shortfall, particularly in revenue from overseas students through a blend of provision including study abroad, plus revenue from new joiners on apprenticeship courses in HSC which are phased Oct through to Jan
- Based on the current position for firm accepts across the board, forecast daily run-rates through to October 6<sup>th</sup> and anticipated conversion rates based on prior year actuals, we are currently forecasting a shortfall in full year revenue ranging from **£5.06m** to **£8.9m** given a number of differing scenarios. Forecast are updated weekly based on actual run rates achieved. Executive are currently modelling a shortfall of £7M
- Enrolment is progressing well and we are seeing a 90%+ attendance rate at face-to-face enrolment. 85% of UG Firm Accepts are currently engaged in the process and 48% now fully enrolled. There remains however a risk, given the significant year on year variations in application data, that there is also a change in enrolment levels

#### Latest 2017/18 Enrolment Forecast by Mode

EFE Forecast 2017/18	Semester 1	Semester 2	Variance to Budget
<b>UNDER GRADUATE COURSES</b>			
FT/UG Home & EU Non-HSC	2,017	59	-377
FT/UG HSC	796	27	-96
FT/UG Overseas	132	45	-197
PT/UG Home & EU	581	11	57
PT/UG HSC	75	144	146
PT/UG Overseas	1	2	1
<b>Total UG</b>	<b>3,602</b>	<b>288</b>	<b>-466</b>
<b>POST GRADUATE COURSES</b>			
FT/PG Home & EU Non-HSC	529	108	-11
FT/PG HSC	306	14	2
FT/PG Overseas	115	158	-85
PT/PG Home & EU	431	108	-4
PT/PG HSC	55	11	-147
PT/PG Overseas	2	6	-7
<b>Total PG</b>	<b>1,438</b>	<b>405</b>	<b>-253</b>
<b>LSBU Grand Total</b>	<b>5,040</b>	<b>693</b>	<b>-718</b>

## Latest Financial Forecasts

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Enrolment and corresponding revenue forecasts have been broken down into three categories.

<b>Fee Income Risk 2017/18</b>	<b>Low End</b>	<b>High End</b>
LSBU (Exc HSC and OS)	-£2,054,237	-£4,589,516
HSC	-£567,642	-£1,699,691
Overseas	-£2,439,557	-£2,694,440
<b>Total</b>	<b>-£5,061,437</b>	<b>-£8,983,647</b>

## Re-Enrolment Update

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Income is also affected by reenrolment numbers. These are currently tracking in line with last year but in budget terms we are expecting a 2% improvement overall. The position will be known early November.

<b>2017/18 Re-enrolment Stats to Date</b>	<b>17/18</b>	<b>16/17</b>	<b>Var</b>
Students Eligible to Re-enrol	8,333	8,164	169
Number of Students Re-enrolled	7,083	6,882	201
% of Eligible Students Re-enrolled	85%	84.3%	0.7%

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Appendix

LSBU Excluding HSC and O/S

**FULL YEAR 17/18**

UG FT	YTD	RR	FA	EFE	Shortfall	Impact
90% CR	2,046	17	2,306	2,075	-377	-£2,827,889
		11	2,241	2,017	-435	-£3,267,166
UG FT	YTD	RR	FA	EFE	Shortfall	Impact
85% CR	2,046	17	2,306	1,960	-492	-£3,693,677
		11	2,241	1,905	-547	-£4,108,549

UG PT	YTD	RR	FA	EFE	Shortfall	Impact
90% CR	515	12	657	591	57	£257,105
		6	592	533	-1	-£5,384
UG PT	YTD	RR	FA	EFE	Shortfall	Impact
85% CR	515	12	657	558	24	£109,983
		6	592	503	-31	-£138,642

PG FT	YTD	RR	FA	EFE	Shortfall	Impact
90% CR	523	12	773	696	49	£345,867
		6	708	637	-11	-£76,702
PG FT	YTD	RR	FA	EFE	Shortfall	Impact
85% CR	523	12	773	657	10	£39,740
		6	708	602	-45	-£236,510

PG PT	YTD	RR	FA	EFE	Shortfall	Impact
90% CR	414	12	664	598	55	£170,680
		6	599	539	-4	-£12,191
PG PT	YTD	RR	FA	EFE	Shortfall	Impact
85% CR	414	12	664	564	21	£66,896
		6	599	509	-34	-£105,815

TOTAL	YTD	RR	FA	EFE	Shortfall	Impact
	3,498	53	4,400	3,960	-216	-£2,054,237
		29	4,140	3,726	-451	-£3,361,443
TOTAL	YTD	RR	FA	EFE	Shortfall	Impact
	3,498	53	4,400	3,740	-436	-£3,477,057
		29	4,140	3,519	-657	-£4,589,516

**FULL YEAR 17/18**

UG FT	YTD	RR	FA	EFE	Shortfall	Impact
90% CR	773	7	868	823	-96	-£751,856
		3	829	786	-133	-£1,042,328
UG FT	YTD	RR	FA	EFE	Shortfall	Impact
85% CR	773	7	868	780	-139	-£1,080,352
		3	829	745	-174	-£1,355,536

UG PT	YTD	RR	FA	EFE	Shortfall	Impact
90% CR	53	4	239	219	146	£655,326
		2	226	207	134	£599,912
UG PT	YTD	RR	FA	EFE	Shortfall	Impact
85% CR	53	4	239	203	130	£583,983
		2	226	192	119	£534,402

PG FT	YTD	RR	FA	EFE	Shortfall	Impact
90% CR	275	7	355	320	2	-£10,653
		3	316	284	-37	-£259,933
PG FT	YTD	RR	FA	EFE	Shortfall	Impact
85% CR	275	7	355	302	-19	-£136,714
		3	316	269	-52	-£372,145

PG PT	YTD	RR	FA	EFE	Shortfall	Impact
90% CR	35	4	73	66	-147	-£460,460
		2	60	54	-159	-£497,034
PG PT	YTD	RR	FA	EFE	Shortfall	Impact
85% CR	35	4	73	62	-151	-£471,870
		2	60	51	-162	-£506,412

TOTAL	YTD	RR	FA	EFE	Shortfall	Impact
	1,136	22	1,535	1,427	-96	-£567,642
		10	1,431	1,331	-195	-£1,199,383
TOTAL	YTD	RR	FA	EFE	Shortfall	Impact
	1,136	22	1,535	1,347	-179	-£1,104,952
		10	1,431	1,256	-270	-£1,699,691

**FULL YEAR 17/18**

UG FT	YTD	RR	FA	EFE	Shortfall	Impact
90% CR	151	17	192	173	-197	-£1,513,707
		11	192	173	-197	-£1,513,707
UG FT	YTD	RR	FA	EFE	Shortfall	Impact
85% CR	151	17	192	163	-207	-£1,587,397
		11	192	163	-207	-£1,587,397

UG PT	YTD	RR	FA	EFE	Shortfall	Impact
90% CR	1	4	83	3	1	£3,141
		2	83	75	1	£3,141
UG PT	YTD	RR	FA	EFE	Shortfall	Impact
85% CR	1	4	83	71	-3	-£15,480
		2	83	71	-3	-£15,480

PG FT	YTD	RR	FA	EFE	Shortfall	Impact
90% CR	128	7	303	273	-85	-£907,421
		3	303	273	-85	-£907,421
PG FT	YTD	RR	FA	EFE	Shortfall	Impact
85% CR	128	7	303	258	-100	-£1,068,587
		3	303	258	-100	-£1,068,587

PG PT	YTD	RR	FA	EFE	Shortfall	Impact
90% CR	2	4	9	8	-7	-£21,569
		2	9	8	-7	-£21,569
PG PT	YTD	RR	FA	EFE	Shortfall	Impact
85% CR	2	4	9	8	-7	-£22,976
		2	9	8	-7	-£22,976

TOTAL	YTD	RR	FA	EFE	Shortfall	Impact
	282	32	587	456	-289	-£2,439,557
		18	587	528	-289	-£2,439,557
TOTAL	YTD	RR	FA	EFE	Shortfall	Impact
	282	32	587	499	-319	-£2,694,440
		18	587	499	-319	-£2,694,440