

GLASGOW KELVIN COLLEGE

Learning and Teaching Committee – 26 February 2025

Update on 2025/26 Admissions

Report by Director of Digital and Information Systems

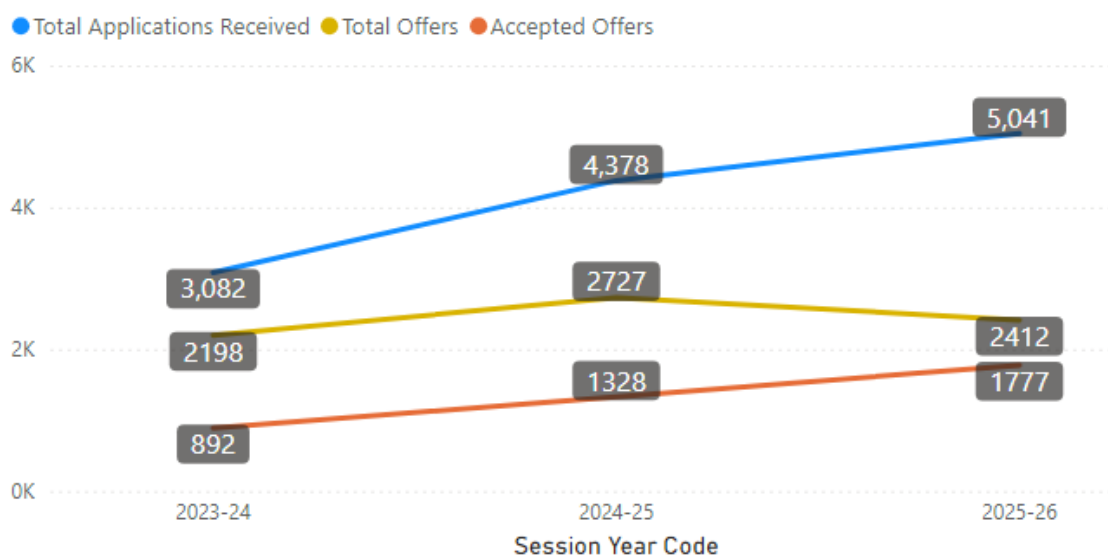
1. Introduction

This report provides an update on student recruitment for the 2025/26 academic year at Glasgow Kelvin College. It is intended for the Learning and Teaching Committee and presents the most recent admissions data, including the number of applications received and offers made, as well as a comparison with previous years.

2. Recruitment Update

Applications for academic session 2025/26, opened in December 2024. As of the 31 January 2025, the College has received 5,041 applications resulting in 2,412 course offers.

Number of Applications



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Figure 1 - Applications received and offers made up to 31 January 2025.

Academic Year (to 31 January)	2023/24	2024/25	2025/26
Applications	3,082	4,378	5,041
Offers	2,198	2,727	2,412

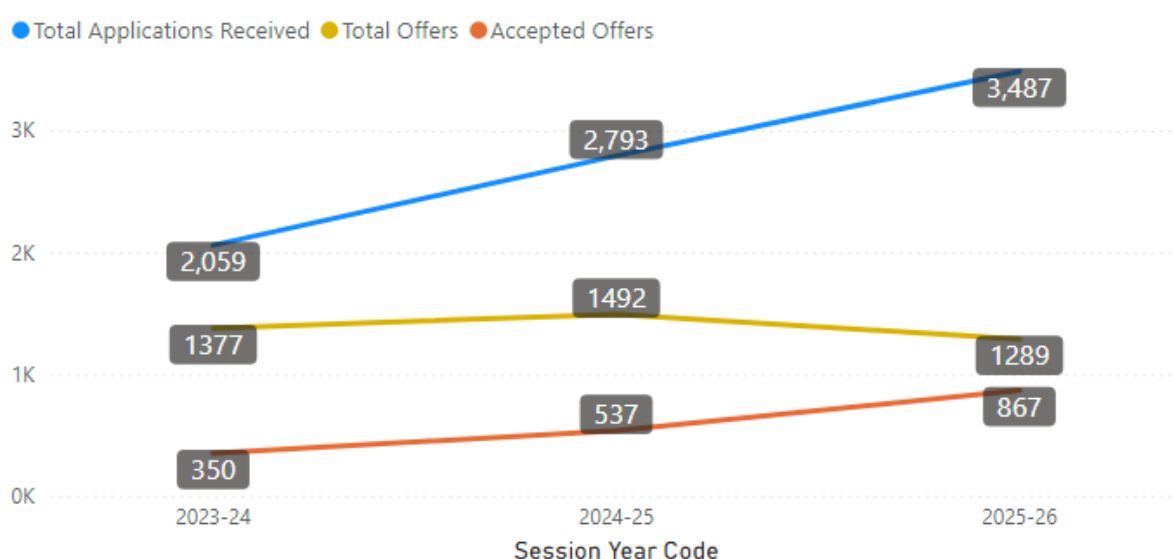
Comparing the three academic years at that same point in the admissions cycle, it shows:

- The number of applications received up to 31 January 2025 is up 15% on 2024/25 values and up 64% on 2022/23 values.
- Up to 31 January 2025, the College has 2,412 student offers. When compared to previous years, this represents a 12% decrease compared to the previous year, but an increase of 10% compared to 2023/24.

Applications and offers for 2025/26 are expected to increase further, as at the time of writing, comparison figures were only available up to 31 January 2025.

Application volumes are higher than last year, due to a strong external recruitment campaign. Figure 2 shows a sharp increase in applications from new students who are not currently studying with the College. Our website continues to deliver an excellent user experience, supported by a strong digital marketing campaign and social media presence. In addition, the student application online portal launched with a new interface in January, which aligns with the current College branding and website, and vastly improves on the user experience by ensuring compatibility with mobile phone platforms.

Number of Applications



[Open in Power BI](#)

Figure 2 - Applications from new students not currently studying at Glasgow Kelvin College.

Student offers have decreased by 12% this year but still remain much higher than session 2023/24. Course places are competitive, and the College has a range of entry requirements, Interviews, auditions and tasks to ensure applicants are matched to the right course. For 2025/26, interviews for places have increased dramatically which reflects in the number of offers issued to date, however the process is ongoing and will result in student offers increasing. This will mean that the number of offers for January applications will likely rise and will be reported in future updates.

Overall, 2025/26 student recruitment is comparable to last year and early indicators suggest the campaign will deliver the target enrolments for next session.

3. Resource Implications

College funding levels could be negatively affected if the College does not achieve its recruitment and admissions targets.

4. Impact on students

There are no issues identified that could impact students as a direct result of this report.

5. Equalities

There are no equality implications arising directly from this report.

6. Risk and Assurance

There is a risk the College will not achieve its SFC Credit delivery target, should student recruitment fall below the target levels. This paper provides early indications that student recruitment is on track.

7. Data Protection

There are no data protection implications arising directly from this report.

8. Environmental and Sustainability

There are no environmental and sustainability implications arising from this report.

9. Recommendations

Members are recommended to:

- i Note the most recent admissions data.

10. Further Information

Members can obtain additional information on the contents of this report from Jason Quinn, Director of Digital and Information Services, jquinn@glasgowkelvin.ac.uk.

Glasgow Kelvin College
Jason Quinn, Director of Digital and Information Services
12 February 2025