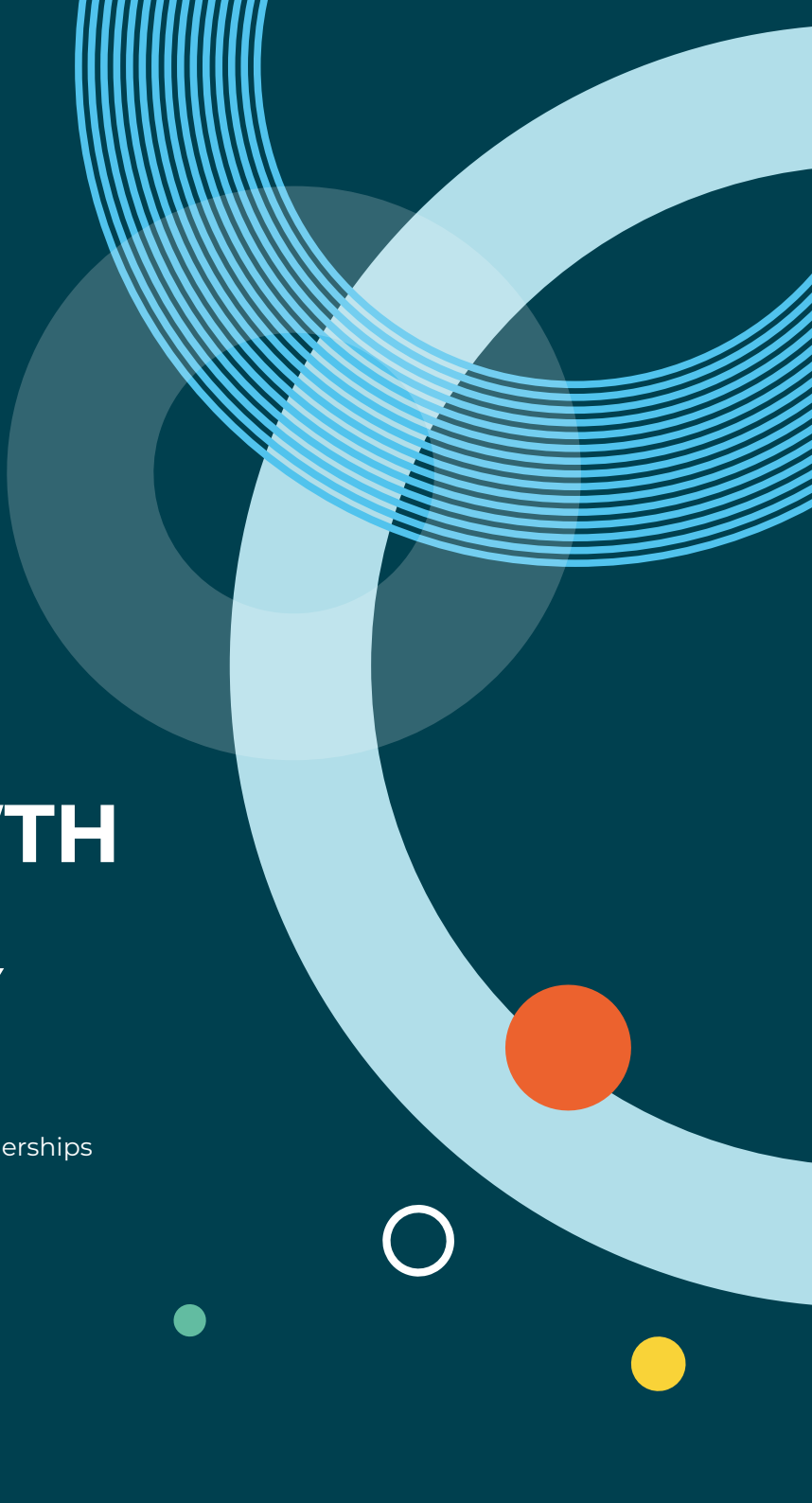




**UNLOCK
NEW GROWTH
FOR YOUR
UNIVERSITY**

qahighereducation.com/university-partnerships





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At QA Higher Education, we take great pride in our partnerships with outstanding universities, united by a shared mission to widen access to higher education and empower students to achieve meaningful career outcomes.

Each year, I'm inspired by the journeys our students take. Their successes are a testament to the strength of our collaborative, innovative relationships with our university partners.

Our dedicated teams are here to support both students and universities, helping them reach their goals and shape a brighter future together.

If you're a university looking to expand your reach and impact, I invite you to explore our partnership models and hear the stories of transformation we've helped create.

Together, we can unlock new opportunities for students and drive lasting change in higher education.

Simon Nelson
Chief Executive Officer
QA Higher Education



QA HIGHER EDUCATION POWERING POTENTIAL

QA Higher Education is on a mission to be the UK's leading private higher education provider for employability outcomes and an engine of economic opportunity, student transformation and global impact.

We're building on our proven capabilities to help universities transform education delivery for the modern learner.

Empowering universities to be more flexible, affordable and accessible to a wider range of students through partnerships that deliver meaningful financial performance.

100+

COURSES TAUGHT IN
**HIGH-DEMAND SKILL
SUBJECTS**

17,000+

**STUDENTS STUDYING
WITH US AND OUR
PARTNERS**

100+

**COUNTRIES
REPRESENTED ACROSS
STUDENT BODY**

800+

**GLOBAL NETWORK
OF AGENTS AND
IN-COUNTRY STAFF**



OUR UNIVERSITY PARTNERS

We tailor distinct models for each of our partners, aligning with their specific objectives and operational needs across multiple locations.



WORKING WITH YOU PARTNERSHIP MODELS ALIGNED TO YOUR GOALS

Branch Campus

Break into high-demand study locations with less financial risk. Expand with a university branded campus delivering high quality and inclusive learning for a diverse range of domestic and international students.

QA Higher Education Centres

Expand reach and accelerate growth through strategic partnerships in major city locations and flexible delivery modes. Widening access while delivering high-quality, inclusive education to domestic and international learners.

Main Campus Recruitment

Achieve enrolment volume targets on your main campus and meet diversity goals through strategic recruitment efforts in home and international markets. Leverage our extensive agent network and recruitment engine to drive results.

Online Learning

Reach more students with your courses through our collaborative and innovative approach to online learning. We support universities to apply their courses to online delivery whilst delivering effective student learning outcomes.

Transnational Education

Take your university overseas to deliver your courses in key global markets. Support your institution's internationalisation strategy with our expertise in applying university courses to new locations while prioritising academic quality and student employability outcomes.



QA Higher Education has been a successful partner to universities by bringing different approaches to the sector and addressing the needs of each university, aligning with their strategies, aligning with their growth and aligning our partnership models to suit the universities.



Nick Miller
Chief Commercial Officer
QA Higher Education



WHY PARTNER WITH QA HIGHER EDUCATION

QA Higher Education empowers universities with capital, infrastructure, and expert teams to **expand into new domestic and international student markets**. Driving recruitment **growth**, new revenue streams, **added capacity**, and **reduced operational strain**.





QA HIGHER EDUCATION LOCATIONS

Our teaching locations enable expansion into new markets with flexible learning delivery that meets the needs of students from non-traditional academic backgrounds.

Each city centre location offers a distinct experience, catering to students seeking the environment that best suits their ideal university journey. Our buildings are equipped with teaching, study and social spaces so that each student can access the facilities they need to successfully complete their studies alongside a diverse range of fellow learners.



LONDON

London is a global powerhouse for graduate employability, from 2019 to 2024, jobs increased by 9.8% in London outpacing the national growth rate of 5.4% (Lightcast Economy Overview London 2025).



BIRMINGHAM

Birmingham offers a vibrant, diverse community with a cost of living 20% lower than London (Natwest Student Living Index 2024), making it a smart choice for value-conscious students.



MANCHESTER

Manchester is fast becoming a digital innovation hub for international students, with its Digital sector set for 9.4% growth, adding over 2,400 jobs by 2030 (Lightcast Cluster Explorer: Manchester, 2025 to 2030).

These cities are not just locations, they are launchpads for student futures.



BREAK INTO NEW STUDENT MARKETS WITH FLEXIBLE DELIVERY

Our teaching locations in central London, Birmingham and Manchester deliver a quality and inclusive learning experience with a sharp focus on meeting OfS B3 thresholds.



YOUR PROGRAMMES DELIVERED BY OUR FACULTY



MULTIPLE INTAKES PER YEAR



DAYTIME, EVENING AND WEEKEND DELIVERY



FLEXIBLE, BLENDED LEARNING FORMATS



MULTIPLE ENTRY ROUTES



30%

Average proportion of UK students who come back to do a **Master's with QA Higher Education** and our partners after graduation.

TAILORED DELIVERY TO SERVE A DIVERSE STUDENT BODY



HIGH QUALIFIED MULTICULTURAL STAFF AND FACULTY

Many have published research, years of industry experience, are national examiners and have Fellowship with the Higher Education Academy.



INCLUSIVE STUDENT SUPPORT

Academic, career, welfare, and library support teams are available online or on campus to support the unique needs of widening participation and international students.



ACTIVE STUDENT INPUT

Student feedback is regularly sought and incorporated through surveys, focus groups and student committees.



EMPLOYABILITY FOCUS

Tailored modules create internship, or applied consulting opportunities with employers such as Barbour, Dior and M&G Investments.

WORKING TOGETHER TO DELIVER EXCELLENCE

QA HIGHER EDUCATION DELIVERS

Marketing and Recruitment

- Agent relationship and payment management
- University-branded campaigns for brand engagement and demand generation

Admissions, Conversion and Enrolment

- Online applications and admissions processing
- Offer making and conversion
- Enrolment and pre-arrival communications

Campus Operations

- Campus investment and operations management
- Compliance with safety, security, and accessibility standards

Teaching and Student Experience

- Academic delivery aligned with university frameworks
- Student support (ACE Team, Welfare, Careers, Library)
- Innovative, flexible learning modes

UNIVERSITY PROVIDES

Marketing and Recruitment

- Ensure agent compliance (with QA Higher Education)
- Approve marketing and recruitment plans
- Manage brand and reputation of the university

Campus Operations

- Provide student access to central digital services (e.g. library, careers)
- Provide QA Higher Education staff access to relevant digital resources
- Collaborate on campus suitability for specialist delivery

Academic Oversight

- Maintain academic standards and student outcomes
- Lead academic governance and quality assurance
- Appoint external examiners
- Support curriculum development and assessment moderation
- Manage accreditation and revalidation
- Support regulatory compliance (e.g. OfS, QAA)



GROW AND DIVERSIFY YOUR MAIN CAMPUS PROGRAMMES WITH OUR STUDENT RECRUITMENT SERVICES

Our extensive experience in recruiting both home and international students can support your university in achieving its enrolment targets. Leveraging our broad national and global network, along with rigorous admissions and conversion processes, we tailor our approach to meet the unique needs of each student, course, and university partner.

By aligning our resources and expertise with your university's strategic recruitment objectives for main campus programmes, we ensure a collaborative and results-driven partnership.



OUR RECRUITMENT NETWORK

We go beyond traditional recruitment models to deliver a dynamic, data-informed approach that meets the evolving needs of universities and students. Our recruitment network is built on deep-rooted partnerships, regional expertise, and a commitment to broadening access to higher education.

Breaking the mould to recruit new home markets

We have a robust agency network recruiting in emerging domestic student markets. We help universities achieve their diversity, widening access and enrolment volume goals with strong reach in mature learner and EU settled-status markets.

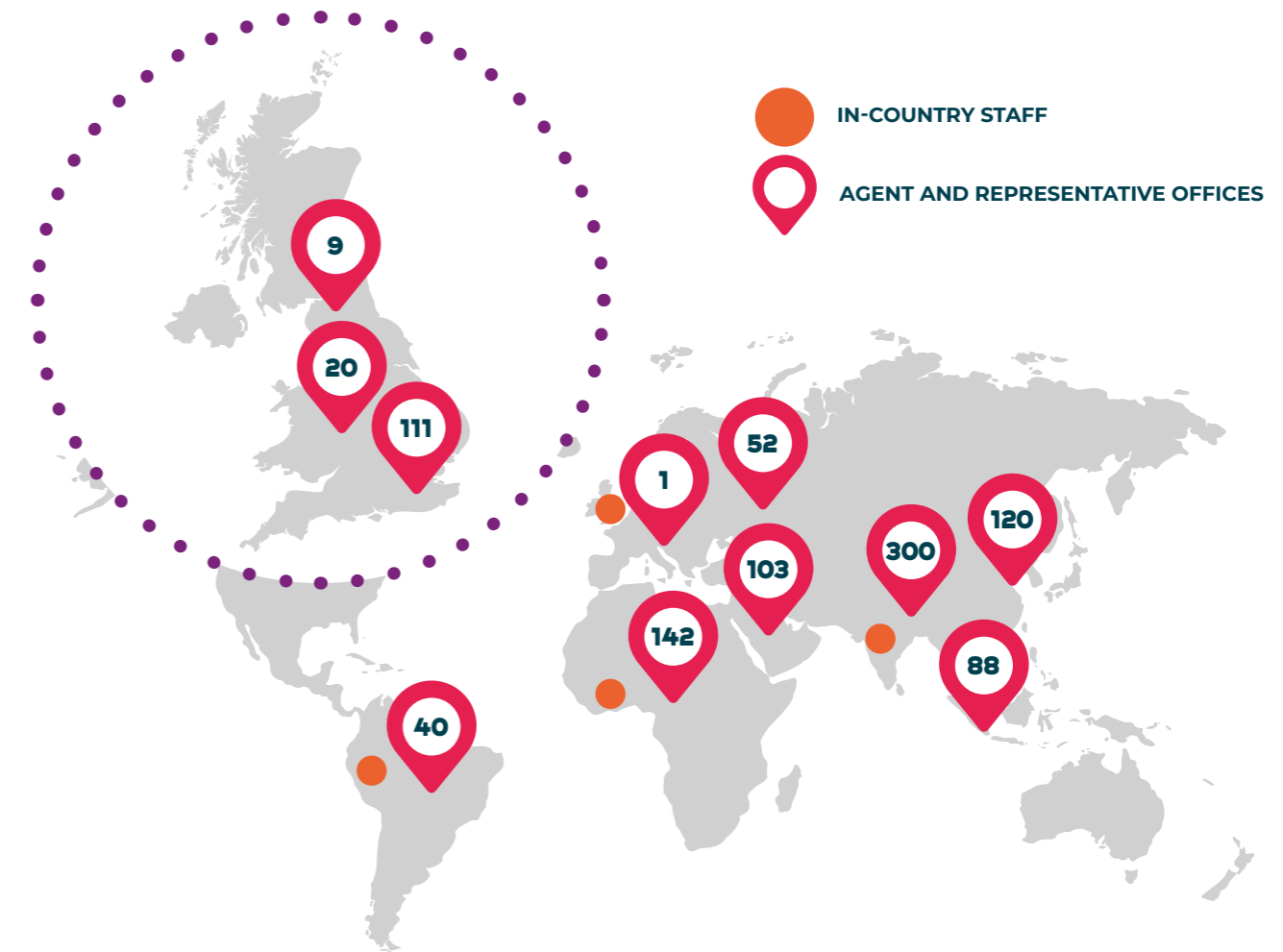
Access expanded international resource

We provide our university partners with comprehensive recruitment support, including overseas trips, events, and in-country recruitment activities. This means your university can benefit from having more hands on deck through QA Higher Education's regional teams, which include:



Optimise admissions and conversion

We maximise enrolment through our expert admissions teams and dedicated conversion processes, including:



140+
ACTIVE AGENTS
IN THE UK

800+
ACTIVE GLOBAL AGENTS
AND RECRUITMENT STAFF

BEATING THE DOWNTURN:

ACHIEVING INTERNATIONAL GROWTH AT NORTHUMBRIA UNIVERSITY LONDON CAMPUS



While many UK universities grappled with a sector-wide 26% downturn in international student recruitment in Autumn 2024 (source: Times Higher Education), the partnership between QA Higher Education and Northumbria University tells a different story. Against a challenging market backdrop, the Northumbria University London Campus recorded a remarkable 21.6% year-on-year growth in international enrolments, with this success stemming from deliberate, versatile strategies focused on:



COMBINING THE STRENGTHS AND INVESTMENT FROM BOTH THE UNIVERSITY AND QA HIGHER EDUCATION



AGILITY IN RESPONDING TO MARKET CHANGES WHILST ENSURING QUALITY AND REPUTATION



STUDENT CENTRICITY AND FLEXIBILITY



STRONG RECRUITMENT RELATIONSHIPS

Northumbria University launched its London campus, a joint venture partnership with QA Higher Education in 2014. Over ten years of operation, the campus has grown its student body to more than 4,100 UK and International students, drawing on the shared resource of both the university and QA Higher Education.



The partnership was based on our aligned vision for innovative programmes and a commitment to an exceptional student journey. We see the London campus as an incubator to allow Northumbria University to test new ideas and respond quickly to market demands, drawing on the expertise of both partners.

ROB CARTHY
Director of International Development, Northumbria University.





AGILITY IN NAVIGATING MARKET DYNAMICS

Strategic Course Development

QA Higher Education has worked closely with Northumbria University to expand its course portfolio in London drawing on the academic and research excellence of both partners. The university and QA Higher Education's Market Insights teams collaborate to create a data-driven portfolio strategy by analysing student demand, competitor offerings, and emerging labour market trends.

This process involved gathering valuable feedback from recruitment teams and graduates, leveraging comprehensive data from sources such as HESA and Lightcast, and analysing visa and student mobility metrics. Additionally, the university and QA Higher Education collaborated with dataHE to commission targeted research, ensuring that every decision was underpinned by robust market intelligence. These insights informed product roadmaps that went beyond course subjects to include delivery modes, course titles and intake schedules.

In 2024, the partnership responded to a growing market by focusing primarily on the launch of new undergraduate courses, a strategic move in a market where undergraduate is the predominant level of study. This targeted expansion not only reflects a response to evolving student needs but also reinforces our joint commitment to providing high-performing programmes that empower students to achieve their academic and career aspirations.

Streamlining Enrolment for Global Access

The Northumbria-QA Higher Education partnership prioritises a student-first mindset, having transformed the application to enrolment journey to offer a smoother and more supportive experience. Entry requirements are aligned across the Northumbria campuses, working together to ensure they are designed to facilitate student success whilst being responsive to regional needs.

Recognising Northumbria University's commitment to social mobility the partnership has developed a portfolio which is inclusive, ensuring access without compromising academic integrity.

Building Trust with Recruitment Networks

Northumbria University and QA Higher Education recognises that its success lies in fostering trust and collaboration with its recruitment network, who are vital in connecting students with Northumbria University. To foster these relationships, the partnership has a joined-up approach with dedicated points of contact for quick responses, ensuring seamless communication and consistent support.

Beyond operational efficiency, the partnership continually invests in recruiter development through in-country visits, campus hosting, recruiter conferences and comprehensive training programmes. These initiatives have equipped recruiters with an in-depth understanding of Northumbria University's London Campus programmes and their relevance in local markets.

With customised toolkits and detailed applicant progress reports, agents gained the confidence and resources needed to guide students effectively.

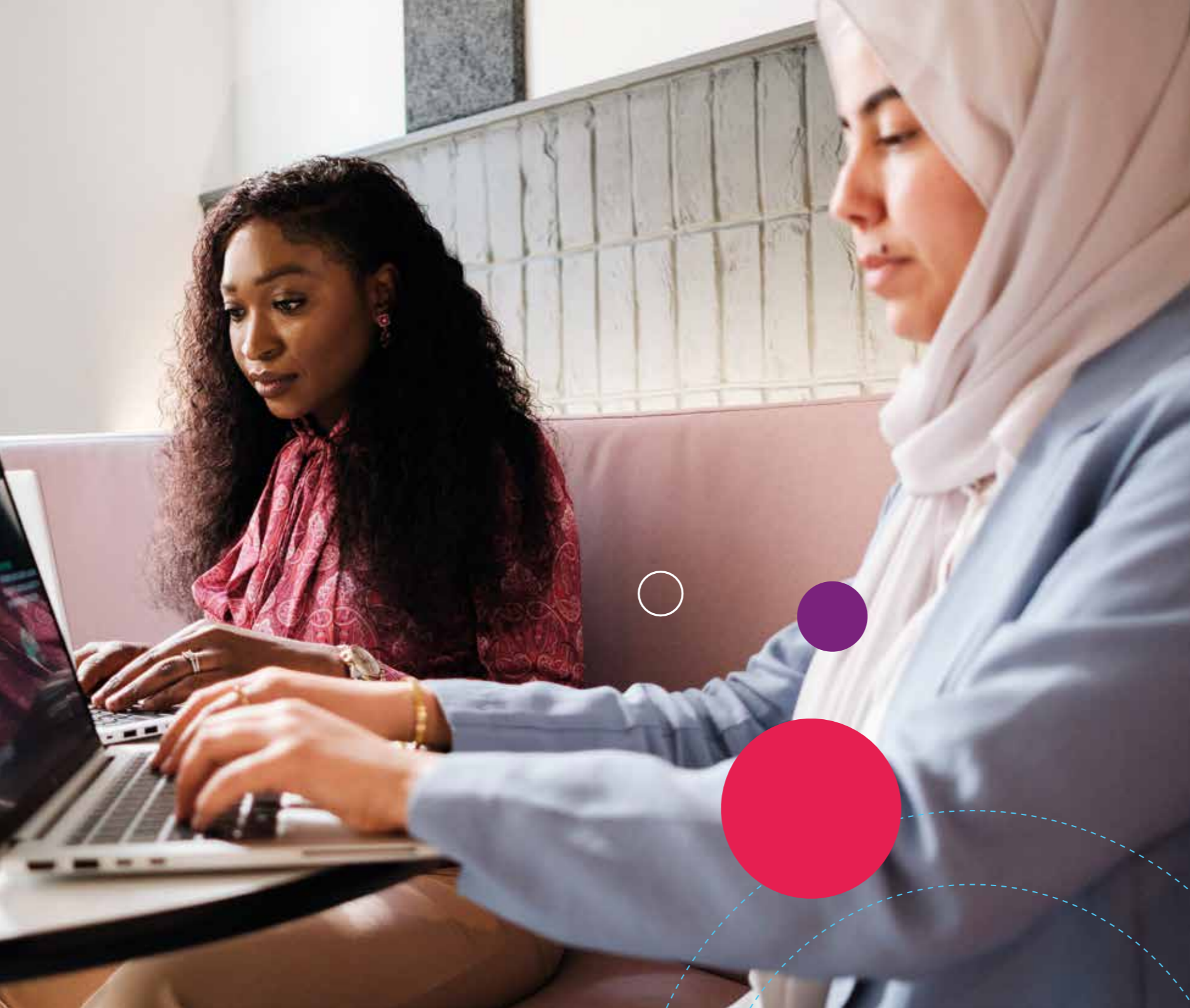
Looking Ahead

The partnership between QA Higher Education and Northumbria University has shown remarkable resilience in navigating market fluctuations.

The deliberate strategies underpinned by agility, flexibility, and collaboration not only positioned Northumbria University London Campus for continued success but also set a strong foundation for future growth.

By remaining adaptable and student-focused, QA Higher Education and Northumbria University are well-prepared to face the ups and downs of the international education market.





EXPAND ACCESS THROUGH ONLINE DELIVERY

Grow the reach of your university and its degree programmes through the online delivery of high-quality, flexible education experiences.

Delivering your degree programmes online opens new doors for your students and your institution. Through our expertise in flexible learning, your university can extend its impact globally, offering accessible, engaging, and career-relevant learning experiences to a broader and more diverse student population.

Why expand into online learning?

FOR STUDENTS

Flexibility that fits busy lives

Learners can balance education with work, family, and other commitments.

Access to world-class education

Students benefit from high-quality teaching and personalised support no matter where they are.

Career-ready outcomes

Programmes are designed to build practical skills and knowledge that translate directly into professional success.

Inclusive learning environment

Online delivery fosters a diverse and global community, enriching the student experience through varied perspectives.

FOR YOUR UNIVERSITY

Global reach and visibility

Attract students from across regions and backgrounds, expanding your institution's footprint and reputation.

Scalable programme delivery

Online education allows you to grow enrolment without the constraints of physical infrastructure.

Enhanced student outcomes

Our proven platform supports high engagement and completion rates, helping your university meet academic and strategic goals.

Innovation and agility

Stay ahead in a competitive education landscape by offering modern, flexible learning options that meet evolving student expectations.

GROWING PARTNERSHIPS WITH ONLINE DELIVERY

We have continued to build on face-to-face delivery success to widen access to industry-leading courses.

Our innovative online delivery model in partnership with Northumbria University and our London campus offers students the accessibility and flexibility of online learning while maintaining the extensive experience face-to-face delivery offers. Students on these courses benefit from:



ONLINE VIRTUAL LEARNING ENVIRONMENT

These part-time courses allow students to fit their studies around their commitments.



EXTENSIVE STUDENT SUPPORT

Students can access help and guidance from course tutors when they need it.



ACCESS TO LONDON CAMPUS FACILITIES

Students retain access to the big city experience with full learning flexibility.





**Explore partnership opportunities
with QA Higher Education**

qahighereducation.com/university-partnerships

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