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EU applicants to Northumbria rises whilst declining nationally

A North East university is bucking the trend in recruiting EU students.

Northumbria University, Newcastle has seen an overall increase of 37% in students from the EU applying to study at the university, despite a 5% drop nationally.

The number of EU students applying to start an undergraduate degree course in September at Northumbria rose by 50% compared to the previous year, while applications for postgraduate qualifications rose by 17%.

The rise is despite a downward trend nationally and comes after the development of a new strategy by Northumbria to its targeting of EU countries.

Rob Carthy, Director of International Recruitment at Northumbria University said: “We are delighted at the increase in EU applicants to the university; whilst other universities have struggled we have deliberately taken a proactive approach. We are a truly global university with 30,000 students from 100 different countries.

“This success is directly attributable to our targeted international recruitment strategy, adopted two years ago, which involved centralising our international recruitment, developing our targeting methods and an innovative marketing strategy.

“There is no doubt that Brexit has understandably caused some nervousness in the marketplace, but EU students enrolling in September, and the year after, can still access the same financial support as those from the UK. The Government has also alluded to a transitional arrangement which means EU students could potentially access funding after Brexit, which would ensure the UK remains an attractive destination for European students.”

Northumbria University currently has a limited number of places available for high quality students through Clearing this summer. For more information, visit www.northumbria.ac.uk/clearing or call the Clearing Hotline on 0800 085 1085.

More information about Northumbria’s international recruitment is available at <https://www.northumbria.ac.uk/international>

For further information on news at Northumbria, go to www.northumbria.ac.uk/news

Northumbria is a research-rich, business-focused, professional university with a global reputation for academic excellence. To find out more about our courses go to www.northumbria.ac.uk

If you have a media enquiry please contact our Media and Communications

team at media.communications@northumbria.ac.uk or call 0191 227 4606.

Rob Carthy, Director of International Recruitment at Northumbria University, is available for interview between Monday 31 July and Thursday 3 August. To arrange, please contact Kelly Elliott on 0191 349 5947 or email kelly2.elliott@northumbria.ac.uk

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