UNIVERSITY CITY IMAGE TRACKER

The truth is, we all need to be effective destination marketers.

Course-University-Location. All the research says these factors are central to UK undergraduate applicant choice. We work with universities to track their brand image, and to optimise the appeal of their course portfolios. But when it comes to the image of the host city the evidence is often anecdotal. Yet our research confirms that perception of place is a vital element in student choice, particularly in the pre-application phase.

THE SOLUTION

TKP has designed a new subscription service to map, compare and track the image of the UK’s leading study cities, using online surveys. With it universities will be able to:

• Evaluate how much of the increase or fall in application share is down to changing location image factors and what actions should follow.
• Better understand the role of location in applicant choice and thus better manage the perception of place.
• Replace guesswork with reliable insights on what the market thinks of your city.
• Inform collective initiatives with city authorities and partners.
• Improve student destination marketing communications.

Web: www.theknowledgepartnership.com

"Factors that influenced [my university] decisions the most, included if I had been to the city before and what I thought about it."

“I spoke to friends and family that visited the area and that was a big influence on where I decided to apply.”

Year 13 students, considering moving to a different city for university.
METHODOLOGY

Qualitative research with prospective UK undergraduates informs the design of the service and an online survey will be completed each September/October. The timing means respondents (Year 13) will be considering options but not committed to any that might influence their attitudes to the cities. The sample will have sufficient responses to enable results to reflect the UK market overall and to analyse data at a regional level. The tracker will measure:

- The overall appeal to prospective students of each city in the study
- The image of each city across a range of dimensions
- The factors that have the greatest impact on the overall image of your city
- Student preferences of location type (major city, small city, etc.)
- Key channels and influencers, that shape perceptions of place
- Which characteristics of a city applicants consider to be the most critical
- Changes in city image over time and relative to other destinations

Compare perceptions with the lived reality: For an additional cost, include surveys of current undergraduate students and/or alumni to see gaps between their experiences and applicant perceptions.

The cities included will in part be determined by the location of subscribing universities.

QUESTIONS, ANSWERS AND ACTIONS

Is our city’s image a competitive advantage? Is the trend positive or negative? Should we invest more in destination marketing?

Are there student segments that hold more favourable perceptions of the city? How can we leverage this to enhance conversion?

What are the strengths of our city’s image that are most important? How can we better communicate these?

Does location matter more to some student segments than others and are we communicating the benefits which applicants care most about?

What are the weak spots of our city’s image and can we work with partners to address these?

Do specific aspects of a city matter more to some applicants - does having a successful sports team matter to sports or event management applicants, or having great galleries matter to art and design applicants?

PRICING

Single user:
Prospective students only £4,950+VAT
Combined pack (Prospective Students and Current Students/Alumni) £8,900+VAT

Consortia/multiple user:
Prospective students only £7,425+VAT
Combined pack (Prospective Students and Current Students/Alumni) £13,250+VAT

Universities can subscribe for private use (single user), or for shared use with city-area partners (multiple user).

HOW TO SUBSCRIBE

Visit our website for more information, a PDF of this flyer and an online subscription form, or contact:

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Formed in 2004, The Knowledge Partnership is an international consultancy that specialises in research, marketing, communications and strategy development in the education sector. We have an established reputation for delivering effective, hard-hitting advice that is specific to client needs and market environments. Our consultants are all professional specialists and committed to the value of both marketing and education.