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## News Release

### **INTO University Partnerships and the University of East Anglia joint venture launches £35m initiative to promote UK universities internationally**

**INTO University Partnerships and University of East Anglia today announce a groundbreaking joint venture designed to sharpen UK competitiveness in the international student market. INTO is a landmark, university-led initiative, targeting international students who want to study in the UK. The initiative aims to offer best in class services for students, starting with counselling and recruitment in their home country, high quality on-campus facilities and pathway programmes, leading to both undergraduate and post-graduate courses. The cost of tuition fees for the programmes will be approximately £2,000 lower than fees charged in many similar operations.**

The INTO University of East Anglia partnership provides an initial investment of £35 million for the development of brand new, state-of-the-art facilities, to be built on the University's Norwich campus and helps create a substantial financial resource to underwrite the expansion of international marketing.

The University of East Anglia Vice-Chancellor, David Eastwood commented, "This investment presents an unrivalled opportunity to bring together high quality new infrastructure, experienced international marketing and a strategic vision to enable the University to excel in an extremely competitive market for international students."

Andrew Colin, INTO University Partnerships chairman added, "This project has been designed in close working partnership with the University of East Anglia over the last 18 months. I believe we are leading the way and can offer real value to universities, addressing the opportunities and challenges of a volatile global higher education market."

With 100,000 square feet of stylish learning and accommodation facilities at the Norwich campus, the centre will cater for up to 700 international students. Importantly, it should provide the impetus for the University to continue raising its profile as it positions itself amongst the group of leading UK universities with genuine international ambitions.

INTO University of East Anglia is a first in the UK, and the company is now targeting other leading universities for similar joint ventures. The unique business model offers control to the University over key strategic elements of the initiative but brings private sector resources and expertise to the venture.

The announcement heralds an ambitious plan to create a small club of complementary universities intent on building sustainable competitive advantage by providing them with the resources needed to invest in the future and capitalise on their long-term potential. INTO University Partnerships has secured access to the £300m of private finance needed to promote the development programme and funding the necessary marketing spend.

The INTO University of East Anglia joint venture will operate a programme of pre-qualification courses controlled by the University that will enable international students to improve their language and academic qualifications before they start their undergraduate and post-graduate degree programmes or enable them to undertake the equivalent of a first year of an undergraduate programme. The INTO International Centre and programmes also provide access to everything the campus has to offer, from student housing, to personal support, as well as an introduction to university life at University of East Anglia.

Andrew Colin continued, “There will be winners and losers in the international education market. The winners will be those that invest in high quality provision and secure access to funding to build brand and presence in highly competitive international markets. Joint ventures provide a more secure option to outsourcing and avoiding commercial conflicts of interest; they bring new resources and add to, rather than replace, university functions.”

There are clear opportunities in the international higher education market, not just to boost revenues for universities but also to strengthen the UK economy. The UK already takes around a quarter of all overseas students studying in English speaking countries, and the British Council predicts that international students in Britain could triple by 2020. There are already over 270,000 overseas students in the UK, contributing £10bn\* annually to the UK economy. But market conditions are tough. Increased competition from overseas institutions is taking its toll – the UK’s share of international students is forecast to decline\*\* over the next few years as

a result. INTO University Partnerships believes, however, that by creating a consortium of like-minded, forward thinking universities it can help to ensure that higher education in the UK is equipped to strengthen its leading position and quality reputation overseas.

\* The Global Value of Education and Training Exports  
to the UK Economy, British Council & UK Trade & Investment, April 2004  
\*\* Vision 2020: Global Student Mobility, British Council

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### Notes to editor

#### **About INTO University Partnerships**

Chairman Andrew Colin founded international education specialist Study Group International, taking the company from a £3m annual turnover to an £80m business in ten years. He sold Study Group to the Daily Mail Group for £44 million in 1999. After leaving Study Group he established Espalier through which his property interests are managed. These interests centre around a £400 million property development portfolio with large schemes in London (Castle House, a 43 story residential tower for E&C), Leeds (Kirkstall, a £160m mixed development regeneration scheme), Brighton and Norwich (new college developments). The company also operates a £50 million venture capital fund managed in partnership with Revcap managed by Managing Director Richard Gibbs.

For INTO University Partnerships, an experienced team has been recruited, Finance Director John Sykes, a qualified chartered accountant with KPMG, is former Finance Director at Study Group and has extensive experience in the property and education development sectors. Steven Smale (ex British Council) heads the company's Asian sales development strategy, leading a sales team of ten in-market recruitment professionals.

INTO-University of East Anglia will now take over the responsibility for the University of East Anglia's existing preparation programmes. The new course range will be introduced from September 2006 ahead of the planned opening of the new centre scheduled for September 2008.

### **About INTO Courses**

#### **INTO Foundation course**

The INTO Foundation course is primarily designed for international students who have completed secondary or high school study in their home country. The successful completion of the course leads to the award of a University of East Anglia International Foundation Certificate and prepares students for direct entry to first year undergraduate courses at the University of East Anglia and other UK universities. The INTO Foundation course is three terms in length, starting each September and January, leading into the first year of an undergraduate degree.

#### **INTO Accelerated Foundation course**

A 'fast track' programme of intensive study to prepare students for direct entry to the INTO Diploma course (see below), which is an alternative 'first university year' for international students. Well-qualified students with good levels of English can progress to a first year undergraduate course at the University of East Anglia or other UK universities. The INTO Accelerated Foundation course is either one or two terms in length, starting each January and April, which may lead, on successful completion, to the INTO Diploma course or the first year of an undergraduate degree, starting in September the same year.

### **INTO Diploma course**

The course is the equivalent of the first year of an undergraduate degree course for students who have successfully completed the INTO Foundation course or have gained an equivalent qualification, either in the UK or overseas. Students who are already in the first year of an undergraduate degree in an appropriate subject in their home country can also choose this programme to enter UK higher education without the need to complete the INTO Foundation course. Mature students with relevant work experience may also find this course suitable as a route to university. Successful completion of the course leads to the award of the University of East Anglia International Diploma, equivalent to the University's Certificate of Higher Education. This is the first of five levels of the UK Quality Assurance for Higher Education's framework for higher education qualifications in the UK. The INTO University of East Anglia's International Diploma rating enables Diploma students with specified grades to enter the second year of a range of University of East Anglia degree courses or they may apply for entry to the second year of a UK undergraduate degree. The Diploma course is three terms in length, starting each September and January.

### **INTO Pre-Masters course**

A programme for academically qualified students to prepare for entry to University of East Anglia or other UK university masters programmes, the INTO Pre-Masters course combines academic English with specialist pre-masters modules to help students develop skills for successful postgraduate study. In addition to English language and contextual study, the course gives students advice on how to successfully complete a UK masters programme. Pre-Masters courses are one or two terms in length, starting in September, January, April or July.

### **INTO English language courses**

To enter any undergraduate or postgraduate degree course in the UK, international students must achieve English language entry requirements. Students can choose the INTO Academic English course to raise their level of English language to gain entry to either pre-university academic courses offered at the INTO centre, or to academic courses offered at the University of East Anglia.

**About the University of East Anglia**

The University of East Anglia is one of Britain's premier research and teaching universities and has been welcoming international students onto its campus for the last 40 years. Situated on a 340-acre campus in Norwich it was ranked as one of the top five universities in the UK for student satisfaction in the first National Student Survey. The University currently recruits around 600 non-EU international students for undergraduate and post-graduate study each year with non-EU international students currently representing some 13% of its total community of 13,300 students.