

Santander Universities UK



10 chances to win £1,000



Overview

Santander Universities' mission is to support students into university, work and self-employment. Collaborating with a large network of university partners, we have spent over 10 successful years removing barriers to higher education and, in turn, providing life changing opportunities to students from across the country.

In order to further this commitment, Santander Universities is offering your students the chance to benefit from an additional fund of £10,000 in support through the [Santander Scholarship Platform](#).

Through the Santander Scholarship Platform, individuals can access hundreds of scholarships and global opportunities which cover a variety of topics, ranging from technology, languages, research, soft-skills, female leadership and much more.



What we learned in 2021

Through a programme of initiatives in 2021, we have established deeper insight and learning on what offers are attractive to a large student audience. Our analysis has shown that the most effective and attractive types of offer to students are those with the following criteria:

- High value awards of £1,000
- Ability to spend the award on what students want and need
- No additional criteria is taken into account
- Equal chance of winning (random selection)

Marketing and Communications

Through our analysis and working with university partners, we also looked at how best to market the awards on offer. We found that direct email is the most effective form of communication i.e. students are more likely to apply to an opportunity after receiving an email telling them about it. This activity needs to happen at least twice over the course of a campaign in order to be truly affective.

Our analysis further demonstrated that all email activity is best supported by supplementary activity through website content and social media channels.

The marketing analysis and application data obtained through these initiatives has also provided very valuable information and insight to the universities about their student bodies.



University and student feedback

Here's what some of our university partners and previous recipients have said about the opportunities presented on the Santander Scholarship Platform:

Megan Pewsey, Communications Adviser, Kingston University

"The Santander Scholarship Platform promotion has been a great campaign for us as a University. We have seen brilliant engagement from our students particularly due to the freedom of the campaign allowing students to decide what they would want to spend the prize money on. It has been a good way to showcase the additional support Santander UK provides to University students and we saw from the promotion of this campaign there was additional uptake to other scholarships provided by Santander UK.

We have also benefited from the analytics provided from this campaign by Santander. They will be helpful when communicating with our students going forward as it has helped improve our audience understanding and allowed us to test different methods of communication."

Marnie Middlemiss, Director of Philanthropy & Alumni Engagement, University of Brighton

"The Santander Scholarships Platform promotion gave us the opportunity to engage more of our student body in the fantastic support that Santander Universities UK give to UK students. Normally this would be focused around core group and activities, such as Entrepreneurship, but as Santander are expanding their offer to provide more opportunities centrally this was a great way to raise awareness.

We were also able to capture data on what students need funding for and benefit from testing different ways of engaging students. This data set has given us more insight into what our students need and how to promote other opportunities to them in future."

Undergraduate recipient of award, Kingston university

"Applying for the Santander Kingston award was really easy. It took me a minute and I didn't think twice about it until I got an email saying I had won! For me, the money means that I can finally invest in the equipment I need for my course."



JS Group and the Santander Aspire webstore

Our delivery partners, [JS Group](#), are passionate about supporting student success, and work across the UK supporting universities and students with resources and materials that tool students for success.

Through the [Santander Aspire webstore](#), we can support students financially by helping them to purchase a vast range of products and/or services which aid their studies and support university life.

There are a wide range of categories to choose from including:

- Computing
- Books and ebooks
- Stationery & Office
- Sport & Fitness
- Clothing & Accessories
- Catering and Home, and much more!
- Electronics and music
- Magazine Subscriptions
- Photography
- Watches and Wearable Tech
- Art & Design

We will provide credit to the selected students in the Santander Aspire webstore so that they have the flexibility to choose what they want and need.



Guidelines for additional spend - Summary

In order to receive the additional £10,000 funding for your university's students, the following criteria must be adhered to:

- Funding to be dispersed as 10 x £1,000 grants, ready for students to spend on the tailored [Santander Aspire webstore](#)
- Recipients of the grants to be selected at random
- Minimum audience for the grants to be at least all undergraduate students
- You have full flexibility during 2022 in choosing the right time of the year to host the opportunity
- Opportunity to be communicated to all undergraduates a minimum of twice by email or email-delivered newsletter, with supplementary activity on social media and website content

