



# The Scholars Programme

## Economic Evaluation

The Scholars Programme improves educational and economic outcomes for students from less advantaged backgrounds by increasing access to more competitive universities.

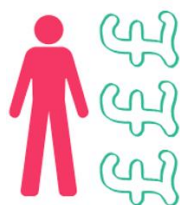
Whilst we have known for a long time that going to university increases earning potential, research published by TASO in 2024 shows that this potential is most pronounced when we factor in how competitive a university is. Graduating from a more competitive university, compared to a less competitive one, has a bigger impact on a graduate's earning potential than the difference between going to a less competitive university versus not going to university at all.

We have conducted an economic evaluation that combines our observed progression rates to more competitive universities with TASO's research to estimate the programme's economic benefits.\*



**1 in 6** Year 12 Scholars Programme students progress to a more competitive university who may not have otherwise.

**Independent UCAS Findings:** Since 2016/17, the UCAS [Outreach Evaluator](#) service has shown that Year 12 students who complete The Scholars Programme are statistically significantly more likely to apply and progress to more competitive universities than students from similar backgrounds.



Graduates from more competitive universities are estimated to earn nearly **£160,000** more, on average, in pre-tax earnings across their lifetime than graduates from less competitive universities.

**TASO Findings:** TASO research [Education Pathways: Equality Gaps in Earnings and Employment](#) (2024) estimates the pre-tax earnings premium associated with attending more competitive versus less competitive universities. We use this research to estimate the lifetime earnings uplift associated with graduating from a more competitive university compared to a less competitive university.



Increased progression to more competitive universities is estimated to generate over **£30 million** in additional lifetime pre-tax earnings for a cohort of 1,200 Year 12 students.

**Economic Evaluation Findings:** Combining the UCAS findings with TASO's research on the financial benefits of graduating from more competitive universities enables the estimation of the lifetime economic value for Year 12 Scholars Programme students through its estimated impact on progression rates. The more students The Brilliant Club works with, the higher the estimated lifetime economic value of the cohort will be.

For more information on the methodology, please visit our website which has a detailed methodology note and all the previous UCAS evaluations. To find out how The Brilliant Club can support your evaluation work, please contact us at [collaborate@thebrilliantclub.org](mailto:collaborate@thebrilliantclub.org).

\*More competitive university definitions: TASO research uses "The 52 most selective higher education providers in the UK (based on the A level UCAS tariff score of entrants)". The independent UCAS evaluations use UCAS High Tariff.