



UK Universities Case Study

password

A growing number of UK universities including Russell Group institutions such as Durham, and specialist HEIs such as The Royal College of Art, are now using the university branded Password Skills Plus model to support their global recruitment strategies.

At the core of this approach is a bespoke testing solution, allowing Password partner universities to retain full control of the applicant journey while benefiting from Password's established assessment design, secure delivery infrastructure and expert compliance processes.

Uniquely, Password partners have exclusive access to their applicant's results.



Password partners benefit from secure, high-stakes English language assessment delivered worldwide under their own brand, with no cost or operational effort to implement. By removing delays from external test booking and eliminating score sharing, universities convert applicants faster and retain more of them. This is especially powerful in international markets, where speed, trust, and accessibility directly influence enrolment outcomes.

The Password model supports an agile and integrated recruitment approach, enabling Password partners to:

- Improve applicant experience and conversion
- Make BCA-compliant admissions decisions with robust security processes aligned to UKVI standards
- Support both onshore and offshore (TNE) recruitment pipelines with a single solution
- Strengthen engagement with overseas partners through a customised, institution-led testing model

What our partners say:

Northumbria University

Rob Carthy, Director of International Development

"Password's ability to white-label a test allows the University to balance a high-quality secure test along with the need to retain institutional branding with our key overseas partners. Working with Password is helpfully straightforward, with a great team supporting the University and the learners."

Durham University

Frances Donegan, PG Admissions Assistant Manager

"Since moving to the Password Skills Plus platform, our experience has been smooth in terms of accessibility and compliance. Test security remains a priority for us, and the platform provides a great level of confidence and transparency."



And many, many more