

Personal Statement Advice for 2026 entry



UNIVERSITY OF
WINCHESTER



Session content

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Personal
Statement

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started:
the basics

Top Tips and
enhancing
your
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completed



What is a Personal Statement?



Introducing UCAS



UCAS

Further education

Undergraduate

Postgraduate

CHOOSE YOUR FUTURE

All results

Courses

Uni & colleges

Apprenticeships

Advice

Events



Search for courses, uni & colleges and information

What is the Personal Statement?

- The Personal Statement forms a large part of your application to Universities through the UCAS website.
- It is your opportunity to tell your chosen universities:-

**Why you are
applying for
your chosen
subject**

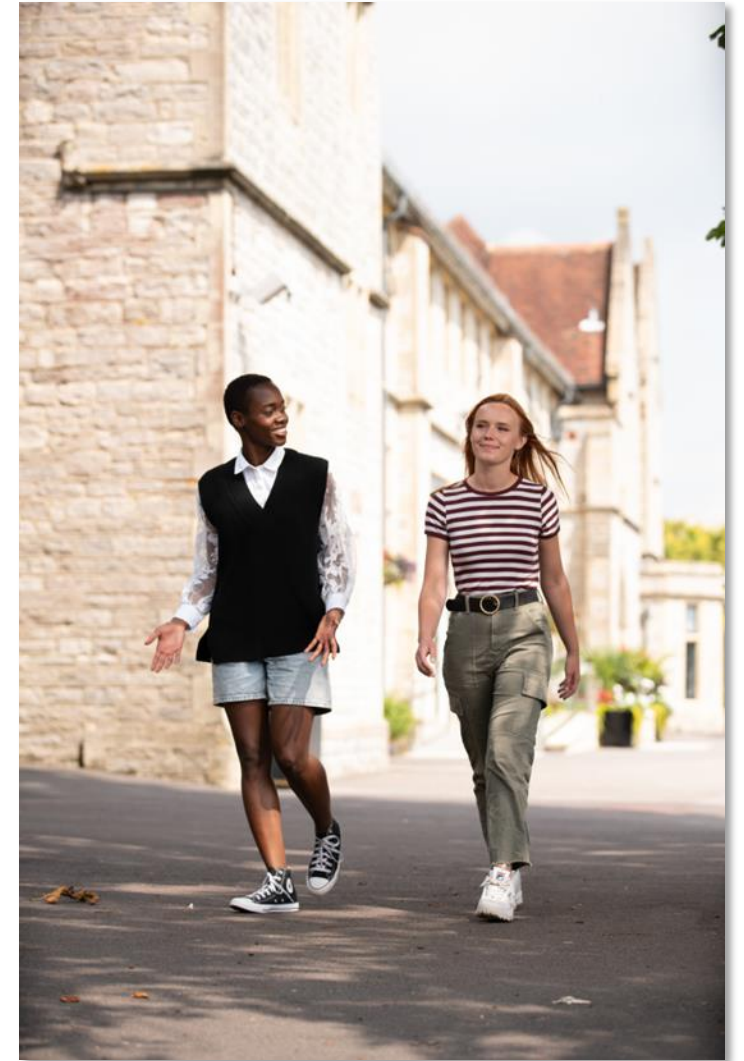
**Why they
should offer
you a place**

**How
enthusiastic
you are
about the
course**



How important is the Personal Statement?

- It forms the University's decision for competitive courses and Universities. It might be their only impression of you.
- It could lead to an interview and prompt further questions.
- It explains your relevant work experience and skill set.
- It could persuade a University to accept you if you narrowly miss your offer.



Getting started: the basics



The Basics

**4,000-character limit
across 3 sections**

**Minimum of 350
characters per section
(including spaces)**

**Don't waste characters
repeating information
across the sections or
listing
subjects/qualifications
studied.**

The new structure

The Personal Statement remains a student's opportunity to:

- **Show** passion, curiosity and knowledge
- **Evidence** relevant skills and potential
- **Communicate** genuine interest and a desire to learn more

The structure is there to encourage students by providing prompts to **link** their **academic study** and **extra-curricular activities** to their chosen area(s) of study.

Some of your examples may fit in all three questions, but it is important to remember **not to repeat yourself** as Universities and Colleges will review the three sections as one.

The three new questions



Why do you want to study this course or subject?



How have your qualifications and studies helped you to prepare for this course or subject?



What else have you done to prepare outside education, and why are these experiences useful?

What could you include?

Question 1: Why do you want to study this course or subject?

Motivations for studying this course(s):

- Have you been inspired by a key **role model** or **moment** in your life?
- Is it a subject you **love** and want to pursue further?
- What is your **drive**?
- How has **your path** led you to this course or subject area?

Knowledge of this subject area and interests:

- Is there a particular subject area you've **researched**?
- Something you cannot wait to **learn more** about?
- What about a **book** or **subject expert** doing great things that's sparked your interest?

Demonstrate why this course/subject is a good fit:

- Do you already have a particular **profession** in mind?
- What's important to you and **your future**, and how might the knowledge gained from your chosen course(s) help you to **achieve** this?

What could you include?

Question 2: How have your qualifications and studies helped you to prepare for this course or subject?

How their studies or training relate to chosen course(s) or subject area:

- This could be **current** or **previous** studies.
- From **any form of formal education** – think school, college, training provider, or short online university course.

What relevant or transferable skills they have that make them a great candidate:

- Are there a couple of subjects that helped develop a **core set of relevant skills** required for their chosen course(s).
- Maybe a particular **module** or **project** helped them understand where their interests and strengths lie.

Any relevant educational achievements:

- Universities and colleges will see grades on their application – **do not waste space** talking about these.
- Focus on accomplishments like a **competition** or holding a **position of responsibility**.

What could you include?

Question 3: What else have you done to prepare outside of education, and why else are these experiences useful?

Work experience, employment, or volunteering:

- In-person or virtual **work experience**.
- Paid for work or **volunteering**.
- The key thing is **reflection** on the **experiences** and the **skills** gained relevant to their chosen course(s).

Personal life experiences or responsibilities:

- Is there a situation they have **personally overcome** that has influenced their decision?
- Are there **personal experiences** that have helped them develop essential qualities for the course?

Hobbies and any extracurricular or outreach activities:

- Think **sports, reading, community work, summer schools**.
- Any **activities outside of core studies** that help further showcase why they would make a great student.

Achievements outside of school or college:

- This could be a **position of responsibility** for local clubs or groups, competitions, or **qualifications** they've attained outside of the classroom.

Wider Research



Podcasts
Documentaries
Free online courses
Summer Schools
Museums
Public Buildings
TED Talks
Taster Days
Journal Articles

Make it relevant: ABC Technique



What activity did
you do?



What skills or
experience did it
give you?



How does this
relate to your
course choice?

ABC example



Action - Alongside my studies I work part-time in a coffee shop...



Benefit ...where I have been able to develop my communication skills. I have been able to expand this due to the difference audiences I interact with, for example customers from a variety of backgrounds, as well as my colleagues



Course/Career ...developing ways of communicating including repetition and using non-verbal signals has enhanced my skills which will be useful as I progress through my course.

How many different courses are you applying for?

- **One personal statement for all 5 choices.**
 - Make sure it is equally appealing for all 5!
- **For combined honours:**
 - Refer to both subjects, make it equally appealing.
 - Find common themes and skills.
- **For different courses:**
 - Have you considered your choices carefully?
 - Lean towards the most competitive course.
 - Find common themes and skills.
 - Consider contacting universities re. a supporting statement.



What are Admissions Tutors looking for?

- **Evidence of academic ability**- what do you know and what do you understand about it – how does it connect to other information/events
- A **genuine interest** in the subject and a desire to learn more about it
- **Qualities and skills** that make you suitable for your chosen course and for Higher Education – may include work experience
- **Well written** – no spelling/grammar mistakes
- **Confidence** but not arrogance
 - “My EPQ has provided me with valuable experience of researching and presenting project work. This will be a great asset for me when completing my dissertation.”



Enhancing your Personal Statement



Enhancing your Personal Statement



Read to build
your subject
knowledge.

Books,
Academic
Papers and
Research,
Google
Scholar.



Watch content
around
your chosen
subject.

Documentaries,
films, Online
lectures,
YouTube,
Webinars.



Listen to
Podcasts –
there are so
many!



Visit places of
relevance. Ask
questions of
people who
work there.



MOOCs
available
via Coursera,
FutureLearn, or
Unifrog.

Skills you could talk about



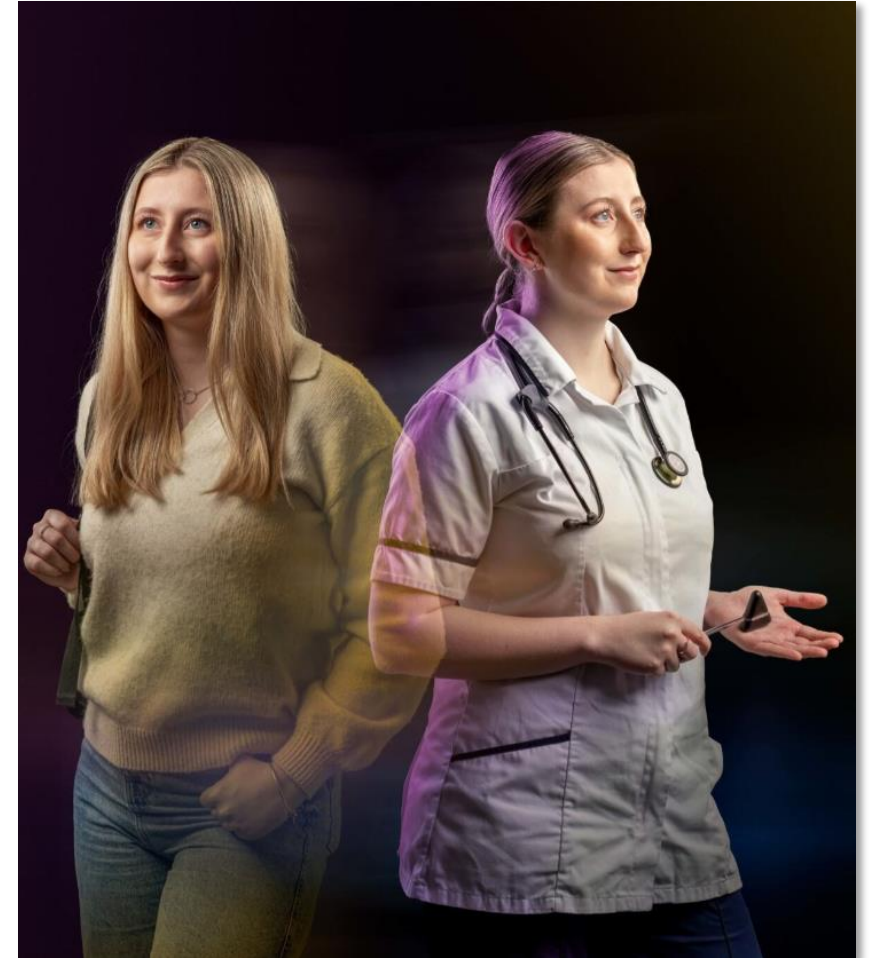
Communication
Teamwork
Time Management
Independent Working
Problem-solving
Commitment
Leadership
Adaptability
Responsibility

Do you need work experience?

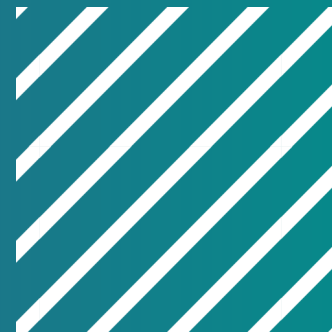
- Check the University website and course requirements.
- It may be essential for some courses.
- Your college will be able to support you finding Work Experience.
- UCAS has a guide on how to source Work Experience.

**Helps demonstrate
commitment to course,
genuine interest, and
provides evidence for a
large number of skills.**

**Could be Work
Experience,
Volunteering, Placements,
or Virtual work experience**



Think you have completed it?



Tips for checking your Personal Statement

Try reading it out loud

Utilise teachers / friends / family members

Make sure you check names, dates and technical language.



Does every sentence provide new information?

Your spelling, grammar and punctuation need to be perfect!

Make sure there is no passive language (e.g. 'I feel')



Where to get help



TOP TIPS FOR
WRITING YOUR
PERSONAL STATEMENT

This worksheet is to help you think about what you should include in your personal statement.

Try to include as much information as you can. This will give you the best chance of writing an interesting and **successful** personal statement.

The most important aspect of a personal statement is conveying your enthusiasm for your chosen course.

This is your opportunity to tell us about you and to help you **stand out from the crowd**.

For the vast majority of courses, universities do not interview. With many students applying with similar grades, the personal statement, in conjunction with the academic reference, is one of the main tools universities use to make offers for their courses. **There is no such thing as a perfect personal statement:** show lots of interest in the subject, prove your existing knowledge and give us some personal insight.

🏠 / Applying / Applying to university / Writing your personal statement

2026 PERSONAL STATEMENT GUIDES

Explore this section ▼



Business

- Accounting and finance
- Business and management studies
- Economics
- Events management
- Hospitality, leisure, and tourism
- Marketing



Engineering and architecture

- Aeronautical and aerospace engineering
- Architecture and planning
- Building and construction
- Chemical engineering
- Civil engineering
- Electrical and electronic engineering



Healthcare

- Biomedical science
- Counselling, psychotherapy, and occupational therapy
- Dentistry
- Health
- Optometry
- Paramedic science

Similarity detection

All personal statements are checked by Copycatch



Any statements showing a level of similarity of 30% or greater will be reviewed by members of the UCAS verification team



The universities are then informed by UCAS and they will decide how to deal with it.



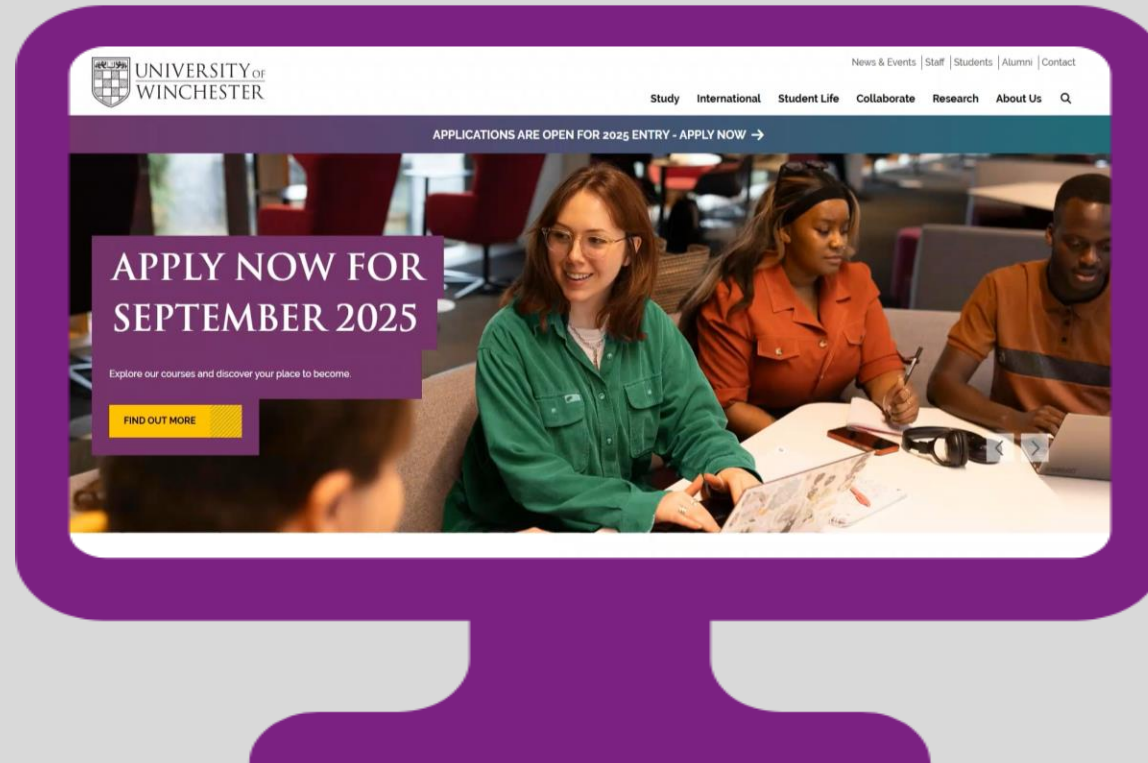
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