UNIVERSITY OF CHICHESTER

The Guardian University Guide 2026

TOP 30 UK UNIVERSITY OUT OF 123 UNIVERSITIES



TOGETHER WE ... DEVELOP

YOUR PERSONAL STATEMENT GUIDE

HOW TO GET STARTED ...

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VISIT OUR 2027 OPEN DAYS ...

- **Saturday 19 June**
- **Saturday 9 October**
- **Sunday 24 October**
- **Saturday 20 November**



YOUR PERSONAL STATEMENT GUIDE

This guide will help you understand what you should include in your personal statement. A well written personal statement should show excellent communication skills and demonstrate your commitment towards your chosen course.

What is a personal statement?
A personal statement forms part of your UCAS application to study in higher education. You get the chance to express your passion towards your chosen course and demonstrate your skills, experiences and interests. It is your opportunity to sell yourself in an academic setting to your chosen higher education providers.

What do universities want to see in an applicant?
- Passion
- Enthusiasm
- Commitment
- Academic and transferable skills
- Learning outside of the classroom
- Relevant paid/unpaid work experience

Your personal statement can be:
- **A minimum of 350 characters per question**
- **No more then 4000 Characters**

Do's and Don'ts for your personal statement

DO

- ✓ Do 'mind map' your ideas before writing anything structured
- ✓ Do use guides and documents to help write and structure your personal statement
- ✓ Do write with enthusiasm and show what you're passionate about
- ✓ Do produce several drafts before submitting your final version
- ✓ Do ask friends and family for feedback on what you produce
- ✓ Do double check your spelling, punctuation and grammar
- ✓ Do make sure you answer the key questions

DON'T

- ✘ Don't over complicate the content
- ✘ Don't lie or stretch the truth – you might get caught out at a later point in your application
- ✘ Don't write about irrelevant topics, it wastes characters
- ✘ Don't copy someone else's personal statement
- ✘ Don't repeat things already on your UCAS form
- ✘ Don't include lists and avoid cliches
- ✘ Don't use slang or abbreviations
- ✘ Don't forget to vary the length of your sentences and paragraphs.
- ✘ Don't use quotations

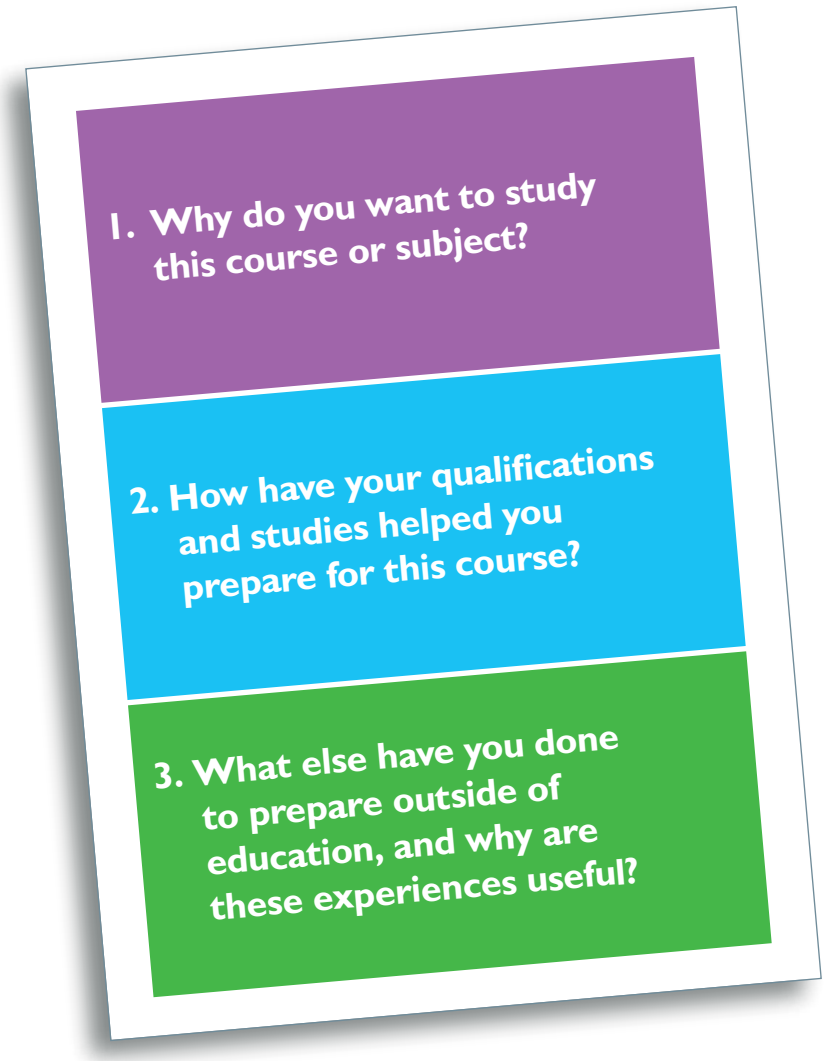
THE THREE QUESTIONS

The most difficult part of writing a good personal statement is getting started.

Personal Statements are presented as three separate questions to help guide your content and ensure it is focused. These are:

1. **Why do you want to study this course or subject?**
2. **How have your qualifications and studies helped you prepare for this course?**
3. **What else have you done to prepare outside of education, and why are these experiences useful?**

When answering these, try not to repeat yourself and separate each topic into a new paragraph where possible. This will make your work flow and be easier to read. Aim to keep each paragraph relevant and loosely linked to each other. 30-40% of your application is non-academic information so try to have a balance of content, both academic and non-academic.



1. Why do you want to study this course of subject?

Start with a short and punchy introduction on what motivated you to study in higher education. Why did you pick this specific subject/course? What inspired you to expand your subject knowledge in this specific field of study? You don't need to list exam results/grades as this will be written on your UCAS application but you can talk about the subjects you did previously. Do not name any universities within your personal statement as the same application is sent to every university. You can add anecdotal stories to this paragraph but only if they are relevant and do not contain to much detailed information (names of places and/or people as the University may not be local and not know what you are talking about).

2. How have your qualifications and studies helped you prepare for this course?

This paragraph is about your current courses and how these subjects have encouraged you to want to continue learning at university. Make sure, you include your academic skills. Be specific and give examples where possible. What knowledge do you have on the subject, be sure to showcase research you've done on it in preparation for your further studies.

What to think about when writing about your education:

- How have they influenced your desire to study the course you're applying for?
- What relevant skills did you gain that can be transferable to your studies?
- What research or projects have you done/been a part of
- What course are you interested in applying for?
- What is the inspiration for doing this course?
- Is there anything or anyone that fuelled your interest in the industry you're applying for?

Mention any knowledge you have in that area

- Are there any studies or research that interest you in particular?

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

For this section, you should write about your work experiences and/or volunteer opportunities and any extra-curricular activities you take part in. It is important to mention what skills you have developed through these opportunities and how you can use these in higher education. Try to talk about a variety of opportunities even if they aren't directly relevant to the course you're applying for; the skills gained may still be important.

These could include:

- Work Experience (College managed or one you have found on your own).
- Part-time work.
- Sports clubs.
- Local volunteering.
- Additional reading (or listening to podcasts, watching informative videos about your chosen subject).
- Social groups.





TRANSFERABLE SKILLS

Remember to think about how all of these activities may have transferable skills that would benefit you at university.

What qualities and attributes about yourself from these experiences will you bring to become a good student?

Interests and extra-curricular activity - Complete the following table with relevant information.

Step 1 List your activities such as work experience and recent extra-curricular activities.

Step 2 List those skills that you gained through each of your listed activities.

Step 3 Review each of the activity and skills that you developed, then think of ways that these skills can benefit you through your studies in Higher Education and on your chosen course.

Activity *E.g. school council*	**Skill** *Communication skills*	**How is it beneficial for your course?** *Ability to work with other people and to speak and debate in front of others*

YOUR NOTES

SUBJECT SPECIFIC HELP FOR UNIVERSITY OF CHICHESTER COURSES

Our departments at the University of Chichester are keen to give you as much support as possible through your journey with us in higher education. Use this subject specific information to customise your application.

Business
- Demonstrate you have the ability to persevere with a task by not giving up at the first hurdle.
- Explain what you have done that is above and beyond your studies that help to widen your life experience and have contributed to refining your subject interest and career path.
- Show evidence of commercial awareness along with consideration of ethical and sustainable business practices.

Biomedical Science
- Express your interest in the medical and scientific field combined.
- Discuss any areas of Biomedical science you have particular interests in.
- What career aspirations do you have after you graduate with this degree.

Creative Industries
- Use honesty in your application to build a story about yourself that will distinguish you from other applicants.
- Provide examples of when you've been dedicated, hard-working or engaged and why that will make you a good student.
- Show how passionate you are by telling us why this subject matters so much to you.

Criminology
- Please tell us which 3 modules on the Criminology degree pathway most interest you and why?
- What work or life experiences have you had to date that are particularly relevant to your application to study Criminology at degree level?
- How will a Criminology degree at the University of Chichester help you develop your career prospects? – what are your hopes for the future?

Computing and Computer Science
- Explain what experience you currently have with computing and what you enjoy the most.
- Let us know what areas of Computing would you like to know more about.
- Tell us of any work experience you have done within the industry.

Dance
- Expand on how you engage with dance beyond your school/college studies - give us an insight into workshops that you have attended or choreographers that you have or would like to work with.
- Tell us about professional works you have seen that inspired you.
- Convey your passion for the specific programme you are most interested in.

Early Childhood
- Express your desire and passion to work with children.
- Reference any examples of relevant paid or voluntary work placements where you worked with young children and other age ranges.
- Make your statement personal by sharing how activities and experiences in your spare time help you to self-develop.

Education
- Show your curiosity by demonstrating that you are interested in finding out new information.
- Reveal how persistent you are when realising a problem and completing long-term projects.
- Provide evidence of being a good team player, who will be able to support others in their learning journeys.

Engineering and Design
- Demonstrate that you possess analytical thinking skills and give any examples of when it was beneficial during problem solving.
- Reveal your interest to solve complex problems and support it with relevant examples of dealing with issues or problems in your previous academic or professional work.
- Strengthen your application with examples of successfully working together with a team on a chosen project.

English and Creative Writing
- How have you gone above and beyond your studies to further your knowledge?
- Are there any plays or books etc that you relate to that have inspired/influenced your decision to do this course?
- Try to balance the inclusion of extra-curricular activities with academic engagement and the relationship between the two.

History and Politics
- What have you done in the last six months to engage with your chosen degree route?
- What specific area of your subject is most interesting to you?
- Avoid referring to experiences before sixth form or college. It's about you now and in the future.

Law
- Provide evidence of situations where you have relied heavily on English skills to perform a task.e.g. EPQ?
- Any experiences where problem solving skills resulted in a situation being dealt with successfully and how these skills can help apply the law logically?
- Have there been any situations that relied heavily on your research skills?

Mathematics and Secondary Teaching
- Demonstrate your intellectual curiosity and the potential to achieve academically, professionally and personally.
- Express sensitive awareness of the needs of young people and the different things that can influence their learning.
- Show evidence of your openness and ability to analyse own strengths and weaknesses.

Music
- Include information about performance experience and practical qualifications.
- Indicate whether you play any musical instruments.

Musical Theatre and Performance
- What inspired/motivated you to want to do this course?
- What creative or artistic practical experience do you have?
- Where in the industry do you think this course might take you in the future?

Nursing
- Demonstrate your understanding of the nursing role you want such as demonstrating that you have a real appreciation of what your nursing role will mean in practice and how you will cope with this.
- Offer a concise statement which gives real insights into your values and reasons behind your choice of nursing, you could use your past experience to illustrate this.
- Indicate how you are able to interact on a professional basis with adults from diverse backgrounds and ethnic groups, from young adults to the older person. Use evidence of a wide range of personal and social interactions in your statement.

Physiotherapy
- Explain your understanding of the physiotherapy field and what aspects of it you are most interested in.
- Let us know if you have had any experience with physiotherapy.
- What would you like to learn more of through this degree.

Psychology and Counselling
- Show your awareness and passion for the subject while demonstrating your understanding of how the discipline works in terms of scientific methods.
- Share a phenomenon (a breadth of behaviours, thoughts or feelings) which you are familiar with, in reference to any experiences that have motivated you to apply for this course.
- Strengthen your application by including reference to professional motivations to study psychology at degree level.

Social Work
- Prove that you have the ability to build upon your own interventions and draw upon a 'tool box' of techniques, skills, values, knowledge and experiences to use in various situations.
- Express your appreciation of the bigger picture while illustrating some of your attributes such as curiosity, humility, self-awareness, realism, resilience and open-mindedness.
- Reveal your analytical and critical thinking skills coupled with adaptable and effective communication skills which include aspects of assertiveness and observational skills.

Sociology
- Demonstrate your curiosity by describing something interesting you've noticed about your own social world.
- Show that you love big ideas by explaining how learning about something has helped you to see the world differently.
- Tell us what you're most passionate about - what would you like to change about society?

Sport
- Why are you unique? What can you bring to the department/course?
- Do you have any sporting achievements or aspirations? Are you an elite athlete?
- Have you done any work in the community or with governing bodies that has resulted in achieving external qualifications and skills that can be used to succeed in higher education?

Teaching
- Demonstrate your passion for learning beyond the classroom and examples of being proactive, inquisitive and self-reflective.
- Reveal your awareness to the sensitivity of the developmental needs of children.
- Show commitment to teaching, evidence it through the actions you took to learn more about this role.

Theatre
- What's the most challenging thing you have been in?
- Mention any plays/performances or other art works you have seen that challenged you and your views.
- What is the value of arts in society?

PERSONAL STATEMENT CHECKLIST

- Academic studies and projects that I have enjoyed particularly ☐
- Skills that I gained outside my academic studies ☐
- My transferable skills and how I developed them ☐
- Activities and interests above and beyond the classroom ☐
- My work experience and volunteering placements ☐
- My motivation for choosing this specific course ☐
- Have you related all your skills and experiences to the chosen course you are applying for? ☐

USING AI IN YOUR PERSONAL STATEMENT

The use of AI in academic writing is becoming increasingly popular, and we want to let you know how you could use it within your Personal Statement. As a University we agree that AI can be a great tool to help you kick start your ideas, or prompt yourself to adapt your work to make it stand out.

However, the use of copy and paste of large amounts of text is not recommended and if your Personal Statement does not seem genuine it could affect your chances of receiving an offer.

FIND OUT MORE ABOUT AI HERE

THE APPLICANT SUPPORT HUB!

HOW WE CAN HELP?

We hope this booklet provided you with some support with your personal statement; and now, you know exactly where to start.

Do not worry if you still have questions. Our friendly team are always happy to offer you some help!

Getting your personal statement just right can be hard and can take some time to be happy with the finished product. Here at the University of Chichester, we want to ensure that all students have access to additional support no matter where they are. If you are feeling a bit stuck, need a fresh pair of eyes or just want to know if you are on the right track, our Applicant Support Hub can help you get personal feedback from one of our amazing team members when you need it.





SIGN UP HERE!

GET PERSONALISED FEEDBACK ON YOUR PERSONAL STATEMENT WHENEVER YOU LIKE!*

* The Outreach team will respond Monday - Friday 9:00am-5:00pm. No feedback will be given to students outside of these working hours. Please allow up to 3 working days for your feedback to arrive via email.

YOUR NOTES

CONTACT THE OUTREACH TEAM
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CELEBRATING OVER 185 YEARS OF HIGHER EDUCATION

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