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17 March 2025

Dear Mr Wheaton

University College of Estate Management: University title and name change – final decision

I am pleased to confirm that the Office for Students (OfS) has made a final decision to agree to your request to change the University College of Estate Management's name to 'University of the Built Environment'.

Matters we wish to draw to your attention

We have a legal obligation to ensure that in approving this we have had regard to the need to avoid names which are, or may be, confusing or misleading.¹

We have considered the responses to the targeted consultation and conducted our own assessment. Some responses to the targeted consultation raised several themes related to the question of the proposed name being, or having the potential to be, confusing or misleading. These were:

- Confusion with departments or faculties with similar names at other higher education providers
- Confusion regarding provision, with several respondents considering the scope of the new name too wide, and some considering it too narrow

¹ Our legal obligations are explained in the [Regulatory framework for higher education in England - Office for Students](#) and [Regulatory advice 13: How to apply for university college and university title - Office for Students](#).

- Loss of reputation and legacy associated with ‘UCEM’.

We have concluded that the risk of confusion is not sufficient to justify refusal of the proposed name. However, we would like to take this opportunity to remind you the need under consumer protection law to ensure the nature of the provision is clear to prospective students when they apply.

In reaching our decision on the proposed change of name:

- We have not purported to determine any question as to whether a particular use of a name in particular circumstances would constitute an infringement of wider laws
- We do not endorse or otherwise grant permission for your provider to breach or circumvent any laws which may apply to the use of the name, including intellectual property law or consumer protection law. Responsibility for compliance with the law remains with your provider.

Interaction with the Companies Act 2006

Section 55 and section 1194 of the Companies Act 2006 require that a company name (or any name under which a provider carries on business) which includes the word ‘university’ must be approved by the Secretary of State for which we have sought the views of the Department for Education (DfE).

We have contacted DfE to confirm that it intends to issue a ‘non-objection letter’ for your proposed new name, which will enable you to request approval from the Registrar of Companies (Companies House) on behalf of the Secretary of State. We have liaised with DfE to ensure that you receive its non-objection letter on the same date as this letter.

Next steps

You are now invited to take steps to formally change your name. The process for this will depend on your corporate form and you should seek your own advice about the appropriate steps you need to take. Please submit a reportable event to us once your change of name has taken effect, seeking relevant updates to the OfS Register. Please also ensure that you submit relevant approval from Companies House with this reportable event.

Provisional decision to publish information

In reaching this final decision, we have considered our general policy in relation to publication of information about individual providers² which sets out information we would normally expect to publish and the factors we will have regard to in making publication decisions. We consider that there is a fundamental principle that our regulation should be transparent. In particular circumstances, we seek representations from a provider before making a final decision to publish information about it.

² See [Regulatory advice 21: Publication of information - Office for Students](#).

Therefore, we are inviting you to make comments about:

- a. our provisional decision to publish information about how we considered responses to the targeted consultation in our decision; and
- b. the proposed text for publication, which is attached as an annex to this letter.

If you wish to make comments, please submit these by **2 May 2025**. If you intend to make comments but need more time, please let us know the date by which you intend to make your response. Alternatively, if you do not wish to make comments, please confirm this as soon as possible by emailing us at regulation@officeforstudents.org.uk.

Once we have received your comments, or your confirmation that you do not wish to make comments, we will decide whether to publish the information.

If we decide to publish the information, it will be published on the OfS website.³ We may also publish a brief factual news item. We share details of updates or changes to the website through email lists, and subscribers would be notified of the information published.

If you have any questions about this letter, please contact Amy-Jo Atkins regulation@officeforstudents.org.uk.

Yours sincerely



David Smy
Deputy Director of Enabling Regulation

³ The information will be published at [Publications – Office for Students](#).