

## Approval of proposed new name for Anglia Ruskin University Higher Education Corporation to new legal name Anglia Ruskin University

The Office for Students (OfS) has approved the use of the word ‘university’ in the provider’s change of legal name from ‘Anglia Ruskin University Higher Education Corporation’ to ‘Anglia Ruskin University.’

### The OfS’s role

The Higher Education and Research Act 2017 gives the OfS the power to consent to the use of the word ‘university’ in a registered higher education provider’s name. In consenting to the inclusion of the word ‘university’ in any name the OfS has to consider the need to avoid names which are, or may be, confusing.<sup>1</sup>

The OfS has published guidance for registered higher education providers that wish to use either ‘university’ or ‘university college’ as part of their legal name (‘university title’ or ‘university college title’). It states that we will consult on a provider’s proposed new name and assess the extent to which the proposed name is, or may be, confusing or misleading.<sup>2</sup>

### Consultation approach

Anglia Ruskin University Higher Education Corporation applied to the OfS for consent to the use of the word ‘university’ in its proposed new legal name ‘Anglia Ruskin University’ in August 2024.

We sought the views of the Charity Commission and the Department for Education about whether the proposed name may be considered confusing or misleading. This is because they have a legal interest in any higher education provider seeking to change its name. We did not seek views more widely, as the proposed new legal name is the provider’s current trading name and is well known in the public domain. We therefore considered a public consultation would be likely to cause confusion among stakeholders rather than be helpful.

### OfS’s decision

We did not identify any potential confusion that may arise from the proposed new legal name from the responses we received and the desktop research we undertook.

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<sup>1</sup> See [Higher Education and Research Act 2017](#).

<sup>2</sup> See [Regulatory advice 13: How to apply for university college and university title - Office for Students](#).

We reached the conclusion that:

- a. the proposed name is the existing trading name of the provider and it is more commonly used on public facing course search websites than the legal name. Therefore, the proposed name is likely to be more clearly understood by the public to be the existing name.
- b. we agreed with the provider's rationale that 'this minor change will be less confusing than the current position where there is a difference between our trading and IP protected brand names (ARU and Anglia Ruskin University) and our legal title (Anglia Ruskin Higher Education Corporation).'
- c. there are other higher education providers that have not maintained the words 'Higher Education Corporation' in their names and some that have, and the OfS is not aware of any issues of confusion arising from this.

Therefore, we decided to consent to the proposed new legal name of 'Anglia Ruskin University'.