

IMPACT SUMMARY

SUMMER RESIDENTIAL 2024

OVERVIEW

The summer residential is the first and most intensive part of the All Access AUB programme. It is a 4-day, 3-night programme of activity for students from underrepresented groups in HE who are going into their last year of post-16 study. Students take part in creative workshops during the day and social activities in the evening. This year a Media stream was introduced to our offer which ran alongside the Art and Design stream. This proved to be popular and was at capacity. Evening activities included a film night, going to the beach and Bournemouth town centre, going out for dinner in Bournemouth, team games/board games, and a reflective mural creation activity run by a social enterprise, Seekers Create. During this activity, Seekers Create staff also conducted informal interviews with the students. All meals were provided, and students (and A&P staff) stayed in the campus halls of residence. Parents/carers were given the opportunity to have a campus tour when they collected their young person, and this was taken up by 4 families.

MARKETING

Promotion of the programme has increased year on year. This year, a larger budget was allocated to the UniTasterDays campaign which may explain the increase in proportion of students from further afield. The programme is promoted through other multiple channels. These include:

- Email to secondary/post-16 teachers
- Emails to 2025 enquirers
- Emails to UCAS referees
- The Schools newsletter
- Social media channels
- Physical mailout of flyers
- Phone calls/meetings with school staff and students
- Speaking at local school networks

PARTICIPANTS

This year there were 51 applications for 40 places. 40 students were offered a place on the programme (others were not eligible) and 38 students were expected on the residential. 32 attended (with the remaining 6 unable to attend).

81% of the cohort were from outside of the BCP and Dorset area and were from locations including London, Hampshire, Sussex, the West Midlands and Lancashire. 14 students came from the Isle of Wight. 34% of the cohort identified as belonging to a Black, Asian or Minority Ethnic group.

66% of the cohort lived in TUNDRA quintiles 1 or 2, 28% lived in IMD 1 or 2 postcodes, 25% received Free School Meals, 13% identified as young carers, one identified as estranged, and one was a Service Child. No students identified as or disclosed being in care or from a GTRSB community.



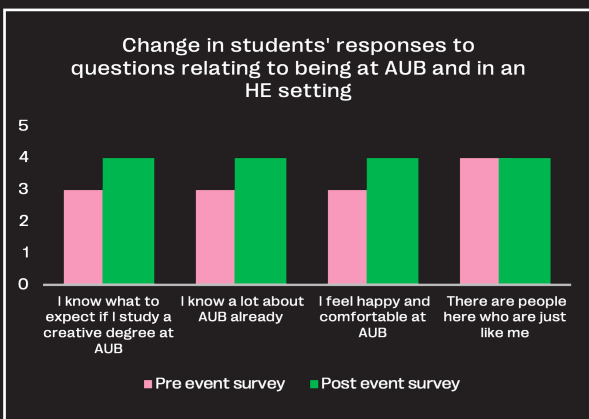
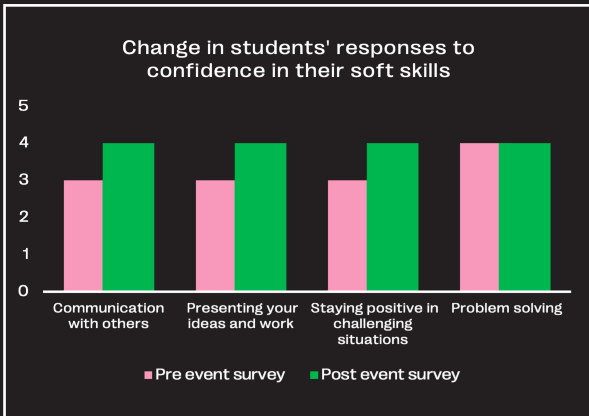
SUCCESSSES

The residential received an overwhelming amount of positive feedback. The well-planned and structured nature of the week meant all staff and students knew what to expect and what was expected of them. This included rigorous safeguarding measures and practices. Seekers Create gathered quotes during their informal interviews with the students.

“The experience has shown me the breadth of careers in the arts and made me more optimistic about my creative future.”

“The experience has made me realise that universities far away from home are an option, and that I shouldn’t be so anxious about applying.”

“Meeting like-minded peers and building a network of creative individuals has been one of the most impactful parts of this experience.”



LEARNING AND NEXT STEPS

The level of promotion to schools and young people will be maintained with a particular focus on getting into schools to speak to students and staff. A talk on the Isle of Wight is being planned to continue the momentum of recruitment from there. It remains a challenge to ensure that level of engagement with the remainder of the programme is high. Regular contact will be kept with the students, and teachers and parents will be included in key communication regarding subsequent activities. Applications to AUB from the cohort are generally always high, and nearly all applicants receive an offer. However, acceptance rates to offers are low. Therefore, there is work to do around converting All Access AUB students from applicants to firm offer holders. One strategy to improve this is to use the exhibition and celebration event as an opportunity to encourage those who have applied to firmly accept their offer. Talks to parents/carers and students will be focused on the opportunities at AUB specifically, and the success of our alumni.

