



24 leading universities  
working together with  
schools and colleges

# Advancing Access

# Annual Report

December 2022

All data correct as of  
August 2022



# Our Users



**7,356**  
users

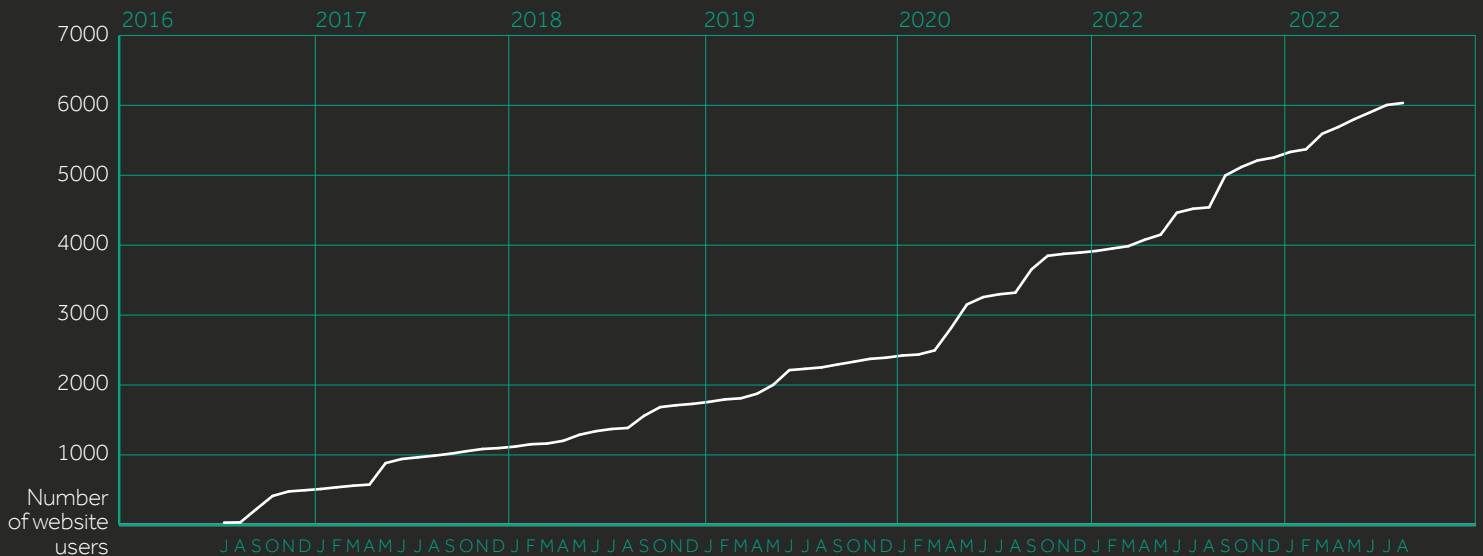
Advancing Access has reached a total of 7,356 users who have engaged with the project since it began either by registering on the website or taking part in an online or offline event.

**+16.9%**

This figure has increased from 6,290 last year (+16.9%).

**+15.1%**

We have a total of 6,031 users registered on the website, up from 5,239 last year (+15.1%).



# User location

A map showing the distribution of our users can be [viewed online here](#). The chart also shows our distribution of users across the UK nations. Users in England (87.6%) remain somewhat overrepresented compared to the proportion of the UK population within England (84.2%).



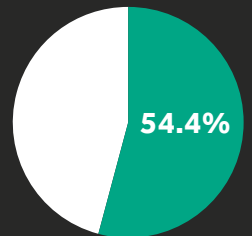
- **England 87.6%**
- **Scotland 1.2%**
- **Wales 3.2%**
- **Northern Ireland 1.5%**
- **International / Offshore 1.9%**
- **Unknown / Other 4.6%**



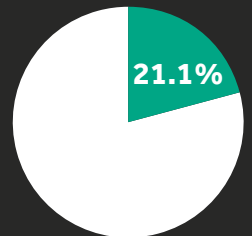
# Coverage and widening participation targeting



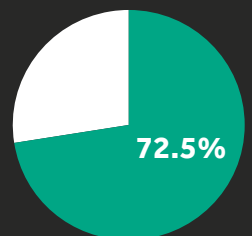
1,352 out of 2,484 mainstream state schools (with a sixth form) and FE colleges in England have engaged with Advancing Access since 2016, either by using our website or attending one of our events. That's 54.4% of all schools, a 3.6 percentage point increase since 2021. Engagement in state schools is higher than in independent schools, where 26.9% of schools have engaged since 2016.



21.4% of students in the Key Stage 5 cohorts of schools and colleges which have engaged with Advancing Access are classed as disadvantaged (free school meals or care leavers), compared with 19.3% for schools and colleges which have not engaged.

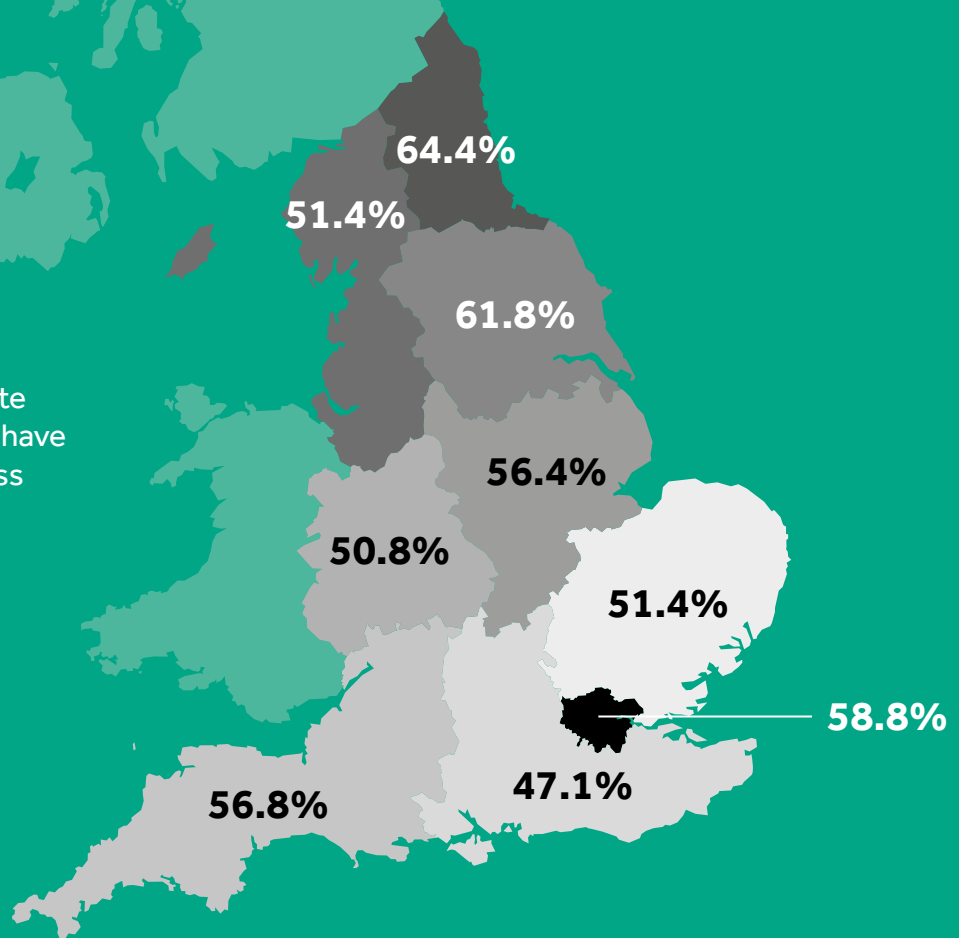


322 out of 444 schools and colleges on the Advancing Access target list have engaged with Advancing Access since it began. That's 72.5% of all schools and colleges on the list which is an increase of 5.8 percentage points since 2021.



# School engagement by English region

Percentage of mainstream state schools and FE colleges which have engaged with Advancing Access





# Engagement data

The behaviour of website users is shifting and they are increasingly more likely to use resources rather than access case study videos.

	During 2021/2022 academic year	Percentage change since 2020/2021	All time (up to 31st August 2022)
Website page views	93,502	-0.9%	457,254
Website unique visitors	21,515	+13.6%	77,641
Resource downloads	7,859	+98.5%	25,887
Video case study views	1,229	-38.0%	13,873
Webinar views	3,446	-38.1%	18,970
Blog views	7,439	+29.4%	23,272
Blog articles published	11	-15.4%	48

Almost twice as many resources were accessed on the Advancing Access website in 2021/2022 compared to 2020/2021. This was driven by the popularity of the [Russell Group Bursary Guide](#) which was accessed 2,746 times and also our new interactive CPD modules which were accessed 920 times.

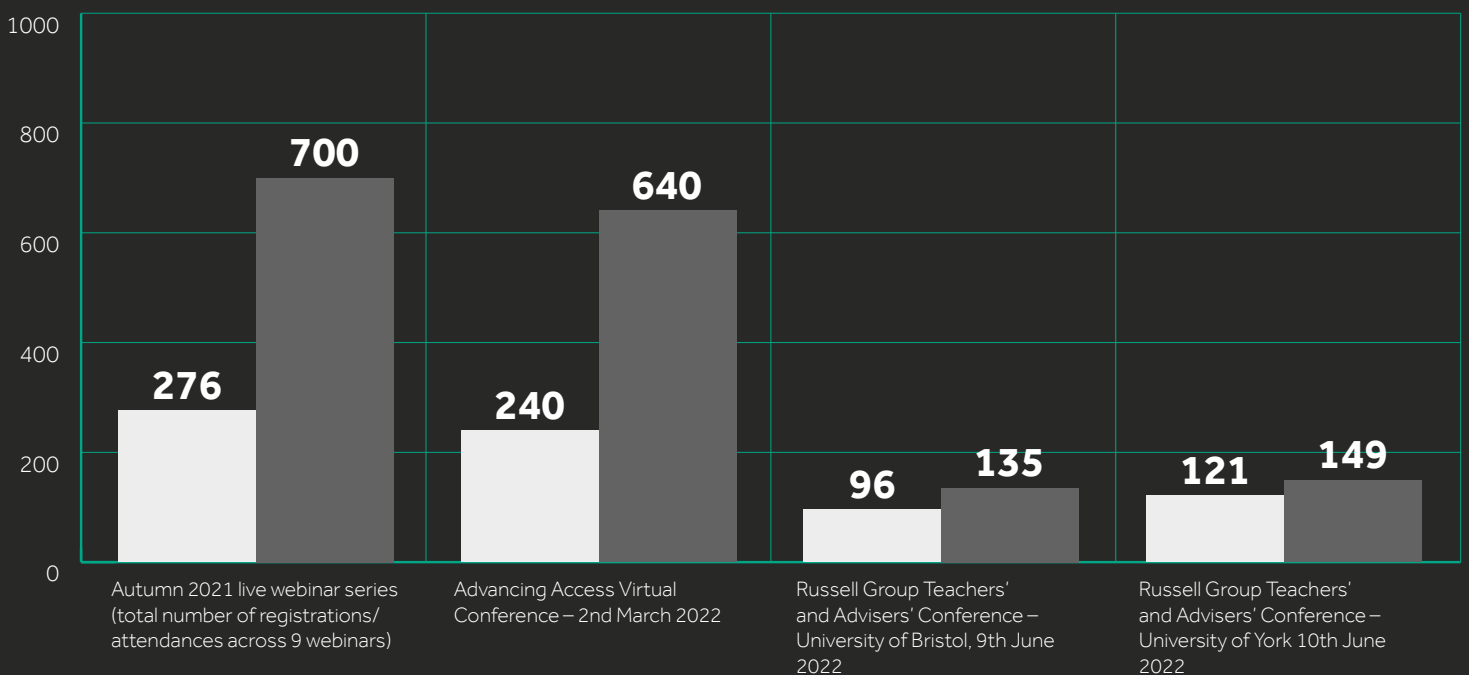
Fewer webinar views were registered in 2021/2022 compared to 2020/2021 since this year's Russell Group Teachers' and Advisers' Conference was held in person rather than online.



# Recent event attendances

Number attended

Number registered





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