

Advancing Access Annual Impact Report 2024-2025

September 2025

All data correct as of August 2025



Our reach

Engagement is defined as either creating an account on our website or attending an event.

10,447

total users have engaged with Advancing Access, since the project began in 2016.

This is either by registering an account on the website or taking part in an online or in-person event.

This is a

7.1%

increase from 9,755 last year.

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 (84.3%) remain somewhat over-represented compared to England's proportion of the UK population (84.2%).

These insights help us identify areas of strong uptake and highlight regions where further outreach may be beneficial, ensuring our CPD offer remains accessible with educators nationwide.

- England 84.3%
- Scotland 1.2%
- Wales 3.3%
- Northern Ireland 1.3%
- International/Offshore 1.6%
- Unknown/ Other 8.3%



Coverage and WP targeting

We take a targeted approach by working with teachers and advisers in schools serving underrepresented students.

Our targeted schools list is made up of mainstream state schools and colleges with higher levels of disadvantage and lower rates of progression to Higher Education than expected based on prior attainment.

61%

of mainstream state schools with sixth forms and FE colleges in England have engaged with us since 2016

Since 2016, 1,517 out of 2,484 mainstream state schools with sixth forms and FE colleges in England have engaged with our events.

Overall engagement from the state sector (via our website or events) has been significantly higher than in the independent sector, where only 31.9% of schools have engaged during the same period.



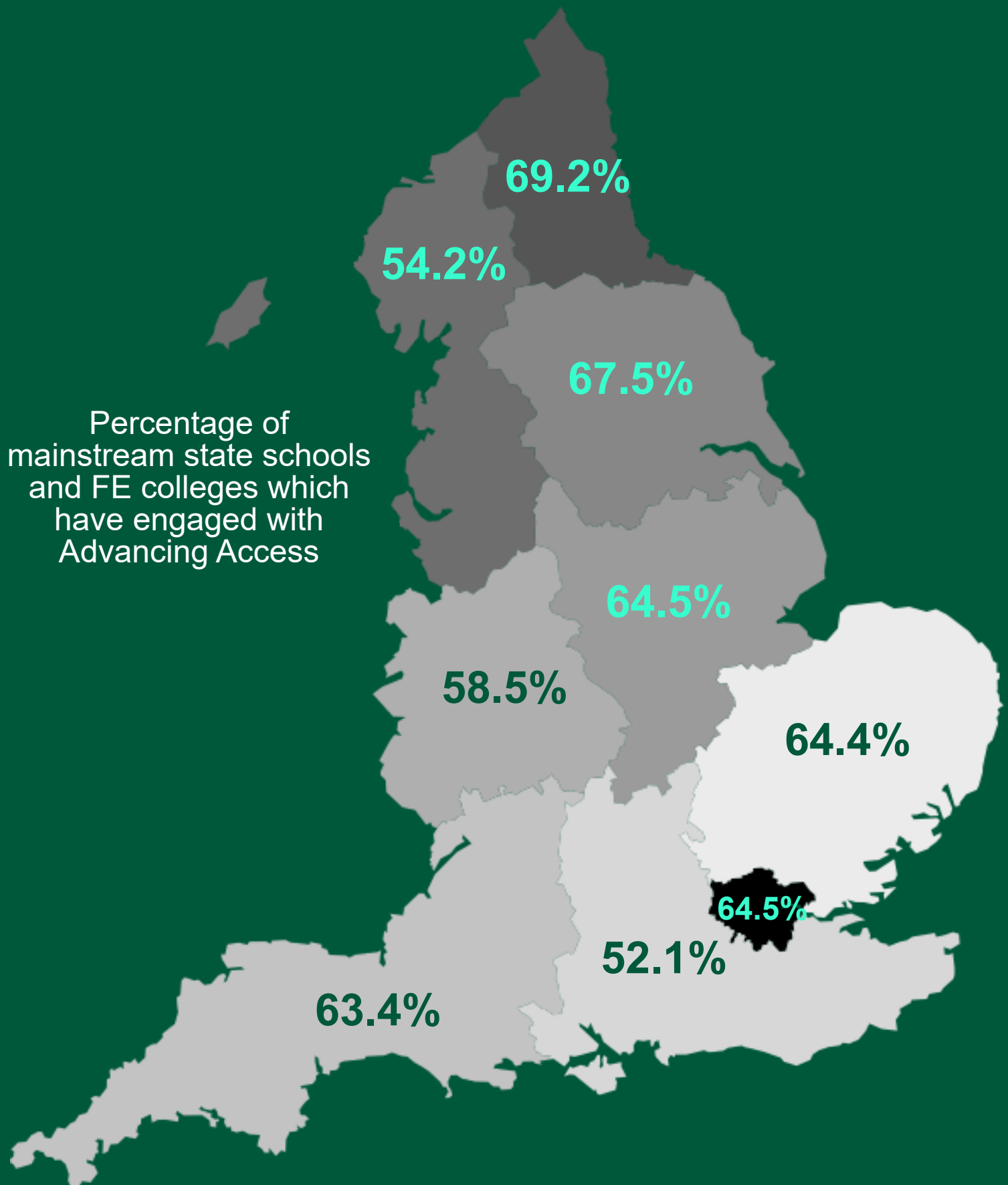
79%

of target schools and college have engaged with Advancing Access since 2016

349 out of 444 schools and colleges on the Advancing Access target list have engaged with Advancing Access since it began.

21.1% 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 19.5% of schools and colleges which have not engaged.

School engagement by English region



CPD sessions

We offer free sessions to schools and colleges which has seen year-on-year growth in demand, reflecting its ongoing relevance and value

8,100*

Teachers and Advisers
reached through

498

in-school sessions
since the initiative
began in 2019

108

CPD sessions were
delivered in 2024/25

26%

increase in CPD sessions
delivered compared to
23/24 (86 to 108)

1,476*

teachers and advisers
took part in these
sessions

130*

schools and colleges
engaged

83%

increase in schools and
colleges engaged
compared to 23/24
(71 to 103)

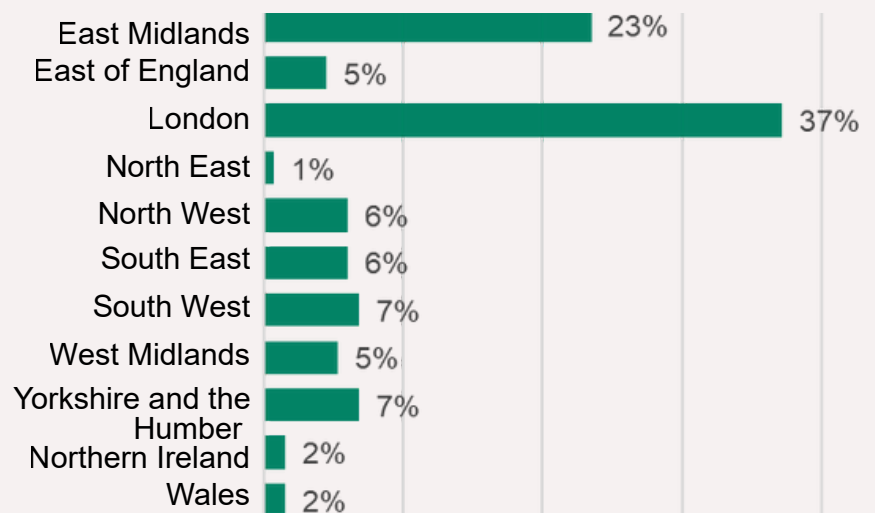
108 CPD sessions were delivered in 24/25, resulting in a **26%** increase from 23/24.

75 were delivered online and **33** were delivered in-person. An estimated **1,400*** Teachers and Advisers took part in these sessions, potentially extending the reach to around **75,000*** students.

This year's growth in regional engagement is a strong step forward in reaching schools with the greatest need.

"You really have helped improve my confidence with the whole application process. I'm actually looking forward to processing my first UCAS application with our students."

Sessions delivered 24/25 by location



*estimated figures

Webinar series

Across the series, we saw high registration and attendance rates, with participants reporting significant improvements in their knowledge.

Over 1,000

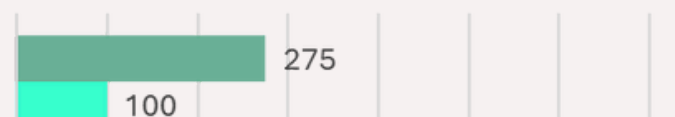
total webinar live-attendance across the series, showing repeat and continued engagement

68%

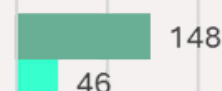
of registered target schools joined at least one live webinar, showing significant reach into priority groups

February 2025

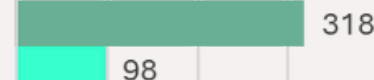
Simplifying Law Admissions: Helping students with tests and applications



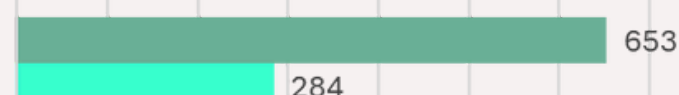
Unlocking skills and mobility through the EPQ



Exploring further paths with students

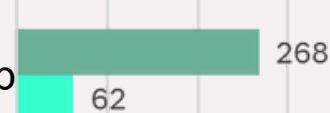


Supporting students with new Personal Statement guidance

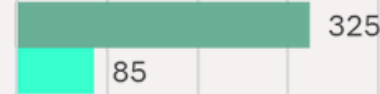


March 2025

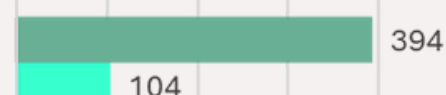
How do I design a programme of impactful encounters with Russell Group Universities



Helping students navigate the Student Finance process



Contextual admissions: Key updates for supporting your students



Registered Attended live

1+

Participants reported increased knowledge across all webinars, with average self-assessment scores rising by at least one point after each session.

In-person events

Our events were hosted in cold spot locations, providing guidance and strengthening links with Russell Group universities.

Professional Development Day

30

Teachers and Advisers
attended the event from

10

nearby schools and
colleges

This year's CPD day was hosted by East Norfolk Sixth Form College and included a selection of workshops to enhance professional learning in a cold spot area.

As an area with historically lower progression to higher education, Great Yarmouth was a key priority for delivering place-based CPD.

Teachers and Advisers Conference 2025

Luton Sixth Form College hosted this year's Advancing Access Conference, bringing together teachers, advisers, and sector partners. Led by Russell Group universities, the event featured an exhibition, a programme of workshops, and a closing address from UCAS.

60 Teachers and Advisers joined the event from **45** schools and colleges from East of England (47%), London (9%), South East (25%), East Midlands (5%) and others (8%).

73%*

of registered teachers and
advisers attended the event,
showing strong retention and
engagement

*Excluding cancellations



The event attracted new audiences, with **51%** of attending schools and colleges taking part in an Advancing Access event for the first time.

Online engagement

Our online platform provides a variety of resources, making high-quality guidance, delivered by the Russell Group, accessible.

Over 600k

all time website visits
since the site launched
in 2017

Over 114k

all time unique visitors
since the site launched
in 2017

5.43

average visits per user,
reflecting consistent
engagement since 2017

50,000
total website
visits

- 1 On-demand webinars
- 2 The Clearing Hub
- 3 Super-curricular guide

700
total
downloads

- 1 Preparing for your Personal Statement
- 2 Preparing for Clearing
- 3 Personal Statement Marking Checklist

2,700
blog views with
830*
views on articles
from 2024/25

2,052
views on on-
demand videos
including, webinars,
and case-studies

7,853
total users
registered on our
website, up from
7,625 last year
(+2.9%)


Most
re-visited
resources


- 1 Preparing for Clearing
- 2 Super-curricular guide
- 3 Russell Group Bursary guide

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