

# Advancing Access Annual Report

December 2024

All data correct as of:  
August 2024



# Our Users



**9,755**  
users

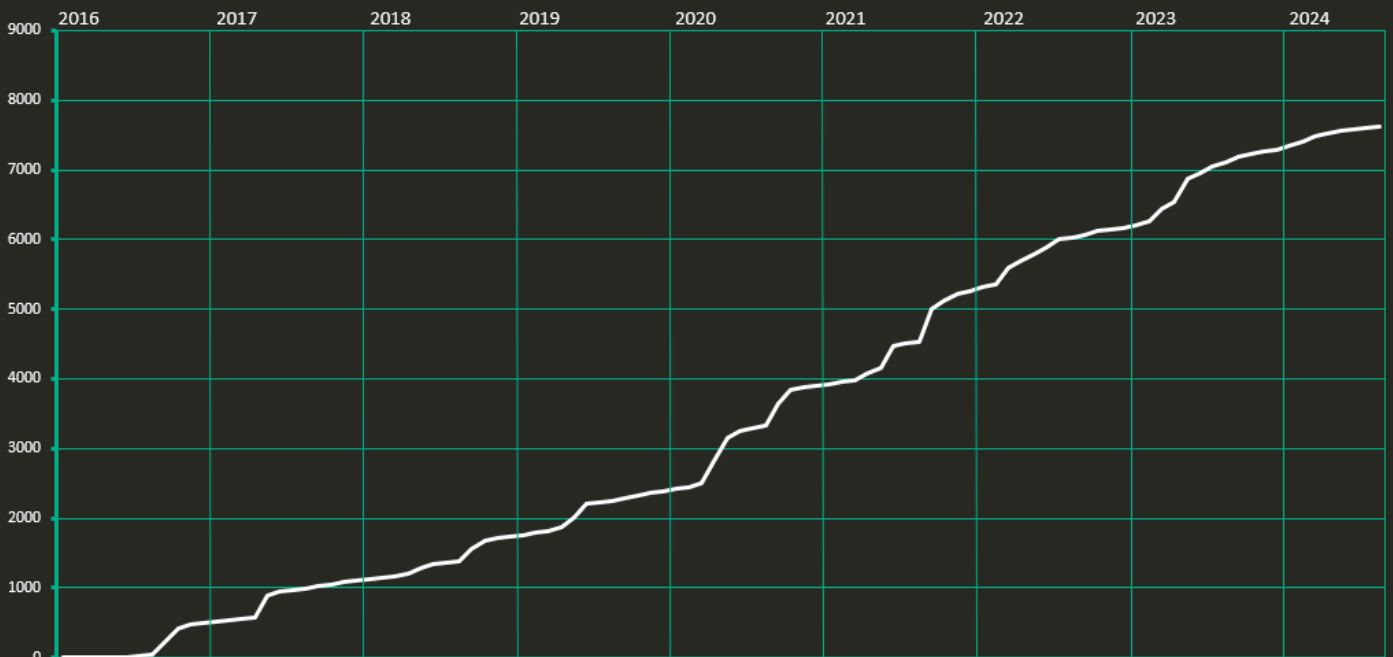
Advancing Access has reached a total of 9,755 users who have engaged with the project since it began either by registering on the website or taking part in an online or offline event.

**+10.0%**

This figure has increased from 8,867 last year (+10.0%).

**+7.3%**

We have a total of 7,625 users registered on the website, up from 7,105 last year (+7.3%).



# 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 (93.6%) remain somewhat over-represented compared to England's proportion of the UK population (84.2%).

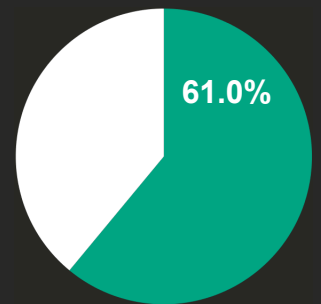
- England 84.3%
- Scotland 1.2%
- Wales 3.3%
- Northern Ireland 1.3%
- International / Offshore 1.6%
- Unknown / Other 8.3%



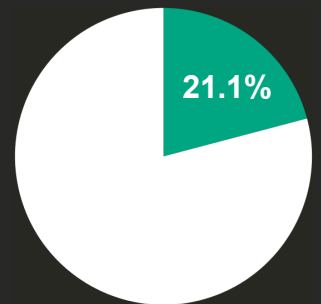
# Coverage and widening participation targeting



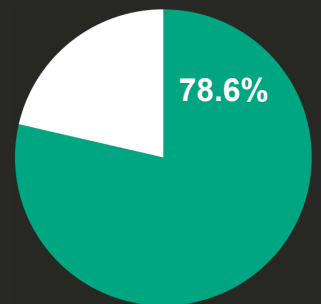
1,517 out of 2,484 mainstream state schools (with a sixth form) and FE colleges in England have engaged with Advancing Access since 2016, either by using our website or attending one of our events. That's 61% of all schools. Engagement in state schools is higher than in independent schools, where 31.9% of schools have engaged since 2016.



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.

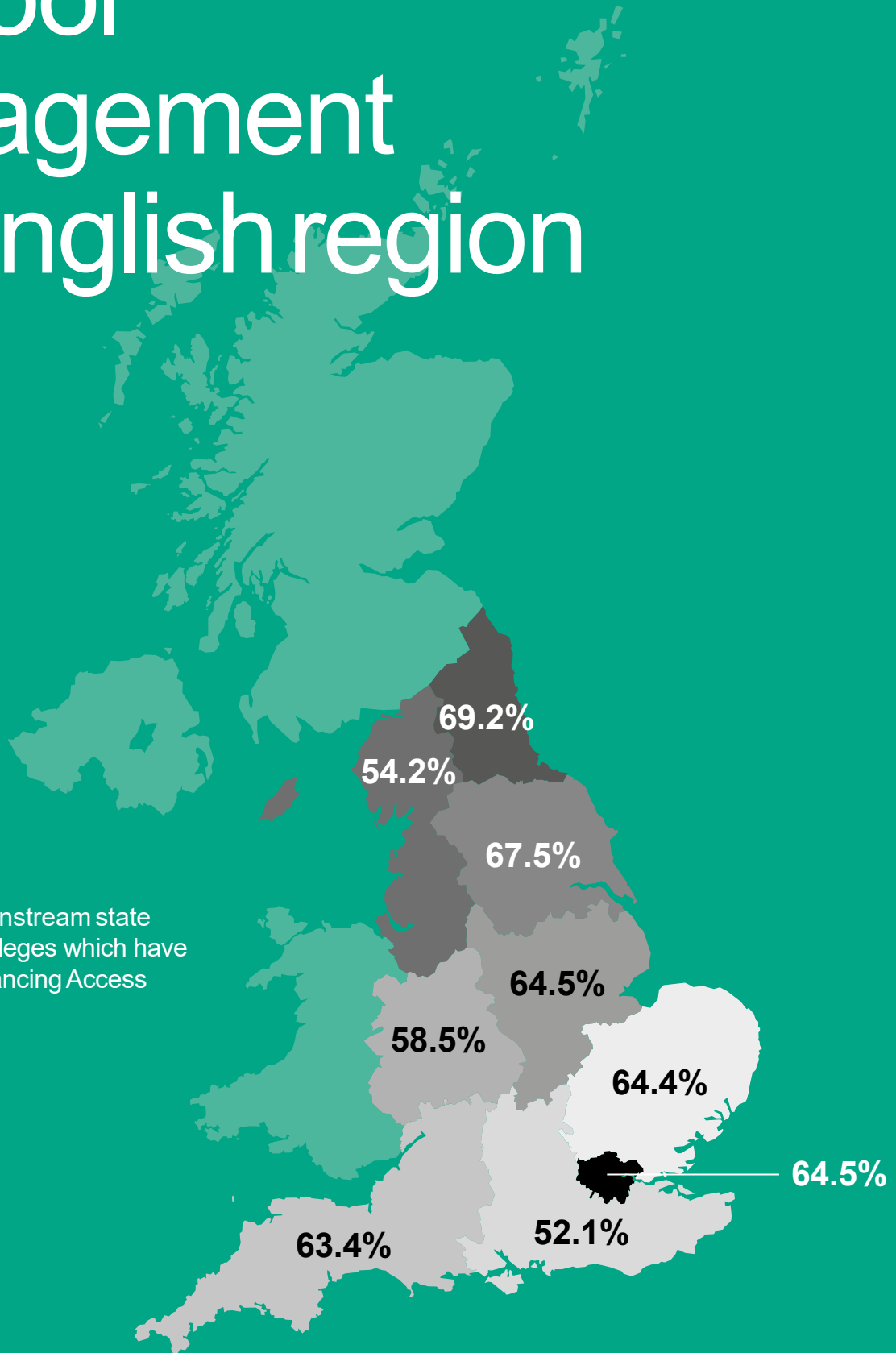


349 out of 444 schools and colleges on the Advancing Access target list have engaged with Advancing Access since it began. That's 78.6% of all schools and colleges on the list which is an increase of 2.5 percentage points since 2023.



# School engagement by English region

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



# Engagement data

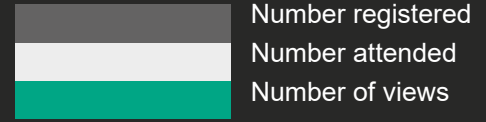
Our website has seen a notable increase in unique user count this year, indicating a growing audience and enhanced reach. This upward trend highlights our expanding visibility and engagement, showcasing our efforts to attract and retain new visitors.

	During 2023/2024 academic year	Percentage change since 2023/2024	All time (up to 31st August 2024)
Website page views	62,116	+24.1%	569,436
Website unique visitors	17,917	+40.8%	108,280
Locked resource downloads	2,623	-36.6%	31,910
All resource downloads	2,716	+32%	2053* <small>*All time since 2023</small>
Video case study views	1,004	-59.3%	17,344
Webinar views	2,041	-38.7%	24,607
Blog views	7,791	+58.1%	35,992
Blog articles published	5	-37.5%	63

Overall downloads and the average number of resources accessed per user have increased, indicating stronger engagement and interest in our content. However, downloads of locked resources have declined, suggesting possible user friction. This presents an opportunity to reconsider our approach to gated content to improve accessibility and engagement.

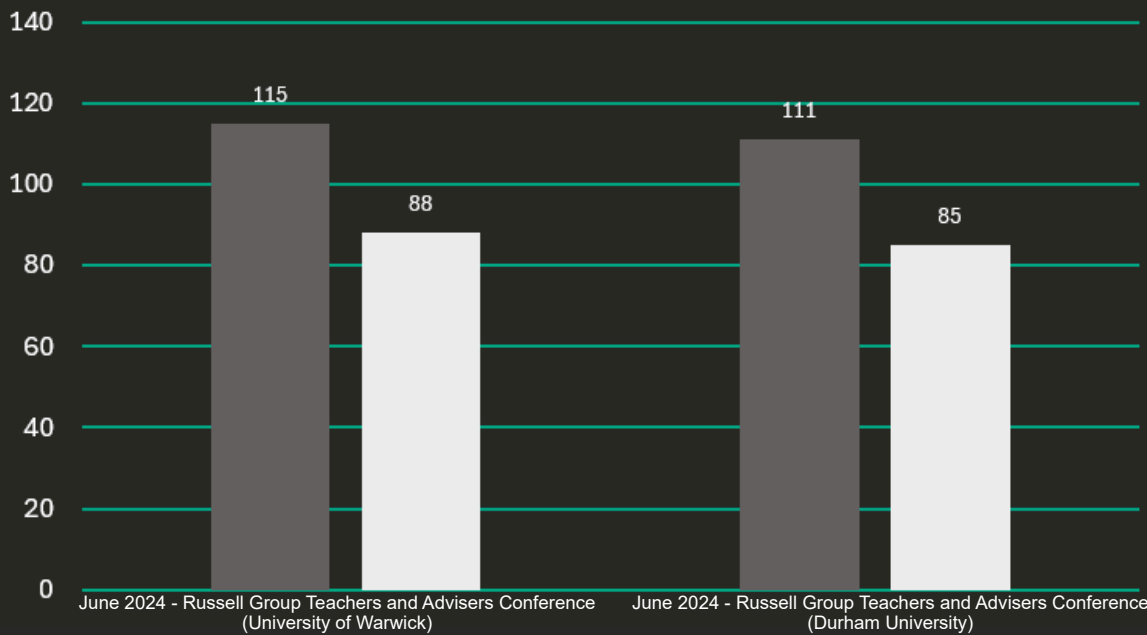
We experienced a significant increase in user views of our blog articles compared to last year. This growth demonstrates heightened audience interest and underscores the blog's effectiveness as a vital platform for engaging our audience.

# Recent event attendance



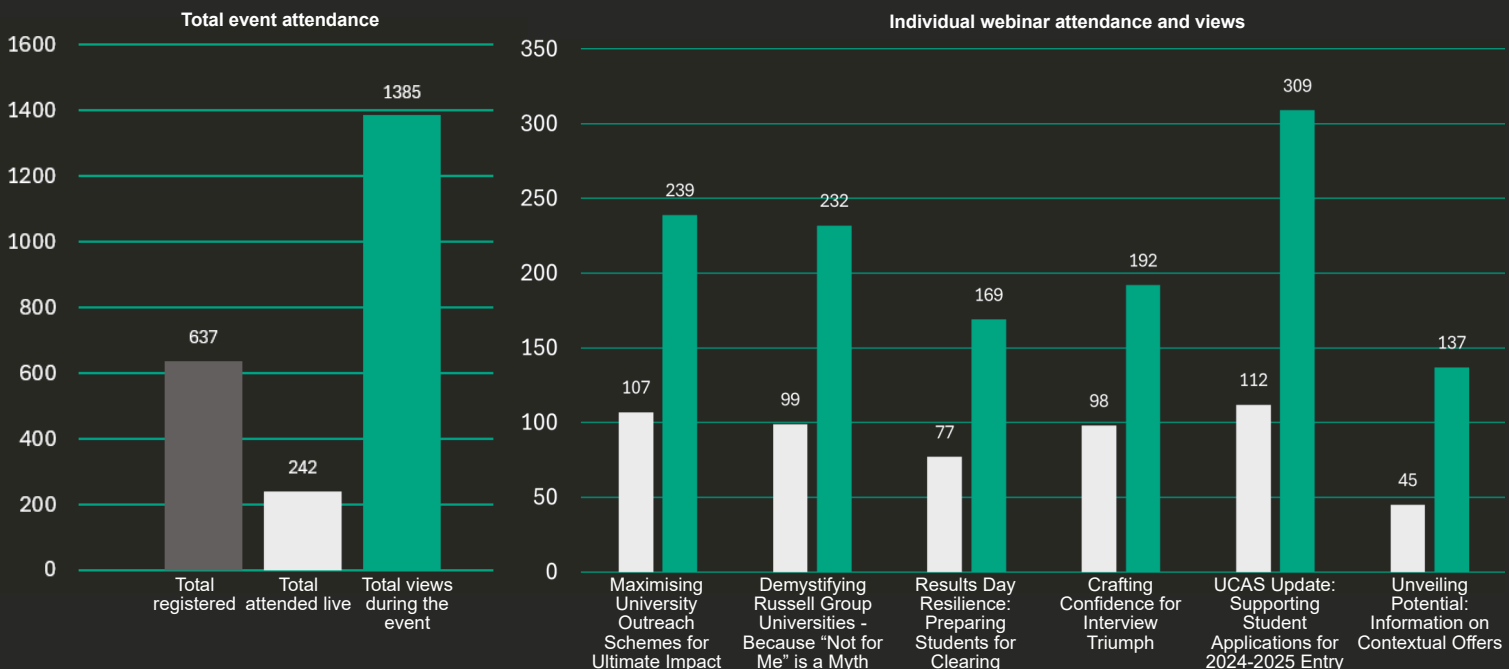
## Russell Group Conferences 2024

The events achieved a 77% attendance rate and were well received, with 97% of feedback respondents rating the event as good or excellent.



## Virtual Conference - March 2024

The Virtual Conference featured a comprehensive program of six webinars, an introductory speech and an interactive Exhibition Hall.

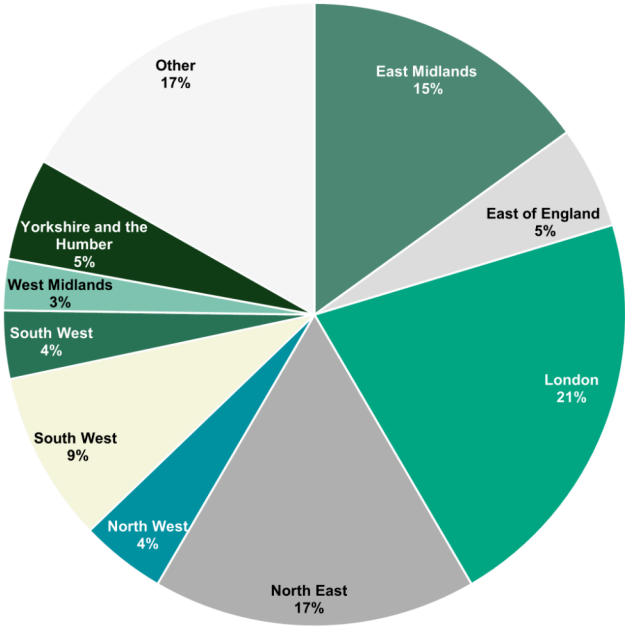




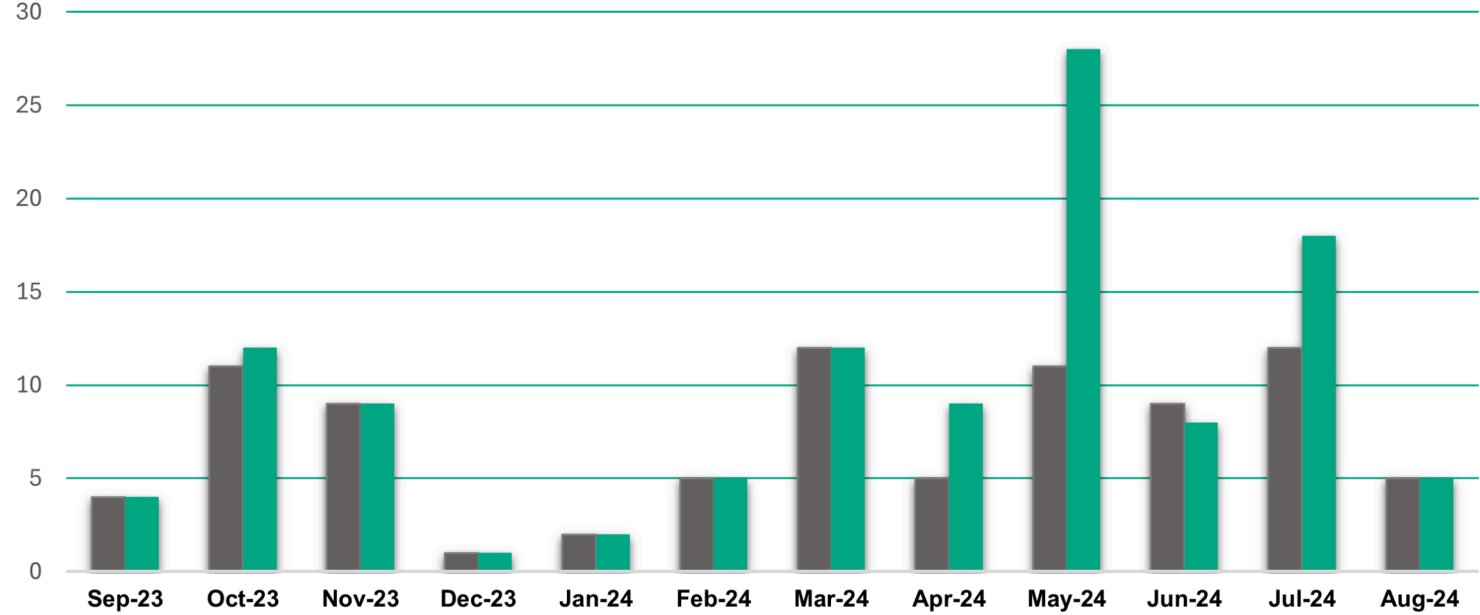
# CPD in school sessions

86 Advancing Access CPD sessions for individual schools or colleges (or other organisations such as local authorities) were delivered in the 2023/2024 academic year which resulted in a 40% increase from 22/23. 61 were delivered online and 25 were delivered in-person. An estimated 1,308 teachers and advisers took part in these sessions in total.

Since we introduced in-school sessions in 2019, 385 sessions have now been delivered to an estimated 6,735 teachers and advisers. 69% of these sessions have been online and 31% have been in-person.



Number of sessions delivered  
 Number of organisations participated




In May 2024, session delivery rates remained stable, consistent with previous months. However, there was a notable increase in participating organisations, largely driven by collaborations with external partners that expanded our reach and engagement.




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ACCESS

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