

**Widening participation**  
Our commitment  
to outreach



UNIVERSITY OF  
CAMBRIDGE

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# Welcome



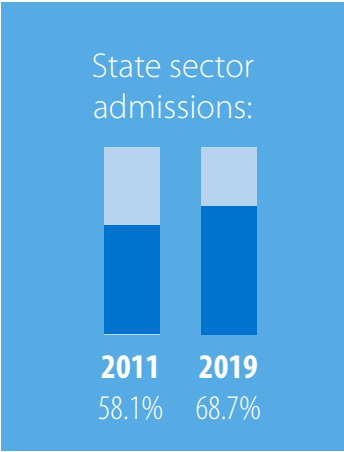
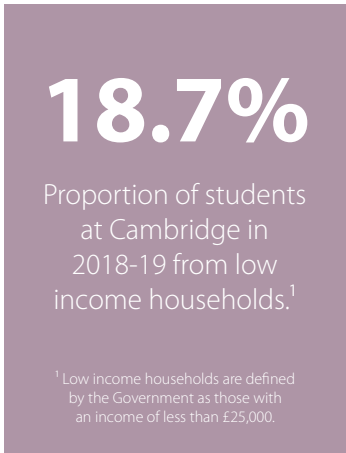
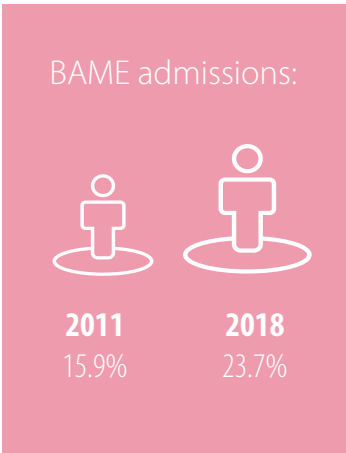
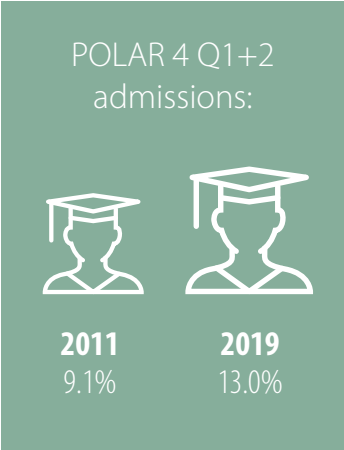
“At the University of Cambridge we believe we offer a truly world class educational experience. We have a unique focus on small group teaching and close community, leading to exceptional outcomes in terms of completion, attainment and careers. We want students from all backgrounds and parts of the UK to benefit from this experience, and are committed to diversifying our intake to achieve this.

We know that in order to achieve this objective we need to challenge preconceptions about both higher education and Cambridge itself, to build better engagement with underrepresented groups, and to equip them for the journey ahead.

In this publication, we outline some of the progress we have made to date and offer a flavour of the work that we are doing to pursue the targets we have set for ourselves. I am grateful to those that have supported us through funding, partnership, and hard work, and of course to the parents, teachers and the students themselves who have taken part. Together we are building a more representative and inclusive Cambridge.”

**Jon Beard**  
Director of the Cambridge Admissions Office  
[jon.beard@admin.cam.ac.uk](mailto:jon.beard@admin.cam.ac.uk)

# Our progress



# Outreach overview

We are engaged in an unprecedented level of outreach activity which reaches a diverse range of underrepresented and disadvantaged groups across the UK. The hundreds of interactions and events each year are delivered through a partnership of the Cambridge Admissions Office and the University's Colleges and academic departments.

**Pre-16**  
Our pre-16 outreach projects work to provide a positive experience of higher education to children from Year 7.

**Insight Discover**  
Page 12

**Insight Explore**  
Page 13

**Realise**  
Page 14

**Post-16**  
As students prepare to apply to university, our post-16 projects aim to give an insight into teaching and learning at the University, and life as a Cambridge student.

**Insight+**  
Page 13

**Summer Schools**  
Page 6

**Experience Cambridge**  
Page 8

**Department Outreach**  
Our faculties and departments fund and plan a diverse range of projects. See page 17.



**College Outreach**  
The Area Links Scheme enables our 29 undergraduate Colleges to work alongside schools and sixth form colleges to offer tailored outreach and residential events.

**Area Links Scheme**  
Page 16



**Other opportunities to engage**  
Alongside our outreach work, we give students considering their higher education options a number of opportunities to find out more about the University and our application process. See page 21.

**Open Days**

**The Subject Matters**

**Subject Masterclasses**



**Target  
Oxbridge**  
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**neaco**  
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**Oxford  
Cambridge  
Conferences**

**UCAS HE  
Events**



## Contextual data

We make extensive use of contextual data to support our outreach activity and admissions process. Alongside indicators of academic ability and potential, teacher predictions and references, admissions assessments and tests, we use up to three types of contextual data (where available) as a way of obtaining a more in-depth profile of our applicants:

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Geodemographic data – such as POLAR4 and IMD.

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School/college data – the GCSE performance, A level performance, and recent history of entry to Cambridge or Oxford of an applicant's school or college.

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Data on individual circumstances – whether an applicant has spent time in the care of a local authority, whether they have been eligible for free school meals, and any information the applicant has provided about extenuating circumstances (eg health or personal problems).

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[www.cam.ac.uk/contextualdata](http://www.cam.ac.uk/contextualdata)



# Target Oxbridge

Supporting high-achieving, aspirational black students on their journey to Cambridge.



77%

Target Oxbridge is just one strand of the work which has led to numbers of black students at Cambridge increasing by 77% since 2011.

→ [www.targetoxbridge.co.uk](http://www.targetoxbridge.co.uk)

Although black, asian and minority ethnic (BAME) students are well represented at Cambridge, black students currently are not. This is due to a number of factors, including prior educational disadvantage, a skew towards applying to a relatively narrow range of subjects, and feeling that selective universities are not for them. Target Oxbridge is designed to address these issues by seeking to raise aspirations and build academic confidence.

Funded by the Universities of Oxford and Cambridge along with Rare, Target Oxbridge aims to increase successful undergraduate applications to Cambridge and Oxford from black students. The programme is free to participants and provides 16-18 year old students of black heritage with mentoring and practical advice, offering an immersive experience of life at the University.

The development programme runs over the course of a year and involves residential visits and academic sessions. When they visit Cambridge, participants engage with all elements of university life, including taking part in supervisions and meeting both staff and current students.

The programme is delivered by Rare, a specialist diversity recruitment company, and its patron is Cambridge alumna Zadie Smith, who previously said:

“Going to Cambridge changed my life. Nothing I have done would have been possible without it. I want more people from backgrounds like mine to have that life-changing experience. That’s what Target Oxbridge is about”.

“Without Target Oxbridge, I may not have received my Cambridge offer. Their help ranged from personal statement advice, mock interviews and simply just being in contact with current students at the University. All this helped make a process that seemed so surreal to me, seem real and achievable.”

**Bez**  
Politics and Anthropology student



## Stormzy Scholarship



In 2018, grime artist Stormzy launched the Stormzy Scholarship, a brand new studentship scheme for University of Cambridge students which will see British

black students provided with financial support during their degree courses. The scholarship covers the cost of tuition fees and provides a contribution to maintenance for up to four years. The first two recipients joined us in October 2018 and a further two students started studying at the University in October 2019.



# 160

Target Oxbridge participants  
in 2019, up from 45 in 2017.

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Year 12 state  
school pupils

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Priority given to  
students from  
POLAR target areas

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Collaborative  
outreach

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Priority given to  
students in local  
authority care

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# Summer Schools

Working with the  
Sutton Trust to help  
young people make  
informed decisions  
about their higher  
education options.



## 70%

of 2014-15 STSS attendees went  
onto undergraduate degrees  
at Russell Group universities,  
including Cambridge.

→ [www.cam.ac.uk/summer-schools](http://www.cam.ac.uk/summer-schools)

Working alongside the Sutton Trust we're aiming to make sure students from all backgrounds have the information they need to make the right decision about the subject they want to study and the university they want to study it at.

Each year, Sutton Trust Summer Schools (STSS) give over 500 high achieving students from underrepresented backgrounds the opportunity to spend a challenging week at Cambridge, discussing their ideas and interests with equally motivated students and teachers. During the residential, participants live and study as a Cambridge student. Days are spent in the academic departments where students are taught by world-leading experts

in their subject area. Students also get support with their UCAS application and take part in a range of activities, including a formal dinner at one of the Colleges and a punt tour.

We want to give students from target widening participation backgrounds an experience of life as an undergraduate student so they can visualise themselves at a selective university. The Summer Schools help them develop a clear understanding of the application process so they have the confidence to make a competitive application.

"I was a bit nervous about whether I'd fit in, but after the summer school I was sure I wanted to apply! All the students I met were lovely, everyone running the summer school was really nice and although the work was hard it was also fun and it gave you confidence in yourself when you managed to do it! We were all looked after really well – lots of food, lots of activities to do out of classes (punting, tour of the observatory, finale dinner) and the current undergraduates were approachable if you needed help with the set work."

**Chloe**  
Oldham





# 160

STSS graduates accepted  
onto Cambridge undergraduate  
courses over the past three years.<sup>1</sup>

<sup>1</sup> 2015-16 entry to 2018-19 entry.



## STROBE evaluation

This independent UCAS evaluation compared 2017 cycle outcomes of trackable students from the STSS programme with 500 representative control groups of students with similar characteristics. The results suggest that the STSS participants are much more likely to apply to a selective university and be successful in doing so. 61% of STSS participants from the 2015-16 academic year programme were accepted to Russell Group universities, compared with 20% of students from the control groups.



# 48%

of participants in 2018-19  
were BAME.

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Year 12 state school pupils

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Min. five A/7s at GCSE

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Participants with at least one WP flag

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# Experience Cambridge

**2018-19 event  
participants:**

**59%**

BAME

**22%**

POLAR4 Q1+2

**55%**

IMD Q1+2

**98**

Experience graduates have been accepted onto Cambridge undergraduate courses over the past three years.<sup>1</sup>

<sup>1</sup> 2015-16 entry to 2018-19 entry.

→ [www.cam.ac.uk/experience-cambridge](http://www.cam.ac.uk/experience-cambridge)

Helping high-achieving students access quality information about the admissions process and life at university.

We receive more applications than we have places for our Summer Schools (see p6). Many of those who apply for the Summer Schools have strong academic profiles and are in the position to make a competitive application to Cambridge.

Experience Cambridge gives us another way to engage these students in a meaningful learning experience at the University.

Year 12 students from the pool of unsuccessful Sutton Trust Summer School applicants (with students

meeting the most WP flags given priority) can take part in this one day event to develop their super-curricular interests and access quality information about the admissions process and university life.

Alongside three hours of subject lectures, an admissions talk and a Q&A with our current students, participants gain access to a range of online resources to help support them in their journey into higher education.

"I knew I wanted to go to university but from previous open days, taster sessions and the like, I had always felt Oxbridge was out of reach for me. I had convinced myself not to apply to Oxbridge before coming on the summer event. After being inspired and given a massive confidence boost by the event, I went home and knew I would apply to Cambridge."

**Hannah**

Experience Cambridge participant, studying Natural Sciences at Cambridge





Year 12 state school pupils

Year long programme

Working with schools  
across the UK

# HE+

Encouraging schools and colleges to work together to prepare their students for top universities.



HE+ sees us work with over 4,000 students at more than 160 schools in 20 regional consortia across the UK. A collaborative project between the University, our undergraduate Colleges, and state sector schools, HE+ offers year-long support to Year 12 students who have the potential to make competitive applications to Cambridge and other selective universities.

The programme aims to increase awareness of higher education options and to give highly able students the tools they need to prepare a successful university application. HE+ activities are designed and delivered in a format that suits the needs of the area, but they all give students the opportunity to develop their academic skills, confidence and understanding. Activities include academic extension classes, subject masterclasses, information and guidance sessions, and a visit to the University.

As well as helping students, teachers at schools and colleges involved in HE+ also benefit from a closer relationship with a Cambridge College and other institutions in the area, and partner together to support students in their preparation for selective higher education.



60%

The STROBE evaluation results suggest that HE+ programme participants have a much greater likelihood of making a successful application to a high tariff university – 60% of HE+ participants were accepted to Russell Group universities, compared with 20% of students from the control groups (see p7 for more information).

2018-19 event  
participants:

20%

BAME

30%

POLAR4 Q1+2

29%

IMD Q1+2

"Although I studied English and Modern Languages at school, what we did in HE+ made me look at language in a different way. I realised then that I really enjoyed exploring the language itself, rather than English literature. This is what led me to apply for and study Linguistics at university."

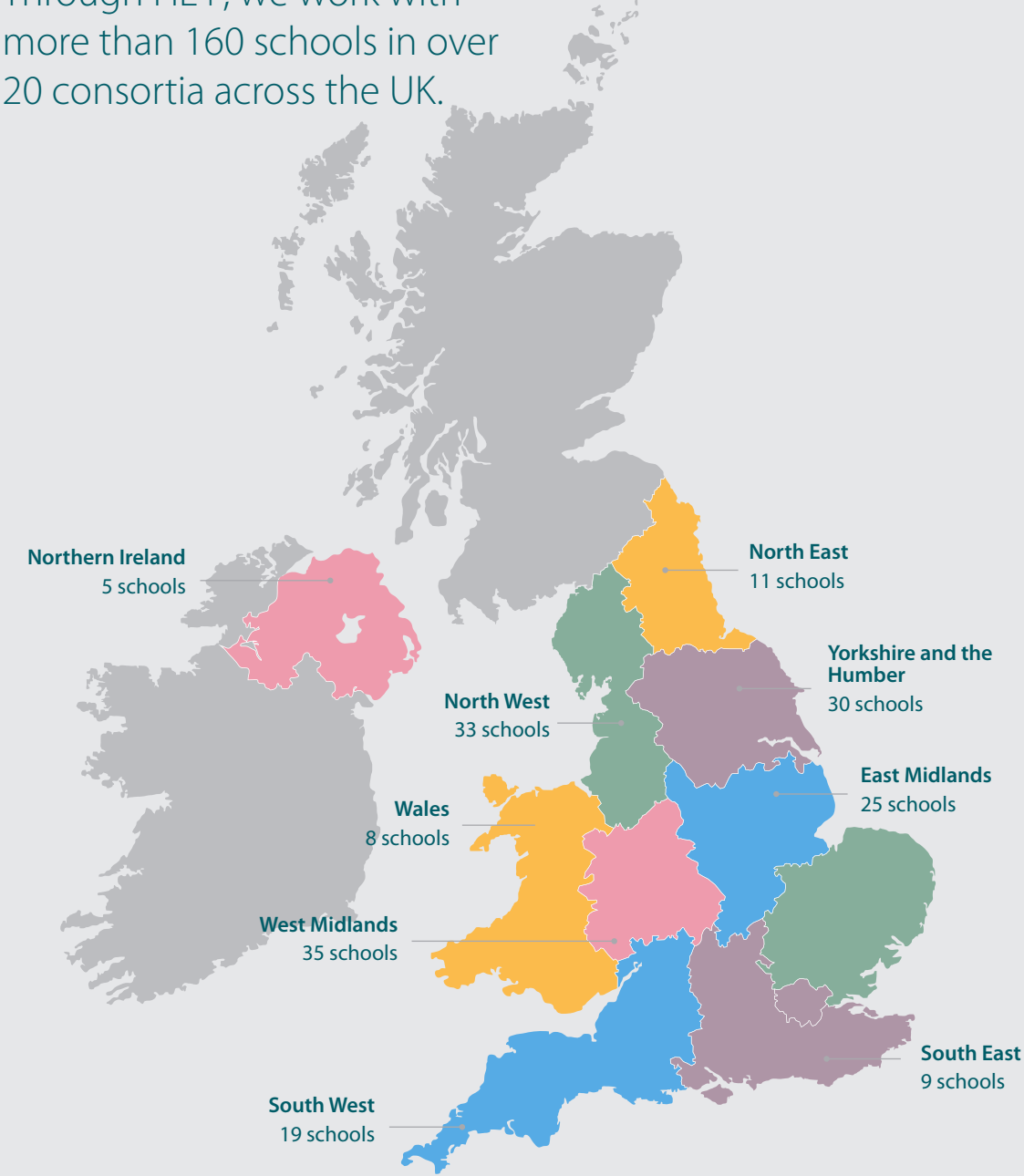
**Alexandra**

HE+ participant, studying  
Linguistics at Cambridge

→ [www.cam.ac.uk/he-plus](http://www.cam.ac.uk/he-plus)



Through HE+, we work with more than 160 schools in over 20 consortia across the UK.



232

HE+ graduates have been accepted onto Cambridge undergraduate courses over the past three years.<sup>1</sup>

<sup>1</sup> 2015-16 entry to 2018-19 entry.



Collaborative, regional outreach	Years 7 to 13	Priority to key WP target groups
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# Insight

The progression rate of students from Peterborough and West Norfolk, areas local to the University, into higher education is below the national average. We believe this discrepancy is particularly true for disadvantaged students accessing selective HEIs. Our Insight programmes work alongside highly able students from targeted schools in these areas to challenge assumptions and raise attainment, right from the very beginning of their secondary school journey. The programme gives priority to highly able students from our key widening participation target groups (POLAR, IMD Q1+2, students in local authority care).





In 2018-19

**505**

participants



→ [www.cam.ac.uk/insight](http://www.cam.ac.uk/insight)

## Insight Discover

Students can engage with the Insight programme from the very beginning of their secondary school life by taking part in Insight Discover events. Schools in the target area nominate highly able pupils, who meet our key widening participation criteria, to participate. Insight Discover works in collaboration with The Brilliant Club to offer The Scholars Programme, delivered to Year 8 students with Brilliant Club tutors.

The programme aims to build the pupils' knowledge of higher education, help them to identify and reflect on their personal interests and motivations, and

develop both academic and soft skills which will enable them to make informed choices in the future. We work to engage with parents throughout the programme so that they are able to support their child through the programme and in their decision making in the future.

We also offer additional whole school support to each school participating in Insight. We offer to fund a reading programme which can be used by every Year 7 and 8 student, and give schools the opportunity to enter each Year 7 pupil to take the Vesparch tests, which assess academic potential.

## Insight Explore



In 2018-19

**187**  
participants

This element of the Insight project is for students from the target areas in Years 9 to 11. Participants in the programme work with current university students and academics to explore the higher education options open to them.

Students come to Cambridge several times a year to attend events designed to develop their skills and their understanding of university life. During their time on the programme, students attend core days, working on useful skills such as presenting, research and revision, and subject taster days where they can learn about new topics and areas of academic research.

The programme tackles the barriers these students might face when applying to university by allowing them to explore academic

subjects they might not be taught in school and alleviating worries about elements such as the admissions process and student finance by making sure students are well informed.

“Insight Explore has been an amazing experience, one which has inspired me to take a leap and go to university in the future! I have lost the worries I faced before as they have explained to me in great detail about how I can solve these issues. Getting to see what university life is like was fun and educational. I would strongly recommend Insight Explore to anyone considering university!”

**Amy**

Insight Explore participant



In 2018-19

**38**  
participants

## Insight+

Insight+ works with students at the later stages of their transition into higher education. Year 12 students are nominated by their school and the project is delivered while they are in Year 13. Nominated students receive high level subject-specific teaching across three strands (English, Physics and Chemistry).

Students are invited to attend a launch event in Cambridge, before taking part in a week-long summer study school, engaging with online academic work and attending a selection of further study days. Between events,

current undergraduates visit the students in their local area to run study groups, and the programme culminates with a celebration event for students, parents and teachers.

Through these multiple interactions, the programme aims to raise the attainment of students in these traditionally underrepresented areas, allowing them to make informed choices, apply successfully to selective universities and to make an effective transition into higher education.

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Young people in care

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Working with primary  
and secondary

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Raising awareness  
of support

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# Realise

## Events to support young people in care to realise their potential.

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### Care leaver travel fund

We have established a travel fund to enable children in (or previously in) care to travel to University events, including University-wide Open Days and specific department and College open days. Find out more at [www.cam.ac.uk/care-travel-fund](http://www.cam.ac.uk/care-travel-fund).

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Students from a care background are critically underrepresented in higher education, with studies showing that only 12 per cent of care leavers enter higher education by the age of 23. Our Realise programme aims to challenge this by providing people from a care background with a positive experience of HE and raising their awareness of the benefits of HE, how to access it and the support available to them when they get to university.

We work closely with Cambridge County Council's Participation Team and virtual schools to create opportunities for young people in local authority care to visit the University. Young people aged 7-11 can join us for half-day SuperStar workshops, delivered alongside university-focused activities. The Stargazing Event is aimed at young people aged 7-14 and consists of an Introduction to University workshop, a visit to the Astronomy Department to explore the stars,

university-focused games and a meal at one of our Colleges. In October 2018, we began running Explore University Days for young people aged 12-15, giving them the opportunity to visit the University for two days and engage with a range of university-related and subject-specific workshops.

As part of our aim to support care leavers and estranged students throughout their studies we have signed up to the Care Leaver Covenant, a promise to provide support for care leavers to help them live independently, and the Stand Alone Pledge, a commitment to help estranged students overcome disadvantage. There's a range of support available for care-leaver and estranged students at the University, including financial assistance (eg some care leavers may be eligible for a higher level of Cambridge Bursary) and a guarantee of 365-day accommodation if requested.

"My foster parents said I should take a photo of Cambridge and pin it on my bedroom wall as something to aim for. I did and with lots of support from them, and hard work, I got my place."

### Will

Realise participant, studied Theology at Cambridge

→ [www.cam.ac.uk/realise](http://www.cam.ac.uk/realise)



neaco

Working with colleagues across the region to support the most disadvantaged young people in East Anglia.



In 2018,  
neaco  
worked with  
**10,878**  
students at  
**86**  
schools and colleges,  
delivering  
**5,399**  
activities, and awarded  
**37**  
school grants, totalling  
**£148,868**



Across East Anglia, 74 areas have been identified where participation in higher education is lower than would be expected based on GCSE attainment. The Network for East Anglian Collaborative Outreach (neaco) delivers outreach activities in these target areas, with the aim of supporting the most disadvantaged young people in the region to progress into higher education.

We are a lead partner in neaco, working alongside Anglia Ruskin University, University of East Anglia, Norwich University of the Arts, the University of Suffolk, and eight further education colleges to close this gap in participation, and to address the government’s targets to:

- double the proportion of young people from disadvantaged backgrounds in higher education by 2020
- increase by 20 per cent the number of students in higher education from ethnic minority groups
- address the underrepresentation of young men from disadvantaged backgrounds in higher education

Central to the work of neaco is the Take Your Place programme, which focuses on improving students’

“The work taking place through the Network for East Anglian Collaborative Outreach (neaco) partnership represents a sea-change in the scale and innovation of higher education outreach in East Anglia, and I am delighted by the progress we have made so far.”

**Professor Graham Virgo**  
Senior Pro-Vice-Chancellor (Education) University of Cambridge and Chair of the Executive Group, neaco

understanding of their education options so they are able to make informed choices, and enhancing students’ passion and ambition to enable them to explore, identify and articulate their aspirations. The programme is delivered in schools and colleges by 28 experienced outreach professionals.

neaco also provides funding for schools so they can provide tailored support for their students, and works within the community to make sure parents and supporters are fully informed about their children’s higher education options.



# Outreach around the University

## Colleges: The Area Links Scheme

Our Area Links Scheme was established in 2000 to enable schools and colleges across the UK to build strong, effective relationships with the Cambridge Colleges. Every part of the UK is linked with a Cambridge College, giving the schools and colleges in that area a specific contact point at the University.

The Area Links Scheme has enabled our Colleges to get to know specific regions and their local educational environments, allowing them to tailor their outreach activities to the needs of each location. In the 2016-17 academic year, through the Area Links Scheme, Colleges recorded over 124,000 student interactions and over 7,600 teacher interactions through engagement with more than 5,000 schools and colleges at over 2,500 events.

All Cambridge Colleges share a willingness to provide advice and guidance, and to listen to the perspectives of teachers and advisers on what we can do to help make Cambridge as accessible as possible to all students with the ability and potential to study here. As such, the Scheme does not preclude schools from contacting any of our Colleges, and there is no expectation or obligation for students to apply to their area link College.

### Area Link Activities

Teachers and advisers can work with the School and College Liaison Officer(s) at their link College to organise a range of activities, from short presentations delivered in schools to longer visits to the University and subject-specific summer schools. All events aim to raise the aspirations of the students

involved, encouraging them to stay committed to education and gain the confidence to apply to selective HEIs, including Cambridge.

"All the Cambridge Colleges have a strong and long-held commitment to outreach activity. The Area Links Scheme, along with our involvement with HE+ hubs, enables our academics (and often our students) to engage with schools and colleges across the UK, offering advice on higher education and opportunities for subject engagement."

### Dr Sam Lucy

Director of Admissions for the Cambridge Colleges

→ [www.cam.ac.uk/arealinks](http://www.cam.ac.uk/arealinks)

## Departments and Faculties: Departmental Outreach

Many departments and faculties run their own subject-specific outreach activities throughout the year, including masterclasses and residentials. They also contribute to a variety of Cambridge Admissions Office led activities such as our Summer Schools and Insight programmes. These activities are open to a wide variety of schools and students across the country.

### Physics

The Cambridge Physics Experience is a one-day event organised by the Department of Physics in collaboration with several

Cambridge Colleges, and includes practical sessions, presentations on up-to-date physics research topics, and information about studying at Cambridge. With events run for students in Years 7 to 12, schools from across the country have made the trip to Cambridge to take part.

### Languages

The 'WhyNotLangs' series of events are run for students in school Years 8, 9, 10 and 12, encouraging them to consider the importance of language skills and how those skills can benefit their future academic and personal profiles. All age groups experience university-style teaching in modern European languages that they may already be studying, as well as taster sessions

in lesser-taught languages, such as Arabic, Russian, or Mandarin.



# 400

In 2019, WhyNotLangs worked with more than 400 pupils across key stages 3, 4 and 5.

## The Students' Union: CUSU Shadowing Scheme

The Cambridge University Students' Union (CUSU) runs an annual shadowing scheme, targeted at academically able students who have little school or family experience of university.

Participants on the scheme come to stay at the University for three days, shadowing a current undergraduate who is studying the subject they are interested in. They stay in College accommodation and accompany the undergraduate to lectures, classes and supervisions as well as experience the social life at Cambridge through activities organised by the CUSU and student societies.

The CUSU aims to challenge perceptions about Cambridge by showing shadow students that the University is a diverse place where people from all backgrounds can balance study and socialising.

"I've always loved learning and academia, and so I knew I wanted to go to university. In Year 12, I shadowed a Cambridge student through the CUSU Shadowing Scheme, and I fell in love with the University. The beautiful surroundings and academic rigour through the supervision system create a truly unique learning experience."

### Charlotte

CUSU Shadowing Scheme participant, studying Education at Cambridge



# 300+

More than 300 students took part in the CUSU Shadowing Scheme in 2018-19.

→ [www.applytocambridge.com/shadowing](http://www.applytocambridge.com/shadowing)



## Support for teachers and advisers

We realise that young people from backgrounds with little or no experience of university will rely heavily on their teachers and advisers for help and support. We're committed to working alongside schools and colleges to make sure they have the information they need to provide this support.

### **Teachers' and Advisers' Conference**

Each year, we host a one-day Teachers' and Advisers' Conference at the University. The conference broadly covers an introduction to the admissions process; admissions assessments; and the interview process, offering teachers and advisers detailed information about

how to support their students through the application process.

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### **College and Department events**

Most Colleges welcome teachers' visits during open days or by appointment at other times. In addition, many Colleges have Schoolteacher Fellowships or vacation study-visit programmes

for teachers. Some departments also organise events specifically for teachers during the year. Further information can be obtained directly from the individual Colleges or faculties/departments.

→ Find out more about these events at [www.undergraduate.study.cam.ac.uk/events/teachers](http://www.undergraduate.study.cam.ac.uk/events/teachers)



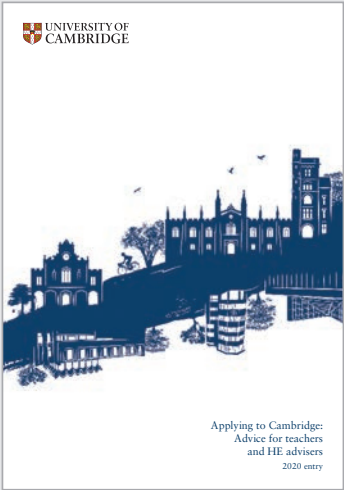
**Oxford and Cambridge  
Outreach Network**

Teachers and advisers can sign up to newsletters from Oxford and Cambridge with the latest events and developments at the universities. They can also access webinars, toolkits and guides to help them navigate all details of higher education from funding and finance to course choices and graduate careers.


→ [www.oxfordandcambridgeoutreach.co.uk/events](http://www.oxfordandcambridgeoutreach.co.uk/events)

**Teachers' Guide**

We offer a range of online and printed information, including our *Advice for teachers, tutors and HE advisers* publication. A full range of resources can be found on page 22.



→ [www.cam.ac.uk/teachers](http://www.cam.ac.uk/teachers)



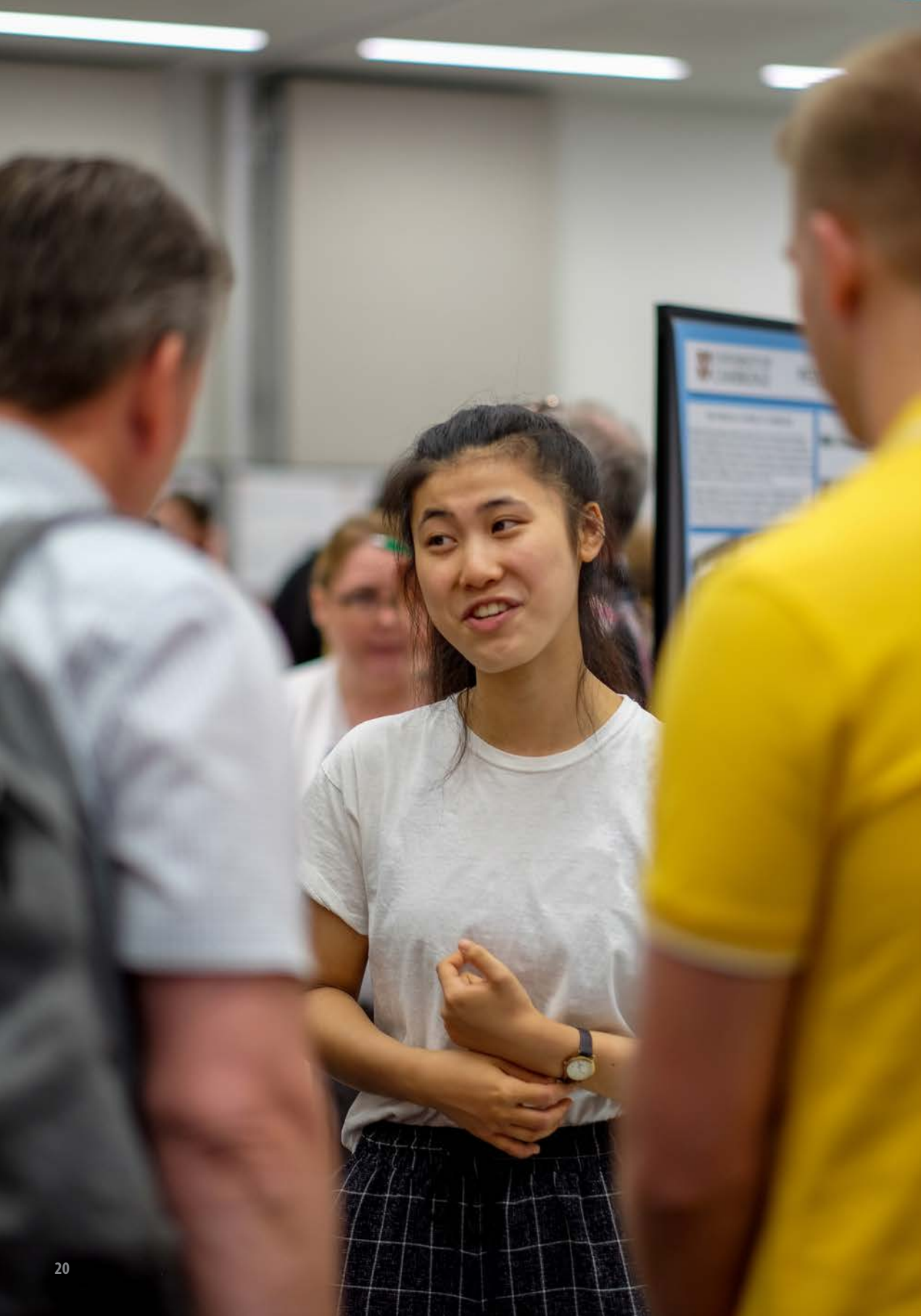
# 4,200

*Advice for teachers and HE advisers* publications sent to schools as part of our teacher resources pack

## Teachers' and HE Advisers' Newsletter

Our regular newsletter keeps teachers and HE advisers up-to-date on events, the latest admissions news, and resources for students. Regular feature articles explore admissions, the University, and current topics. Teachers and advisers can subscribe to the newsletter on our website.





# Other ways to engage

As well as our outreach events, we are involved in a range of activities throughout the year open to students from all schools.

## University Open Days

Each year, the University and its Colleges open their doors for two days at the beginning of July. These events attract more than 25,000 visitors each year and are designed to give prospective applicants an insight into what it's like to study at the University of Cambridge. A range of events run throughout the Open Days, including course-specific sessions, College tours and general talks covering other aspects of University life, from application to finance.

→ [www.cam.ac.uk/opendays](http://www.cam.ac.uk/opendays)

## Higher education fairs

The University of Cambridge is represented throughout the year at regional higher education fairs and UCAS conventions across the UK. These events are a fantastic opportunity for prospective students and their parents or teachers to meet our representatives and ask any questions they might have about applying to and studying at the University. In 2019, we attended more than 30 UCAS events across England, Wales, Scotland and Northern Ireland.

→ [www.cam.ac.uk/he-fairs](http://www.cam.ac.uk/he-fairs)

## Oxford and Cambridge Conferences

We work together with the University of Oxford to organise a series of joint conferences for Year 12 students and their teachers and HE advisers. The conferences are usually held in March and are designed to provide up-to-date information on courses, the application and admissions procedure and student life at both universities. Conference attendees have the opportunity to meet with academics, admissions tutors and current students from Cambridge and Oxford. The conferences in 2018-19 were attended by more than 9,400 students and 835 teachers from over 790 schools across the UK.

→ [www.ocsc.org.uk](http://www.ocsc.org.uk)

## The Subject Matters

Our Subject Matters events provide advice to Year 10 and 11 students about how to choose the most appropriate subjects and subject combinations at A level. We realise that subject choice can have a significant impact on a student's university options, so these events aim to help students make an informed A level subject choice to put themselves in the best position for their studies after sixth form. We

saw 1,400 people attend our 10 events in 2018-19. The events are ticketed, with funded places available for students who are currently in care or eligible for free school meals.

→ [www.cam.ac.uk/subject-matters](http://www.cam.ac.uk/subject-matters)

## Subject Masterclasses

Subject Masterclasses are subject-specific events that offer academically able students in Year 12 (or equivalent) the chance to experience typical undergraduate teaching at the University of Cambridge, and to get a flavour of what it's like to be a student here. The Masterclasses cover a range of subjects and provide students with an opportunity to explore topics of interest beyond what's covered within the school curriculum. In 2018-19, we welcomed more than 7,000 attendees across 44 events covering 28 different subjects. As with our Subject Matters sessions, free places are available for eligible students.

→ [www.cam.ac.uk/masterclasses](http://www.cam.ac.uk/masterclasses)

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[www.undergraduate.study.cam.ac.uk/events](http://www.undergraduate.study.cam.ac.uk/events)

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# Accessing information

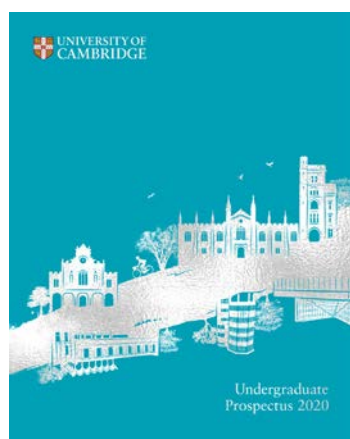
Provision of high quality information that is easily accessible is vital to support our aim to attract the brightest and best applicants, regardless of background. We offer an extensive Undergraduate Study website, a range of printed publications, and a selection of films aimed at prospective students and those who are supporting them in their journey into higher education.

## Undergraduate Study website

The Undergraduate Study website features information about life at Cambridge, Colleges and courses, financial support, and applying. The website guides students towards key sources of information, helping them to navigate the application process and understand the collegiate system.

Just over 3 million users visited the Undergraduate Study website in 2018

→ [www.undergraduate.study.cam.ac.uk](http://www.undergraduate.study.cam.ac.uk)



## Undergraduate Prospectus

There continues to be a high demand for the printed Prospectus, which provides key information about the application process, life at Cambridge, and our Colleges and courses.

## Information for supporters

Teachers, HE advisers, parents and guardians are key sources of support and influence for students considering their university options. We offer dedicated publications aimed specifically at these groups in the form of our *Advice for teachers and HE advisers* and *Guide for parents and supporters* publications.

## Films

Films are an increasingly popular way for students to access information, and our range of films give viewers information in an easily digestible format, as well as giving students a more tangible sense of what the University,

academics, students, and staff are like. We have recently produced five short animations about studying at Cambridge (covering the application process, choosing a course, choosing a College, student finance and settling in) and are refreshing our suite of course films.

30 new films were produced by the Cambridge Admissions Office in the last year

→ [www.youtube.com/CambridgeUniversity](http://www.youtube.com/CambridgeUniversity)

“Cambridge offered lots of good information on their websites, however, I found that I best engaged with video resources – vlogs from YouTubers or the ‘Applying to Cambridge’ series that the Admissions Office uploaded really helped as well.”

### Cheryl

Studying Music at Cambridge





## Looking to the future

We are proud of our achievement to date, but we recognise more work remains to be done.

Our Access and Participation Plan (see below), which sets out the University's progress and ambition, was approved by the Office for Students in August 2019.

As part of this plan for the future, the University has pledged to increase its state school intake to over 69 per cent and admit over a quarter of students from the most underrepresented and disadvantaged groups by 2024-5.

Longer term, we expect to admit one third of our intake from the most underrepresented and disadvantaged groups – and to eliminate any gaps between various groups in continuation, attainment and progression – by 2035.

In order to make significant progress against these goals, the University will be strengthening its commitment to the evaluation of existing activities to better understand what works, honing in on approaches which are backed by evidence.

Through a sustained focus on quality outreach activities, and continuing to explore the use of contextual data and other innovations in admissions, the University will be able to reach our goals without any compromise on academic standards.

Beyond this, a strategic review of undergraduate admissions and outreach, chaired by Professor Sir David Greenaway of the University Council, launched in autumn 2019.

The review will consider the Collegiate University's admissions and outreach strategy, processes, resources and outcomes (from outreach to matriculation) to ensure that our infrastructure is efficient and effective in supporting our goals, including widening access.

As we continue to progress with our plans for the future, we look forward to working with young people, schools and other organisations to achieve our goals.

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To read our 2020-21 to 2024-25 Access and Participation Plan, visit [www.cam.ac.uk/access-and-participation-plans](http://www.cam.ac.uk/access-and-participation-plans).

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# Outreach glossary

## **Access and Participation Plan**

The University of Cambridge (and all other universities across the UK) produces an Access and Participation Plan setting out how it intends to attract and support students in applying to and studying at the University. You can view our current and previous plan and access agreements by visiting [www.cam.ac.uk/access-and-participation-plans](http://www.cam.ac.uk/access-and-participation-plans).

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## **Access Officer**

The Students' Union (CUSU) and its members are represented by the CUSU Access Officer on various key committees involved in making strategic and policy decisions about the Admissions process in the University.

[www.cusu.co.uk/takeaction/access](http://www.cusu.co.uk/takeaction/access)

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## **BAME**

Term used to refer to students from a black, asian and minority ethnic background and one of the metrics against which we measure our widening participation progress.

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## **The Brilliant Club**

A charity that works alongside the University on our shared objective to increase the number of pupils

from disadvantaged backgrounds applying to and succeeding at selective universities. The Brilliant Club inputs into our Insight programmes (see p12).

[www.thebrilliantclub.org](http://www.thebrilliantclub.org)

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## **CAMBassadors**

Current University students who work alongside our Admissions Office, College, department and faculty staff to deliver our outreach programmes.

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## **Cambridge Bursary Scheme**

This long running initiative gives non-repayable bursaries for living costs to eligible students.

[www.cam.ac.uk/cambridgebursary](http://www.cam.ac.uk/cambridgebursary)

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## **Care Leaver Covenant**

The Covenant is a promise made by private, public or voluntary sector organisations to provide support for care leavers aged 16-25 to help them live independently.

[www.mycovenant.org.uk](http://www.mycovenant.org.uk)

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## **IMD**

Indices of Multiple Deprivation, measures produced by regional governments within the UK that

identify relative deprivation in an applicant's local area. We use this data to contextualise our admissions process and as a key metric for measuring our widening participation progress.

[www.gov.uk/government/statistics/english-indices-of-deprivation-2019](http://www.gov.uk/government/statistics/english-indices-of-deprivation-2019)

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## **neaco**

The Network for East Anglian Collaborative Outreach, part of the National Collaborative Outreach Programme (NCOP). We are a lead partner in neaco, working alongside Anglia Ruskin University, University of East Anglia, Norwich University of the Arts, University of Suffolk, and further education colleges around the region (see p15).

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## **POLAR**

Participation of Local Areas. This measures rates of progression into higher education in an applicant's local area. Along with IMD and school/college data, we use this information to obtain a more in-depth profile of our applicants. We also use POLAR quintiles as one of the metrics to assess our widening participation progress.



## Pupil Premium

This is a grant given by the government to publicly funded schools allowing them to access extra resources to support disadvantaged children. Schools in receipt of these grants are targeted by our Insight programmes (see p12).

## SLO

Schools Liaison Officer. These Officers (and their equivalents) work within our undergraduate Colleges as the main point of contact for schools. They can work alongside teachers and advisers to

organise events at their schools or arrange visits to the University.

## Stand Alone Pledge

The Stand Alone Pledge helps institutions to develop support for students who are estranged from their families, allowing those students to build resilience and thrive in higher education.

[www.thestandalonepledge.org.uk](http://www.thestandalonepledge.org.uk)

## Sutton Trust

An educational charity who are committed to improving social mobility and addressing the

inequalities and disadvantages faced by students from various backgrounds as they progress through the education system. We work alongside the Sutton Trust to deliver our Summer Schools (see p6).

[www.suttontrust.com](http://www.suttontrust.com)

## Vesparch Test

An online test of verbal and spatial reasoning. Vesparch is often used alongside existing school tests to enable schools to offer targeted teaching for children with hidden potential.



### Contact us

To find out more about the outreach and widening participation work conducted by the University and its Colleges and departments, please contact the Cambridge Admissions Office.

### Cambridge Admissions Office

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Student Services Centre  
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01223 333308

[admissions@cam.ac.uk](mailto:admissions@cam.ac.uk)

[www.undergraduate.study.cam.ac.uk](http://www.undergraduate.study.cam.ac.uk)