

aspire

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The Expansion Edition

As we celebrate our 15th anniversary, this special edition of *aspire* looks at research carried out for IntoUniversity on its future strategy and potential for expansion in the UK.

OC&C Strategy Consultants

OC&C Strategy Consultants is a leading global strategy consultancy which carried out the research. OC&C has a history of providing pro bono strategy guidance in the charity sector as part of their partnership with Impetus-PEF.

Impetus Private Equity Foundation

Impetus-PEF is a longstanding supporter of IntoUniversity which invests in charities, providing them with funding, expertise and access to an extensive network of experts in order to improve their impact management and long-term strategy.

‘There are over 3,000 schools in need in the UK and 65% of them can be reached using IntoUniversity’s existing centre-based model.’

OC&C Report 2018

In 15 years, IntoUniversity has grown significantly. But what’s next?

OC&C Strategy Consultants has produced a detailed and comprehensive pro bono report detailing how we should approach our future growth strategy.

Our future expansion

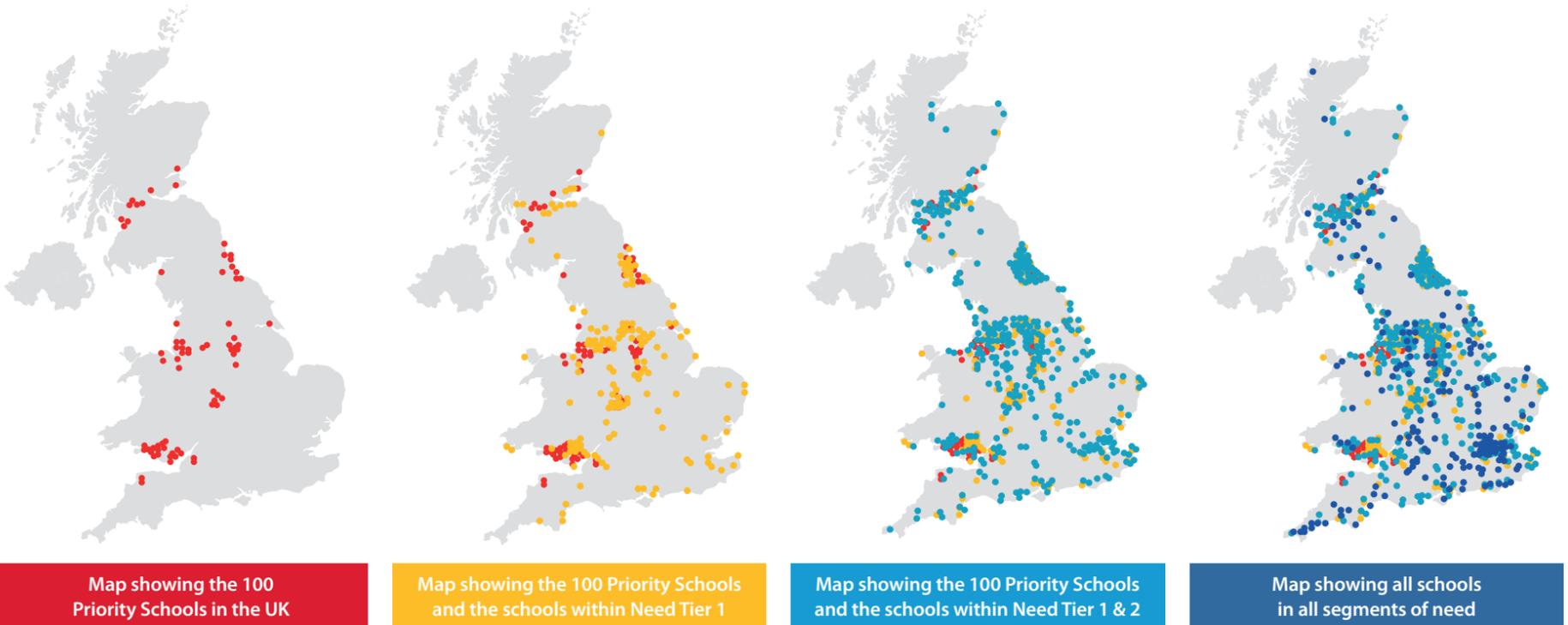
Analysis reveals over 3,000 schools where young people both experience the most extreme disadvantage and are least likely to progress to university.

To identify the schools where students would benefit from IntoUniversity's support, all Primary Schools in England, Scotland and Wales were segmented by the extent of disadvantage in the school population, indicated by the proportion of students with Free School Meal eligibility and Pupil Premium rates, and by the Higher Education progression rates in each school's local area, shown by HEFCE POLAR4 data.

These 3,241 schools have been divided into four tiers according to their students' level of need and rate of progression to university, including 100 Priority schools. This has provided us with a new strategic map of university access cold spots.



The strategic map revealed very distinct regional concentrations of need.



This shows that there is significant headroom for **IntoUniversity** to expand across England, Scotland and Wales.

- Over **3,000** primary schools have students who are in need of **IntoUniversity's** services
- 15% of all primary schools in England and Scotland have students in need
- 83% of these schools are in England
- 20% of Welsh primary schools have students in need

Schools with students in need are disproportionately located in urban areas, rather than isolated rural areas.

- 92% of schools with students in need of **IntoUniversity** are located in **urban** areas
- 8% of schools with students in need of **IntoUniversity** are located in **rural** areas

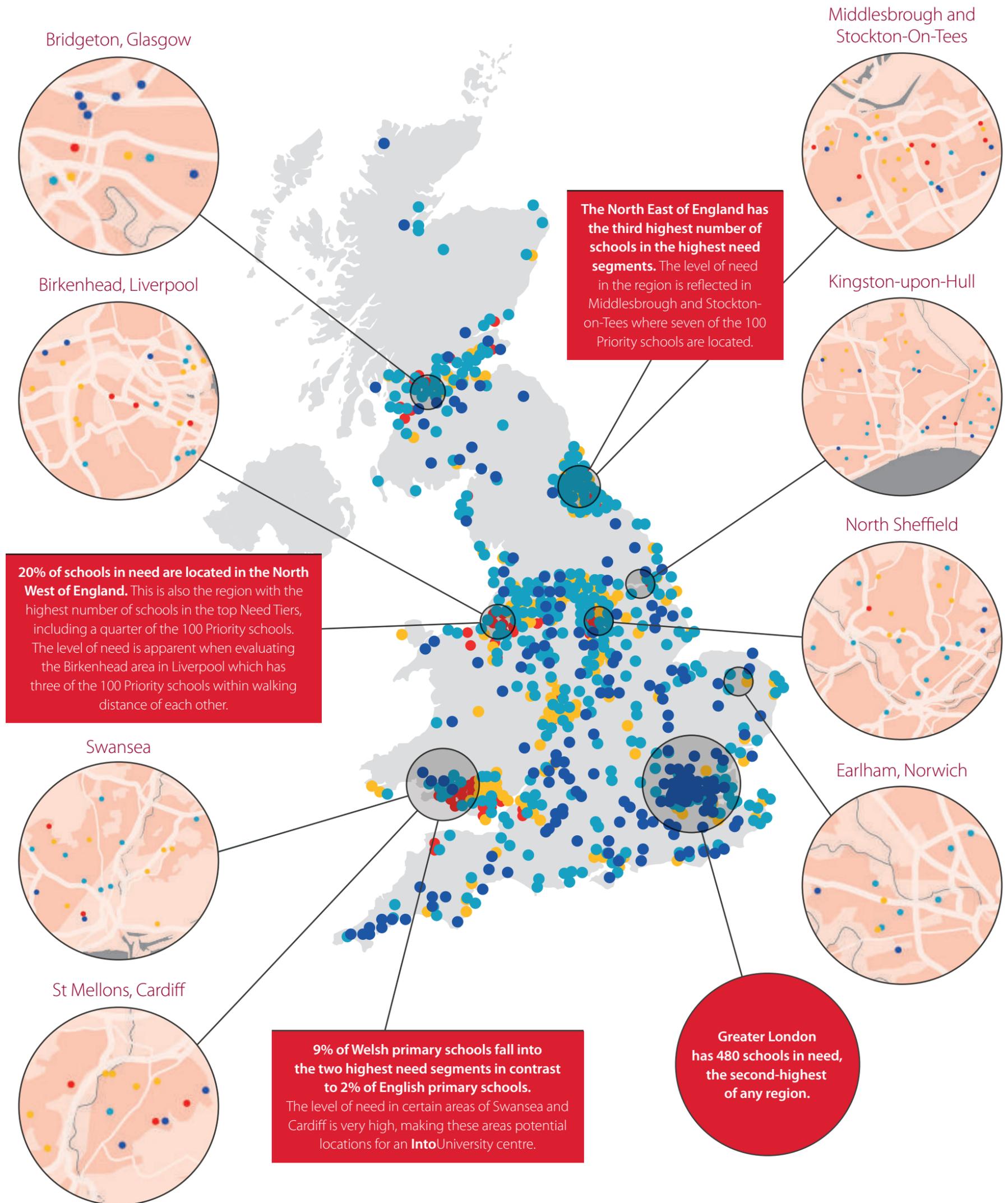
Most schools with students in need are closely clustered and therefore **IntoUniversity's** current centre-based model is able to reach the majority of areas most in need.

- 65% (2,158) of all schools in need are in close proximity to each other and therefore can still be reached by **IntoUniversity** centres

IntoUniversity should proactively target a set of high-priority areas with the greatest need that are suitable to the model. The existing centre-based model is proven and well suited for addressing the highest areas of need, so should be pursued as the core of **IntoUniversity's** strategy!
OC&C Report, 2018

Some potential locations for future **Into**University centres

Now that we have access to a strategic map, we are able to identify local communities where there is both evidence of need and enough schools to support an **Into**University centre.



New Centre Spotlight

Kingstanding, Birmingham

IntoUniversity will be opening a learning centre in Kingstanding, Birmingham in 2019 in partnership with Birmingham City University.

Kingstanding, named for the occasion when Charles I reviewed his troops from the area in 1642, was largely rural until 1928, when large-scale residential development commenced in the area. Most of the current housing was built in the 1930s and 1940s to replace the cramped living conditions for manufacturing workers in the city centre and at the time of construction it was the largest council housing development in Europe. This is also when the Kingstanding Odeon was built, the first of its kind and a famous example of art-deco architecture, which remains largely unaltered.



Kingstanding's Grade II listed Odeon building.

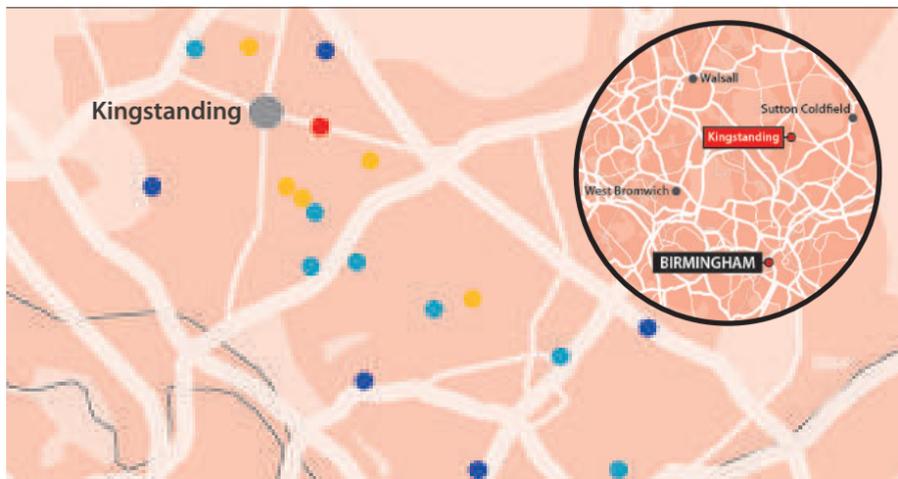
Kingstanding has a population of **25,000**

31%

of residents have no qualifications
(Census, 2011)

42%

of children live in poverty
(End Child Poverty, 2018)



There are a large number of schools in Kingstanding with students in need which are clustered closely together, including one of the 100 Priority schools identified by our research.

Key ● 100 Priority Tier ● Need Tier 1 ● Need Tier 2 ● Need Tier 3

Historically, Kingstanding was seen as more affluent than the city centre, but the decline in traditional engineering industries and the expansion of new service industries has resulted in the prospects of residents being reversed. Young people in the area often lack aspiration due to long-term, intergenerational unemployment, making Kingstanding an area of great untapped potential. Despite being surrounded by areas of relative prosperity, Kingstanding has some of the lowest progression rates to university in Birmingham and the UK.

Kingstanding has traditionally been an area of high unemployment for the last 30 years [...]. People do not have the aspiration to move out and get jobs they could do [...] there is a huge city centre full of vibrant businesses, but there's a lot of people who think that's not an area they would feel comfortable working in!

Stuart, Witton Lodge Community Housing Association, Kingstanding

The new **IntoUniversity** centre will be well placed in the heart of the Kingstanding community to encourage young people to reach their full potential. With 25 centres and counting, **IntoUniversity** has an excellent track record of success in disadvantaged areas.

Students will also benefit from our partnership with Birmingham City University.

Birmingham City University is a Higher Education institution internationally renowned for its arts training provision. It has over 6,000 students enrolled on courses focusing on the arts, music and culture and world-class arts facilities. We are planning for our centre in Kingstanding to have a focus on the arts, as well as providing support for all young people's curriculum needs and interests.



Birmingham City University's partnership with **IntoUniversity** will build on our powerful track record for supporting young people from all backgrounds to achieve their full potential. By working with **IntoUniversity** on this long term project within the Kingstanding area we want to go even further, enabling young people and their families to see for themselves the transformative opportunities offered by Higher Education!

Sarah Felton, Widening Participation and Partnerships Manager, Birmingham City University



We would love to hear your feedback about **aspire**.

To get in touch or to find out more about **IntoUniversity** please visit our website www.intouniversity.org, drop Vicky an email at aspire@intouniversity.org or call us on **020 7243 0242**.

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