

aspire

IN THIS ISSUE

Voices from the local area

We spoke to our neighbours about their communities and the impact that **IntoUniversity** is able to have through our place-based approach.

Reaching new neighbourhoods

Every day, we hear about the challenges young people are facing owing to the current COVID-19 crisis. Take a look at how we engage with the local community when setting up new centres and at the new areas we are planning to reach over the next two years.



"I travelled many miles to England from Eritrea for the sake of my kids. The most important thing that has happened to us are the opportunities that **IntoUniversity** has given us as a family. **IntoUniversity** has helped the Eritrean community integrate, supporting students to build up the confidence to speak to other kids and make friends."

Samuele, parent of students at **IntoUniversity** Leeds East

Hear more voices from within communities inside 

At **IntoUniversity**, where we are is as important as what we do.

Although each of our 34 centres and projects provides the same innovative, holistic programme, the context of the local area and a focus on place-based support is essential in shaping the support we offer, as are the partnerships we are able to build within neighbourhoods. As we continue to grow, we will ensure that our work is still anchored in each local community.

Voices from the local area

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Being in neighbourhoods over the long term and building relationships with local families and organisations means that **IntoUniversity** centres have earned the trust of the communities in which they are based.

“We know young people benefit from localised and personalised support from trusted peers and networks.

We also know that more needs to be done to ensure young people aren't passed from pillar to post to find the help and opportunities they need. Place-based approaches that look to maximise existing resources and streamline local services are absolutely critical for getting this right.”

Nicola Pritchard, Place Lead at New Philanthropy Capital

Anfield, Liverpool

“Combining the expertise of the IntoUniversity team with the ‘stardust’ and appeal of Liverpool Football Club is a very powerful and impactful combination. We get the most wonderful sense of fun and energy when we visit the North Liverpool centre.

The team are so enthusiastic and passionate about what they do, and the pupils are really engaged in the fun activities on offer. [Students] have the belief and confidence to aspire to do something different, perhaps being the first in their family or peer group to go to university. Not only will this benefit the individual in the short term, but they will also encourage and inspire others to do the same in the future.”

Janine Ross, Head of Marketing & Business Development, Liverpool Football Club Foundation



Foundation

THE CLUB'S OFFICIAL CHARITY

Govan, Glasgow

“When I heard that IntoUniversity was moving into The Pearce Institute, I was really pleased as I had known about the organisation and its aims, and thought these would align perfectly with the upwards trajectory of The Pearce Institute community programme.

Historically, Govan is not known for its high university application rates and I think it's safe to say that for many young people in the area, they feel this is not a route open to them. I'm excited at the prospect of **IntoUniversity** inspiring and enabling young people in Govan to take ownership of their academic futures and give them some of the tools they need to achieve their hopes and dreams.”

Brendon, Community Development Worker, The Pearce Institute, Govan



Lawrence Hill, Bristol

“Most young people within the community have limited role models that they can relate to, but having access to mentors and attending workshops at IntoUniversity has inspired them.

Allowing our children to join was one of the best things we have done because they now have great aspirations to achieve good grades and attend university. When you consider the areas covered by **IntoUniversity** Bristol East, very few students were going to university after they finished school and college, but all that is changing. Most importantly, young people were offered a safe environment to learn in after school.”

Mubarig, parent of IntoUniversity Bristol East students



St Ann's, Nottingham

“I was absolutely blown away when I first went to visit IntoUniversity Nottingham East as an Academic Support volunteer.

St Ann's had lacked investment for such a long time and to see this new, professional and life-changing facility on my doorstep was amazing. I honestly couldn't have dreamt of more for the children of St Ann's and had never come across anything like it, before or since.”

Chantal Lee, Local Councillor, St Ann's, Nottingham



West Earlham, Norwich

“Our community is full of passionate and caring people who simply just want the best outcomes for their children. People care immensely about the area and by working in partnership, we all strive to make West Earlham a better place.

IntoUniversity really seems to understand our community and have really thought about the best way to support our students. **IntoUniversity's** passion for driving children on and setting high, but realistic, goals is amazing to see. The work that is being done to break down the stigma attached with attending university in this area is great and our students have thoroughly enjoyed being involved with the organisation.”

Dan Reynolds, Assistant Headteacher, West Earlham Junior School, Norwich



Hammersmith, London

“We love to have the building buzzing full of young people, to have opportunities to connect with them and their parents.

The work of **IntoUniversity** blends very comfortably with our own community-based ministry and our own focus on young people, so we very much appreciate the partnership this brings.”

Lesley, Vicar at St. Andrews Church, Hammersmith



Moulsecomb, Brighton

“IntoUniversity has been a lifeline for me. Firstly, the staff have such warmth and are supportive of the students. With my daughter and my younger son coming to IntoUniversity Brighton, I have peace of mind and it is making a difference.

The most valuable contribution that **IntoUniversity** has made to the community is raising the attainment of students and closing the gap between those who do and do not have certain opportunities. Not all children have access to the same resources and opportunities. **IntoUniversity** encourages students to have aspirations, it makes aspirations real.”

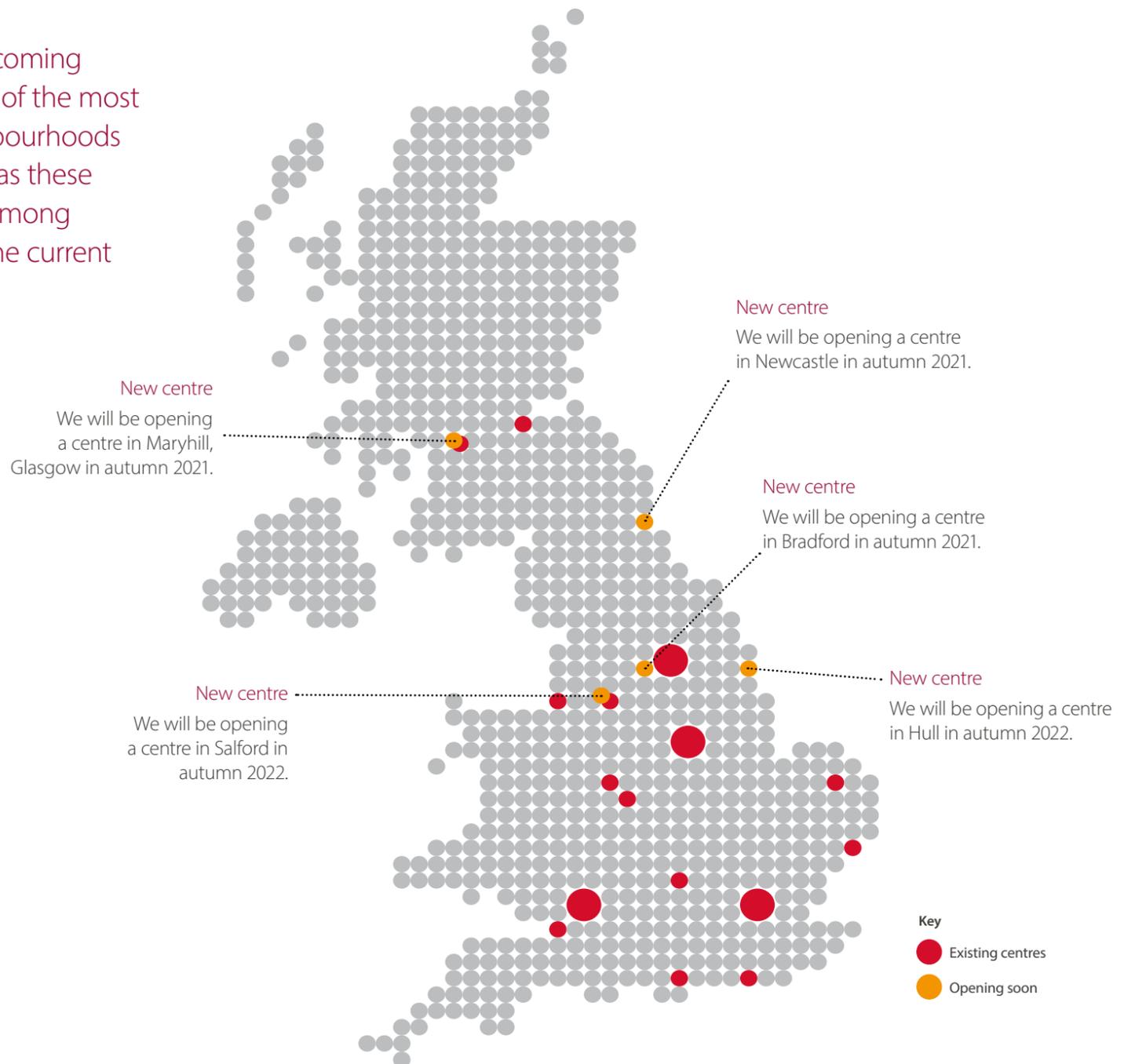
Kaneez, parent of IntoUniversity Brighton students



Reaching new neighbourhoods

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Our mission over the coming years is to reach more of the most disadvantaged neighbourhoods in the UK, particularly as these communities will be among those hardest hit by the current COVID-19 crisis.



“We undertake an in-depth feasibility study for every new centre we set up which enables us to begin to understand the neighbourhood where we will be working. We start by conducting research and looking at data, but our extensive community consultation is the key component in ensuring we have a nuanced and detailed picture of a neighbourhood.

We speak to schools, community organisations and other education providers to find out about the history of engagement within the community, the opportunities that are available for young people, the barriers they face and general challenges in the area. These conversations range from more formal meetings to very informal conversations when walking around the area and on site visits. During the pandemic we’ve been lucky enough to meet with community contacts online to enable this vital process to continue and we have been overwhelmed by the response and support from these key contacts. These relationships often contribute to key networks through which young people who will benefit most from our programme can be referred to us.”

Elly Rundle, Head of Operations (Impact and Strategy), IntoUniversity



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**.

You can also follow us on

