

ADVANCING
ACCESS

From the
RUSSELL
GROUP

Advancing Access Annual Report

December 2023

All data correct as of:
August 2023



Our Users



8,867
users

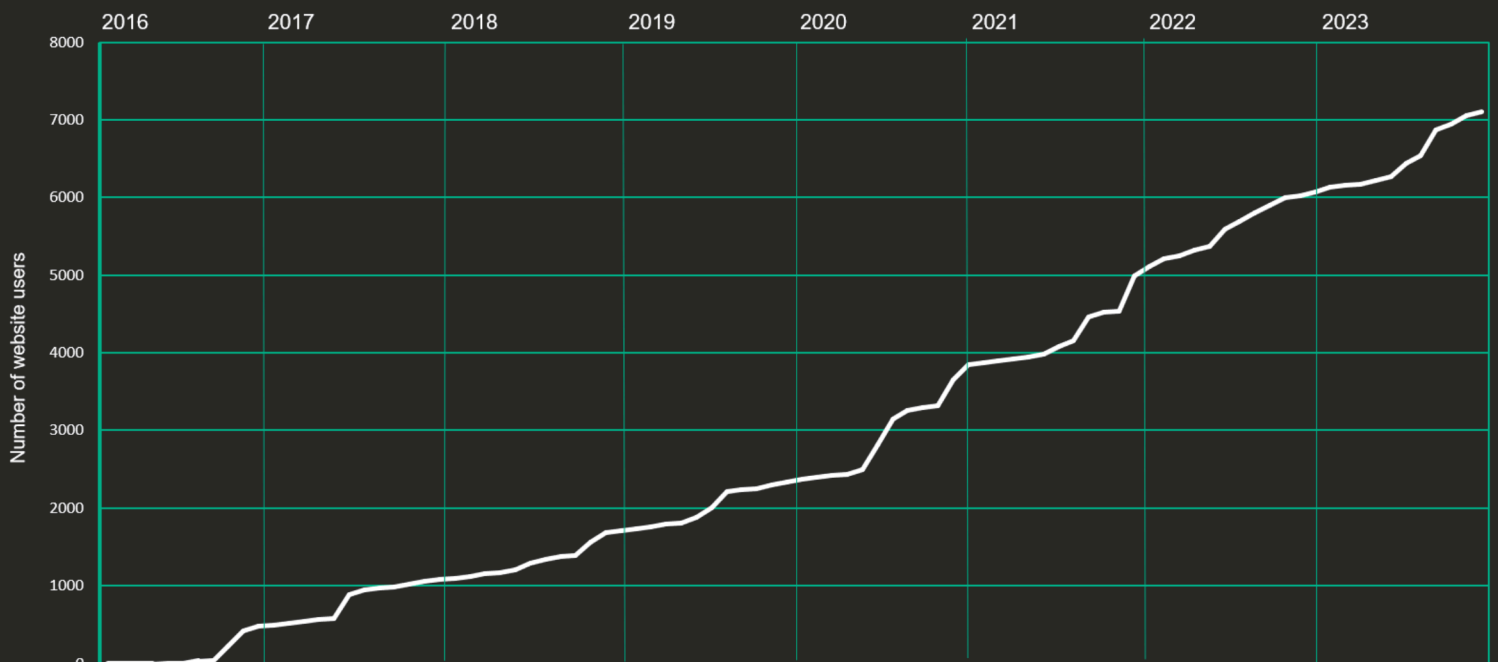
Advancing Access has reached a total of 8,867 users who have engaged with the project since it began either by registering on the website or taking part in an online or offline event.

+20.5%

This figure has increased from 7,356 last year (+20.5%).

+17.8%

We have a total of 7,105 users registered on the website, up from 6,031 last year (+17.8%).



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 (86.9%) remain somewhat over-represented compared to England's proportion of the UK population (84.2%).

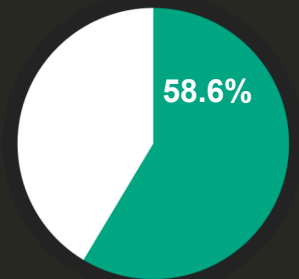
- England 86.9%
- Scotland 1.2%
- Wales 3.3%
- Northern Ireland 1.4%
- International/ Offshore 1.8%
- Unknown/ Other 5.4%



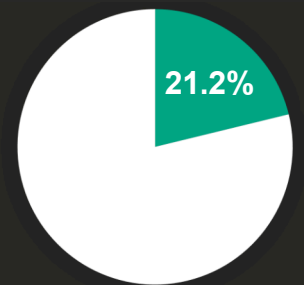
Coverage and widening participation targeting



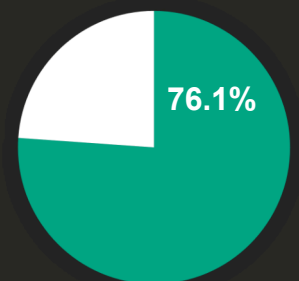
1,455 out of 2,484 mainstream state schools (with a sixth form) and FE colleges in England have engaged with Advancing Access since 2016, either by using our website or attending one of our events. That's 58.6% of all schools. Engagement in state schools is higher than in independent schools, where 29.5% of schools have engaged since 2016.



21.2% 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 19.4% of schools and colleges which have not engaged.

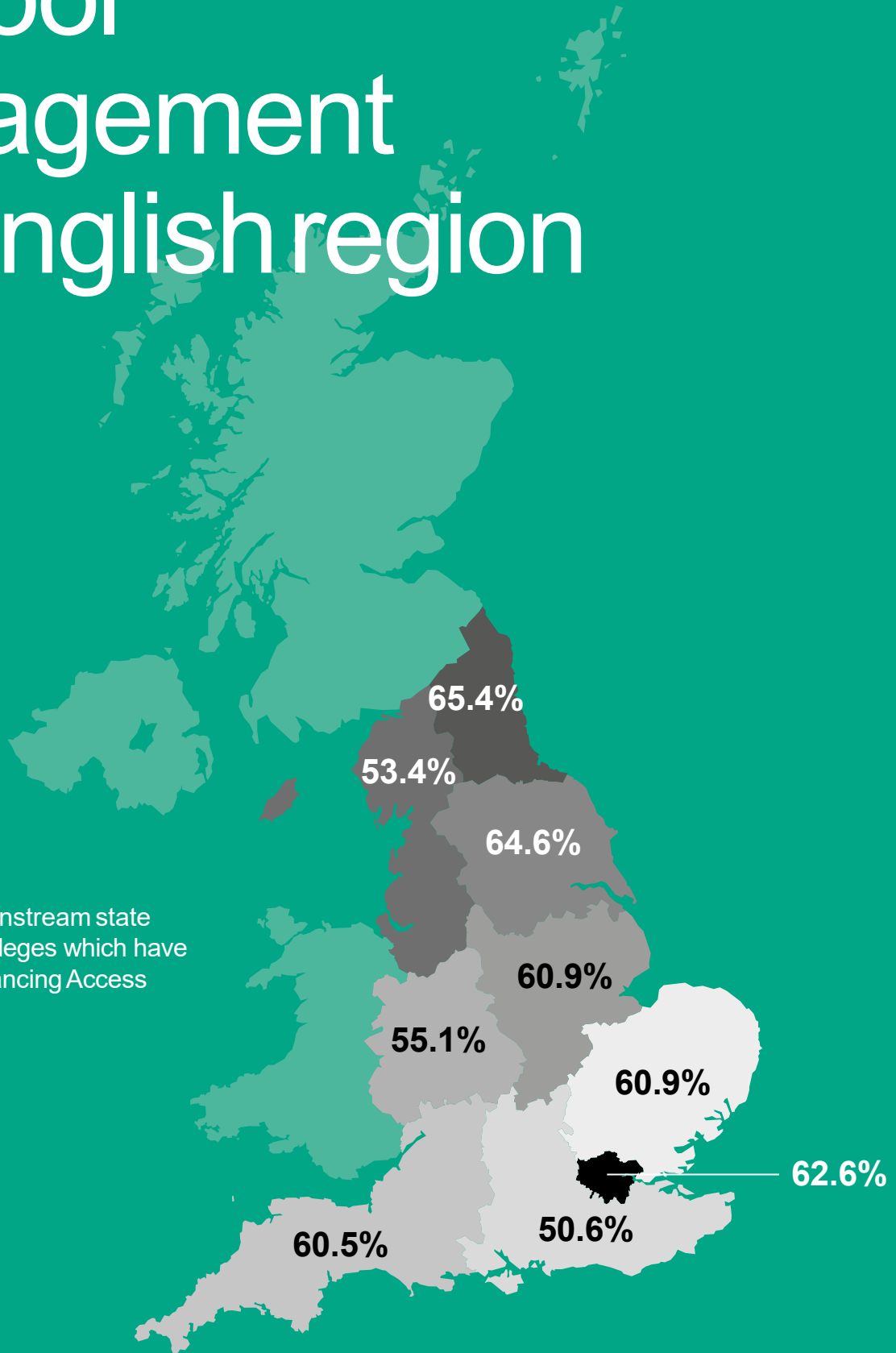


338 out of 444 schools and colleges on the Advancing Access target list have engaged with Advancing Access since it began. That's 76.1% of all schools and colleges on the list which is an increase of 3.6 percentage points since 2022.



School engagement by English region

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



Engagement data

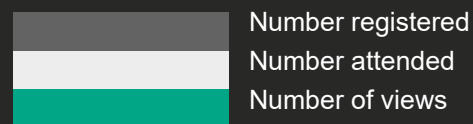
The behaviour of website users is shifting with twice as many users accessing case study videos compared to 21-22.

	During 2022/2023 academic year	Percentage change since 2021/2022	All time (up to 31st August 2023)
Website page views	50,066	-46.5%	507,320
Website unique visitors	12,722	-40.9%	90,363
Resource downloads	4,146	-47.2%	30,033
Video case study views	2,467	+100.7%	16,340
Webinar views	3,330	-3.4%	22,566
Blog views	4,929	-33.7%	26,360
Blog articles published	8	-1.4%	58

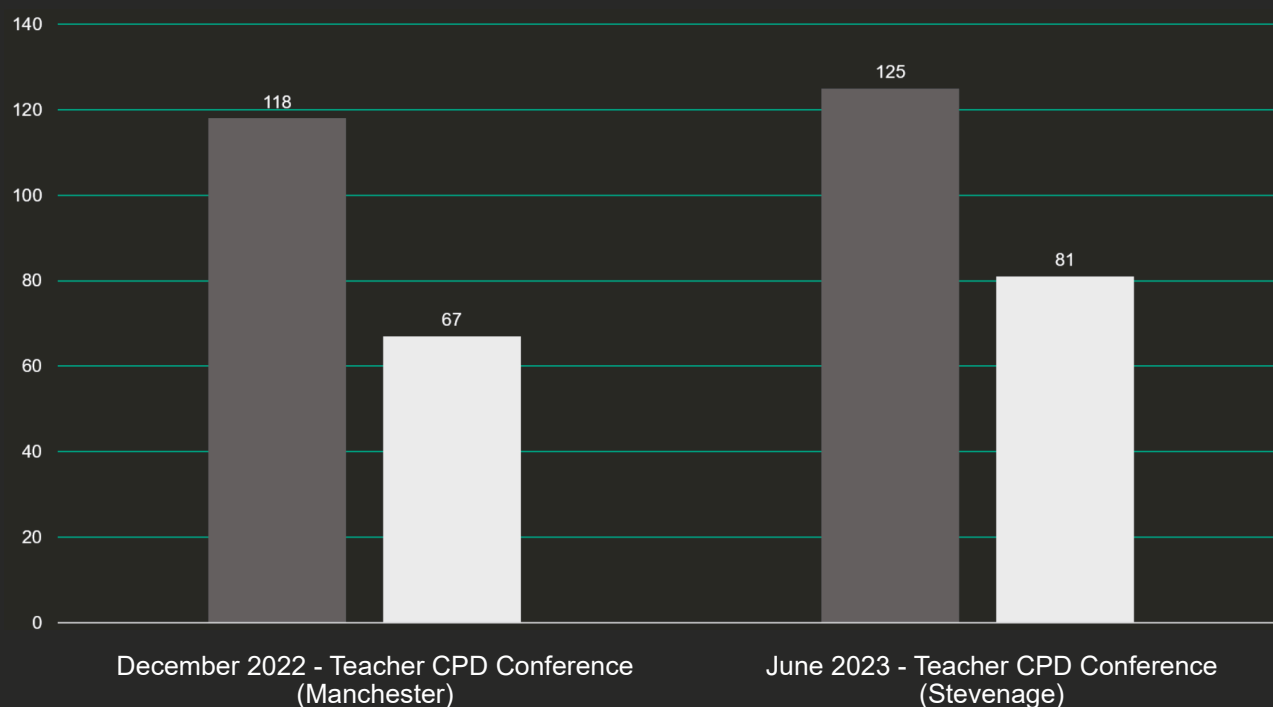
Whilst there was an overall decrease in resource downloads, activity sheets experienced a 22% increase despite content volume remaining constant. 6 videos were added to the resource directory, totalling 69 overall, those 6 videos accounted for over half of the downloads this year.

Webinar views registered in 2022-2023 was driven by the popularity of the Spring and Summer 2023 live webinar series. 81% of the total views for 2022/2023 were accumulated from these webinars.

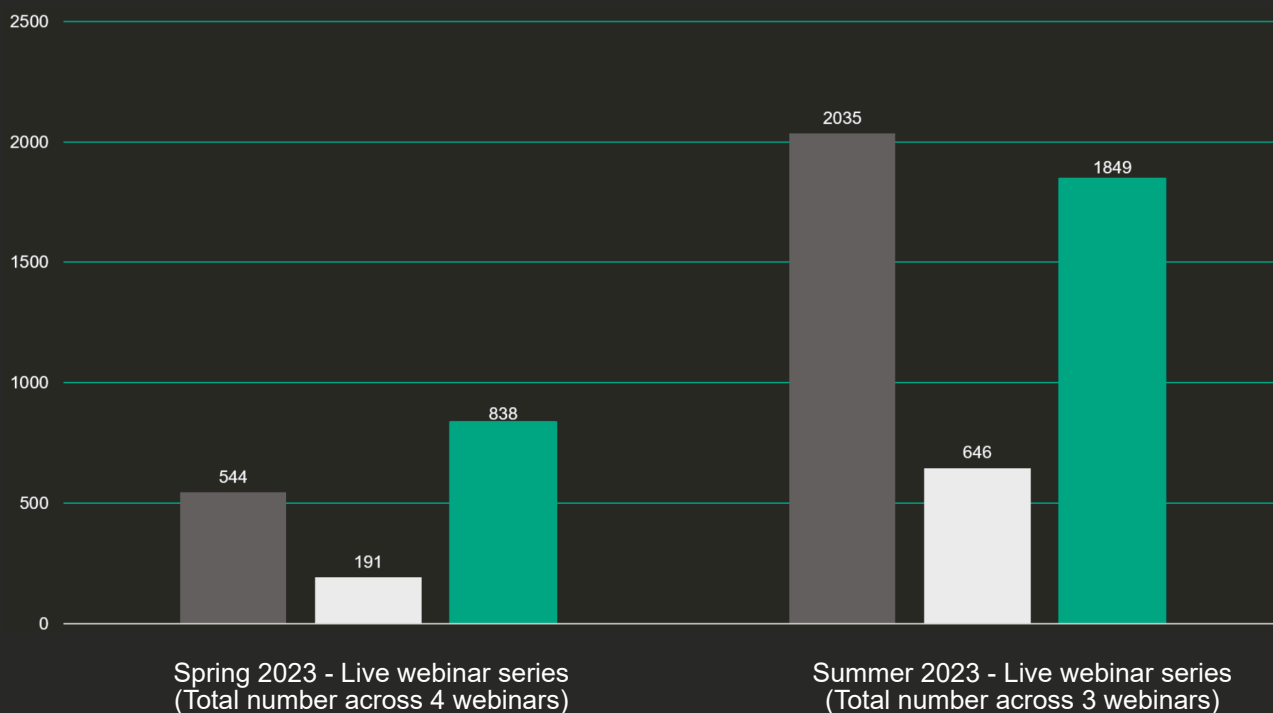
Recent event attendances



In-person conferences





Live webinar series




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