

University of Kent: Outreach Activity Student Targeting Criteria

We are regulated by the Office for Students and in order to prove the value of the work that we do, we collect student data (name, school/college, sex, date of birth and postcode) for all participants of our outreach activities. This enables us to track student progression to higher education and to evaluate the effectiveness of our outreach programme. Our full [privacy notice](#) is available on our website.

The Outreach and Widening Participation Team's work is focussed on increasing applications to Higher Education (HE) from students from underrepresented backgrounds. We understand that there are various factors that influence progression to HE, and we have activities on offer for your students from Year 7 through to Year 12/13 or FE College, ranging from intensive attainment raising activities to general HE information talks. We report back to our regulator, and therefore we must ensure that we are providing activities to students who meet the criteria set below.

We ask for your support in targeting the right students for participation in outreach activities. The following students are underrepresented at HE and therefore fall into our 'target' group:

- Students who are eligible for Free School Meals, or who were eligible for FSM at any time before the age of 16
- Pupil Premium students
- Students who live in an area of high socio-economic deprivation (using IMD Q1 and Q2 as a proxy, which is derived using their home postcode)*
- Students who live in an area of low progression to Higher Education (using TUNDRA Q1 as a proxy, which is derived using their home postcode)*
- Students who live in a Uni Connect Target Ward (this is derived using their home postcode)**
- Children in Care and Care Experienced Students
- Disabled students (those in receipt of disabled students allowance (DSA) and those who have a disability but are not in receipt of DSA)
- Young people estranged from their families, or studying without the support of their families
- People from Gypsy, Roma, Traveller, Showman and Boater communities
- Refugees
- Children of military families
- Young Carers

*We are happy to run a postcode profiler report for your institution, so that you know which of your students meet the IMD and TUNDRA criteria.

**This is only applicable for *Uni Connect* funded activities. As above, we are happy to run a postcode profiler report for your institutions, so that you know which of your students live in a UC Target Ward.

We understand that you may have other students in your institution that would benefit from the additional activities and events we have on offer, and we therefore ask that the majority of participants (circa two thirds) meet our eligibility criteria, allowing you to include a small number of other students who may not strictly meet the criteria.

If you have any questions, please email us at outreach@kent.ac.uk