

# THE AWARDS 2020

## Widening Participation or Outreach Initiative of the Year

<b>Institution name</b>	University of Worcester
<b>Submission title or project name</b>	Open Access to Open Days
<b>Nominee/key personnel</b>	
<b>URL</b>	
<b>Submission</b>	<p>Recent research by Ucas and by Universities UK confirms the enduring and crucial importance of university Open Days in a prospective student's journey towards higher education.</p> <p>Last year, a little-talked-about barrier to higher education was highlighted – the cost of attending open days.</p> <p>In 2018/19 the university launched its 'Open Access to Open Days' project, re-imagining the concept of an 'Open Day' with the specific aim of supporting potential students from areas of greater social deprivation, mature learners and students with a disability.</p> <p>The initiative included free transport, impartial advice and guidance at all Open Days, and the introduction of Roadshows, taking the traditional Open Day out into the heart of communities.</p> <p>The project led to an increase in applications from target areas of deprivation and strengthened the university's work to ensure students from all backgrounds are given credible, useful and inspiring support when considering applying to university.</p>