

# IMPACT SUMMARY

## TRANSITION TO CREATIVE HE EVENT 2025

### OVERVIEW

The Transition to Creative HE Day is designed to support All Access AUB participants as they prepare for study in creative Higher Education. The event offers valuable experiences and information to help students build the skills needed for a successful transition into undergraduate study.

### ATTENDEES

Now in its second year, attendance has significantly increased, thanks in part to a strategic decision to extend invitations to all AUB contextual offer holders. This not only boosted numbers but also created a richer environment for All Access AUB participants to connect with future peers and course mates —fostering a stronger sense of community ahead of enrolment.

This year's event saw 31 sign-ups, with 15 students attending on the day, including three All Access AUB participants and five parents/carers. Full travel costs were reimbursed for All Access AUB participants and up to £50 was reimbursed for all other contextual offer holders.

The two All Access AUB students in attendance (13%) were the only ones from the immediate the BCP area, four students (27%) travelled from Dorset and Hampshire, including the Isle of Wight, and nine students (60%) journeyed from further afield, including Wales, Norwich, Bedford, Nottingham and Brighton.

### THE EVENT

#### Welcome address

Louise Whittaker, *Senior Access and Participation Officer*

#### Financial support and bursaries

Vicky-Nenya Uzzell, *Progression Officer*

#### Budgeting

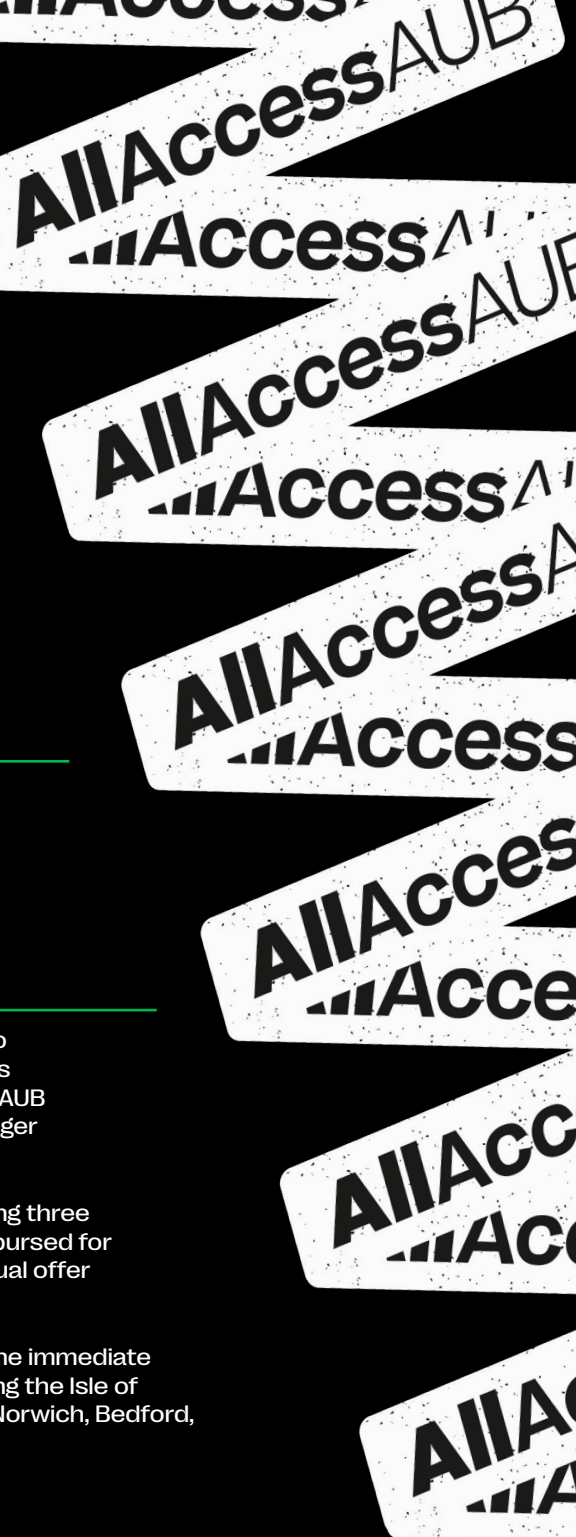
Charlie Forshaw, *SUN Project Leader*

**Campus tour incl. meeting Student Services and Library staff**  
AUB Student Ambassadors

**Course area tours and meet tutors**  
AUB Course Tutors

**Students' Union and extra-curricular opportunities**  
Gabrielle Parker, *Students' Union President*

**Student Ambassador panel and Q&A**  
AUB Student Ambassadors



# SUCCESSSES

Semi-structured interviews were conducted with a small focus group of three All Access AUB participants who attended the Transition to Creative HE Day. Feedback was overwhelmingly positive. Participants particularly valued the opportunity to meet their course tutors, tour the studios, and view current undergraduate work—highlighting these as the most impactful aspects of the day.

Parents and carers who attended were offered an ad hoc campus tour, which they found highly beneficial. They reported having an enjoyable and informative experience that helped them feel more confident in supporting their young person's transition to university.

Notably, most attendees travelled from outside the local area, demonstrating the perceived value of the event and their commitment to participating.

**"I FEEL LIKE I'M REALLY EXCITED TO COME HERE ... ALL DAY I'VE KIND OF BEEN LIKE WOW THIS IS WHAT I'M GOING TO BE DOING, IT'S NOT LIKE A MAYBE OR IF I GET IN, IT'S LIKE I'M GOING TO DO THIS."**

**"IT FEELS MORE REAL, BEING ABLE TO COME AND LOOK AROUND ... WE WENT INTO THE COSTUME DEPARTMENT AND THEY WERE DOING PRESENTATION AND IT'S NICE TO SEE THE KIND OF THINGS WE'LL BE DOING WHEN WE COME, AND IT'S DEFINITELY BEEN REINFORCED TO US TODAY THAT WE ARE COMING HERE, IT'S NOT JUST IF WE COME HERE, THEY'RE VERY CERTAIN THAT THEY WANT US HERE AND THAT WE'RE WELCOME AND I REALLY LIKE THAT."**

**"IT'S ALSO NICE TO MEET PEOPLE WHO I MIGHT END UP BEING HERE WITH WHEN I GET HERE, AND I LIKE TO KNOW THAT I KNOW HOW TO GET PLACES, HOW TO WALK AROUND THE CAMPUS, WHERE EVERYTHING IS, IT WAS JUST REALLY NICE."**

**"IT WAS REALLY NICE TO MEET THEM AND GET AN IDEA OF WHAT WE'LL BE DOING IN EACH TERM ... THE LADY WE SPOKE TO WAS REALLY HELPFUL IN EXPLAINING EVERYTHING TO US AND WHAT WE'LL BE DOING, AND SHOWING US CURRENT STUDENTS WORK. IT WAS REALLY NICE TO SEE THEM MAKING THEIR OWN PATTERNS, I THOUGHT THAT WAS REALLY COOL."**

# LEARNING AND NEXT STEPS

Feedback gathered through general conversations and the focus group indicated a desire for more structured information during the event, particularly around accommodation and student life in Bournemouth. These topics could be addressed in greater depth by the Student Panel, Students' Union, or Accommodation Team. However, it's important to balance the schedule to avoid overloading attendees with talks and to allow sufficient time for travel. While attendees receive various informational flyers in their goody bags, these resources could be more prominently highlighted during the event. This will be reviewed as part of next year's planning process.

The presence of parents and carers was highly beneficial, and we will continue to encourage their attendance through revised wording of the promotion of the event. In response to their feedback, a dedicated campus tour will be incorporated into the programme, and talks will be adjusted to include content relevant to their needs.

Encouraging sign-up and attendance remains a challenge, despite the offer of travel reimbursements. Some students may opt to attend AUB's general Offer Holder Days instead or may be unclear about the distinction between the two events. To address this, communications will be reviewed to ensure the event's unique purpose and value are clearly conveyed. Next year, promotion will begin earlier, with more frequent reminders sent to registered participants to improve conversion from registration to attendance.

