

Learning to look outside the box: The risks and successes of Anglia Ruskin University's Outreach programmes

Toby Pallatt (toby.pallatt@aru.ac.uk)

Community Outreach Officer



How many Herons can you find in this presentation?

Our Mission

To support young people in achieving their aspirations and attainment goals to study at higher level education.

Working with young people from primary school to university applicants in the eastern region.

We have campuses in: Cambridge, Chelmsford, Peterborough, Writtle, London

- Targeted Outreach
- OFS Uni Connects
- Student Ambassador Programme
- Student Recruitment



Our Outreach

Our portfolio of work is largely divided into two groups

Community

Schools & Colleges

We have **limitations** on our work and what we can offer and **deliver**.

This isn't unique to us...

...but it involves lots of risk

Amplify Your Summer

Neurodiversity Days

Community Listening Sessions

Parent Power

Creative Forces Day

Amplify Your Talent

Beyond the Label

Reach for the Stars

Goal Getters

And even more!

Limitations



Budget



Team



Resources



Information



Not within our control

So, I guess we must give up?

You'd like that



Budget

We need to get comfortable asking for help and support from partners.

- What is free?
- Where can we ask for discounts?
- Can we use our partners' budget on certain things?

Resources

- What do we already have?
- What can we share?
- Where can we create time by giving tasks to external partners?

Adapting to our Limitations

Working closely with partners

Taking risks

Team

- **Ciaran S** – Experienced Teacher and researcher
- **Jade M** – Content queen, engaging and disciplined
- **Toby P** – Local knowledge, partnership/charity experience
- **Meenu L** – Great with budgets, organisation, and time planning
- **Georgia D** – Amazing with external work, leadership and opportunities
- **Luci C** – Experienced UniConnect partner

Information

Where we have gaps in knowledge and understanding, we can seek help from experts to fill in that knowledge.

Who are the experts we can invite?
How can we streamline the data process?
What research can we use?

Our Partners & Collaborators

UniConnect Partners

Community Groups

Local Charities/Societies

Other HEIs

Local Authority

Schools

We have a lot of potential to tap into...

Make Happen

Take Your Place

SCIP Alliance

The Saturday Club and Trust

The Brilliant Club

Into University

Chelmsford Science & Engineering Society

Care Leaver / SEND Networks

Speakers Trust

Cambridge United Foundation

University of Cambridge

Essex County Council

30 Different Schools across Cambridgeshire and Essex

Amplify Your Summer Sustained Programme

Annual residential Summer School hosted at:

- Cambridge (Business or Character Design)
- Chelmsford (Business or Medicine)

- “Thank you so much for this opportunity! I will always remember the memories made and appreciate all the work that has been contributed throughout.” – *(Student)*

- “I’m grateful to have the opportunity to be part of this experience. It has helped me a lot to understand the life of a university student and prepared me before I pursue higher education.” – *(Student)*



Risks

- Recruitment challenges
- Increased costs due to cost-of-living rises
- Logistical issues
- Law changes (rooming by gender vs sex)

Successes

- Strong conversion rates into ARU
- Increased exposure for ARU
- Improved WP student knowledge and awareness of support available in HE beyond academia.
- Development opportunities for current ARU students.

Creative Forces Day New Collaborator



- *"My favourite part of the day was having the opportunity to talk about how everyone else feels about always moving as a Service Child!" – (Student – CFD Cambridge)*
- *"Great host, well done Toby and team. The external partners (Seekers Create) were amazing as well." – (School staff – Duxford Day)*
- *"Planes! 🔥 🔥 🔥 🔥 🔥" – (Student – Duxford Day)*

Risks

- Never worked with an external partner before = new processes
- Uneven budget contributions
- Less control over our objectives and contact time, which need to meet SCiP Alliance requirements

Successes

- MOU set up for all future events!
- Content created with partners which can be used in future years
- More time to focus on the work we can control and be experts on
- Improved engagement numbers

Cambridge United Foundation New Collaborative Project



Risks

- Initial budget and staffing concerns
- Disagreements on demographics
- Building a new programme from the ground up

Successes

- Mutual facility benefit and use of venues.
- Able to tap into each other's school networks and pre-existing relationships.
- Access to new resources, content and staff with expert knowledge
- A partner that appeals to **White Boys** – part of our APP demographic target



New Programme for 2026 – raising attainment and aspirations for young working-class boys. Guided by NERUPI framework and TASO's ToC.

Beyond the Label New CPD Project

Free Teacher CPD course Focussing on developing techniques to embed in the classroom to support white boys thereby hoping to raise attainment

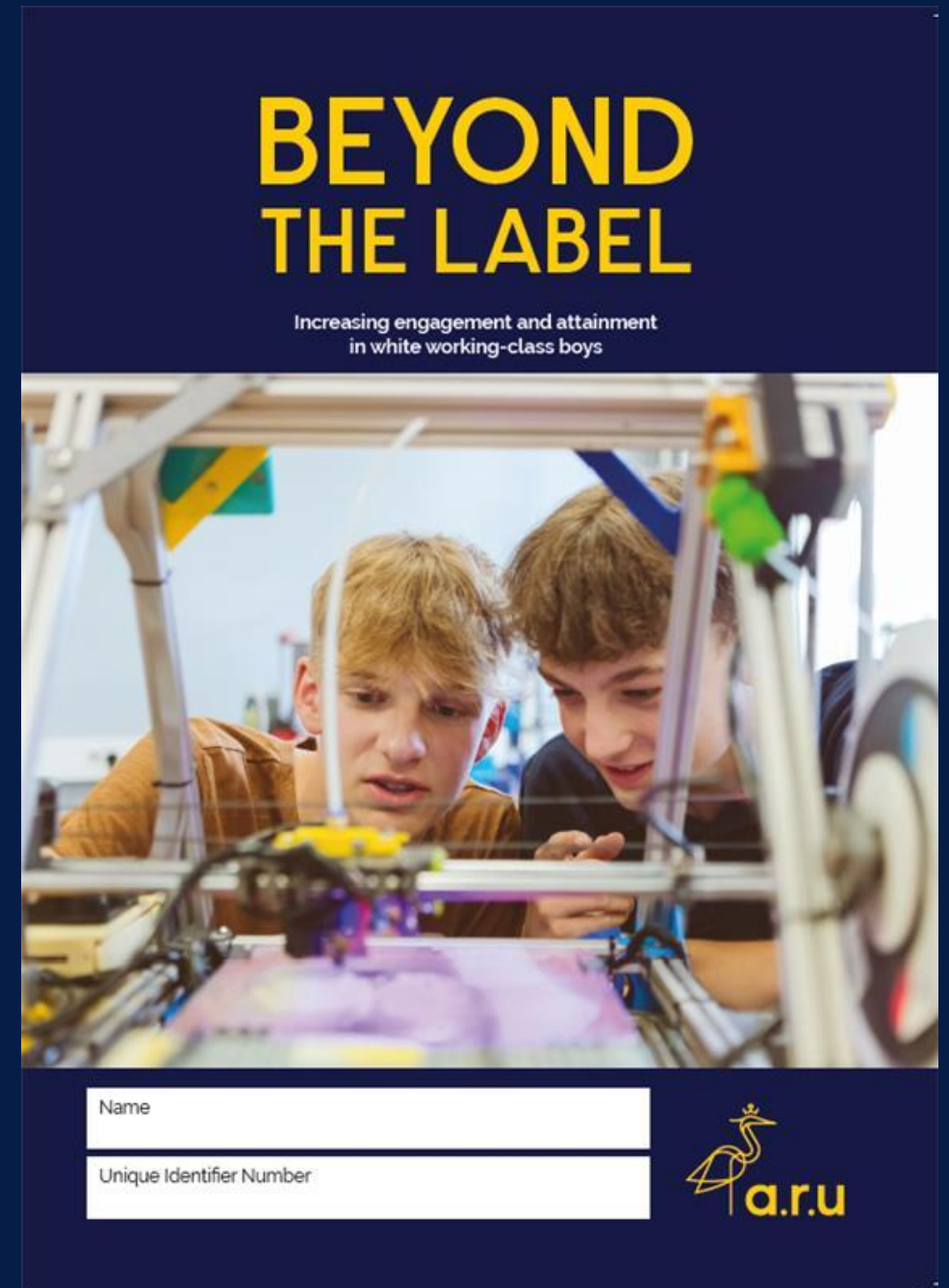
3 Sessions + Networking evening hosted at  a.r.u.

Risks

- CPDs have already been booked for the year by many schools
- Interest and demand of topic and content
- Developing brand new content with extensive research

Successes

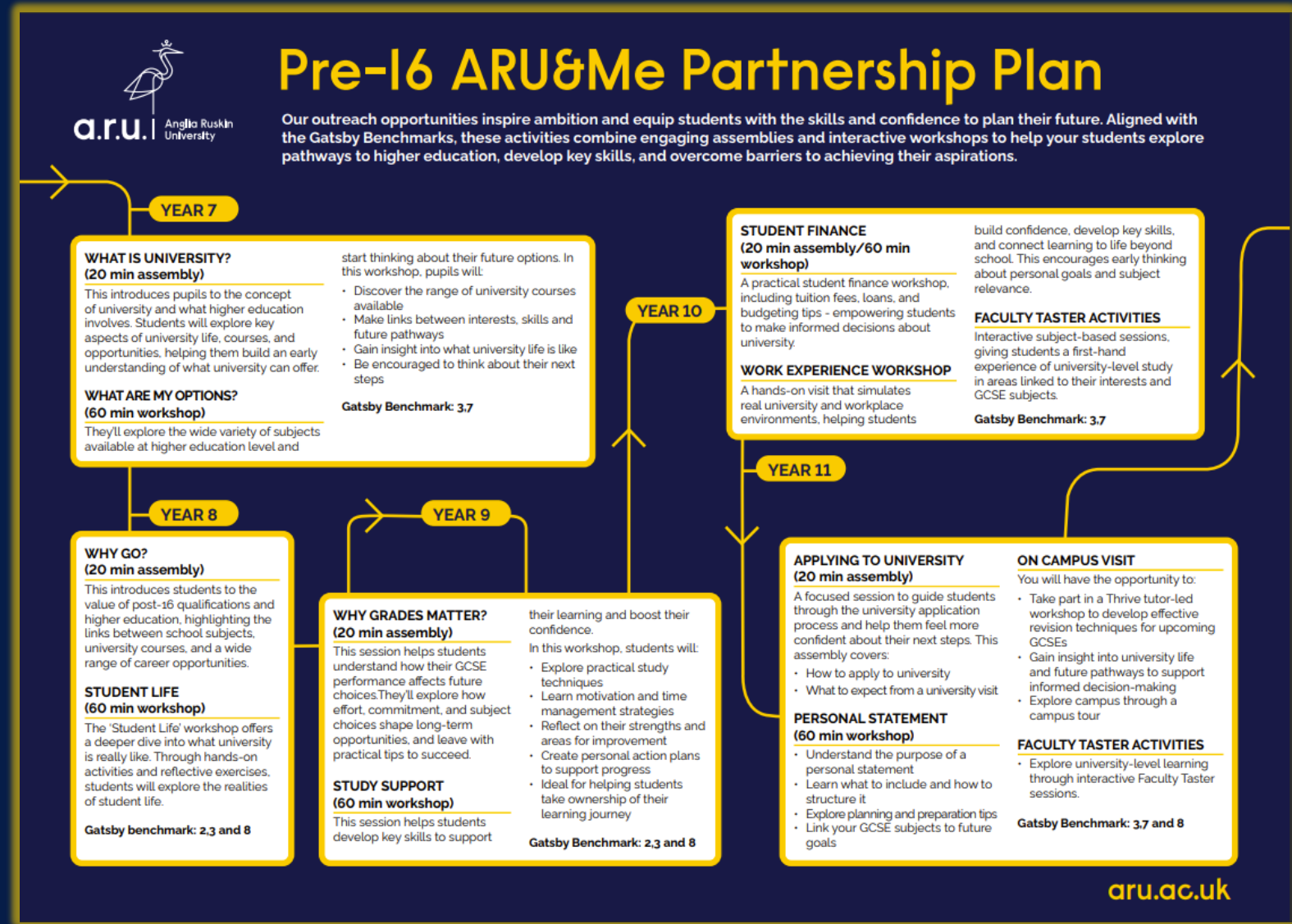
- Strengthening partnerships – long-term approach for mutual benefit
- Shared learning and supporting trainee teachers
- Hosting venue space – leading on to campus visits and programme developments (i.e. soft-pitch)



Beyond the Label – Front Page

Lessons Learned

- ✓ Taking risks
- ✓ Trying new things
- ✓ Reframing partnerships to be long-term
- ✓ Listening activities
- ✓ Building space into our projects for partners



How many  **did you find?**



There were **15!**



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Any questions?

