

# The Supported Application Scheme

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ASHLEIGH HOPE

HEAD OF ACCESS AND PARTICIPATION

# What we'll cover

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Background

Setting out the evaluation

The pandemic

Results

Successes/challenges



# Introduction - context

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Conservatoire and Drama School based in City of London

Historically struggled to meet Access targets

Application Fee Waivers

Very London-centric

Inspired by sustained work in London

Some resistance to the Scheme internally

Launched in September 2019

# Introduction - detail

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Offers eligible undergraduate applicants, UK-wide:

- Free application
- Advice and Guidance
- Invitations to workshop, events, performances, consultation lessons
- Travel Bursary for on-site auditions/interview
- Support with decision making and transition
- Access Equipment Fund upon enrolment.

Applicants apply to the Scheme before they apply to the School, and can apply directly or be referred by a teacher or youth group worker

# Theory of Change – Sept 2019

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## Impact

To increase the likelihood of an 'Access' applicant progressing through auditions and interviews, receiving an offer and enrolling at the School by extending the current Fee Waiver provision.

## Outcomes

Extended reach, outside of London  
Implement appropriate eligibility criteria to support APP targets  
Double the number of applicants to Music courses  
Increased likelihood of Acting applicants progressing to second and final round auditions  
Getting first time applicants through the doors pre-audition  
Greater variation in where successful Acting applicants are applying from  
To have at least one successful Production Arts applicant  
Increased awareness of the provision both in the School and externally

# How this links to NERUPI framework

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## Approach to evaluation

- Monitoring – data collection is essential as they are applicants to the School
- Tracking – clearly defined progression through application/audition process; observations; engagement monitoring
- Process evaluation – participant feedback via surveys, emails and anecdotally; application outcomes
- Evaluation of outcomes – measuring and comparing results year on year
- Evaluation of impact – as above, but harder to quantify

# Covid-19 – a challenge or an opportunity?

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In-person vs. online

Lockdown fatigue

Young people building networks

Careers in the arts

Challenging circumstances for  
everyone



# A reactive programme

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## Changes 2019/20 -> 2020/21

- Introduction of self-referral route
- Ethnicity and household benefits eligibility criteria added
- Removal of application limits
- Increase in sessions, and commitment to online sessions
- Changes to auditions and applications
- Formalised travel bursary policy

## Changes 2020/21 -> 2021/22

- Increased staffing capacity
- Introduction of Access Equipment Fund
- Significantly increased promotion – video!
- New application form

### Potential changes for the future...

Removal of some eligibility criteria?

Streamlined application process?

On-demand activity?

Enhanced networking opportunities?



# Results so far...

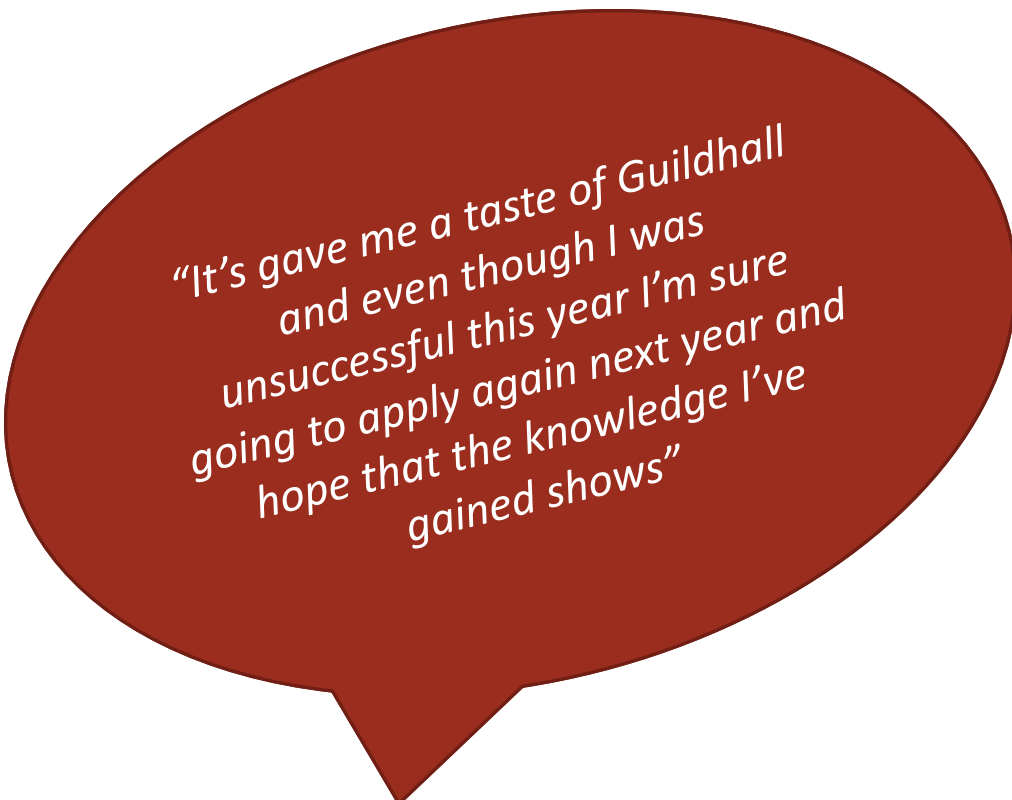
	Number of participants	IMD or POLAR4 eligible	Participants based outside of London	Black, Asian or ethnically diverse	FSM, 16-19 bursary or means tested benefits	Activities offered	Offers	Enrolments
2019/20	122	62.3%	36.9%	48.4%	28.7%	28	19	11
2020/21	183	66.1%	45.9%	50.3%	44.3%	55	26	14
2021/22	126	65.9%	42.1%	61.1%		TBC		

The project cost £10,124 in 2019/20 and £12,200 in 2020/21

*“It’s allowed me to see shows, hear from students and come to the school on multiple occasions. It’s bridged the barrier that I once saw between myself and Guildhall, which has now allowed me to approach my auditions with so much more confidence, knowing that I’ve attended and been given these sessions.”*

# Evaluation - success

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*"It's gave me a taste of Guildhall  
and even though I was  
unsuccessful this year I'm sure  
going to apply again next year and  
hope that the knowledge I've  
gained shows"*

## **ALSO**

Clear impact on decision making for offer holders

Statistics tell a positive story in all areas

Continued engagement with participants no matter the outcome

Overcame the challenges of the pandemic

# Evaluation - challenges

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Understanding causal impact

Participants are at very different stages

Completion of qualitative feedback

Tracking students through years of the Scheme

Size of the Scheme

Capacity to undertake a thorough evaluation

Departmental engagement

Working with three academic departments – consistency is impossible

Reliant on audition outcomes

Application numbers are changeable – but always small numbers

# Any questions?

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Find out more

- [www.gsmd.ac.uk/supportedapp](http://www.gsmd.ac.uk/supportedapp)
- [www.gsmd.ac.uk/access](http://www.gsmd.ac.uk/access)

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