

## Access and Participation Statement

Provider's name: British Institute of Technology Ltd (trading as British Institute of Technology, England (BITE))

Provider's UKPRN: 10000920

### Introduction

The British Institute of Technology, England (BITE) is an alternative higher education provider working with UK universities to offer bespoke courses. Established in September 1999, more than 20,000 people have taken part in some way. Between 2002 and 2008 the Institute with European Social Fund (ESF) and London Development Agency engaged with underrepresented people and supported work force development. The Institute worked with the Learning Skills Council to support business sustainability and leadership in small medium enterprises. Our strengths include supporting students through the higher education journey, providing enhanced skills for career opportunities, creating platforms for students to engage with employers, and supporting local initiatives and community development. <http://www.bite.ac.uk/about/academic-registry/>

**BITE Vision** is to be renowned as a pre-eminent institution for innovative education, equipping future leaders with skills and techniques to meet emerging challenges.

**BITE Mission** is to create a fusion of education, research and consultancy to advance knowledge and skills in response to challenging business environments.

**BITE Purpose** has been to support learning with creativity and aspirations to drive students' ability to prosper. BITE is dedicated to innovative and blended learning that develops highly marketable skills in graduates. In a social equilibrium, the business environment transcends cultures and economic cycles where, more than ever, paradigm shifts in ambitious thinking and entrepreneurial approaches to education are essential. Understanding the challenges of tomorrow will strengthen our graduates to face the task of crafting the approaches that encompass the principles of success.

**BITE values** in fostering learning:

- Respect, equality and honesty
- Our students and their individual achievements
- Commitment and professionalism of our staff
- Achieving the highest standards in all that we do
- Working together to meet the needs of our institute
- Engaging the stakeholders and the wider community
- Understanding our corporate social responsibility
- Effective, efficient and appropriate use of resources

The Institute has strategically taken an inclusive approach to the work of engaging with individuals and groups of individuals with protected characteristics as defined by the Equality Act 2010. As an alternative provider of Higher Education (HE) in the London Borough of Newham, delivering from foundation year through to Honours level, we have implemented a differentiated approach to the support needs of our higher education students.

**BITE HE strategy** is focused upon the development and delivery of high quality programmes to support internal progression, widen participation and to meet external demand in partnership with our university partners. There are three key priorities within this strategy.

1. Focus on local priorities
2. Internal progression
3. Employability and skills development

### **Marketing Plan**

1. Reaching out to students through BITE alumni
2. Reaching out to students through BITE community network
3. Using BITE “YouCan” project to inspire year 10/12 to engage in technology, science and business
4. Taster seminars
5. Newham Hotspot Promotion (Westfield) giving out BITE souvenirs on results day
6. Advertising in the Borough Magazine
7. Sending out leaflets to local residents
8. Networking with East London SME’s in sustainable staff development
9. Targeting local Gap Year Students
10. Participating in UCAS East London and East of England Events

### **Marketing Strategy**

BITE's local focus is to reach out to students in London Borough of Newham, Tower Hamlets, Waltham Forest, Epping, Hackney, Redbridge, Lewisham, Barking and Dagenham with high numbers of youth and A’Level students who have taken gap years.

Go-Local is a BITE campaign to support demands in young people who are seeking to enter higher education; one of the problems we are informed of by students is the financial commitments. BITE's strategy is to support students to understand how Go-Local will enhance their financial positions by saving accommodation costs i.e. studying from home and limiting the travel expenses.

The executive committee has made available resources and finance to support the marketing activity for the new courses. We are confident with the marketing mix plan together with the support of our staff we are able to meet the students number suggested.

It is envisaged that the approach to the market, coupled with additional support through community groups and local SME’s, the above forecast of student numbers is achievable.

### **Recruitment to HE programmes:**

**BITE YouCan** project launched with the support of Lord Erroll, a new initiative to encourage pupils to expand their creative horizons, working with years 10 and 12 engaging pupils in STEMS and Entrepreneurship. BITE supported the school with a grant of up to £3,000 and access to scientists and entrepreneurs from BITE to support creative investigations and solutions at selected secondary and sixth form schools.

**BITE Taster** sessions are offered to applicants throughout the year so that they get the opportunity to attend the institute in advance of enrolment and discuss any potential concerns or support needs. Applicants are also able to experience the welcoming environment and small class sizes

**BITE Foundation Year** In partnership with validating universities the Institute offers a foundation year supporting Access to Higher Education Qualifications to support those who are returning to education and need knowledge and skills to facilitate study at a higher level.

**BITE Admission Officers** are able to provide students progression routes mapped to UCAS tariff points.

### **Student Support**

BITE has a dedicated student welfare officer. From the moment any prospective student considers joining the Institute they will be able to access support with:

- Welfare and Funding
- Course Information
- Annual Enrolment
- Health and Leisure
- Career Prospects
- Counselling
- Learning support
- Accessibility
- Accommodation
- Travel and Transport

**Support for students** comprising pastoral provision through tutorial programmes, additional learning support for students with Learning Difficulties and Academic Skills. The personal tutor oversees the students pastoral support and ensures that the individual needs are being met.

### **Widening Participation**

The Institute widening participation provides opportunities and specialist programmes for people within these groups to experience HE and access support that they may need to progress further. By combining knowledge of higher education and the network of business and industry we aim to raise attainment and help people develop the skills and knowledge to **make education work** and meet their aspirations.

The Institute is fully committed to improving access, participation, success and progression for students of all backgrounds and is committed to regularly reviewing data to monitor progress, identify areas for improvements and build on areas of success. Using this analysis we are able to make clear decisions on how we can strengthen our position in the market. We offer opportunities to study Higher Education in Technology, Science and Business fields to prospective students of all backgrounds regardless of disability, culture, race, ethnicity, gender, age, sexuality

and other factors identified as barriers. The Institute with guidance from the Office for Students will focus on three key themes:

- Access
- Success
- Progression

### **Promoting Accessibility**

The Institute operates a fair and clear admissions policy with easy to understand entry criteria for its programme. Applications are welcomed from all prospective students from all backgrounds. The Institute is committed to the promotion of equal opportunity, equality and inclusion to all aspects of the student lifecycle from recruitment, admissions to achievement. We are able to do this by having clear guidelines, policies and regulations that are understood by all staff involved in the decision making process whether it be assessing an application, being on a panel for an audition or teaching on a programme to ensure student progression. The Institute will ensure that all staff promoting the programme do so in a fair, clear and inclusive way.

### **Wider, Fair and Transparent Access into HE**

The Institute will provide clear progression routes to Higher Education within all its programmes and look at ways in which we can break barriers to promote inclusion. The Institute will ensure that good financial management is used to self sustain and re-invest into the programme within all procurement guidelines enabling us to keep low course fees for entry and continuation. Support our students to identify ways to save money on accommodation and travel. For example taking shared accommodation and encouraging students to use the new cycling routes within London that have been made more save and clear.

The Institute is committed to increase student participation from all underrepresented groups into Higher Education. We are working closely with secondary schools, sixth forms and colleges in promoting the fields of our expertise, inspiring young people into technology science and business. The Institute experts are visiting schools, sixth forms and colleges delivering speeches, supporting workshops and promoting the advantages of studying Higher Education.

### **Providing information, support, advice and guidance to prospective students**

The Institute will continue to provide information, support, advice and guidance to prospective students whether they are offered a place at the institution or not. Through the admissions cycle staff will ensure that students who meet the criteria are still informed about alternative options if it was felt that the individual's aspirations may be met better elsewhere. Prospective students who do not meet the criteria will receive help by identifying suitable alternative opportunities to access Higher Education. To ensure participation and the access for opportunity; entry with a relatively lower tariff point will remain; and the opportunity to a fair interview. The Institute provides information and promotes the provision of its Higher Education opportunities to prospective students at open events, social media, community networks, business networks exhibitions, meetings and the workplace.

## **Retention and Achievement**

The Institute is committed to improving the retention and the success rates of students by constantly monitoring and driving down the non-continuation rates and identifying trends and reasons why students do not complete. To do this we are and will continue to work with students who are typically associated with higher levels of dropout and offer the right support. The Institute have put a huge amount of emphasis on creating a student-support team after identifying a number of students are facing issues and challenges in things like academic referencing that affected their studies and in the long run could lead to non-continuation. The student-support team work with all students who are having issues whether they are personal, academic or other.

The Institute is committed to ensuring that all students from all backgrounds successfully complete their study to the highest level possible. In order to bridge the attainment gap from all groups that are considered underrepresented such as Black Minority ethnic and students with disabilities the Institute will continue to place a huge amount of emphasis on staff development to ensure they have the skills and knowledge to help students achieve. The staff with the right skill set will ensure that they are able to identify those with additional needs by mentoring and tutoring students and regularly checking progress.

## **Review of the data**

- A review of the data BITE holds the backgrounds of its applicants and students in compliance with GDPR.
- Use of this data to analyse the areas in which BITE is performing well and those where it wishes to take further action to improve.

## **Statement Review**

The Access and Participation statement will be annually reviewed to ensure it is fit for purpose, up to date and effective. Student representation will be part of the process to ensure that it is fair and clear. Any changes to the plan will be uploaded to the website ensuring that it is accessible to prospective and current students.

For general enquiries and/or complaints regarding this statement please contact the Institute using the information below:

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