

WHERE WILL YOUR TALENT TAKE YOU?

purepotential.org

PURE
POTENTIAL
FIVE
YEAR
REPORT

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REPORT

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PURE POTENTIAL

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FOREWORD

The Rt. Hon. David Lammy, MP

MINISTER OF STATE FOR HIGHER EDUCATION

The UK has a world class higher education system, with four of the top ten universities based here, and this position is echoed in the views of our students who consistently rate their experiences highly.

We remain determined that access to universities will be down to merit, not where you come from or who your family is. That's why we have continually invested in schemes to widen participation. This year alone the Government will have invested £80 million in Aimhigher and we have seen the percentage of young entrants to full-time first degrees increase steadily from lower social groups over the past decade.

Entering university and gaining a degree can also be one of the best pathways to a good job and rewarding career. As we look towards an upturn in the economy this can only be of increasing importance and it is crucial that people have the skills they need to get on: in fact, our skills-based economy demands it.

With this in mind, the work and achievements of Pure Potential over the past five years must be applauded. The organisation has been very effective in encouraging thousands of state-educated students to consider and gain entry to the most competitive universities and professions. Some of these students are now embarking on their careers, and we can read about them and their experiences in this booklet. I wish them all the best in whichever path they have chosen, and feel sure we will soon be reading about many more who have been inspired to do the same.



DAVID LAMMY

Minister of State for Higher Education and MP for Tottenham

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Marc Zao-Sanders

Welcome to Pure Potential's Five Year Report. It is being published at a time of considerable upheaval and interest in Higher Education: caps on tuition fees are up for review (one of our advisors, Professor Julia King, has just been appointed to the panel), a general election is just months away while the economy requires cuts in public spending, and social mobility is a cross-party priority. Our role in this complex scene is simple - to find, inform and inspire bright students from the state sector, maximising their potential to attend the most competitive universities and embark on illustrious careers.

This Report is in your hands because of the hard work of the team at Pure Potential, the long-standing support of our employer-sponsors, the recent and growing support of the public sector, the generosity of our university partners, and the wisdom of our Special Advisors.

Pure Potential was founded in 2005 to plug the aspiration, knowledge, and confidence gap between independent and state school students when it comes to progressing to the most competitive universities and careers. There are far too many talented state-educated students not making suitably ambitious applications to university and to the professions. From our inception, the distinguishing features of our modus operandi have been our scale (10,000 students annually), timely nationwide events (held the summer before UCAS decisions are made), impact (face-to-face interaction), and our focus on the top ability range (BBB minimum) of state sector students. To date we have helped over 35,000 sixth-formers, some 40% of whom go on to study at Russell Group universities, with Medicine and Law being the two most popular courses. Even more gratifying is the enthusiastic feedback we get from students, parents and teachers at our events and throughout the year; this Report is a summary of their reception of Pure Potential's work, in data, words and pictures.

There is much more to look forward to. We welcome and hope to support Alan Milburn's work on Fair Access to the Professions. We will be consolidating our existing efforts and continuing to expand either side of the sixth-form, with programmes for Year 11s and first-year undergraduates. Finally, we hope to improve and extend some of the existing cooperation in this area through selective strategic partnerships.

I look forward to working with you over the next five years, to continue improving social mobility for bright, young, aspiring students across the country.

MARC ZAO-SANDERS
Founder and Managing Director

Sibyl Zao-Sanders

I joined Pure Potential to work on marketing and events back in February 2007. I was working in the events industry at the time and before that I worked in marketing for several national charities. When Marc suggested I join him, it seemed to be a perfect fit.

I have enjoyed every minute of my time here. For me the best times are when I get to meet and interact with the students themselves. Imparting knowledge that can really change a young person's future, advising on which university to apply to, offering personal statement ideas, or instilling confidence in the run-up to an interview, is incredibly satisfying. As you will see from this Report, we stay in touch with many of our students and every year I am impressed with the calibre of the universities and courses they go on to. This certainly makes all of our hard work worthwhile.

My goal for Pure Potential in the future is to reach out to more students so that, ultimately, every academically bright state-school student in the country has access to at least one of our resources, online, through our magazine or at an event.

A huge thank you to all our supporters - past, present and future - who believe in the ethos of Pure Potential.

Binda Bhudia

I am the newest addition to the Pure Potential team! Having worked for Pure Potential during the 2007 Summer Events, I jumped at the opportunity to do it all again in 2009, and when it turned from a summer placement to a full time job, I was over the moon.

The events are brilliant for encouraging bright, talented students to really believe in themselves and their ability to succeed at university. Meeting our students is always rewarding, especially when you see them grow from being tentative about university applications, to confident, positive young men and women making their first career moves. Having recently graduated in Geography from King's College London, students are always eager to hear about my experiences of university and to get some insider tips on surviving and enjoying student life.

For me, working for an organisation which makes a social difference has always been essential. Knowing the difference Pure Potential is making to the thousands of talented students encourages me to work hard to ensure more and more like-minded students are inspired to go on to appropriately competitive universities and careers.

Prof. Julia King CBE

VICE CHANCELLOR, ASTON UNIVERSITY

Julia has been Vice-Chancellor of Aston University since December 2006 and is a passionate supporter of initiatives that widen participation in university education. She joined our Advisory Board in April 2008 and in November 2009 she was appointed by Lord Mandelson to join a panel to undertake the much-anticipated review of tuition fees. Julia says, "Aston University is delighted to be involved with Pure Potential. The relationship has flourished in the three successful conferences on campus since 2007, each attracting over 400 sixth form students. The commitment, professionalism and enthusiasm of the Pure Potential team are impressive and central to the success of the project. The ethos behind Pure Potential's activities fully matches our own commitment to raising the aspirations of state school students across the UK and motivating them to aim for high quality Universities and high profile, influential - and well paid - career paths."

Prof. David Phillips OBE

EMERITUS PROFESSOR OF CHEMISTRY,
IMPERIAL COLLEGE, LONDON

As well as being an inspiration to young scientists, David started Imperial's Outreach initiatives twenty years ago. He has received many awards and was recognised for his vast contribution to science with an OBE in 1999. He says, "It has been a real pleasure to work with Pure Potential over the past few years. The goals of the organisation are wholly admirable, and Imperial College has been pleased and proud to be one of the venues for the conferences for sixth form students organised by Pure Potential. We share the ideal of inspiring students from all backgrounds to aspire to university admission at the highest levels. Pure Potential has been very effective in its programmes in this area, due in no small part to its committed and driven leadership, the enthusiasm of the team, and the well organised days for the students at leading universities."

"PURE POTENTIAL PLAYS A VITAL ROLE IN HELPING BRIGHT STATE SCHOOLED INDIVIDUALS BE RIGHTLY PREPARED BEFORE APPLYING TO UNIVERSITY, PUSHING THEM THAT ONE STEP FURTHER THAN THEIR SCHOOL COULD HAVE. PURE POTENTIAL ALSO HELPS OPEN UP STUDENTS TO VARIOUS CAREERS OPPORTUNITIES FOR WHEN THEY GRADUATE, THEREFORE KEEPING THEM INFORMED BEFORE CHOOSING DEGREE COURSE, INSTEAD OF A CHOOSING COURSE WHICH WILL NOT BE USEFUL TO FUTURE CAREER ASPIRATIONS."

MOZZY MAKANEMA, Haberdashers' Aske's Hatcham College

Pure Potential was started in 2005. Following twelve months of our own research the previous year, it was apparent that very little high-quality support was available to bright students from the state sector who were capable of achieving places at top universities and entering highly competitive professions. A Sutton Trust statistic at the time crystallized this picture well: a student with AAB at A-Level from a state school was half as likely to go on to a Russell Group university as his or her privately educated counterpart. It was unclear to whom responsibility for this lay: parents of state school pupils are generally less experienced and informed about university progression than parents of private school pupils; teachers are generally burdened with the other end of the ability range; universities are not in daily contact with school pupils; local and central governments find it even harder to reach students; existing efforts of not-for-profits in this area were - and still are - fragmented and confined rather than coordinated and nationwide.

We had a long think about how we might address this great wastage of talent by developing a business model of benefit to state-educated sixth-formers, universities, the private sector and the economy generally. The outcome of our thoughts was a series of three pilot events in the summer of 2005 - in Lewisham, Wolverhampton, and Sheffield respectively - for 500 students covering the personal statement, student finance, confidence and motivation, communication skills, and provision of a forum in which students and leading employers could meet each other. The response to this pilot from students, teachers, parents, universities, local government and professions was overwhelmingly positive. At that point it became clear that we would grow the project significantly the next year.

So in 2006 we increased the numbers of students we helped twentyfold, running ten large-scale events at ten university campuses around the country. The project has remained on this scale ever since. Five years on we have worked with over 50 graduate recruiters, a dozen top universities, hundreds of schools and teachers, and brought the prospect of leading universities and distinguished careers to 35,000 state-educated students

"THE PURE POTENTIAL EVENT OF 2006 GAVE ME A SOLID FOUNDATION FOR MY UNIVERSITY APPLICATION. ATTENDING THE EVENT GAVE ME AN IN-DEPTH INSIGHT INTO THE UNIVERSITY APPLICATION PROCESS. IT PROVIDED ME WITH THE OPPORTUNITY TO LEARN EVERYTHING I NEEDED TO KNOW WHEN APPLYING FOR UNIVERSITY, INCLUDING CHOOSING UNIVERSITIES, FINANCE AND FUNDING AND INTERVIEW PRACTICE. THE EVENT WAS VERY BENEFICIAL AND TAUGHT ME A LOT THAT I WOULD HAVE OTHERWISE NOT KNOWN. DEFINITELY RECOMMENDED TO ANY SIXTH FORM STUDENT EVEN CONSIDERING UNIVERSITY!"

SANJAY PAREKH, Third Year, Medical Sciences

FIVE YEARS OF SUPPORTERS

ABN AMRO*

ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS

ACCENTURE

ADDLESHAW GODDARD

AIMHIGHER

ASSOCIATION OF GRADUATE RECRUITERS

ASTON UNIVERSITY

ALLEN & OVERY

BAKER & MCKENZIE

BANK OF AMERICA MERRILL LYNCH

BARCLAYS CAPITAL

BBC

BDO STOY HAYWARD

BERWIN LEIGHTON PAISNER

BRITISH MEDICAL ASSOCIATION

CANCER RESEARCH UK

CAPGEMINI

CARDIFF UNIVERSITY

CENTRE FOR BRITISH TEACHERS

CITI

CIVIL SERVICE FAST STREAM

CLIFFORD CHANCE

CLYDE & CO

CMS CAMERON MCKENNA

CREDIT SUISSE

DELOITTE

DENTON WILDE SAPTE

DEUTSCHE BANK

DRESDNER KLEINWORT

DUKE OF EDINBURGH AWARD

ENTERPRISE

ERNST & YOUNG

FRESHFIELDS BRUCKHAUS DERINGER

THE GUARDIAN

GOVERNMENT COMMUNICATIONS HEAD QUARTERS

GOLDMAN SACHS

HARVARD COLLEGE

HERBERT SMITH

IMPERIAL COLLEGE, LONDON

INSTITUTE OF CHARTERED ACCOUNTANTS IN ENGLAND AND WALES

JP MORGAN

LATTITUDE

UNIVERSITY OF LEEDS

LEHMAN BROTHERS**

LINKLATERS

LLOYDS TSB

LONDON SCHOOL OF ECONOMICS

LOVELLS

MARKS & SPENCER

MAKE YOUR MARK

UNIVERSITY OF MANCHESTER

MAYER BROWN

MCKINSEY & COMPANY

MENINGITIS RESEARCH FOUNDATION

MORGAN STANLEY

NEWCASTLE UNIVERSITY

NORTON ROSE

OXFAM

PRICEWATERHOUSE COOPERS

ROYAL BANK OF SCOTLAND

SAVE THE CHILDREN

SHELTER

SIFE

SLAUGHTER AND MAY

UNIVERSITY OF SOUTHAMPTON

TEACH FIRST

TOWER HAMLETS EDUCATION BUSINESS PARTNERSHIP

TRAINING AND DEVELOPMENT AGENCY FOR SCHOOLS

UBS

UNIVERSITY COLLEGE, LONDON

VAULT

**Acquired by RBS. **No longer trading.*

STUDENT BACKGROUND

Have either of your parents been to university?

	2006	2007	2008	2009
Y	39.6%	42.8%	42.8%	44.0%
N	60.4%	57.2%	57.2%	56.0%

FAMILY TRADITION OF UNIVERSITY HAS A HUGE INFLUENCE ON PROSPECTIVE STUDENTS

"The ... findings in a study of 130,000 university applicants show significant differences in prospective students' approach to HE, depending on whether their parents had taken degrees (second-generation applicants) or hadn't (first-generation applicants). Twice as many applicants (52%) whose parents went to university believe that progressing on to higher education "is normal for someone like me", compared with applicants with no family history of HE (27%)."

– The Guardian, 12th June 2007

Postcodes

Students from 104 out of the 124 postcodes in England, Northern Ireland, Scotland and Wales have attended a Pure Potential event in the last five years.

"PURE POTENTIAL IS IMPORTANT FOR STATE SCHOOLS MAINLY BECAUSE IT ALLOWS STUDENTS TO FEEL THAT THEY DON'T NEED TO GO TO A PUBLIC SCHOOL TO REAP THE BENEFITS OF EDUCATION."

JESSICA JOHNSON, Student, The Streetly School

Ethnicity (2005 – 2009)

White	SE Asian	Afro-Caribbean	Other Asian	Other
56.5%	8.1%	7.8%	20.0%	7.6%

Every year the proportion of students from different ethnic backgrounds is approximately as per this table. All of our marketing and application processes are ethnically neutral.

"AS A STUDENT FROM A STATE SCHOOL, I DIDN'T RECEIVE THE HELP I NEEDED WHEN IT CAME TO APPLYING TO UNIVERSITY, BUT ORGANISATIONS LIKE PURE POTENTIAL ARE ABLE TO PROVIDE STUDENTS WITH FANTASTIC TIPS, OFFER ENCOURAGEMENT AND RAISE SELF-CONFIDENCE."

SHAISTA AHMAD, Student, Nower Hill High School

"I CAME TO THE PURE POTENTIAL EVENT AT NEWCASTLE UNIVERSITY IN 2007 ALL THE WAY FROM DERRY, NORTHERN IRELAND. IT IS IMPORTANT TO STUDENTS LIKE ME AS IT GIVES US ALL A FAIR CHANCE TO PURSUE OUR HOPES AND ASPIRATIONS, AND ENSURES THAT WE GET THE EDUCATIONAL OPPORTUNITIES WE DESERVE REGARDLESS OF WEALTH OR STATUS IN SOCIETY."

GRACE CARTIN, First-Year, Newcastle University

Education Maintenance Allowance (EMA)

Students from low-income families can receive an Education Maintenance Allowance of up to £30 per week from the Government to stay in education post 16.

38.9% of Pure Potential students are in receipt of EMA.

School / college type (2005 – 2009)

6th form college	Comprehensive	Grammar	FE college	Other
55.3%	29.3%	10.1%	2.5%	2.8%

We only work with students from the state sector. The issue of state-educated students being under-represented at the UK's top universities is constant:

EFFORTS TO END CLASS DIVIDE AT UNIVERSITY ARE FAILING

– The Independent, 20th January 2005

STATE PUPIL NUMBERS AT UNIVERSITY ARE STILL GOING DOWN

– The Telegraph, 20th July 2006

STATE PUPILS ARE STILL UNIVERSITY LOSERS

– The Times, 8th April 2007

WHO'S TO BLAME FOR THE LACK OF STATE SCHOOL PUPILS AT TOP UNIVERSITIES?

– The Guardian, 5th June 2008

UNIVERSITIES FAIL TO WOO POOR STUDENTS

– The Times, 4th January 2009

2005 CASE STUDY

Vinesh Kana

UNIVERSITY OF CAMBRIDGE GRADUATE

Studied A-Levels at Seven Kings Sixth Form
Just finished a degree in Economics at Cambridge

What did you find useful about the Pure Potential?

"What I can remember most about the event were the Career Workshops, talks from representatives from organisations in different career sectors. These really gave me a view of the different career paths I could pursue after graduation. Attending other Pure Potential workshops really helped me in the university application process. The mock interviews and the sessions helping applicants with their personal statements particularly stood out, especially for Oxbridge applicants."

Which university did you go to, and what are you doing now?

"I studied Economics at Cambridge. I am currently undertaking a summer internship at a financial news firm in London."

Why do you think Pure Potential is important to state schools?

"The work that Pure Potential does is extremely important in enabling students at state schools to gain a clear insight into the top universities and top graduate careers. This enables state school students to realise that the top universities are not inaccessible. Pure Potential demonstrates to students that if we have a record of good academic achievement not only should we apply to the top universities but that we also have a good chance of making a successful application.

Many bright state school students are put off from applying to top universities for a variety of reasons including negative myths. Pure Potential abolishes these myths. For example, many students may not appreciate the importance some of the top graduate employers place on the university you graduated from (some of the top graduate employers hire predominantly from a select group of universities). If they do not know this they may make a decision regarding their university choices which they later seriously regret.

Pure Potential gives bright students all the information they need to make a well-informed decision about their university choice and degree course. If they then wish to apply to a top university it helps them to succeed through giving them first-rate advice regarding university applications."

"THE PURE POTENTIAL EVENT ENCOURAGED ME TO THINK ABOUT THE DIFFERENT CAREER PATHWAYS UNIVERSITY CAN TAKE YOU IN."

JACK STALLWORTHY
German And Arabic, Durham University

"PURE POTENTIAL EVENTS GIVE STATE SCHOOL STUDENTS THE CONFIDENCE THEY NEED TO TACKLE UNIVERSITY APPLICATIONS. MANY OF THEM AREN'T SURE THEY ARE CAPABLE OF GOING TO CERTAIN UNIVERSITIES AND THEY COME BACK FROM THE PP EVENTS FULL OF CONFIDENCE THAT THEY CAN DO IT! STUDENTS GET SO MUCH GREAT INFORMATION FROM PP AND ALSO BENEFIT FROM MEETING OTHER BRIGHT STUDENTS ON THE EVENTS. I RECOMMENDED ALL OF MY STUDENTS TO ATTEND THIS YEAR AND WILL DO SO NEXT YEAR!"

HANNAH QUINCEY, Sixth Form Tutor, Copthall School

What are your plans for the future?

"I am considering various career options in fields such as investment banking and strategy consulting. Eventually I want to start my own business."

Have you enjoyed going to university?

"It was a great experience. You work hard but if you manage your time well you can also have a fantastic time."

Do you have a message for students who may be hesitating over whether to apply to university?

"If you have a good academic background you should aim as high as you can when considering universities. Competition for the top graduate jobs is very fierce and those from the top universities are at an advantage (in some fields such as investment banking, strategy consulting and corporate law). Do as much research into your choices as you can so you do not make a decision that you later regret."

"NEWCASTLE UNIVERSITY HAS WORKED SUCCESSFULLY WITH THE TEAM FROM PURE POTENTIAL SINCE THE PROGRAMME BEGAN IN 2005. PURE POTENTIAL IS NOW AN INTEGRATED PART OF OUR HIGHER EDUCATION PREPARATION PROGRAMME OF EVENTS AND INFORMATION FOR PROSPECTIVE STUDENTS TO HELP THEM MAKE INFORMED DECISIONS ABOUT UNIVERSITY. THE OPPORTUNITY TO SPEAK TO CURRENT STUDENTS, DISCUSS WITH RECENT GRADUATES ABOUT THEIR OWN EXPERIENCES OF UNIVERSITY, AND TO TALK TO EMPLOYERS, REPEATEDLY COME OUT AS THE MOST USEFUL AND POPULAR ELEMENTS OF THE DAY. SO LONG AS THE ATTENDEES FIND IT USEFUL, AND EMPLOYERS CONTINUE TO SUPPORT THE PROGRAMME, NEWCASTLE UNIVERSITY IS HAPPY TO CONTINUE TO DELIVER. I HAVE NO DOUBT THAT WITH THE SUPPORT OF THE PURE POTENTIAL TEAM, THE PROGRAMME OF EVENTS WILL CONTINUE TO GO FROM STRENGTH TO STRENGTH IN THE NEXT FIVE YEARS."

LUCY BACKHURST

HEAD OF UNDERGRADUATE RECRUITMENT AND ADMISSIONS, NEWCASTLE UNIVERSITY

ACADEMIC BACKGROUND

GCSE results and UCAS points

Pure Potential students consistently gain an average of eight GCSE grades A*- B and are predicted on average 420 UCAS points (equivalent to BBBB - ABBB at A-Level).

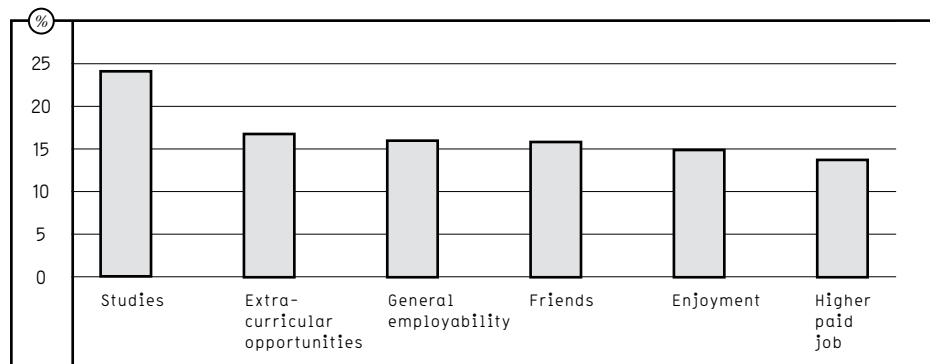
Top five first-choice universities

When booking a place at our events, we asked our students in 2007-2009 to tell us their top choice university, listed below in order:

2007	MANCHESTER, KCL, UCL, IMPERIAL, LEEDS
2008	IMPERIAL, LSE, MANCHESTER, CAMBRIDGE, CARDIFF
2009	MANCHESTER, IMPERIAL, KCL, UCL, LSE

Why go to university?

In 2009 UCAS asked us to find out from our students their reasons for progressing on to Higher Education. Below are the results covering the reasons students cited as the most important:



How well has your school prepared you for university entry?

Very well	Quite well	Average	Quite poorly	Very poorly
3.4%	11.8%	40.8%	33.4%	10.6%

84.8% of students in 2008 rated their school average or worse when it comes to preparing them for university entry.

"THE PURE POTENTIAL TEAM ARE ALWAYS HELPFUL AND FRIENDLY PROVIDING AN EXCELLENT SERVICE BOTH BEFORE AND DURING THE EVENTS. ANOTHER EXCELLENT YEAR, WELL DONE."

CAROLINE GREGORY — ICAEW

"PURE POTENTIAL WORKS BOTH WAYS - IT GIVES THE STUDENTS A VALUABLE INSIGHT INTO THE OPTIONS OPEN TO THEM AND SUPPORT IN OVERCOMING ANY CONCERNS THEY HAVE; BUT IT IS ALSO CRUCIAL TO EDUCATE FIRMS ABOUT THE BARRIERS (REAL AND IMAGINED) WHICH EXIST FOR LARGE NUMBERS OF STUDENTS CONTEMPLATING A UNIVERSITY CAREER. BOTH PARTIES COME OUT OF IT MUCH BETTER INFORMED!"

DEBORAH DALGLIESH

Freshfields Bruckhaus Deringer

Schools careers services

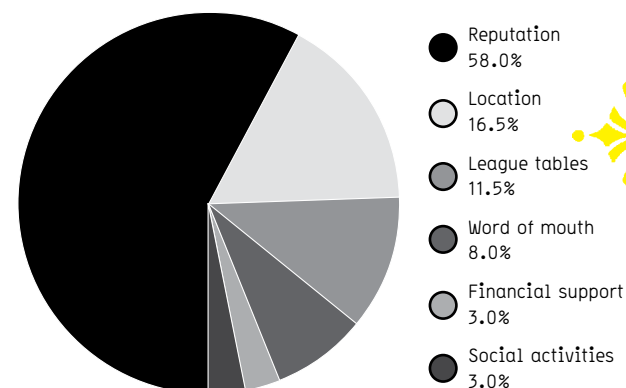
For the last two years we have asked our students to give their opinion of their school's or college's career service:

	Very good	Quite good	Average	Quite poor	Very poor
2008	3.4%	11.2%	37.3%	36.8%	11.3%
2009	4.1%	10.3%	35.7%	36.9%	13.0%

In both years just 14% of students rated their career service as above average. We provide the information and guidance students seem to be lacking through our website, magazine and events.

Choosing a university

In 2006 and 2007 we asked our students what factors affected their choice of university:



"WE HAVE WORKED SUCCESSFULLY WITH PURE POTENTIAL SINCE THEIR INCEPTION CHIEFLY BECAUSE OF OUR SHARED GOALS: LIKE US THEY WISH TO REACH OUT AND SUPPORT TALENTED STUDENTS FROM THE WIDEST POSSIBLE RANGE OF SOCIAL AND EDUCATIONAL BACKGROUNDS TO ENTER LEADING UK UNIVERSITIES LIKE MANCHESTER. THE PURE POTENTIAL TEAM HAVE ADDED VALUE TO OUR ANNUAL PROGRAMME OF WORK AND WE'VE BEEN DELIGHTED WITH BOTH THE POPULARITY AND IMPACT OF THESE EVENTS IN TERMS OF PROGRESSION TO HE."

JULIAN SKYRME

Head of Undergraduate Recruitment and Widening Participation, University of Manchester

2006 CASE STUDIES

Megan Preston

UNIVERSITY OF YORK

Studied A-Levels in English Language and Literature, French, Mathematics and General Studies, and AS Religious Studies and Critical Thinking at Kings School, Peterborough. Megan is now studying Politics with International Relations at the University of York.

“You often hear stories about private schools coaching their students specifically for top universities. As a state school student, this made me feel intimidated. It felt like private school students already had an unfair advantage and having grown up on a council housing estate, in a single parent family, it was unnerving to think that I would have to compete with students from much more privileged backgrounds.

Everyone at Pure Potential was very supportive and helpful and they instilled in me a level of excitement, rather than nervousness, about the application process. The service they provide to state school students is invaluable. People like me shouldn't consider themselves unworthy of top university places just because private schools have a better capacity to prepare their students for Higher Education. Ultimately, it's your willingness to learn and your devotion to your subject that counts, not what you learnt before university. I realise now that whilst your background can have a big impact on the opportunities that you're given, it doesn't have to hold you down or fix you to any particular path in life.

I'm optimistic about the future. For now, all I know is that I need to work really hard for my degree, be active within university societies and gain as many skills for life as I can.”

“THE PURE POTENTIAL EVENT IS A FANTASTIC OPPORTUNITY FOR STUDENTS TO DISCOVER FURTHER INFORMATION ABOUT HIGHER EDUCATION AND VARIOUS CAREERS. ASTON UNIVERSITY IS PROUD TO BE INVOLVED WITH THE PROJECT AND WE LOOK FORWARD TO HOSTING FUTURE EVENTS.”

LAURICE WILSON

School Liaison, Aston University

Hussam Rostom

UNIVERSITY OF CAMBRIDGE

Studied A-Levels in Biology, Chemistry, Maths and Economics and AS General Studies at Bournemouth School. Just finished his second year of Medicine at the University of Cambridge.

“The interview advice I got at the Pure Potential event helped me to refine my technique and plan for my interview. This really helped on the big day! I think Pure Potential was a good event because it brought together a lot of information in a well-structured way, so that it felt like a progressive approach to handling a university application.

I was very worried about getting into university! I wasn't sure that I'd get into any of my four choices, and I thought I might have to apply the following year. But in the end I got all my offers which was a massive relief.

This summer I'm doing an eight week research project looking at antigen presentation in tuberculosis at Southampton General Hospital.

In my spare time I love my football! I've kept it going at uni, playing for the college 1st team, and I play 5-a-side football at home. I'm also now part of the Medsin Committee as Campaigns Officer and I'm looking to get involved in it much more next year.

When I graduate from my pre-clinical years at Cambridge (at the end of next year), I will transfer to clinical school for another three years. After that I hope to become a medical professional, although I'm not 100% sure on which speciality yet.”

“I WALKED AWAY FROM THE PURE POTENTIAL EVENT WITH LOTS OF INSIGHT INTO CAREERS WHICH I WOULD NEVER HAVE CONSIDERED BEFORE. IT REALLY ENCOURAGED ME TO THINK MORE ABOUT MY CAREER OPTIONS. I DECIDED TO TAKE A GAP YEAR DURING WHICH I WORKED FOR PRICEWATERHOUSE COOPERS ON THEIR INTERNSHIP PROGRAMME BEFORE GOING ON TO STUDY MANAGEMENT SCIENCES AT LSE.”

KAHLED SHAHIN

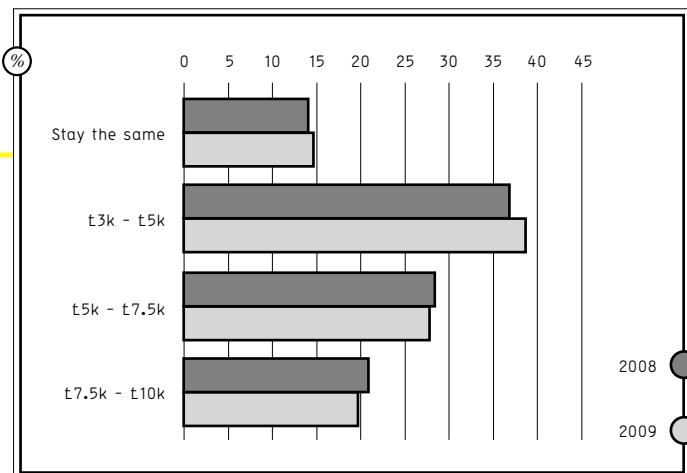
St Dominique's Sixth Form College

STUDENT FINANCE

Tuition fee cap

Despite a large number of newspaper reports claiming that raising tuition fees will stop students from entering Higher Education, 85.5% of our students would be willing to pay more than the current maximum fees.

We asked our students at what tuition fee level they would seriously consider not going to university. Here are the results:



"PURE POTENTIAL IS SUCH AN EYE OPENER TO STATE SCHOOL PUPILS LIKE ME. IT OPENS THE DOORS TO OPPORTUNITIES AND SHOWS US HOW TO ACHIEVE THEM."

KRUPA MISTRY

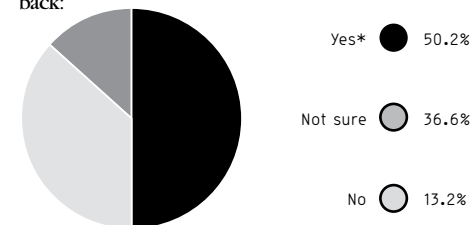
Buttershaw College
Studying Mathematics
at Durham University

Student finance quiz

We asked our students before they came to an event in 2009 to answer two questions on two fundamental funding sources for students from lower-income households. The answers with the asterisks are correct. 91.9% got the first question wrong, and half of students got the second one wrong.

Can some students from lower-income households get money from the government that they never have to pay back?	Yes, for both living expenses and tuition fees	33.6%
	Yes, but only for tuition fees	26.5%
	Don't know	23.8%
	Yes, but only for living expenses*	8.1%
	Yes, students do not have to pay back their loans	4.1%
	No, the government abolished grants in 1997	3.9%

We also asked them if they thought students from lower-income households were able to get any money from their university that they do not have to pay back:



"I NOW KNOW A LOT MORE ABOUT FINANCE THANKS TO PURE POTENTIAL AND I HAVE REALISED THAT I AM ENTITLED TO LOANS AND FINANCIAL HELP THAT I DIDN'T EVEN KNOW EXISTED!"

NATALIE ALLISON
Park View Community School

Have you been given any information at school on how to cope financially as a student?

No	2006	2007	2008	2009
	74.0%	50.0%	56.2%	56.4%

Every year, over half of students at this crucial stage are not being given essential information on student finance that could sway their decision to progress to HE.

Will £3k annual fees make you more likely to live at home while you study?

6,536 Pure Potential students (26.7%) between 2006 and 2009 have said that fees of £3k will mean that they are more likely to live at home during their studies.

Does the cost of university affect HE decisions?

To what extent does the cost of university affect subject and institution choice?	A lot	10.9%
	A little	54.3%
	Not at all	34.8%

The cost of university will effect the course and university choice of two-thirds of students. This may be related to the lack of knowledge of the funding available.

Does the 2009 economic situation affect your decision to go to HE?

75.8% of our students state that their decision to go on to HE is not affected by the economic crisis. However, some will be put off with fear of rising debts, and others will want to go into early full-time employment. Some students recognise the need to gain skills in order to become more employable and are optimistic that the economy will stabilise by the time they graduate.

Economic situation affect going to uni?	Much more likely	5.7%
	More likely	7.2%
	As likely as before	75.8%
	Less likely	9.6%
	Much less likely to go	1.7%

2007 CASE STUDIES



Victoria Sparrow

PwC INTERNSHIP

Attended Oaklands Catholic Comprehensive School. About to begin a degree at the University of Bristol in Accounts and Finance with a year in Continental Europe.

“The Pure Potential event was definitely an eye-opener for me! I went to the Career Workshops held by PwC, Morgan Stanley and Capgemini and learnt about the industries and the gap year programmes which they offered. I had never considered taking a year out and using this time to gain work experience, but the talk by PwC in particular, really encouraged me to consider this route. Going to university seemed like the next step, but I decided to take a gap year. I applied to a placement programme at PwC where I was competing against 1,700 other applicants. I honestly thought that I wouldn't get through, but the interview tips which I picked up at the Pure Potential event really helped with the assessment. While on my placement at PwC, I worked in the tax department which was really interesting and learnt a lot in the time I was there. I still remember how excited I would get whenever a senior colleague would ask for my opinion! All in all it was a very fulfilling opportunity from which I gained a lot of experience and friends as well as securing a scholarship for the period I am at university. I know that I wouldn't have had this opportunity had it not been for the help and advice which was offered by Pure Potential. As well as working for PwC in my gap year, I also taught sports at my old school, and travelled around Australia which was simply fantastic!

I am really looking forward to starting my four years at the University of Bristol studying Accounts and Finance with a year in Continental Europe. I am looking forward to making lots of new friends and using some of those valuable skills I picked up during my gap year and really putting them to use.

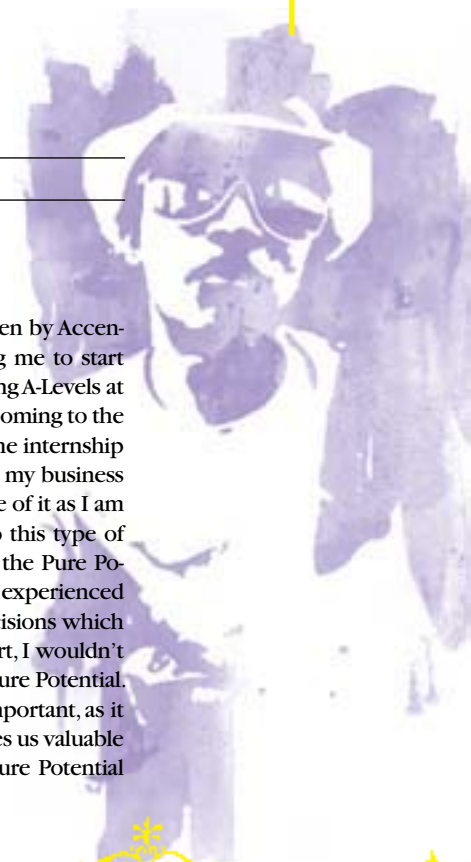
Pure Potential has been instrumental in helping me make some important decisions. Pure Potential goes that extra mile in providing students with the personalised information that we need. They give you an overview of university applications but also provide information on job opportunities that state school students find it harder to access.”

“I WALKED AWAY FROM THE PURE POTENTIAL EVENT AT IMPERIAL COLLEGE WITH LOTS OF TIPS AND ADVICE ON UNIVERSITY APPLICATION, AND THE INTERVIEW SKILLS WORKSHOP WAS REALLY USEFUL AS I HAD SEVERAL UNIVERSITY INTERVIEWS. THE CAREER WORKSHOPS WERE GREAT AS I AM CONSIDERING A CAREER IN ACCOUNTANCY OR INVESTMENT BANKING. THE PURE POTENTIAL EVENT REALLY ENCOURAGED ME TO STRIVE TO ACHIEVE MY BEST AND IT CLARIFIED A LOT OF THE MISCONCEPTIONS SURROUNDING HIGHER EDUCATION, AND THAT'S WHY IT'S SO IMPORTANT.”

LUCINDA CHIN-GOH
First-year, LSE

“WE HAVE BEEN WORKING WITH PURE POTENTIAL FOR 3 YEARS AND HAVE NOT BEEN LET DOWN WITH THE ORGANISATION OF THE EVENTS AND CALIBRE OF STUDENTS MET. IT IS A REWARDING PROGRAMME TO BE INVOLVED IN WHICH HIGHLIGHTS TO YOUNG PEOPLE THE DIFFERENT CAREER OPTIONS WITHOUT BEING ANOTHER MARKETING EVENT FOR FIRMS.”

CARLY BETHUNE, Berwin Leighton Paisner



Tanim Zaman

DELOITTE INTERNSHIP

Studied A-Levels in Maths, Economics, Chemistry and Italian.

“At the Pure Potential event I went to talks given by Accenture and PwC, which were instrumental in encouraging me to start thinking about my future career. At the time I was studying A-Levels at Seven Kings High School in Redbridge, and am now just coming to the end of my gap year which I spent working at Deloitte. The internship has been really interesting and it has helped me develop my business acumen. The work is challenging, but I love every minute of it as I am constantly learning something new. I was introduced to this type of placement at the Careers Workshops that took place at the Pure Potential event at LSE in 2007. Having taken a gap year and experienced all that I have in the past year, I know that a lot of the decisions which I made stem from the Pure Potential Event. Hand on heart, I wouldn't be where I am today had it not been for the support of Pure Potential. For a state school student like me, Pure Potential is so important, as it puts us in touch with employers and universities and gives us valuable advice which we wouldn't otherwise have access to. Pure Potential has definitely opened up several doors for me.”

“THE UNIVERSITY OF MANCHESTER WORKS WITH PURE POTENTIAL TO SUPPORT EVENTS ON CAMPUS, REACHING OUT TO THOUSANDS OF LEARNERS. PURE POTENTIAL'S AIMS SIT ALONGSIDE THOSE OF THE UNIVERSITY'S: ENCOURAGING THE BRIGHTEST STUDENTS REGARDLESS OF BACKGROUND TO APPLY TO THE MOST COMPETITIVE INSTITUTIONS AND COURSES. IN ADDITION TO PROVIDING GENERIC SUPPORT AND ADVICE ON CHOOSING A COURSE, CAREER PROSPECTS, PERSONAL STATEMENT WRITING AND STUDENT FINANCE, THE PURE POTENTIAL EVENTS ARE AN OPPORTUNITY FOR US AS A UNIVERSITY TO SHOWCASE THE RANGE OF COURSES AND FACILITIES WE CAN OFFER TO PROSPECTIVE STUDENTS. WE HAVE ENJOYED WORKING IN PARTNERSHIP WITH THE PURE POTENTIAL TEAM WHO BRING THEIR OWN ENTHUSIASM AND EXPERIENCE TO THESE EVENTS AND WE ARE ABLE TO BENEFIT FROM THE PROFESSIONAL CONTACTS THEY HAVE ESTABLISHED THROUGH THEIR WORK. WE LOOK FORWARD TO CONTINUING OUR WORK WITH PURE POTENTIAL IN THE FUTURE.”

HEIDI PAGE Undergraduate Recruitment and Widening Participation Officer

THE RESULTS

Do you fully understand the current situation regarding tuition fees?

After the events we ask our students if they fully understand tuition fees and these are the results:

Fully understand tuition fees?			2006	2007	2008	2009
	Before		37.0%	26.0%	35.0%	43.7%
	After		81.0%	89.0%	82.0%	77.0%

Do you feel prepared to start your personal statement?

Our event attendees feel much more confident about starting their personal statement after the events:

Prepared to start personal statement?			2006	2007	2008	2009
	Before		64.0%	53.0%	72.0%	68.0%
	After		98.0%	98.0%	96.0%	96.0%

Has today's event encouraged you to think about the more competitive universities?

One of our main aims is to encourage students to think about the more competitive universities, not just their local ones. Over two-thirds of students had been more encouraged to consider the top-level universities than before they came to a Pure Potential event.

Think about competitive unis	Yes	No	Same (as before)
	68.0%	3.0%	29.0%

How would you rate our staff and our event in comparison to similar events?

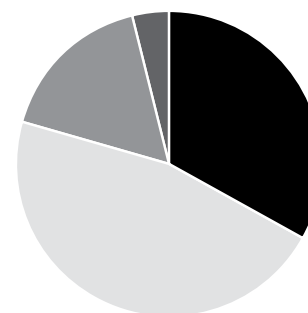
93% of students rated our staff good or excellent, and 90% rated our events good or excellent compared to other related events.

"HEARING FROM REPRESENTATIVES FROM PWC AND DEUTSCHE BANK GAVE ME AN INSIGHT INTO EACH COMPANY AND WHAT THEY AND THE INDUSTRY HAD TO OFFER. I WOULD REALLY LIKE TO WORK FOR A WELL ESTABLISHED FIRM, SO THE PURE POTENTIAL EVENT WAS SO IMPORTANT IN PROVIDING ME WITH THE INFORMATION I NEEDED TO THINK ABOUT MY CAREER RATHER THAN JUST MY DEGREE."

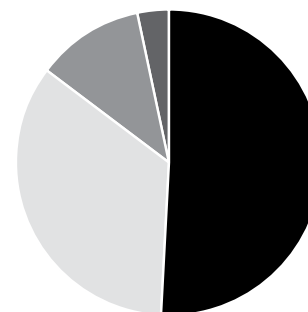
SHAH ISLAM
HOLTE COLLEGE

Rating the presenters

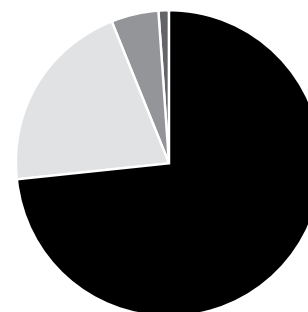
Host University Presentations are delivered by our various partner universities:



'How to write an outstanding personal statement' is presented by a combination of external speakers, host university speakers, and Pure Potential presenters:



'Confidence and communication Skills' is delivered by Pure Potential presenters:



"WE VALUE OUR RELATIONSHIP WITH PURE POTENTIAL IMMENSELY. OUR INVOLVEMENT WITH THEM HAS ALLOWED US TO SPEAK DIRECTLY TO STUDENTS FROM BACKGROUNDS WHO MIGHT NOT NORMALLY HAVE CONSIDERED A CAREER IN MEDICINE, AND HOPEFULLY ENCOURAGE THEM TO BECOME DOCTORS. THERE IS STILL A VERY LONG WAY TO GO TO MAKE SURE THAT MEDICINE IS REPRESENTATIVE OF THE SOCIETY IT SERVES BUT WITH PURE POTENTIAL DRIVING FORWARD THE WIDENING ACCESS AGENDA, NOT ONLY IN RELATION TO POLICY BUT IN THE MOST PRACTICAL WAY - ENCOURAGING AND SUPPORTING STUDENTS THEMSELVES - WE ARE HOPEFUL THAT WE WILL CONTINUE TO SEE REAL CHANGES. CONGRATULATIONS ON FIVE SUCCESSFUL YEARS."

NATALIE BREEZE
Medical Students Committee
British Medical Association

"IT IS VITAL THAT ORGANISATIONS SEEKING TO DELIVER THE SAME AIMS ARE ABLE TO WORK TOGETHER BOTH IN TERMS OF DELIVERY AND IN SHARING BEST PRACTICE. I AM DELIGHTED THAT PURE POTENTIAL AND TEACH FIRST THROUGH ITS HIGHER EDUCATION ACCESS PROGRAMME FOR SCHOOLS, HAVE BUILT SUCH AN EFFECTIVE PARTNERSHIP TO ENSURE THAT AS MANY CHILDREN AS POSSIBLE ARE MAKING INFORMED DECISIONS ABOUT THEIR FUTURES."

HELEN DRUMMOND
HEAPS, Teach First

THE RESULTS

Our presenters are highly experienced and consistently achieve outstanding results with this age group.

Every year we offer a Speaker Training Session to all our employer-sponsors on how best to engage with sixth form students and give an inspiring presentation. In this session, we also cover what to expect from the day, a detailed profile of the students they will meet and full logistical support.

Our main presenter consistently receives top feedback and is an inspiration to thousands of students across the country - here are just a few of the comments from students about him from our 2009 events:

"THE MAIN SPEAKER WAS IN PARTICULAR A FANTASTIC PRESENTER. HE MADE HIS TALKS INTERACTIVE, ENGAGING BUT ALSO VERY USEFUL AND INFORMATIVE. THE IDEAS GENERALLY THAT WERE BROUGHT UP ALLOWED ME TO THINK ABOUT MANY ASPECTS I HADN'T CONSIDERED BEFORE"

"THAT PRESENTER SHOULD TALK FOR ENGLAND"

"I THOUGHT THE PRESENTATION WAS BRILLIANT, AND I PARTICULARLY ENJOYED HOW HE GOT US INVOLVED"

“ HE WAS BRILLIANT ALL MY FRIENDS AGREE! FANTASTIC SPEAKER - VERY ENTHUSIASTIC AND HAD THE WHOLE AUDIENCE INVOLVED. WE ACTUALLY LEARNT A LOT ”

"HE WAS EXTREMELY ENGAGING AND TOOK A DIFFERENT AND MORE CAPTIVATING APPROACH IN DEMONSTRATING IMPORTANT ISSUES DURING INTERVIEW SITUATIONS SUCH AS BODY LANGUAGE"

University and course destinations

We work with UCAS to track the university destinations of our students. 40% of the state school students we met in 2007 have gone on to study at a Russell Group university. In the same year, 13.8% of all UK state school applicants were accepted to Russell Group universities.

Top ten universities

1	THE UNIVERSITY OF MANCHESTER*
2	THE UNIVERSITY OF BIRMINGHAM
3	KING'S COLLEGE, LONDON
4	QUEEN MARY, UNIVERSITY OF LONDON
5	UNIVERSITY OF LEEDS*
6	THE UNIVERSITY OF NOTTINGHAM
7	THE UNIVERSITY OF WARWICK
8	UNIVERSITY COLLEGE, LONDON*
9	THE UNIVERSITY OF SHEFFIELD
10	UNIVERSITY OF SOUTHAMPTON*

* Our university partners
See Appendix B for the top 30 universities

Top ten courses

1	LAW BY AREA
2	PRE-CLINICAL MEDICINE
3	ECONOMICS
4	MATHEMATICS
5	PSYCHOLOGY
6	OTHERS IN SUBJECTS ALLIED TO MEDICINE
7	ENGLISH STUDIES
8	PHARMACOLOGY, TOXICOLOGY & PHARMACY
9	CHEMISTRY
10	HISTORY BY PERIOD

See Appendix C for the top 30 university courses

'PURE POTENTIAL EVENTS AT IMPERIAL COLLEGE OVER THE LAST THREE YEARS HAVE BEEN HUGELY SUCCESSFUL WITH THOUSANDS OF BRIGHT STATE SCHOOL STUDENTS COMING THROUGH OUR DOORS. MANY OF THESE STUDENTS FIND THE IDEA OF GOING TO UNIVERSITY DAUNTING AND PURE POTENTIAL EVENTS BREAK DOWN THAT BARRIER AND HELP THEM TO SEE THE EXCITING POSSIBILITIES THEY HAVE AHEAD OF THEM AT BOTH UNIVERSITY AND IN THEIR FUTURE CAREERS.'

LUCY BEAN

Outreach Office
Imperial College,
London

2008 CASE STUDIES



Samantha Bowley

HATCH END HIGH SCHOOL

“Having the opportunity to see other career paths which can stem from studying law at university was particularly helpful at the Pure Potential event I went to. Although I have decided to study History and then do a law conversion, the workshop by McKinsey encouraged me to think about taking up management consultancy. Since then, two weeks work experience at a solicitors firm and a week at a barrister’s chambers have helped me to decide that I definitely want to become a lawyer.

Being given the opportunity to gain some valuable work experience was great to put on my personal statement. Writing my personal statement was really challenging, but the advice I received at the Pure Potential event was extremely insightful and gave me a boost in confidence to go on to write a good statement.”

“HARVARD HAS A LONG-STANDING COMMITMENT TO ENSURING ACCESS TO TALENTED STUDENTS FROM EVERY PART OF THE SOCIOECONOMIC SPECTRUM, BACKED BY A STRONG FINANCIAL AID PROGRAM (\$145 MILLION IN NEED-BASED SCHOLARSHIPS FOR THE CURRENT YEAR, WITH INTERNATIONAL STUDENTS FULLY ELIGIBLE.) OUR MISSION OF OUTREACH TO STUDENTS FROM THE STATE SECTOR AND/OR MODEST INCOME BACKGROUNDS IS VERY MUCH IN LINE WITH THAT OF PURE POTENTIAL, SO OUR PARTNERSHIP MAKES PERFECT SENSE. THE PRINT AND ONLINE EXPOSURE PROVIDED BY PURE POTENTIAL ENABLES HARVARD TO EXTEND ITS MESSAGE TO A MUCH BROADER SEGMENT OF TALENTED UK STATE SECTOR STUDENTS THAN WE COULD DO ON OUR OWN. THIS FALL WE JOINTLY SPONSORED AN EVENT FOR STATE-EDUCATED STUDENTS TO LEARN ABOUT HIGHER EDUCATION POSSIBILITIES IN THE US. BOTH PURE POTENTIAL AND HARVARD WANT TALENTED STUDENTS TO DREAM BIG, WHETHER THAT LEADS THEM TO UNIVERSITY IN THE UK, THE US OR ELSEWHERE.” -

JANET IRONS

Senior Associate Director of Financial Aid and Senior Admissions Officer, Harvard College

“THE TEAM AT PURE POTENTIAL ARE EXCELLENT AT ORGANISING SLICK, EFFECTIVE EVENTS WHICH PROVIDE GREAT OPPORTUNITIES FOR STUDENTS AND EMPLOYERS ALIKE. BUT WHAT MAKES ME CONTINUE TO WORK WITH THEM IS THE PASSION AND DEDICATION THAT THEY HAVE. THE EVENTS WORK AS WELL AS THEY DO BECAUSE THE TEAM REALLY BELIEVE IN WHAT THEY ARE DOING AND THIS ENTHUSIASM IS INFECTIOUS.”

PAULA QUINTON-JONES, Clyde. & Co.



Humza Chaudhry

KINGS NORTON SIXTH FORM

“After attending the Pure Potential event at the University of Manchester in 2008, I really got to grips with interview and communication skills. For me, that was the most useful part of the day! I had three university interviews over the course of the year so I definitely made use of the interview tips I was shown.

I took French, English Literature, Maths and Critical Thinking for A-Level and History for AS. I am hoping to read French and Arabic at UCL in September and need grades of ABB (fingers crossed)!

Once I graduate, I’d like to take a post-graduate course in International Relations and go on to work for the Foreign Office, an NGO like Oxfam, or at the UN.

Pure Potential helps kick-start the lengthy process of the UCAS application by giving state school students a good grounding in all the different areas to do with applying to university. State schools often leave it too late to get students prepared for UCAS; there isn’t enough urgency or importance placed on getting the personal statement done over the summer which discourages people from applying to Oxbridge or to the more competitive courses. I love that the Pure Potential events happen at just the right time - after exams but before the summer holidays.

I hope Pure Potential carries on placing an emphasis on the importance of preparing early so students aren’t forced into making rash decisions as deadlines loom.”

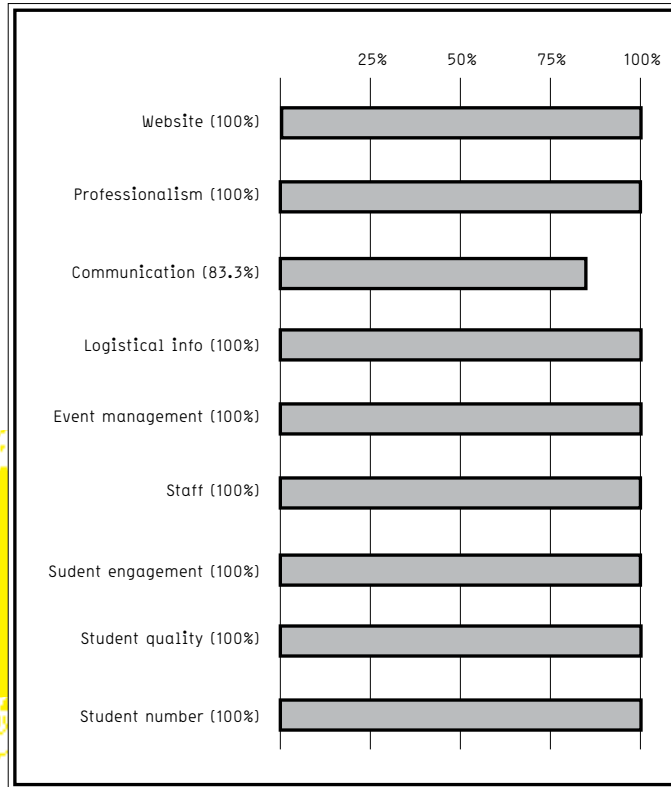
“THE CAREER WORKSHOPS REALLY INSPIRED ME AND GAVE ME A DIRECTION TO GO FORWARD IN. PURE POTENTIAL TAPS INTO RAW TALENT FOUND IN STATE SCHOOLS BY ORGANISING EVENTS THAT PROVIDE STUDENTS WITH INFORMATION ON UCAS AND HIGHER EDUCATION THAT MOST STUDENTS JUST DON’T HEAR ABOUT.”

LINA MUNROW

Chingford Foundation School
First-year of Physics at
Cambridge University

UNIVERSITY FEEDBACK

The graph below shows the proportion of our partner universities which rated us as good or excellent for each of nine categories in 2009.

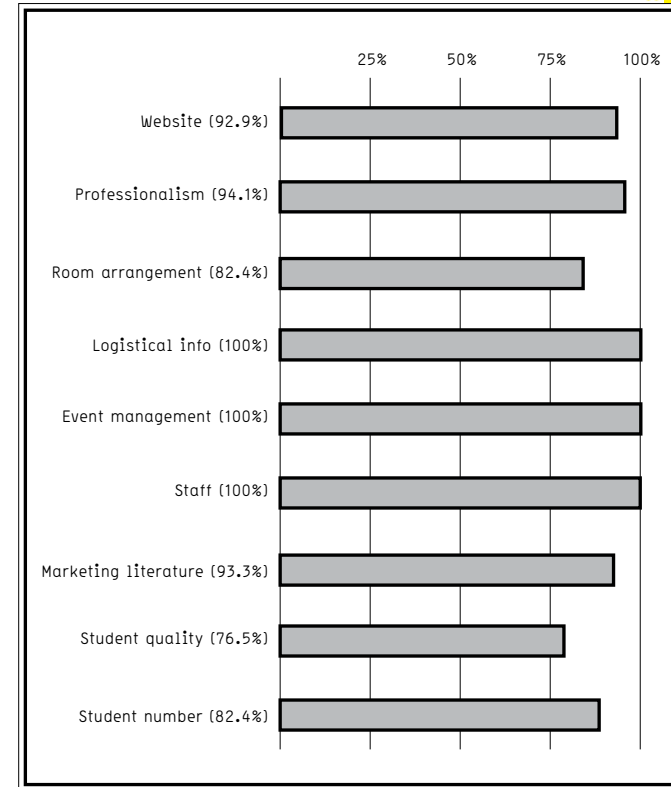


"PURE POTENTIAL PROVIDES WHAT STATE SCHOOL STUDENTS DON'T RECEIVE IN TERMS OF UNIVERSITY 'COACHING'; THE STATE SECTOR IS TOO STRETCHED TO PROVIDE SPECIAL TUTORING IN THE APPLICATION PROCESS. THE PRIVATE SECTOR CAN AFFORD TO PROVIDE SPECIFIC ADVICE TO INDIVIDUAL STUDENTS ON WHAT BOOKS TO READ, WHAT WORK EXPERIENCE TO UNDERTAKE AND HOW TO APPROACH UNIVERSITY APPLICATIONS AND INTERVIEWS. TO COMPETE AGAINST THESE STUDENTS FOR UNIVERSITY PLACES AND GOING ON INTO THE JOBS MARKET, STATE SCHOOL STUDENTS NEED ALL THE HELP AND CONNECTIONS THEY CAN GET, WHICH PURE POTENTIAL PROVIDES."

ALICE MOORE Student, Lawnswood School, Leeds

EMPLOYER-SPONSOR FEEDBACK

Our employer-sponsors work with us because we help expose their brand and their industry to a large number of high-quality, diverse students. Here is our 2009 feedback showing the percentage of our firms rating us as good or excellent.



"I ATTENDED THE PURE POTENTIAL EVENT AND I FOUND BEING IN A UNIVERSITY ENVIRONMENT AND GETTING A FEEL FOR ONE OF THE UNIVERSITIES THAT I APPLIED TO IN MY UCAS APPLICATIONS VERY USEFUL."

SONIA CHAUHAN

Wyggeston & Queen Elizabeth I College, Leicester.

"OVER THE PAST FIVE YEARS, PURE POTENTIAL HAS PROVIDED HIGH CALIBRE, MOTIVATED STUDENTS WITH PRACTICAL ADVICE AND GUIDANCE ABOUT UNIVERSITIES AND AN EARLY INSIGHT INTO A WIDE RANGE OF CAREERS. AT ALLEN & OVERY, THE ANNUAL SUMMER EVENT PROVIDES US WITH A UNIQUE OPPORTUNITY TO INFORM STUDENTS ABOUT THE LEGAL PROFESSION AND THE STEPS THEY NEED TO TAKE IF THEY DECIDE THAT LAW IS THE RIGHT CAREER FOR THEM. OUR INVOLVEMENT IN PURE POTENTIAL IS AN IMPORTANT PART OF OUR DIVERSITY AND INCLUSION STRATEGY AT ALLEN & OVERY AND WE'RE DELIGHTED TO SUPPORT THE PROGRAMME."

CAROLINE LINDNER Graduate Recruitment Manager - Allen & Overy LLP

2009 CASE STUDIES



Chante Baccs

TRINITY CATHOLIC HIGH SCHOOL

Studying A-Levels in French, Psychology, English Literature, Language and Maths. First choice uni: University of Bristol

“I attended the Pure Potential event at Imperial College, London in 2009. I study French, Psychology, Maths, English Literature and Language at Trinity Catholic High School. I went to the Law and Management Consultancy workshops and really enjoyed them. I was always convinced that I wanted to become a lawyer, but since attending the McKinsey & Co workshop, management consultancy sounds very attractive! I had no idea what it was before I went to the Pure Potential event, but I am glad that I went – seeing the various directions that life can take you was definitely encouraging.

For me, the best part of the day was the Mayer Brown workshop. The trainee presenters made me realise that it wouldn't be long before I start applying for internships and graduate jobs; they helped me to identify my goals and ambitions. It made me realise that studying Law at university was the right course for me and I hope to go on to study at Bristol. I am really looking forward to going to university and having the opportunity to work independently but amongst people of a similar mind-set and intelligence. But I also can't wait for the social life – it would be no fun if it was all work and no play! I hope to then graduate and receive a training contract with a London law firm or maybe take a gap year to travel and gain some 'real life' experience.

I don't think that all state school students have the opportunity to attend workshops relevant to the degree they want to study. Pure Potential enables students to meet people who are successful in their field. In state schools and maybe in all schools, there isn't enough time to discuss the future in depth and to think about it thoroughly, it was a nice day which helped me to do just that.”

“WE HAVE THOROUGHLY ENJOYED WORKING WITH PURE POTENTIAL OVER THE PAST FEW YEARS. THE EVENTS ARE A GREAT WAY FOR STUDENTS TO GAIN AN INSIGHT INTO DIFFERENT CAREERS AND TO REALISE THEIR POTENTIAL.”

KATE RAGGETT
Denton Wilde Sapte



Zahrah B. Ismael

SEVEN KINGS HIGH SCHOOL

Achieved six A grades at AS-Level.

“I attended the event organized by Pure Potential at LSE in July 2009. Having chosen to participate in the investment banking and accountancy workshops, I was given the opportunity to interact with representatives from Bank of America Merrill Lynch and PricewaterhouseCoopers. In this process, I was pleased to find that I was not only provided with a more vivid picture of those companies and their respective business environments, but was also given the chance to match my personality to that of an ideal employee in those firms.

I believe that the most productive part of the day was my interaction with the personnel from Pure Potential itself. Indeed, this allowed me to discuss my personal concerns about university more openly. Consequently, I was offered appropriate advice and guidance. I am currently trying to make the optimum use of my summer holidays by contacting universities in order to obtain any additional information which I require about the application process. I have also taken part in programmes at Bank of America Merrill Lynch and J.P. Morgan to enhance my knowledge about the companies and the financial services sector, which I am strongly interested in.

Having confirmed the importance of work experience by attending numerous company open days, I have strived to use my free time more effectively by undertaking work experience. These have helped to strengthen my passion about the course that I am looking forward to study at university.

I feel that I am not only making informed choices about universities and courses, but I am also pursuing my dreams. Once I graduate, I intend to embark on a challenging and rewarding career in the financial sector, where I believe that I will be able to put my skills and knowledge to their optimum use.

Pure Potential is a very helpful organisation for state school students as it gives them the chance to explore new opportunities, which students might be unaware of. Moreover, the staff at Pure Potential help to boost students' confidence and aspirations significantly, whilst offering valuable assistance in the application process.”

“IT WAS A REAL PLEASURE WORKING WITH YOU ALL. THE DAY WAS SO WELL ORGANISED AND RAN EXCEPTIONALLY SMOOTHLY. MORE THAN ANYTHING, THOUGH, IT WAS YOUR PROFESSIONALISM AND INNOVATION THAT SHONE THROUGH – MANY, MANY THANKS FOR ALL YOUR HARD WORK”

KATY REDFERN Head of Widening Participation, University College, London

PRESS COVERAGE

Over the past five years we have gained significant press coverage. Full articles can be found at purepotential.org/home/press

RAISING TUITION COSTS IS BOUND TO CONFLICT WITH EFFORTS TO WIDEN ACCESS – The Guardian, 9th June 2009

"Practical initiatives - like the courses and events run by Pure Potential, which give children a taster of a career in medicine - are very important, and need to be properly funded".

UNLOCKING TRUE AMBITION – Daily Express, 28th February 2008

"Pure Potential helps those who have not had access to the information needed to make strong university applications".

TURNING DISADVANTAGE TO ADVANTAGE – Oxford Today, 2007

"To help able individuals make the most of their talent, Pure Potential is building links with schools and FE colleges. The highpoint in their calendar is a series of free summer events funded by businesses such as City law firms and investments banks that support their enterprise ... (Pure Potential) is all about widening young people's horizons and building relationships".

FEES DISCOURAGE PUPILS FROM APPLYING TO UNIVERSITY

– The Guardian, 21st June 2007

"We firmly believe that by giving these students the right information, building their confidence, introducing them to our leading partner universities and firms and giving these students the better understanding of what careers are open to them, we can help them to make an informed decision about their future and realize their true potential".

IN HOT PURSUIT OF THE BEST BRAINS – Financial Times, 14th March 2007

"Pure Potential encourages talented pupils in disadvantaged inner-city schools to tap sources of student finance so they can study at leading universities as a prelude to pursuing blue-chip careers".

FEES WORRY POOR STUDENTS – BBC News, 21st June 2006

"Pure Potential aims to change the mindset, close the gap between talent and aspiration and help (students) fulfill their potential ... The biggest campaign of its kind, (Pure Potential) aims to raise the aspirations of 10,000 young people every year, encouraging them to apply to and achieve offers from excellent universities and employers by having a clearer understanding of what they are really looking for".

Marc Zao-Sanders has also appeared on national television and radio (BBC Breakfast, BBC Radio 5 Live and BBC Asian Network).

MAGAZINE & WEBSITE

We ensure that any student who does not get the opportunity to attend a Pure Potential event can access high quality information and advice through our re-designed magazine 'APPLY' (formerly known as 'Applying to Uni') and our highly interactive website: purepotential.org.

APPLY: The Sixth Form Magazine

The magazine is sent to every state school in the country and contains information on important topics such as choosing the right course and university, student finance, writing an excellent personal statement and preparing for interview.

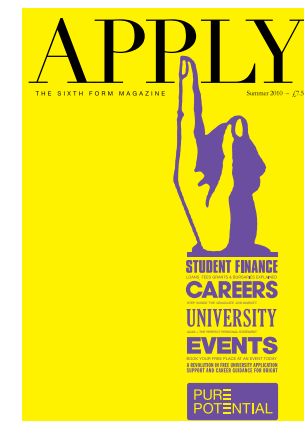
"Having read through the magazine, the whole university process became clearer to me, from techniques on coping with interviews to student finance."

– Matthew Wong, Woodhouse College

"The Pure Potential magazine has been very useful for our students - packed full of helpful information, advice and case studies in a vibrant, easy to read, student-friendly format."

– Yvonne Brewster,

Careers & UCAS Co-ordinator,
B6 Brooke House Sixth Form College



purepotential.org

Our website is a useful resource for students searching for answers to their questions on university. It is divided into four sections:

PEOPLE - We have an online forum which is a great way for students to discuss issues affecting them; anything from questions about student finance, to meeting other Pure Potential students applying to the same university.

UNIVERSITY - Students can browse over 250 past personal statements, read our step-by-step guide on how to fill out the UCAS form, access our sample interview questions, and read tips on how to excel in a university interview.

RECRUITMENT - Students can learn about our employer-sponsors, how to get work experience, read a CV writing guide, and gain free access to our careers library powered by Vault.

EVENTS - Students can book their place at our summer events, get important logistical information and read about past events.

FIRST YEAR LAW EVENT

100% of students think the event should be run next year for the year below.

96% of students said that the event had improved their understanding of a career in law.

We held our first law event for first-year undergraduates at LSE in March 2009. The purpose of the event was to introduce first-year students to our sponsor law firms and complete our contribution to the early career of these students. With over 250 students attending this event, it was a great opportunity for Pure Potential to see how our alumni are getting on at university.

Tania Creavalle

First-year Law student at LSE

“My dream is to be a lawyer. Whether I take the solicitor or barrister path, I’ve yet to decide. The First-Year Law Event made me even more focused to achieve this goal. I’d been to a Pure Potential event in the past, and found it really useful, so when I received an email letting me know about the event, I knew I had to be there.

I worked with Clifford Chance and enjoyed the opportunity to ask important questions to the people whose shoes I hope to be in, in a few years. I met several trainees, who gave me lots of good advice on how to further my career and on university life in general.

The case study was useful because, in addition to allowing us to sharpen our legal minds, we came across new vocabulary. The trainees who took the session were able to provide real-life examples and explanations.

I felt the event was well timed as vacation scheme deadlines are at the end of the year, and the summer between first and second year is the best opportunity to gain work experience.”

Cerise Stevens

First-year Law student at University College, London

“I wanted to find out more about law and speaking to solicitors during the networking session and participating in the legal case study provided me with answers. Each panellist gave a snapshot of a solicitor’s typical working day while the case study enabled me to gain a deeper insight into their work. The networking session was a good opportunity to speak to lawyers at different stages of their careers.

The prospect of working on complex and interesting deals whilst interacting with clients has greatly enhanced my desire to become a commercial lawyer. I met a lot of other budding lawyers on the day. It was very beneficial to speak to other first-year law students from universities across the country, share experiences of our courses and discuss plans for the future.

I did a legal case study on private acquisitions with solicitors from Baker and McKenzie. We were given a handout with details of the case, which concerned a clothing manufacturer wanting to acquire a similar company. The solicitors explained clearly the different stages of the acquisition process whilst sharing their own experience of similar work, which was very helpful. The commercial aspects of the case study greatly appealed to me; knowing that this is the type of work I could be doing as a commercial solicitor has confirmed that it is a career path I am very keen to pursue.”

“I THOUGHT THE EVENT WAS EXCELLENT, IT GAVE ME A REAL PUSH IN THE RIGHT DIRECTION TO RAISE MY AMBITIONS TO THE HIGHEST LEVEL POSSIBLE. IT WAS GOOD TO SPEAK TO THE SOLICITORS, AND REALISE THAT THEY ARE IN FACT NORMAL PEOPLE, AND IF YOU WORK HARD YOU CAN GET TO A HIGH LEVEL AS THEY DID. I WOULD BE VERY INTERESTED IN ANY OTHER EVENTS SUCH AS THIS ONE.”



“I THINK THAT MORE EVENTS LIKE THIS SHOULD BE ORGANISED, ESPECIALLY FOR STUDENTS FROM STATE SCHOOLS, AS IT BOOSTS THEIR CONFIDENCE AND ENCOURAGES THEM TO STRIVE FOR A CAREER AT THE TOP FIRMS, PROVING HOW EVEN STUDENTS FROM ALL BACKGROUNDS CAN FORGE AND ACHIEVE SUCH A CAREER.”

“BEFORE THIS EVENT I NEVER REALLY UNDERSTOOD WHAT IT WAS THAT THESE TYPES OF LAWYERS DID ON A DAY-TO-DAY BASIS, BUT BEING ABLE TO SPEAK TO THEM PERSONALLY AND HEAR THEM ON THE PANEL DISCUSSION GAVE AN TRUE INSIGHT INTO THEIR WORK WHICH IS DIFFICULT TO OBTAIN FROM ELSEWHERE. I HAVE ALWAYS BEEN INTERESTED IN BECOMING A CITY LAWYER AND THE EVENT YESTERDAY CONFIRMED THIS FOR ME. THANK YOU!”

DEVELOPMENT

We have been expanding our work and influence since our inception. Exciting current news includes:

Branding

To coincide with our celebration of five year's work we have rebranded. Our new, cleaner logo and this Report are the first and second manifestations of that rebrand; our forthcoming sixth form magazine, APPLY (see page 33), will be the third.

Core events for sixth-formers

We continue to run our large-scale events for sixth-formers with our university partners. As this Report demonstrates, the marketing, format, content and delivery of these events are well-received by students, parents, universities, firms and teachers so these will remain unchanged for the most part. We look to increase our list of corporate partners in 2010.

Teach First

We have recently started working on a project with Teach First's HEAPS programme to write and deliver a series of workshops for ~200 Year 11 students from Teach First schools in the East Midlands and North West. The aim of this series is to ensure that students are making informed decisions in important areas such as A-Level and degree choices, and gaining study and communication skills.

This is our first piece of work with pre-sixth-form students. Recent headlines about the disconnect between the A-Level subjects sought by competitive universities and the subjects state-educated students are often taking testify to its importance eg "Universities bar entry to soft A-level subjects" - *The Times, August 2009.*

"MY CAREER ASPIRATIONS ARE TO EVENTUALLY GRADUATE UNIVERSITY AND RESEARCH PHOTONICS. I THINK THAT IT IS SO IMPORTANT FOR STATE SCHOOL STUDENTS TO HAVE ORGANIZATIONS SUCH AS PURE POTENTIAL HELP AND PROVIDE STUDENTS WITH INFORMATION ABOUT UNI LIFE, FINANCE AND PERSONAL STATEMENTS."

RORY PENMAN

Studying A-Levels in Maths, Physics and Sport Studies

"UNFORTUNATELY WE LIVE IN A SYSTEM WHERE WHAT GRADES YOU GET AND WHAT EXTRA CURRICULAR OPPORTUNITIES YOU HAVE ARE LARGELY DICTATED BY WHAT KIND OF SCHOOL YOU GO TO (AND HOW WEALTHY YOUR PARENTS ARE). PURE POTENTIAL IS IMPORTANT BECAUSE, ALTHOUGH IT CAN'T NECESSARILY CHANGE THE DIFFERENCES IN GRADES, IT CAN HELP TO INSPIRE PUPILS FROM STATE SCHOOLS TO AIM FOR THE BEST UNIVERSITIES AND TANGIBLY HELP THEM TO MAKE A GOOD APPLICATION."

SAMANTHA LEAGUE Student, Steyning Grammar School

Department for Children Schools and Families

Through CfBT, we have been writing one-day programmes for the DCSF for Year 13 students about the personal statement and life at university. Over the course of these programmes, students are taught techniques to enhance their university and career prospects through simple, self-reflective exercises and practical activities such as networking, budgeting and CV writing.

First-Year undergraduate events

As you can see from page 34, our 1st year undergraduate law event was a huge success with 250 students from top universities hearing from and mingling with 11 of our partner law firms. Utilizing our annual database of 10,000 students, we intend to run further events for first-years in 2010 in accountancy, teaching and medicine.

Policy

It is incumbent on us to lend a voice to the 10,000 sixth-formers we help every year to inform government policy. In 2009 we met with David Lammy and John Hayes (Minister and Shadow Minister of State for Higher Education), wrote a detailed paper to the Fair Access to the Professions Panel (copies of which can be emailed on request) and have been asked to advise a government department on the roll out of a national programme of HE access provision.

Ideas

We pride ourselves on being a responsive, interested organization. If you have any ideas about further work we might do, be it research, an academic paper, a series of talks or a practical programme of education, please be in touch.

"PURE POTENTIAL ALLOWS STUDENTS TO THINK POSITIVELY ABOUT HIGHER EDUCATION WHILE AT THE SAME TIME DISCUSSING IMPORTANT PRACTICAL ISSUES SUCH AS FINANCE, ACCOMMODATION AND TUITION FEES. PURE POTENTIAL HAS ALSO GIVEN ME THE CONFIDENCE TO APPLY TO A TOP UNIVERSITY."

SANA NASIR

Holy Cross Sixth Form College

"I'M HOPING TO GO TO NOTTINGHAM THIS YEAR TO STUDY LAW. PURE POTENTIAL HELPED ME DECIDE WHICH AREA OF LAW TO GO IN TO. I ORIGINALLY INTENDED TO BECOME A BARRISTER BUT AFTER ATTENDING THE PURE POTENTIAL DAY AND TALKING TO SOME SOLICITORS FROM NORTON ROSE I HAVE CHANGED MY MIND. WITHOUT THIS DAY I WOULD HAVE BEEN LESS SURE ABOUT WHAT ENTERING THE LEGAL PROFESSION ENTAILED AND WHAT FUTURE EMPLOYERS WERE LOOKING FOR."

GENEVIEVE HEWITSON

Student, Queen Elizabeth Sixth Form College, Darlington



Methodology

As an organization which annually generates a database of over ten thousand students, data analysis and methodology is particularly important to us. Below we explain how we come to know the various numbers displayed in this Report.

PRE-EVENT STATISTICS

Most of the data on pages 10 to 19 come from the questions we ask all students online when they book one of our events. In each of the years from 2006-9 we have had 4-8,000 such responses. In addition to the logistical details we require to run our events we ask about the students' backgrounds and their understanding of and attitudes to university and careers; student finance forms an especially important part of this. By comparing understanding and attitudes between different types of background we are able to gain a rare and deep insight into this area of social mobility. Every year we ask relevant stakeholders to contribute ideas for further questions. In 2009 UCAS, some HEIs and the DCSF made such a contribution. If you would like us to consider asking any questions please be in touch.

POST-EVENT STATISTICS

To measure the impact of our events we gather feedback the same day. Our events finish at 3pm and exactly five hours later each of the attendees receives a SMS message directing them to an area of our site where they can leave feedback on the event. We ask what they thought of the careers presenters, each of our university presenters, our level of organization and leave a free text box for any other comments. We then use this feedback to review our events. This is how we come by the before-and-after statistics on pages 22-24.

ARRANGEMENT WITH UCAS

In late 2006 we approached UCAS about tracking the university destinations and course choices of our students. Owing to the many aims that the two organizations share, UCAS agreed to carry out this work for us. Permissions were then sought from the students from 2007 and the data became available early in 2009 once they had embarked on their courses. We therefore know, for each individual who went to a UK university, where they are and what they study. This complete data is invaluable in assessing the work that we do and we are grateful to UCAS for enabling us to conduct this level of analysis. The results on pages 39 - 40 come from this UCAS data.



University Destinations

Below is a list of the top 30 university destinations of 4,598 students we helped at our events in 2007.

	#	%
1. THE UNIVERSITY OF MANCHESTER	178	3.9
2. THE UNIVERSITY OF BIRMINGHAM	171	3.7
3. KING'S COLLEGE, LONDON	163	3.5
4. QUEEN MARY, UNIVERSITY OF LONDON	161	3.5
5. UNIVERSITY OF LEEDS	142	3.1
6. THE UNIVERSITY OF NOTTINGHAM	134	2.9
7. THE UNIVERSITY OF WARWICK	113	2.5
8. UNIVERSITY COLLEGE, LONDON	101	2.2
9. THE UNIVERSITY OF SHEFFIELD	99	2.2
10. UNIVERSITY OF SOUTHAMPTON	95	2.1
11. UNIVERSITY OF CAMBRIDGE	87	1.9
12. BRUNEL UNIVERSITY	85	1.8
13. IMPERIAL COLLEGE, LONDON	85	1.8
14. NOTTINGHAM TRENT UNIVERSITY	80	1.7
15. UNIVERSITY OF LEICESTER	80	1.7
16. CITY UNIVERSITY	77	1.7
17. LOUGHBOROUGH UNIVERSITY	77	1.7
18. CARDIFF UNIVERSITY	76	1.7
19. LSE: LONDON SCH OF ECONOMICS	73	1.6
20. UNIVERSITY OF OXFORD	73	1.6
21. UNIVERSITY OF BRISTOL	73	1.6
22. ASTON UNIVERSITY	71	1.5
23. THE UNIVERSITY OF BRADFORD	71	1.5
24. UNIVERSITY OF HERTFORDSHIRE	70	1.5
25. DURHAM UNIVERSITY	67	1.5
26. NEWCASTLE UNIVERSITY	66	1.4
27. THE MANCHESTER METROPOLITAN UNIVERSITY	66	1.4
28. NORTHUMBRIA UNIVERSITY	65	1.4
29. UNIVERSITY OF EXETER	62	1.3
30. KINGSTON UNIVERSITY	62	1.3
OTHER	1,776	38.6
TOTAL	4,598	100

APPENDIX C

Courses

Below is a list of the top 30 courses Pure Potential students from 2007 went on to study.

	#	%
1. LAW BY AREA	415	9.0
2. PRE-CLINICAL MEDICINE	265	5.8
3. ECONOMICS	199	4.3
4. MATHEMATICS	181	3.9
5. PSYCHOLOGY	172	3.7
6. OTHER SUBJECTS ALLIED TO MEDICINE	168	3.7
7. ENGLISH STUDIES	129	2.8
8. PHARMACOLOGY, TOXICOLOGY AND PHARMACY	118	2.6
9. CHEMISTRY	110	2.4
10. HISTORY BY PERIOD	102	2.2
11. MANAGEMENT STUDIES	98	2.1
12. ACCOUNTING	96	2.1
13. PHYSICAL GEOGRAPHICAL SCIENCES	86	1.9
14. COMB. WITHIN BUSINESS & ADMIN STUDIES	86	1.9
15. COMB. OF PHYS/MATH SCIENCE W SOCIAL STUDIES/BUS/LAW	82	1.8
16. COMB. OF SOCIAL STUDIES/BUS/LAW WITH ARTS/HUMANITIES	79	1.7
17. COMPUTER SCIENCE	77	1.7
18. BIOLOGY	70	1.5
19. COMB. OF 3 SUBJECTS, OR OTHER GENERAL COURSES	68	1.5
20. PHYSICS	67	1.5
21. NURSING	65	1.4
22. BUSINESS STUDIES	64	1.4
23. COMB. OF LANGUAGES WITH ARTS/HUMANITIES	64	1.4
24. ANATOMY, PHYSIOLOGY AND PATHOLOGY	63	1.4
25. PRE-CLINICAL DENTISTRY	60	1.3
26. MOLECULAR BIOLOGY, BIOPHYSICS & BIOCHEM	55	1.2
27. POLITICS	54	1.2
28. COMB. OF SOC STUDIES/LAW WITH BUSINESS	53	1.2
29. MECHANICAL ENGINEERING	50	1.1
30. SOCIOLOGY	48	1.0
OTHER	1,354	29.4
TOTAL	4,598	100



Courses

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1. LAW BY AREA	415	9.0
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