

BAJ

Summary

Access and Participation Plan

2025-26 to 2028-29

British Academy of Jewellery

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1. What is an access and participation plan?

1.1. Access and Participation Plan (APP)

Our access and participation plan (APP) explains how we will help people from underrepresented groups join and successfully complete our courses. **You can see our full access and participation plan [here](#).** Underrepresented groups include people who are less likely to join a university level course. It also includes people who may join one of our university level courses but are less likely to succeed once they have joined.

Our APP looks at past and current data on students who join our courses and succeed or do not succeed in their studies. This data includes a range of different characteristics such as age, sex, and ethnicity. This data helps us to understand which groups of people are less likely to join our courses, or less likely to succeed on our courses. We know from the data, there is a risk that some groups of people do not have the same opportunities as others to join and succeed in our courses. With this information, we can try to work out why this is happening and make a plan to prevent it from happening. This way we can improve the equality of opportunity for underrepresented groups of people living in the communities we serve. We can help them to access and participate in the university level education we provide.

1.2. Equality of Opportunities Risk Register (EORR)

The Office for Students (OfS) is the government's regulatory body for all university level education in the UK. The OfS has created a list of risks that help explain why some groups of people do not have the same opportunities to succeed in university education as other groups of people. This list is called the Equality of Opportunities Risk Register (EORR). There are 12 key risks to the equality of opportunity in EORR which you can find [here](#). We have matched some of these risks to the groups of underrepresented people we have identified. This has helped us to develop a plan, with a budget to improve the equality of opportunity for underrepresented groups at our academy.

2. Key points

2.1. Our Students

From 2021 to 2024, we have recruited 1530 students into our university level courses at the British Academy of Jewellery. See [page 4](#) in our APP for more information on our student numbers. The majority of our students (1475) joined our two-year Higher National Diploma in Business (Marketing) in our campuses in Birmingham and Leicester. About 90 of these students have progressed onto our Business Management and Marketing BSc (Hons) Top-Up awarded by Kingston University. When they successfully complete the Top-Up, they will have a university degree qualification.

Our academy is very good at reaching out to underrepresented groups of people. Most of our students (92%) are over 20 years of age. They came to us because they wanted to improve their life chances. The majority of our students live in some of the most deprived areas of the UK. This includes 73% who live in areas with the fewest number of adults joining university level courses.

See [pages 6-7](#) on our APP for more information on our student body.

2.2. Data Analysis

To find out which groups or people are underrepresented at the British Academy of Jewellery (BAJ), we looked at four sources of student data.

First, we looked at data provided by the Office for students (OfS) for all their registered colleges and universities. This helped us to identify trends over four years from 2019/20 to 2022/23.

Then we compared these trends to the OfS data for BAJ. This helped us to identify gaps in achievement for certain groups of people at BAJ. This data was useful but limited. Most of our students started their studies one or two years ago. This means that the OfS does not yet have enough data for us to analyse.

Next, we compared the OfS data to our own student data for the last four years. This was much more useful because it includes data on all our students up to the current year. Having data on a larger number of students helped us to identify underrepresented groups of people at BAJ more accurately.

Finally, we held focus groups with student representatives to find out what students at BAJ think. We wanted to see if they agreed with our findings from the data on BAJ students. We wanted to know which underrepresented groups they could identify from their own experiences at BAJ. We wanted to know what students thought we should do to reduce the risks to equality of opportunity for the groups we had identified.

The student insights were very helpful and confirmed many of our own findings from the data we had analysed.

See [pages 8-9](#) for more information on the data we analysed for our APP.

2.3. Underrepresented Groups

BAJ data provided by the OfS shows that 820 out of 880 BAJ students (94%) live in some of the most deprived areas of the UK. 210 of these students (26%) are non-white. We describe them as Asian, Black, mixed, or other ethnicities (ABMO). This compares to only 21% ABMO students in other OfS registered colleges and universities. BAJ is good, therefore, at reaching out to underrepresented ABMO students from the most deprived areas in the UK.

See [pages 8-9](#) for more information on the data we analysed for our APP.

However, we have identified six groups of people who face risks to equality of opportunity at BAJ. The areas listed below are where we want to improve:

1. More students under the age of 21 should join BAJ courses.
2. More female students living in deprived areas of the UK should join BAJ courses.
3. More Asian, Black, mixed, or other ethnicity (ABMO) students living in deprived areas of the UK should pass their first year at BAJ.
4. More female students from deprived areas should go on to higher level studies or successful careers.
5. Too many students prefer not to tell us if they have a disability or not, and too many of them do not pass their first year at BAJ.
6. More students who tell us that they have a disability should pass their first year at BAJ.

See [pages 9-15](#) of the access and participation plan for more information.

3. Fees we charge

Starting from September 2025 onwards, the following tuition fees will apply:

Degrees: £9,000 per annum

- BA (Hons) Jewellery Design and Production
- Business Management and Entrepreneurship BSc (Hons)
- Business Management and Marketing BSc (Hons)

Higher National Certificate and Diploma: £6,999 per annum

- HNC 3D Design (Jewellery Design and Manufacturing)
- HND in Business (Marketing)
- HND in Business (Entrepreneurships and Small Business Management)
- HND Digital Technologies: Digital Communications Management

We will publish all Tuition fees for the academic year 2025/26 on the British Academy of Jewellery (BAJ) website. We will update this when we have received confirmation of the changes to higher fee levels. We may need to change fees in line with inflation using RPI-X. We will inform you if we need to raise fees in line with inflation.

See [pages 47](#) of the access and participation plan for more information on fees.

4. Financial help available

We will offer financial help to eligible people from the six groups of people identified above. The financial help will be available to people who wish to join our courses from September 2025 onwards. The financial help we will offer is listed below together with the eligibility criteria.

| Type of Financial Help | Financial Help Per Student | How often | Who is it for | Eligibility criteria |
|------------------------------------|-----------------------------|-----------------|--|---|
| Start-up bursary for travel costs. | £250 | One-off payment | The first 50 eligible female students who apply (£12,500). | You must be female and accepted into one of our university level courses from September 2025 onwards. You must have proof of residency in one of the deprived areas listed in the Indices of Multiple Deprivation quintiles 1 or 2 (IMDQ12). |
| Creche Service for small children. | Free for eligible students. | Annually | The first 20 eligible female students who apply per annum for four years (£40,000). | You must be female and accepted into one of our university level courses from September 2025 onwards. You must have at least one small child and proof of residency in one of the deprived areas listed in the Indices of Multiple Deprivation quintiles 1 or 2 (IMDQ12). |
| Start-up bursary for travel costs. | £250 | Annually | The first 50 eligible Asian, Black, Mixed, or other ethnicity (ABMO) students who apply each year (12,500 p/a, or £50,000 for four years). | You must be Asian, Black, Mixed, or other ethnicity (ABMO) and accepted into one of our university level courses from September 2025 onwards. You must have proof of residency in one of the deprived areas listed in the Indices of Multiple Deprivation quintiles 1 or 2 (IMDQ12). |
| Hardship fund | From £500 - £1000 | Quarterly | The first 20 - 40 Asian, Black, Mixed, or other ethnicity students (£20,000 p/a, or £80,000 for four years). | You must be Asian, Black, Mixed, or other ethnicity (ABMO) and accepted into one of our university level courses from September 2025 onwards. You must have proof of residency in one of the deprived areas listed in the Indices of Multiple Deprivation quintiles 1 or 2 (IMDQ12). You must complete an application form supported by evidence of hardship e.g. inability to pay transportation or other costs. To receive funds, your attendance must be 85% or higher and you must submit all required assignments by the deadline. |
| Student Ambassadors | £5,000 | Annually | The first two Asian, Black, Mixed, or other ethnicity (ABMO) students selected democratically by their peers each year for four years (£20,000). | You must be Asian, Black, Mixed, or other ethnicity (ABMO) and accepted into one of our university level courses from September 2025 onwards. You must have proof of residency in one of the deprived areas listed in the Indices of Multiple Deprivation quintiles 1 or 2 (IMDQ12). You must be selected democratically by your peers to represent them as a student ambassador. |

| Type of Financial Help | Financial Help Per Student | How often | Who is it for | Eligibility criteria |
|---------------------------------|----------------------------|-----------------|---|--|
| Childminder fund for graduates. | £2,500 | Annually | The first 8 eligible female graduates times two years followed by another 8 for the following two years (£80,000) | You must be female and you must graduate from one of our university level courses that started in or after September 2025. You must have at least one small child and proof of residency in an area where fewer children enter university level courses. These areas are called POLAR 4 quintiles 1 & 2. |
| Business start-up grant. | £5,000 | One-off payment | The first 3 eligible students each year for four years (£60,000) | You must be female and you must graduate from one of our university level courses that started in or after September 2025. You must have proof of residency in an area where fewer children enter university level courses. These areas are called POLAR 4 quintiles 1 & 2. You must submit a written business plan and pitch your business proposal successfully to a panel of experts. |

In the table above, we are offering a total of £282,500 in financial help that students can apply for. In order to help underrepresented students, we also plan to spend a further £1,000,000 on the following:

- Hosting events
- Specific staff training
- Hiring staff and providing professional services that students need
- Providing special equipment to help people with disabilities or learning difficulties.

See [pages 18-35](#) and [page 44](#) of the access and participation plan for more information on the financial help we offer and the eligibility criteria.

5. Information for students

Students and people who wish to apply for a course at BAJ may be eligible for financial help. If you wish to apply for any of the financial help we offer, please check the eligibility criteria in the table above. If you think that you may be eligible, please contact our General Enquiries using the link on our website <https://baj.ac.uk/contact-us/>.

When you contact our General Enquiries, give your name, email, phone number and address. In the message box, please let us know that you want to apply for financial help. Then we will contact you by phone or email to explain the next steps.

If you wish to ask questions about our fees and financial support, please go to our Contact Us page <https://baj.ac.uk/contact-us/> and click the telephone icon. You can leave your contact details and request a call back. We will call you back and arrange an appointment for you to speak to one of our senior staff.

6. What we are aiming to achieve

We aim to help people from the six groups we have identified above join our courses from September 2025 onwards and achieve academic and career success. More specifically, we aim to achieve the following:

1. Help more under-21 students join our university level courses.
2. Help more female students from deprived areas join our university level courses.
3. Help more Asian, Black, Mixed, or other ethnicities from deprived areas successfully complete our university level courses and get their qualification.
4. Help more female BAJ graduates from deprived areas go on to further academic study or career success.
5. Encourage more people to inform us if they have a disability or not, so that we can help them to succeed during their studies.
6. Help students with a disability or learning difficulty including mental health conditions successfully complete our university level courses and get their qualification.

See [pages 15-17](#) of the access and participation plan for more information on our objectives.

7. What we are doing to address risks to equality of opportunity

Below are the steps we plan to take from September 2025 onwards to reduce the risks to equality of opportunities at BAJ:

1. Engage with local schools in every city where we have a BAJ centre.
2. Run open days and one-to-one interviews for 16-18-year-old students from local schools.
3. Help female students from deprived areas with their travel costs.
4. Conduct surveys to find out what courses female students from deprived areas would like.
5. Provide online and in-person blended courses and a creche for women with small children.
6. Provide an in-person out of hours information, advice and guidance service for female students from deprived areas.
7. Help Asian, Black, Mixed, or other ethnicities from deprived areas with their travel costs.
8. Provide a hardship fund for Asian, Black, Mixed, or other ethnicities from deprived areas.
9. Run additional workshops for Asian, Black, Mixed, or other ethnicities from deprived areas.
10. Host diversity events with food and costumes from cultures represented by BAJ students.
11. Fund student ambassadors from Asian, Black, Mixed, or other ethnicities living in deprived areas to represent their peers.
12. Help female students from deprived areas with employability training.

13. Help female students from deprived areas with additional Personal Tutoring and Professional Development Planning.
14. Help female BAJ graduates from deprived areas with funds for child-minding.
15. Establish a Business Incubator for female students from deprived areas.
16. Offer female students from deprived areas a Business Start-up Grant to help them set up their own business.
17. Employ a counsellor to provide confidential advice and guidance for students who may have disabilities including mental health issues or learning difficulties.
18. Employ an Information Advice and Guidance Officer with experience in supporting student applications for Disabled Students' Allowance (DSA).
19. Provide more training for staff on how to support students with disabilities including mental health issues and learning difficulties.
20. Buy more special equipment and get more support for disabled students or those with learning difficulties.
21. Run mental health awareness days for students and the general public with guest speakers.
22. Support disabled students and those with learning difficulties with resources such as special equipment, or ground floor facilities.

See [pages 18-35](#) of the access and participation plan for more information.

8. How students can get involved

Our Student Council is part of our Equality of Opportunities Team. This team monitors the progress of our APP. You can get involved by joining the Student Council. Contact the student ambassador in your class and find out how you can join the Student Council. Your student ambassador will also discuss the APP with your class at key times in the year. This will also be an opportunity for you to get more involved.

We also hold consultations with students about the APP. Let your Tutor or a member of the Senior Management Team know that you wish to join the next focus group to discuss the APP. We will make sure you are invited. Also, you can contact us using the General Enquiries form on the BAJ website Contact Us page here <https://baj.ac.uk/contact-us/>.

See [pages 37-42](#) of the access and participation plan for more information on how you can get involved.

9. Evaluation – how we will measure what we have achieved

We have set ourselves numerical targets for the next four years to measure what we intend to achieve in our APP. Each year we will collect data on the students that join our university level courses. Then we will compare the data to our numerical targets to see if we have achieved them. We will publish the results of this data analysis on our website each year. We will also share our findings with other colleges and universities.

See [pages 16-35](#) of the access and participation plan for the methods of evaluation we will use for each of the areas we aim to improve. See the table on [page 36](#) showing the numerical targets we have set to measure what we have achieved each year from 2025/26 to 2028/29.

10. Contact details for further information

For more information, please contact the following member of the BAJ team:

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