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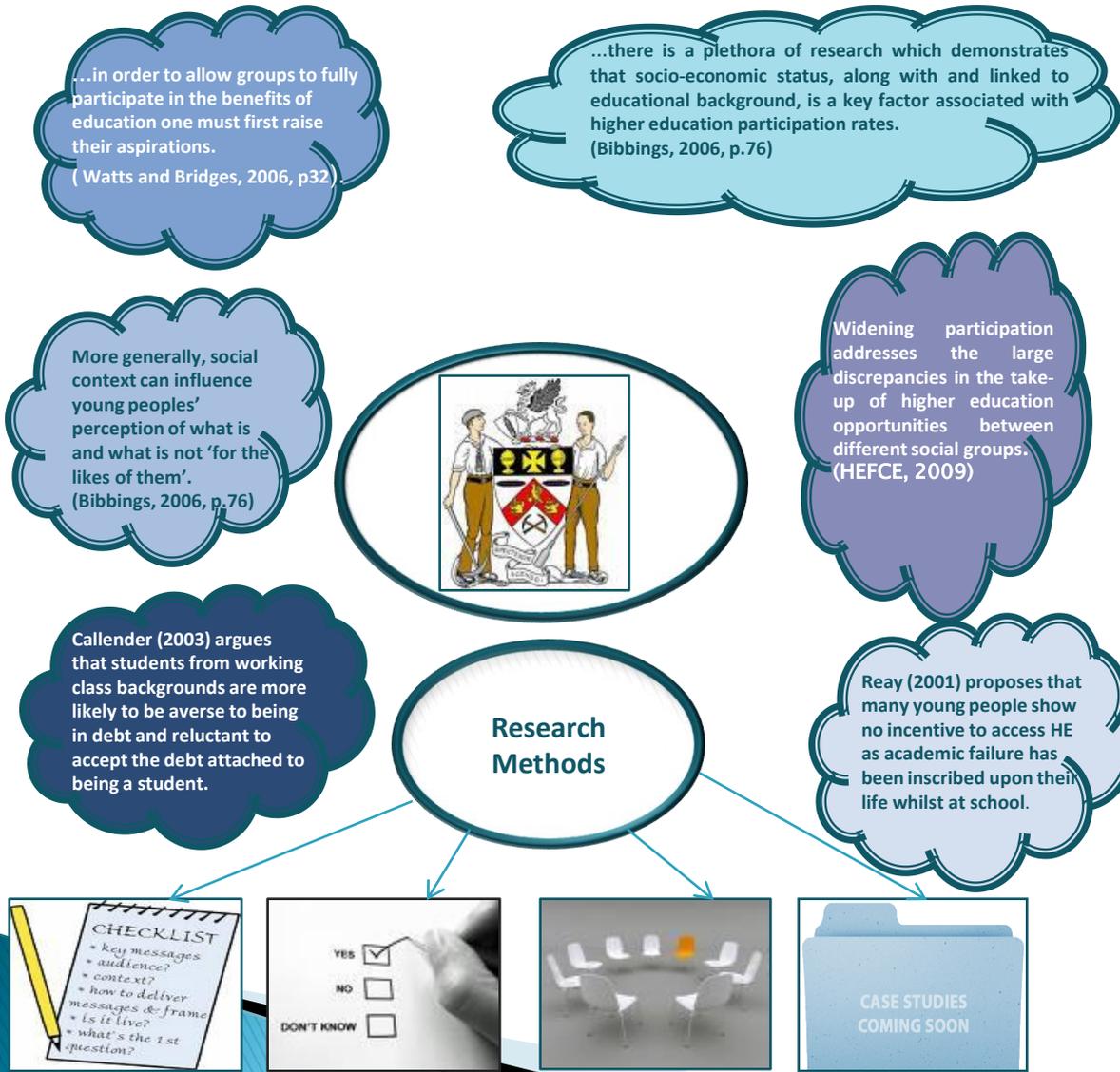
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Expectation and Motivation: How do we widen participation and encourage the 18-21 demographic to access Higher Education

The aim of this investigation is to understand why the 18-21 demographic in Barnsley is under-represented within HE by comparison with the UK norm for this age group. It also aims to identify ways to motivate and encourage the 18-21 demographic to access HE



**University Centre
Barnsley**

This investigation will seek to ascertain the expectations, motivations and aspirations of a group of 18-21 year olds that have chosen not to enter HE. It will consider what prevents students from the 18-21 demographic from entering HE. Particular focus will be placed on the social, cultural and personal factors that contribute to the group's decision making processes with respect to HE entry. Recommendations will include an outline of the ways in which to encourage and motivate the 18-21 demographic to access HE.