



**ZERO
GRAVITY**

Get involved





ZERO GRAVITY

Transforming WP Engagement: Insights from the Gen Z student lifecycle



What we'll cover

- 1 | **The Widening Participation challenge**
- 2 | **Supporting WP students to 'get in'**
- 3 | **Supporting WP students to 'get on'**
- 4 | **Takeaways and best practices**



01|

The WP Challenge

Getting-in



Getting-in



Challenges WP students face

1.4x

Students from middle-class backgrounds are 1.4x more likely to believe their family has the knowledge to assist them with their university application **than students from working-class backgrounds**

2x

Students with graduate parents are 2x more likely to attend university than first generation

£15,127

Average amount parents have to contribute to support their child at University



University Challenged – what we've heard from the sector



Diluted outreach and conversion



Capacity



Misconceptions and self-selection

Getting-on

**I can't wait to graduate to
receive numerous emails
of rejection.**

 **GOV.UK**
Post uni careers guidance

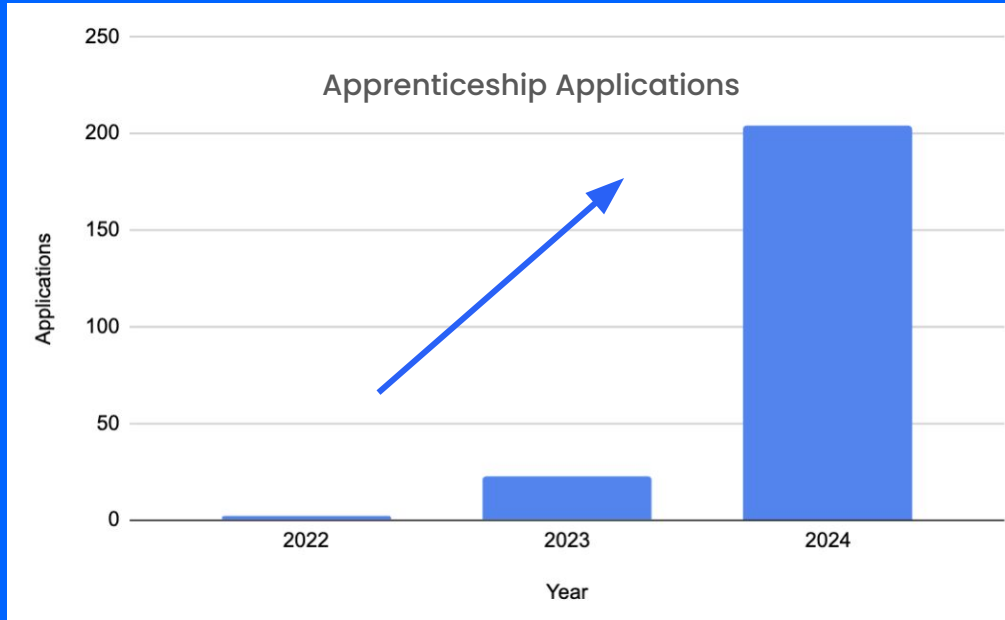
Getting-on

Disadvantaged graduates earn half as much as privileged peers in first job

Growing proportion of UK graduates ending up in low-skilled jobs, where they experience lower levels of job and life satisfaction

7 in 10 senior leaders say the current higher education system is not giving students the skills they need to succeed in the modern workplace.

Getting-on



02|

Supporting WP students to 'get in'



**What strategies are helping
WP students 'get in' within
your own contexts?**



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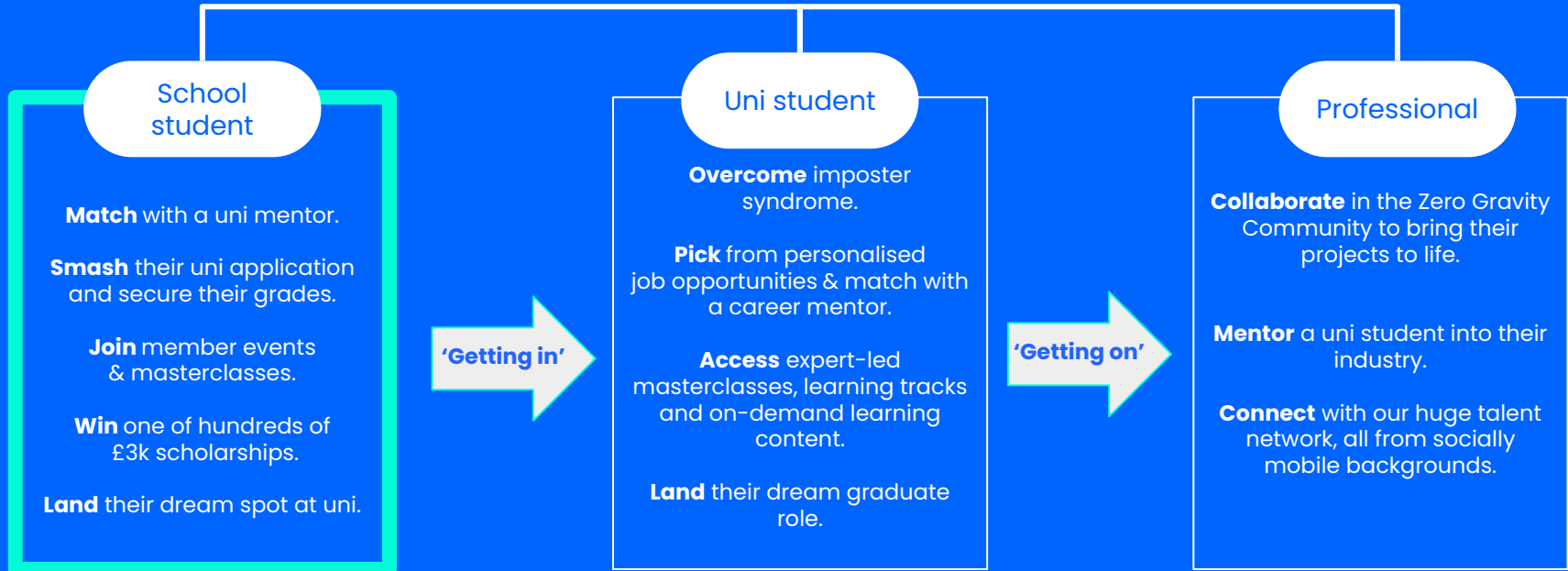


**How we're helping our
low-opportunity members to
'get in'**



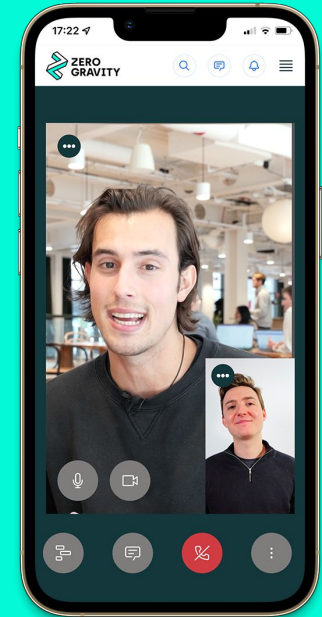
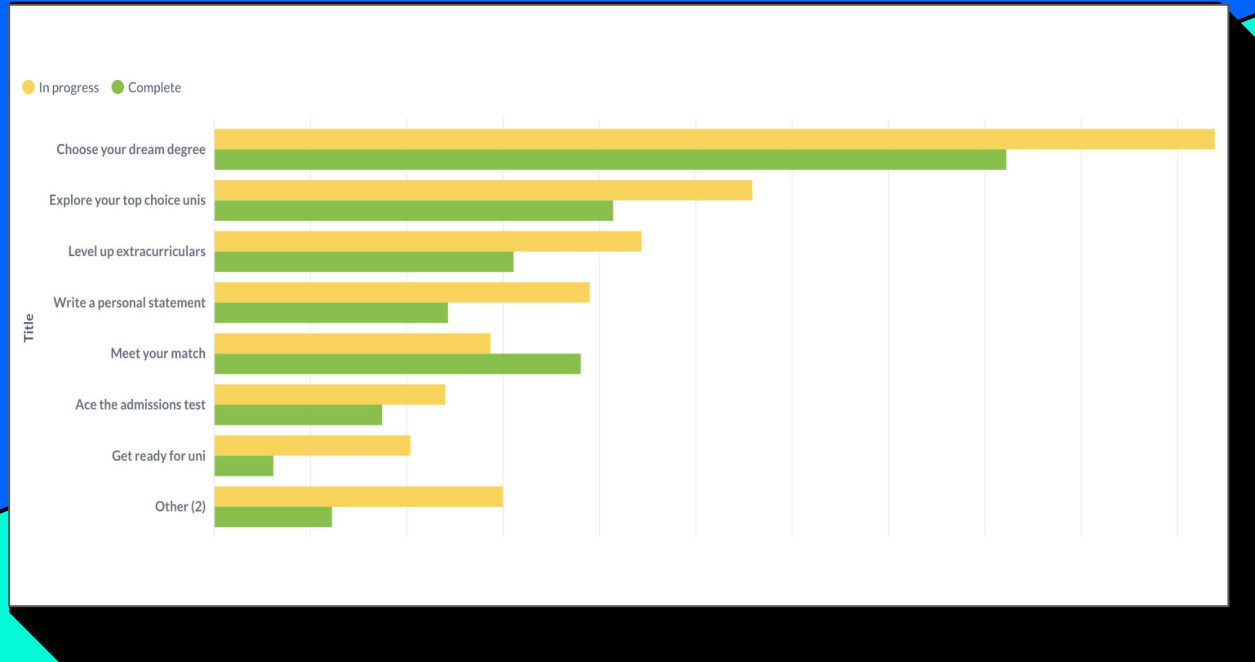
Zero Gravity's platform finds **talented people in low-opportunity** areas and brings opportunity to them – unlocking their potential all the way from school into top universities and careers.

Zero Gravity membership





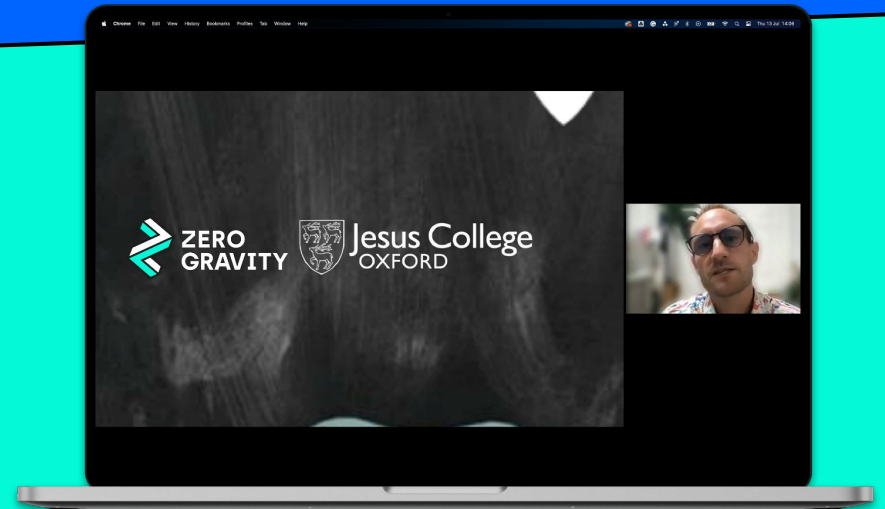
Goals-based mentoring is demystifying the UCAS process





Students want practical takeaways from unis and employers

Masterclass session	Proportion of all attendees in last 6 months
Snap AR Lens Lab	15%
Get ready for your Oxbridge interview	10.5%
What is critical thinking and how do Oxbridge measure it?	6%
Writing a winning personal statement with UCAS	6%
Imperial College London - Crafting a compelling personal statement	6%
How to ace your Admissions Test	5%
How to demonstrate critical thinking in an Oxbridge application	5%
All you need to know about HSBC's degree apprenticeships	4%



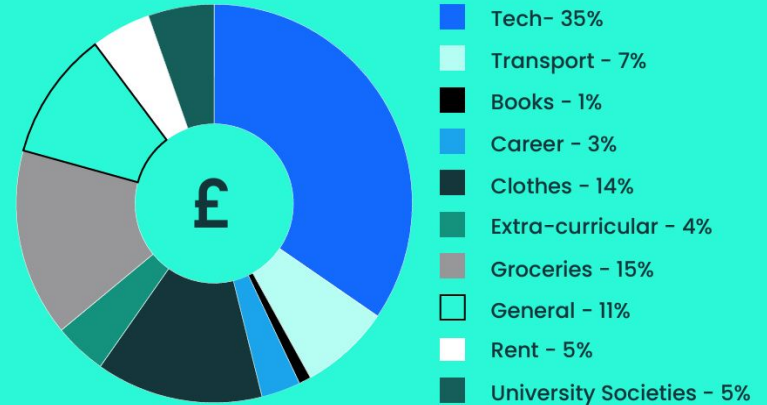


They're overcoming cost of living



Students are hyper targeted for our **£3,000 scholarships (£1,000 per academic year)**. They receive instalments seamlessly at the start of each academic year via their Zero Gravity card.

Scholar spend in the 22/23 academic year



**...what impact has Zero
Gravity had on improving
access?**



UCAS confirmed RCT impact - we power school students into unis across the UK.

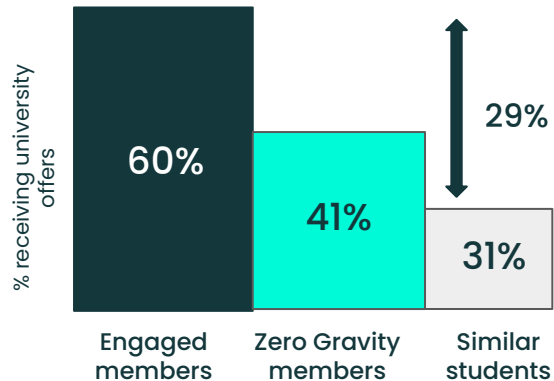
In 2024, we conducted a quasi-RCT with UCAS confirming the impact of regular Zero Gravity engagement on socially mobile students' university destinations.

8,000+

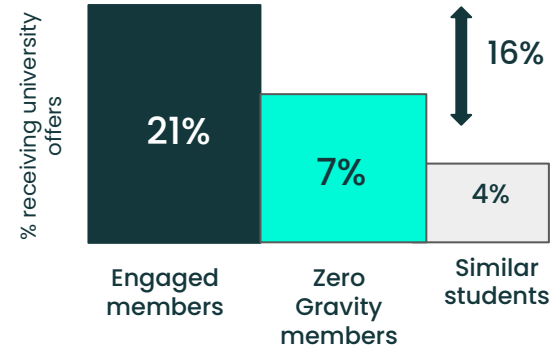
Members from low-opportunity backgrounds placed in universities.

- 5x more likely to go to Oxbridge
- 1.9x more likely to go to a Russell Group uni
- 1.9x more likely to go to a high tariff uni

Russell Group



Oxbridge

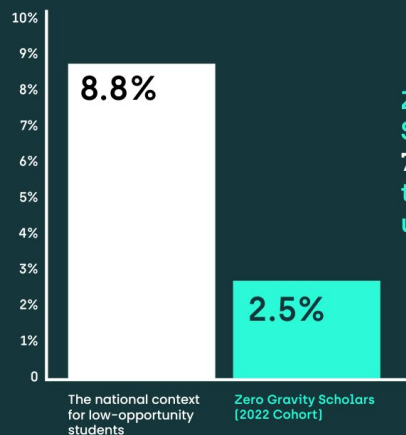


**...So they are getting in, but
are they staying-on?**



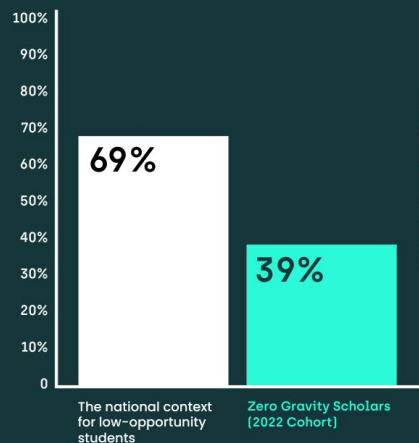
'On-Course' and 'Progression' outcomes for Zero Gravity Scholars

University drop out rate



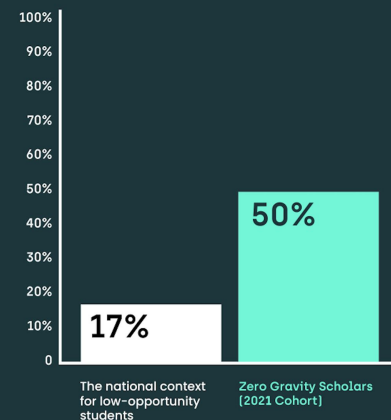
Zero Gravity Scholars are 72% less likely to drop out of university.

Reduced need for part-time work



Zero Gravity Scholars are 44% less likely to work part time at university.

Students accessing professional work experience in the last 12 months



Zero Gravity Scholars were 2.9x more likely to gain professional level work experience in the last 12 months.

03|

Supporting WP students to 'get on'



**What are the barriers for WP
students wanting to develop
work-ready skills while
studying?**

Getting-on



Challenges WP students face

4.5x

Students from middle-class backgrounds are 4.5x more likely to secure work experience

47%

Privileged students are 47% more likely to have received help from friends or family in securing their first job

7x

Compared to private school students, state school students are **7x less likely** to report knowing a banker or someone working in politics.

**What strategies are helping
WP students 'get on' within
your own contexts?**



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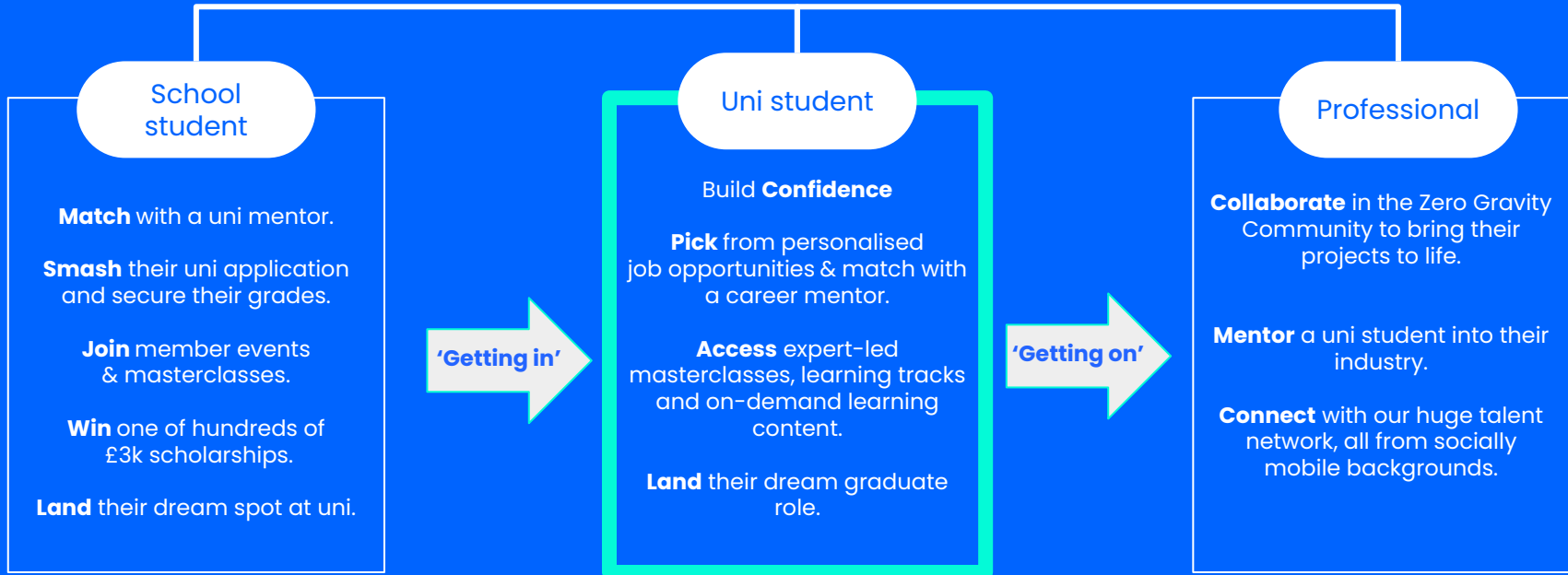


How we're helping our low-opportunity members 'get on'



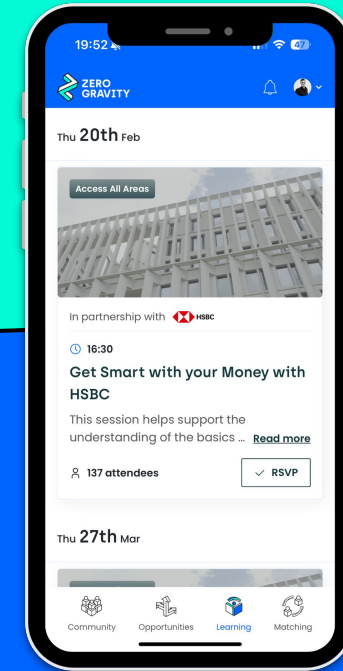
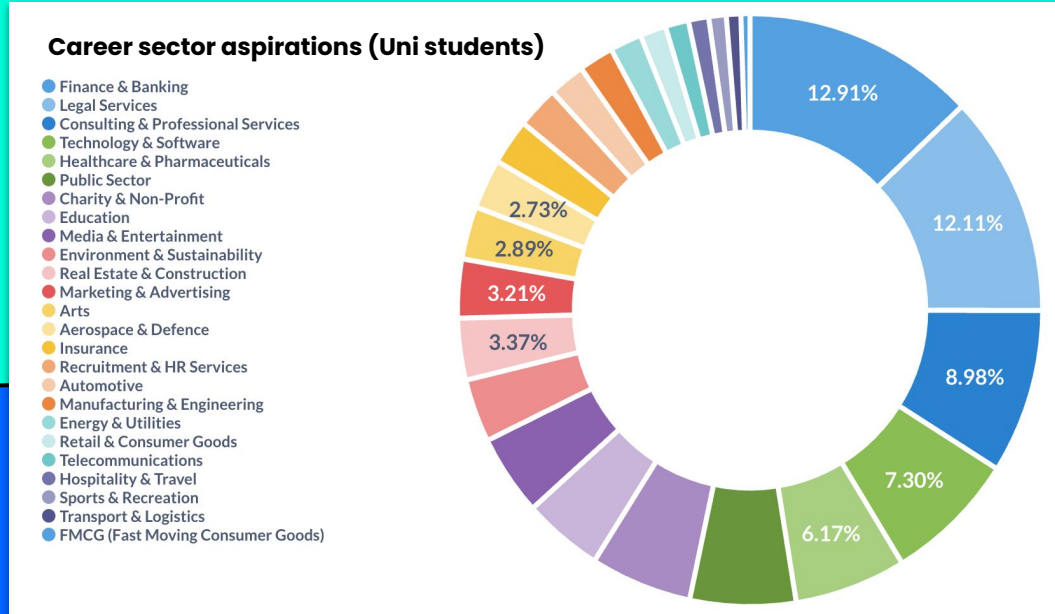
Zero Gravity's platform finds **talented people in low-opportunity** areas and brings opportunity to them – unlocking their potential all the way from school into top universities and careers.

Zero Gravity membership





We know they're aspirational in their careers



Employer Partners



MISSION44



HWFisher



Morgan Stanley

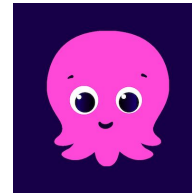


accenture

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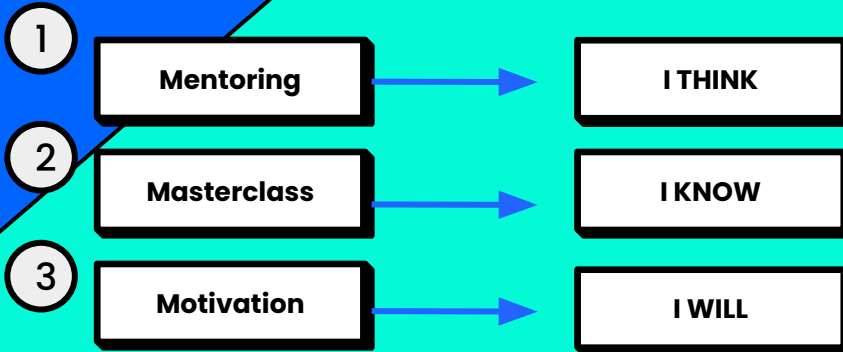


Employment Challenges (EoRR 12)



Self-deselection

EoRR 2



*"I haven't had many **role models** to look up to and think "oh I want to be like you because you made it" but I do with my **career mentor**" Roke*

Employment Challenges

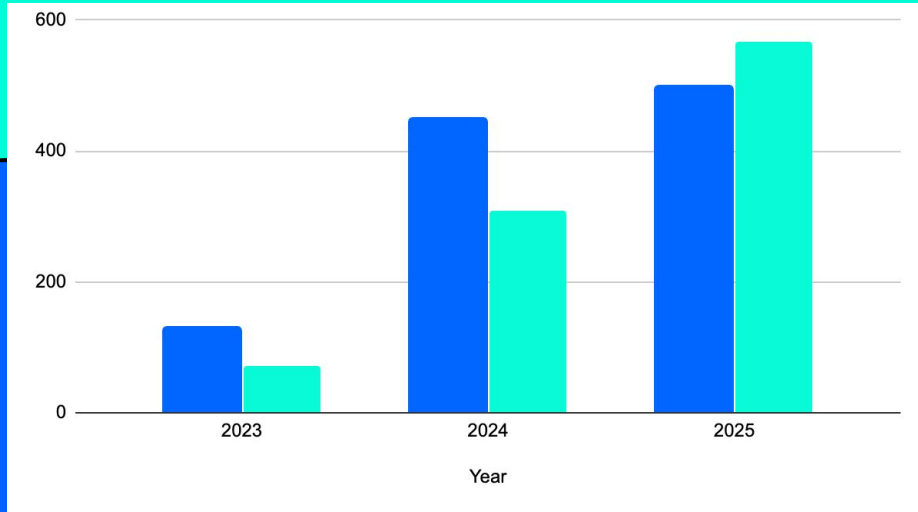
Network Advantage



Mentors



Applications



*“Before Zero Gravity I was really closed minded to what working in a bank was like as **I didn’t know anyone that had worked in this environment.**” Miriam*

Employment Challenges



“Power” Skills

Critical Thinking

Communication

Leadership

Employment Challenges



Work Experience

>80% of top employers prioritise candidates with work experience



VR Lens



**Podcast
Interviewing**



**Plus one
Promise**

...what impact has Zero Gravity had on improving progression and graduate outcomes?

Our Impact

HSBC more than doubled their conversion of socially mobile talent, using Zero Gravity

Outcomes	Pre-campaign	Post-campaign
Conversion of socially mobile students	2.3x	
Confidence in securing a grad job	27%	98%
Understanding of brand values and mission	25%	97%

“How can we scale our reach in terms of supporting students from low socio-economic backgrounds in cold spots across the UK who don't have the access to knowledge and role models?”



Diversity & Inclusion Initiative
of the Year
Winner 2023



targetjobs
**National Graduate
Recruitment
Awards 2024**

In partnership with



Think Ahead

AIMIS

**The best innovation
in recruitment award**

Zero Gravity /
HSBC Partnership

WINNER



04|

Tangible takeaways and best practices



Key Takeaways

The Challenge

- WP students **self disqualify** from top universities
- WP students face **increased employability challenges** post-uni
- WP students lack the **network advantage**
- Rising attention on the **Apprenticeship route**

Getting-In

- Providing access to **Personal Statement support, work experience** and **problem solving development** increases WP students chances of breaking into Uni
- Providing masterclasses with **practical learning opportunities** will increase student engagement
- Providing a University mentor **1.9x increases** WP students chances of breaking into top unis

Getting-on

- Building students **professional network early** will increase confidence & employability
- Provide **work experience opportunities** whilst studying
- Providing an avenue to **develop “power skills”** alongside studying will increase employability of students