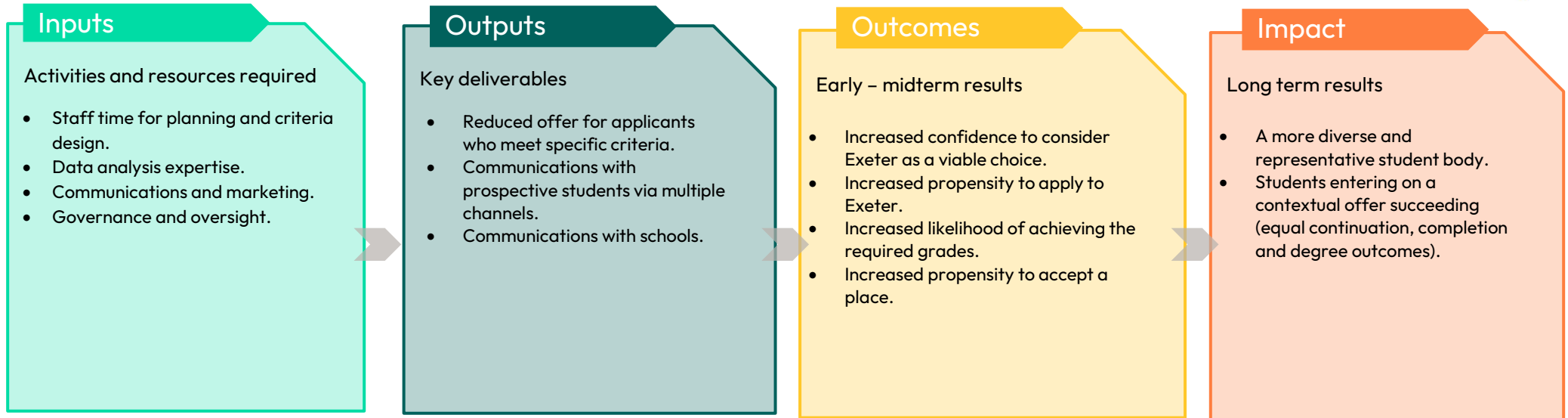


## Theory of Change: Contextual Offers



### Assumptions (related to individuals who take up the activity)

- That a lower graded offer is necessary (some may achieve the same grades as their peers).
- That applicants would want to receive a CO.
- That marketing reaches the target audience and the offer is understood.
- That rising applications from these groups is caused by the CO, rather than external or multiple factors.
- That IMD is a good proxy for disadvantage.

### Assumptions (related to early changes in attitude or behaviour by activity)

- Following on from the assumption that applicants will understand the benefit of a CO:
  - That a lower graded offer will encourage applications
  - That a lower graded offer will encourage firm accepts
- That once at uni that those in receipt of CO will have the cultural capital and practical academic skills to succeed.

### Assumptions (related to benefits and possible unintended consequences)

- That going to university/ a high tariff university is beneficial to their life chances, both social and financial, when it could lead to:
  - higher non-continuation or completion rates,
  - lower success in degree outcomes,
  - lower short term income (compared to other options)
- Divided rather than diverse cohorts based on entry tariff or socio-economic divides.
- Negative effect on league tables due to reduction in tariff.