

A Small Mark. A Big Future: New Campaign Aims to Raise Awareness of Access to Higher Education Diplomas

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Every year, adults across the UK begin transformative journeys, returning to education, building confidence, and stepping into new careers. For many, the Access to Higher Education (HE) Diploma is the route that makes this possible: a nationally recognised one-year qualification designed to help adults progress to university, no matter their background.

Yet thousands of potential learners - and even some educators - still don't know this route exists.

That's why the Cambridge Access Validating Agency (CAVA) has launched Pass the Mark, a new initiative designed to spread the word and spark new opportunities. At the centre of the campaign is a simple object with a powerful purpose: a bookmark.

Each bookmark features a QR code that links to clear, accessible information about Access to HE, how it works, and how to get started. People are encouraged to pass it on - to colleagues, students, friends, family members, or anyone who might benefit.

"Access to HE made me feel like I was not only capable, but that I was good," said one former Medicine student. "It built my confidence and belief in myself."

Sometimes, all it takes is one conversation to open a door. Pass the Mark invites all of us to help make those conversations happen.

CAVA's CEO Emily Ross said: "At CAVA, we believe every adult deserves the opportunity to transform their future through education. Pass the Mark is part of our commitment to championing lifelong learning, and a powerful reminder that one small conversation can spark a life-changing journey".

The campaign is already rolling out across the country, with digital and physical bookmarks shared in our member colleges, staff rooms, libraries, and communities. A downloadable toolkit and more information about the campaign can be found [here](#).

Because every educational journey starts with a mark. And every adult deserves the chance to make theirs.

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