

Student Recruitment and Widening Participation
Marketing, Recruitment and External Relations

Undergraduate Open Day Travel Bursary Scheme
Terms and Conditions for 2024/2025 academic year

Version 1.2 (From June 2025 onwards)

1. Award details

The Open Day travel bursary is offered to each prospective student who registers for and attends an Undergraduate Open Day. These terms and conditions relate to the operation of the scheme during the 2024/2025 academic year which includes Undergraduate Open Days in October, November, January and June.

Undergraduate Open Days are managed by the Student Recruitment Events team, and management of the Open Day Travel Bursary scheme lies with the Applicant Services team within Marketing, Recruitment and External Relations.

All awards are made on a discretionary basis and subject to available funding. Each application will be assessed individually, and we reserve the right to refuse payment.

2. Value

For 2024/2025 the Open Day travel bursary award has five payment bands as below:

Band	Distance from centre of M5 postcode	Amount
1	up to and including 15 miles	£15
2	> 15 miles to 30 miles	£30
3	> 30 miles to 60 miles	£50
4	> 60 miles to 100 miles	£80
5	> 100 miles	£120

The scheme covers travel within the UK only, and the calculation of distance is based on the centre of the outward part of the attendee's home postcode (e.g. BL1) to the centre of the outward part of the University of Salford's postcode (M5).

The distance is as the crow flies rather than specific routes and used the Haversine formula to determine distance. Please see the below section on data validation for more information. For the purposes of the distance calculation, the University's main postcode is used, which is M5 4WT.

3. Communication of the scheme

The availability of the bursary is documented on the Undergraduate Open Day webpages and is consequently communicated indirectly to prospective students before they book onto the event. Our Student Recruitment team may also communicate regarding the scheme either verbally whilst out at events or over the telephone, and via course enquiries emails and live chat. The travel bursary is promoted via targeted email campaigns to prospective students and their supporters. It is also featured in social media campaigns that reference the bursary in connection with booking onto an Open Day.

The Open Day webpages (<https://www.salford.ac.uk/undergraduate/open-days>) contain basic information about the scheme and it is also referenced on our further information pages (<https://www.salford.ac.uk/undergraduate/open-days/planning-your-open-day-october>, <https://www.salford.ac.uk/open-days/planning-your-open-day-november>, <https://www.salford.ac.uk/undergraduate/open-days/planning-your-open-day-January>, and <https://www.salford.ac.uk/undergraduate/open-days/planning-your-open-day-June>). The terms and conditions are managed separately on a specific travel bursary page which is not searchable via search engines (<https://www.salford.ac.uk/undergraduate/undergraduate-events/travel-bursary>). On the Open Day itself, flyers are distributed containing details of the scheme. Each flyer is dated and is specific to that event.

Following the Undergraduate Open Day, and within a maximum of five working days of the event taking place, an email is sent to all confirmed attendees, providing them with the link to the scheme and how to claim.

4. Eligibility

The bursary is offered to all prospective students registered as having attended an Undergraduate Open Day and is paid directly into a UK bank account as per details submitted by that registered attendee.

To be eligible for the travel bursary, recipients:

- Must be UK domiciled and have access to a UK bank account.
- Must book onto and attend an Undergraduate Open Day during the 2024/2025 academic year. Attendance is managed via checking in on arrival with a member of staff at our designated check-in points. Attendees' QR code is scanned, or their attendance record is searched for manually, and the attendee is marked as attended.
- This encompasses all undergraduate courses delivered on the University campus, including CertHE/DipHE/HNC/HND courses, courses with Foundation Year and M-level integrated Master's courses.

Those not eligible:

- Prospective students who book onto the event and do not attend, no matter the reason, and no matter if travel has been booked and is not refundable.
- Prospective students for courses delivered for study at partner college campuses.

- Prospective students who are not UK domiciled.
- Prospective students who do not have access to a UK bank account.
- Postgraduate Open Day attendees.
- Parents, carers supporters, or guests of attendees who may attend the Open Day alongside the prospective student.
- Currently registered students at the University of Salford.

Note that if a prospective student chooses to attend more than one Undergraduate Open Day, the bursary will be paid for attendance at each individual event.

Payments will ordinarily only be issued where the surname provided at the time of booking appears within the name on the bank account used for the claim. This includes instances where the surname is part of a hyphenated name or appears in any position within the account holder's name. If there is no clear match, the Applicant Services Team may request further information to confirm eligibility. This may include, but is not limited to, a description of the relationship to the account holder, valid identification for the account holder and event attendee, and proof of address.

5. Event cancellation

In the unlikely event that an Open Day is cancelled due to circumstances beyond the University of Salford's control, no travel costs incurred will be reimbursed.

6. Event attendance

Attendees must check-in to the event using the QR code sent to them prior to the event. The check-in process is recorded via tablet and later synced into the University's CRM system to record attendance.

Where the attendee is not recorded as having attended but subsequently contacts the University to say that they did attend, the Applicant Services team will perform additional checks to verify this. As part of this process, the University may request supporting evidence such as travel tickets, fuel receipts, or event literature collected on the day to confirm attendance before validating eligibility for the travel bursary.

7. Data validation

The University of Salford employs the use of Gecko Engage for the purpose of event booking data capture. Within Gecko Engage software, address verification is integrated within the registration form, leveraging the Royal Mail Postcode Address Finder (PAF). The PAF stands as the UK's most current and accurate address database.

During the event booking process and leading up to the event itself, routine data checks are executed by the Applicant Services team. After the event's conclusion, the Applicant Services team will conduct a final review of the data to ensure accuracy and completeness. Data may be taken from prospective student's UCAS applications and/or event record(s) and will be used to validate information provided by claimants on their claim forms. The Applicant Services team will diligently search for duplicate bookings and perform additional data checks to identify any bookings which may need additional scrutiny to align with the eligibility criteria laid out in section 4. This may include the requirement for individuals to provide evidence such as proof of address and their identity for verification purposes.

Once the data validation process is finalised, the Applicant Services team will incorporate the validated data into an Excel macro spreadsheet, which is expressly designed for the purpose of mileage calculation and band assignment. A calculation is used to find the distance between two points on the Earth's surface using their latitude and longitude coordinates. It employs the [Haversine formula](#), which is a mathematical formula used to calculate the great-circle distance between two points on a sphere, in this case the Earth.

In summary, the formula calculates the great-circle distance (the shortest distance over the Earth's surface) between two points specified by their latitude and longitude coordinates, assuming a spherical Earth. The formula can be found in appendix 1.

The first part (the outward code) of the home postcode is used for this equation. For example, in the postcode "BL1 1RU", the "BL1"- part is the outward code, which covers a specific area. It is the centre of this area that the distance will be calculated from to the centre of the University's outward postcode (M5).

Once the band has been assigned, the Applicant Services team will send the below data for the list of attendees to the Finance department:

- Event name
- First name
- Last name
- Email address
- Postcode
- Band

The basis for providing the above data to the Finance department at the University of Salford is that it is contractually necessary to facilitate claims for the travel bursary form. The data is securely stored within the University's systems, with restricted user access, for a period of six years in line with the accounting records' data retention policy. After the Finance department confirms receipt of the data, event attendees will receive a link to submit their claim.

Upon receiving the claim form, as outlined in section 8, the University's finance system will validate the data by cross-referencing it with the information provided by the Applicant Services team. If the claim is approved, the assigned payment band determined during the validation process will be disbursed. The University of Salford's finance system will automatically check that the Bank Account holder name matches the name on the Open Day registration form. If there is a discrepancy, the claimant will be contacted.

Our aim is to complete the data validation process and send the email with the claim link within two working days following the event. However, we recognise that unforeseen circumstances may sometimes occur, which could result in delays, extending the process to up to five working days.

8. Payment process

Payments can only be made to UK bank accounts. Attendees are asked to complete a form providing the following pieces of information to make payment:

- Prospective student's name and ID number

- Prospective student's email address
- Event date
- Bank sort code
- Bank account number
- Bank account holder's name
- Type of bank account (whether personal or business)
- Postcode

Once the above information is received, it is checked against the data provided by the Applicant Services Team to the Finance department and Bank account details are validated using a bank account verification software. Once the data is confirmed as accurate, payments are disbursed by the University finance team within ten days of the form being submitted or completion of all data checks, if further information is required, whichever occurs later.

Only one payment per event will be made to an individual bank account. If two payments are requested, this will be automatically flagged to the team for further investigation.

9. Timeline

When an event takes place, attendance data is reviewed by the Applicant Services team throughout the period from the event go live, until the event takes place. During this period data is analysed to ensure any duplicates are managed, similar or same postcodes are assessed, and any cancellations and subsequent rebooking is reviewed.

The list of eligible attendees is emailed to the Finance team within two working days of the event. The Finance team will then upload this information into their systems so claims can be processed. Once the Applicant Services team receive confirmation that this process has occurred the list of eligible attendees are emailed with information on how to claim their bursary payment.

While our objective is to complete the data validation process and send the email with the claim link within a timeframe of two working days from the event taking place, we acknowledge that unforeseen circumstances may occasionally arise, potentially leading to a delay in the fulfilments of this endeavour. Payment details are validated on submission of the form, and payments are then disbursed by the University Finance team every Friday, for claims made by the preceding Tuesday. Claims made and or validated after this point will be paid on the subsequent Friday after submission.

Attendees must submit their payment details within 14 days of the event taking place otherwise payment may not be made.

10. Dealing with issues

Any issues in relation to the Open Day Travel Bursary will be dealt with in the first instance by the Applicant Services Manager and escalated as needed. If claimants, event attendees, their supporter or general enquirers have any questions or queries regarding this scheme, they may contact the Applicant Services team on enquiries@salford.ac.uk or 0161 295 4545.

The spirit of the Open Day Travel Bursary scheme is to support our prospective students during a period of financial uncertainty. We recognise that visiting universities is an integral part of the prospective student's decision-making process, and we do not want the cost of travel to be a barrier to this. Unfortunately, we have experienced some fraudulent claims in the last 12 months, and these terms and conditions have been revised to reflect the additional data checks we are making to eradicate such fraud in the future. If, however, we have grounds to believe a claim is fraudulent, we reserve the right to refuse payment.

11. Changes to these terms and conditions

The University reserves the right to change these terms and conditions at any time. The University will not be deemed to be in breach of any Terms and Conditions due to changes in eligibility criteria, or other circumstances beyond the reasonable control of the University. It should therefore be noted that these conditions are reviewed regularly and are subject to change from time to time. The University has absolute discretion in how it applies this travel bursary and its decision in the payment of claims is final.

Appendix 1 – calculating distance using the Haversine formula

We use a calculation to find the distance between two points on the Earth's surface using their latitude and longitude coordinates. It employs the Haversine formula, which is a mathematical formula used to calculate the great-circle distance between two points on a sphere, in this case the Earth. In summary, the formula calculates the great-circle distance (the shortest distance over the Earth's surface) between two points specified by their latitude and longitude coordinates, assuming a spherical Earth. It's often used in geographic and navigation applications to find the distance between two locations on the Earth.

The first part (the outward code) of the home post code is used for this equation. For example, in the postcode "BL1 1RU," the "BL1" part is the outward code, which indicates a specific area. It is the centre of this area that the distance will be calculated from to the centre of the University's outward postcode which is M5.

The formula used is $3960 * \text{ACOS}(\text{COS}(\text{RADIANS}(90 - \text{Home Post code Latitude})) * \text{COS}(\text{RADIANS}(90 - \text{University of Salford Latitude})) + \text{SIN}(\text{RADIANS}(90 - \text{Home Post Code Latitude})) * \text{SIN}(\text{RADIANS}(90 - \text{University of Salford Latitude})) * \text{COS}(\text{RADIANS}(\text{Home Post code longitude} - \text{University of Salford Longitude})))$

Here is a breakdown of the formula above:

$\text{RADIANS}(90 - \text{Home Post code Latitude})$ and $\text{RADIANS}(90 - \text{University of Salford Latitude})$: These parts convert the latitude coordinates from degrees to radians and adjust them for the formula. Latitude values are typically measured in degrees, but the Haversine formula requires them to be in radians. The formula subtracts the latitude from 90 degrees because the Haversine formula assumes the latitude values are measured from the North Pole (90 degrees latitude).

$\text{RADIANS}(\text{Home Post code longitude} - \text{University of Salford Longitude})$: Similar to the latitude conversion, this part converts the longitude difference between the two points into radians. Longitude values are also typically measured in degrees.

$\text{COS}(\text{RADIANS}(90 - \text{Home Post code Latitude})) * \text{COS}(\text{RADIANS}(90 - \text{University of Salford Latitude}))$: These cosine terms represent the spherical trigonometry calculations for the angular distance between the latitudes of the two points.

$\text{SIN}(\text{RADIANS}(90 - \text{Home Post Code Latitude})) * \text{SIN}(\text{RADIANS}(90 - \text{University of Salford Latitude}))$: These sine terms represent the spherical trigonometry calculations for the angular distance between the latitudes of the two points.

$\text{COS}(\text{RADIANS}(\text{Home Post code longitude} - \text{University of Salford Longitude}))$: This cosine term represents the spherical trigonometry calculation for the angular distance between the longitudes of the two points.

$\text{ACOS}(...)$: The arccosine function is used to find the angle in radians whose cosine is the value calculated in step 3, step 4, and step 5 combined. This is essentially the central angle between the two points on the sphere.

Finally, the result is multiplied by the Earth's radius (typically taken as 6,371 kilometres or 3,959 miles) to get the actual distance between the two points on the Earth's surface.