



Eliminating barriers to postgraduate research study in the West Midlands



BIRMINGHAM CITY  
University

# 028. ENHANCING INCLUSIVITY ON BCU'S WEBSITE: STRATEGIC RECOMMENDATIONS FOR THE MARKETING & COMMUNICATION TEAM

## THAT'S ME!

ELIMINATING BARRIERS TO  
POSTGRADUATE RESEARCH STUDY  
IN THE WEST MIDLANDS

Amélie Doche, Alexa Celeste Jimenez Calderon,  
and Siva Snegha Kannan  
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# EXECUTIVE SUMMARY

These recommendations are informed by an audit of the BCU website conducted between January 2024 and April 2025. The research team employed multiple methods, including a deductive content analysis of the website guided by the Web Content Accessibility Guidelines (WCAG) and principles of Inclusive Design. In addition, an inductive mixed-method wordlist analysis was carried out, complemented by qualitative observations of BCU's Equality, Diversity, and Inclusion (EDI) strategies. All proposed actions are grounded in these research findings.