



# Universities for Nottingham

The combined economic,  
social and cultural impact of  
Nottingham Trent University and  
the University of Nottingham

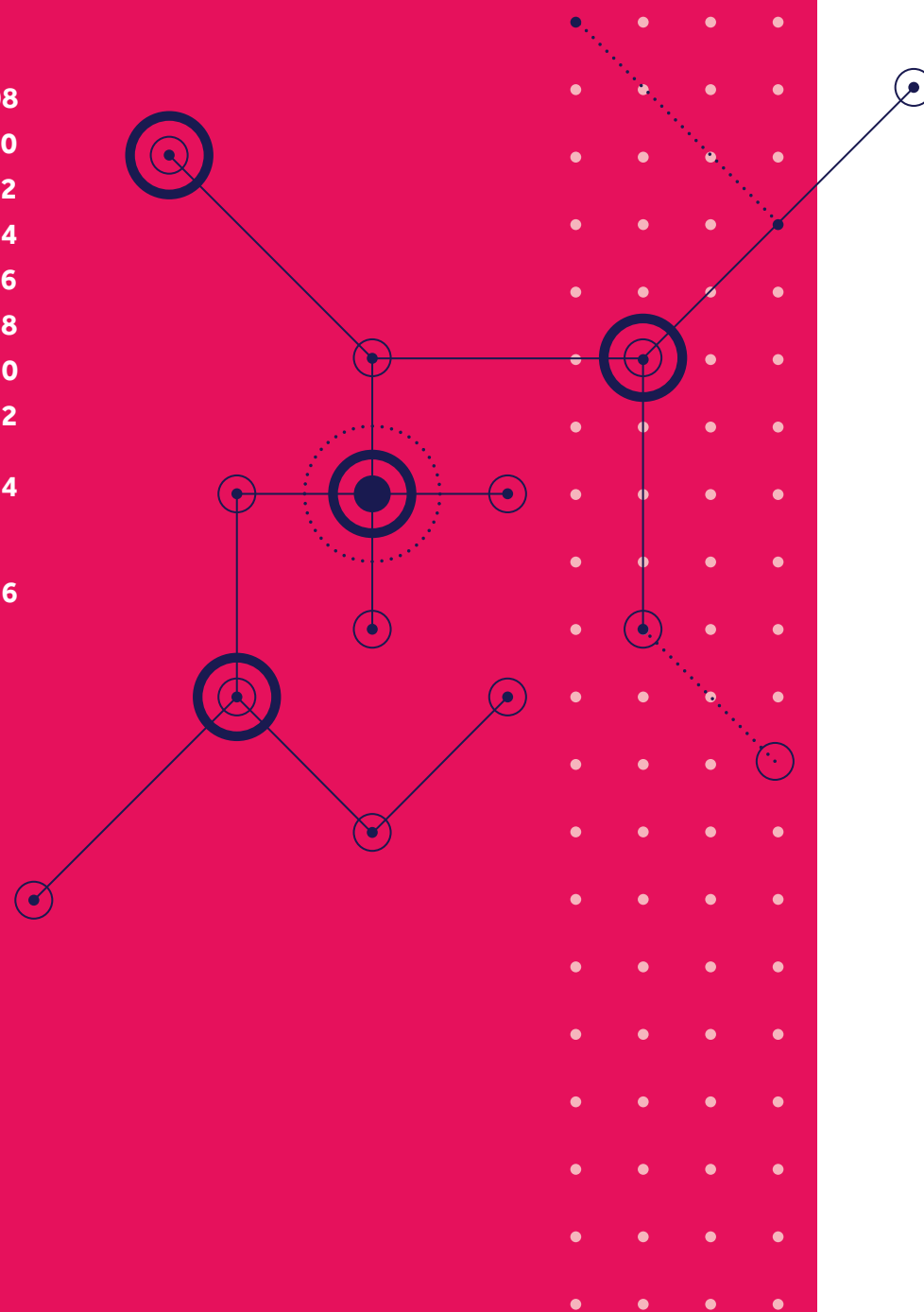


University of  
**Nottingham**  
UK | CHINA | MALAYSIA

**NOTTINGHAM**  
TRENT UNIVERSITY

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## “ Our local area faces significant challenges.

If both universities worked together better, could we be more effective at helping our partners address them?

As the Vice-Chancellors of Nottingham's two universities, answering this question was our primary motivation for kicking off the 'Universities for Nottingham' initiative over a year ago.

Individually, we know that our institutions are actively engaged in thousands of projects that are specifically aimed at supporting our local communities. But we suspected that much of this activity was, in fact, complementary. We recognised that where our actions could be better joined-up, the added value would be felt— not just by our institutions— but by Nottingham's businesses, people and society.

With both universities thinking about our future strategic direction in uncertain times, we decided that the time was right for us to be more concerted, purposeful and effective in collaborating with our civic partners.

As this report sets out, we want the 'Universities for Nottingham' initiative to become a programme of activity that is ambitious because both institutions are committed to working together to deliver tangible change.

This is not about our universities interfering in areas where we have no business, expertise or remit to operate. Instead, it is about making it easier for local organisations to understand what we can do to help, where the universities can add value by working together and what the priorities are.

The ideas and solutions developed from this process will then become the first 'Universities for Nottingham Civic Agreement': a commitment to action agreed collectively and shared publicly.

This report is intended as a foundation for the development of this agreement. It sets out the combined economic, social and cultural impact of both institutions in the local area, viewed from the perspective of eight different groups of local citizens. It is based on their experiences, interactions and engagement with the universities.

But most of all, through this report and the programme of activity that will follow, we want to get the message across that our institutions are not solely for the researchers, teachers, staff and students who work here.

We want to say clearly to the people, communities and businesses with whom we share a common place, that we are also your universities... the Universities for Nottingham. We look forward to working with you.”

*Edward W Peck*

**Professor Edward Peck**  
President and Vice-Chancellor,  
Nottingham Trent University

*Shearer West*

**Professor Shearer West**  
President and Vice-Chancellor,  
University of Nottingham



This is ambitious.  
It will be complicated.  
Not everything  
we try will work.  
It will take time and  
effort to get going.

Over the coming years, the Universities for Nottingham initiative will bring together the combined strength of Nottingham's two world-class universities. It will improve the way we work with each other and our local partners; helping change the lives of local people for the better.

# INTRODUCING THE UNIVERSITIES FOR NOTTINGHAM

For more facts, stats and stories please visit the Universities for Nottingham website at:  
[www.universitiesfornottingham.ac.uk](http://www.universitiesfornottingham.ac.uk)

The initiative will provide a process where, with partners, we will work to recognise the challenges, identify the priorities and develop the solutions together; as organisations who are committed to making a difference for our shared place. And we will do this with clarity, structure and purpose – with our joint plan creating the first 'Universities for Nottingham Civic Agreement'.

With this initiative, both universities are saying loudly and clearly that this goal – to deliver transformative change for the people and place of Nottingham – is a priority for us. And that whilst we don't necessarily need to do more, we probably do need to do better.

As far as we know, this is the first time in the UK that two universities, sharing a common place, have undertaken an initiative of this scale and ambition as a joint endeavour between them.

We would like you to consider this report, and the online resources that accompany it, as the foundation for this intention to do things better. After all, in order to know whether things are working, we need to understand where we are starting from.

This report provides a summary of analysis undertaken by the independent consultants Public First, who also supported the recent UPP Civic University Commission.

Inevitably, the significant economic contribution made by both universities means that the following pages include lots of big numbers. However, we don't think that these are sufficient to illustrate the breadth and richness of our combined social and cultural impact.

As a result, we have worked with Public First to develop a new (and experimental), 'interaction metric' to try and capture how frequently local people engage with the universities and our social and cultural programmes.

Whilst not perfect, we hope this metric gives a flavour of the scale of this impact. You can find more detail about the methodology we used on our website.

Finally, rather than trying to structure this report in accordance with how we as universities think about ourselves, we have instead tried to consider how local people might think about us. As such, this report provides a snapshot of our impact, as seen through the eyes of the eight different local groups or 'personas' who most regularly interact with the universities.

**This report is not meant to be an end, it is meant to be a beginning. It is also only a snapshot of what both universities do across our local area.**

We hope you enjoy it and we look forward to working with you on the next stage of this exciting initiative.



# TWELVE THINGS TO REMEMBER...

**£3.8bn**

is the total annual economic impact created by the two universities for the UK. Our combined impact in Nottingham is equivalent to around 14% of the local economy

**34,792**

local children took part in widening participation and access programmes run by both universities last year

**251,600**

visits from local families, school children and members of the community to arts and culture facilities and programmes last year

**5,257**

students from both universities volunteered in the local community last year

estimated  
**813 teachers**

& **916 medical professionals** currently working in the local area were trained by the universities in the last three years alone

**25,000**

extra jobs across Nottingham are supported by the economic activity of both universities. Together, we would be the **third highest** direct employer in Nottinghamshire

over  
**27,000**

hours of medical placements in the local community every year, provided by the universities

**7,500+**

students undertook a formal local placement as part of their degree, contributing over **3 million hours** of work

**15,000**

international students deliver an **£145m** economic boost to the local economy every year

**£444m**

of economic impact across the UK last year was delivered by research undertaken in both universities

**700+**

new businesses and enterprises have been created by university programmes like the Hive and Ingenuity Lab

**every 22 seconds**

someone living in Nottingham is trained by, attends a programme run by, visits a facility hosted by, is supported by a student or staff member from, works with a student placed by, or works in a business supported by one of our two universities



We want every child growing up in Nottingham and Nottinghamshire to have the opportunity to go to university.

**265,350**

interactions last year between local schoolchildren and university programmes

# FOR THE NEXT GENERATION

**£33m**

will be spent on widening participation outreach activities

**813**

teachers currently working locally were trained by the universities over the last three years

**34,792**

local children took part in widening participation and access programmes run by both universities last year

Both universities are committed to running major programmes to ensure children from disadvantaged backgrounds are not only encouraged and supported to apply to and thrive at our two institutions, but also to consider studying at any university in the UK as a realistic and achievable goal.

Nottingham Trent University (NTU) recently won the accolade of University of the Year at the UK Social Mobility Awards for their commitment to social mobility and their success in supporting students from disadvantaged backgrounds to succeed once they arrive at university.

The University of Nottingham has previously sponsored three city academies, supporting and funding the improvement of facilities and building a brand-new facility to create the Nottingham University Academy of Science and Technology (NUAST). With IntoUniversity, they have also created three 'Nottingham Potential' Centres in Broxtowe, Hyson Green and St Ann's.

However, our area faces massive challenges.

In 2018 Nottingham was ranked 150th out of 150 local areas by the Youth Opportunity Index for the prospects of our children and young people. Nottinghamshire was 73rd. The East Midlands is one of the worst regions in the UK for social mobility according to the Social Mobility Commission.

Universities are only one part of a complicated puzzle when it comes to improving educational opportunity and social mobility. But we recognise more needs to be done, both by our institutions and through working in partnership more effectively with each other, schools and academies, FE colleges, government and other educational agencies. Both universities are committed to helping turn this around.

**The universities work in partnership** on a range of widening participation programmes to help local students from disadvantaged backgrounds, including the Growing Lives Partnership to help support students who have been in care.



“Children’s University gets you out more and doing activities rather than just sitting around. It makes you happy, and challenges you.”

**Harry Bagshaw**  
Primary School Student and Children’s University graduate



Together, both universities provide Nottingham with an engine for the ambition and aspiration of its young people. The universities deliver an outstanding educational experience to nearly 65,000 students at our campuses across the East Midlands.

# FOR THE AMBITIOUS

## 5,985

students from the local area are currently studying at the two universities

## £1.97bn

a year added to the UK economy through the economic impact of our teaching

## 340

young people studying for Degree Apprenticeships at the two universities

Almost six thousand students from Nottingham and Nottinghamshire are among those studying at both universities this year, learning alongside some of the most talented young people from across the world.

**Nottingham is the only major city in the UK where both universities received a Gold award for the quality of their teaching and learning from the Government's Teaching Excellence Framework.**

The education provided to our students supports nearly £2bn of additional annual economic value to the UK once they become graduates. £555m of this directly benefits the D2N2 Local Enterprise Area.

In addition to their undergraduate and postgraduate degrees, both universities are working with local education providers and employers to develop new models of further and higher education for learners who might not necessarily want to follow a traditional academic route.

For example, Nottingham Trent University is working with local Further Education colleges to deliver Foundation Year learning and other qualifications and will soon be delivering Higher Education from West Nottinghamshire College's campuses in Mansfield and Ashfield.

The universities also work with employers to offer Degree Apprenticeships, combining full work experience with degree-accredited study, with numbers last year doubling in popularity.

**The universities work in partnership** to support graduate retention in Nottingham, including coordination on local internship schemes and graduate career opportunities.

## 20,400

interactions last year, between local aspiring apprentices and programmes run by the universities

**"Since starting a Civil Engineering apprenticeship I've developed in many ways. I've become more confident. I am a practical person and being paid to learn and getting on the job experience is better for me."**

**Husna Gul**  
Civil Engineering Apprentice at  
Nottingham Trent University



The ideas, innovations and enterprises of Nottingham have helped shape the world since the Industrial Revolution. From medical breakthroughs such as the invention of MRI and Ibuprofen, to globally successful businesses like Boots, Paul Smith and Experian, the spirit of discovery has inspired generations of Nottingham pioneers.

# FOR INNOVATORS

## £53m

of innovation funding secured for research projects with local businesses over the last five years

## 700+

new businesses and enterprises have been created by university programmes like the Hive and Ingenuity Lab

## £444m

added value from our research to the UK economy every year

The two universities have been inextricably linked with this culture of entrepreneurship and innovation since the Nottingham Government School of Design was established in 1843. Sir Jesse Boot accelerated this when he endowed and founded the University of Nottingham from the original University College, now part of Nottingham Trent University, in the early 20th century.

Today, both universities are united by a shared commitment to support entrepreneurship and innovation. They provide funding as well as programmes and space for researchers, students and local people to start and grow businesses, social enterprises and charities. NTU's The Hive and the University of Nottingham's Ingenuity Lab are the universities' two flagship entrepreneurship schemes, together supporting the creation of over 700 spin-out businesses from students and academics.

Separately, the University of Nottingham Innovation Park has transformed a brown-field site abandoned by industry into a thriving hub for high-tech companies, with 120 businesses currently based on the site, employing almost 1,000 people. This is soon to be complemented by Nottingham Trent University's new Enterprise Innovation Centre which will be home to some 80 businesses.

Both institutions are committed to translating their world-class scientific research into businesses and invention with real-world application. The annual economic impact of our research is £444m – playing a vital role in R&D funding and investment in the East Midlands.



**The universities worked in partnership** to establish BioCity, an incubator designed specifically to work with and invest in promising life science start-ups. BioCity now has 5 locations around the UK and currently has 2,483 members.

## 19,500

interactions last year between local businesses and entrepreneurs and the innovation programmes, training and placements supported by the universities



“My business supports working parents to address challenging adolescent behaviour. Not only does this improve workplace productivity but it produces positive outcomes for the whole family. My path to success would certainly have been more difficult without the university's support.”

**Anika Vassell**  
Ingenuity Lab entrepreneur, University of Nottingham,  
founder of Teen-Behaviour.Com Ltd



If you run a business or are an employer in Nottingham, it's highly likely you will have worked with one of the universities, employed an intern or graduate, or sold goods or services to our staff or students. Our institutions are inextricably linked to the prosperity of Nottingham.

# FOR BUSINESSES

**25,000 jobs**

in the local economy supported by the universities

**7,500+**

students undertook a formal local placement as part of their degree, contributing over 3 million hours of work

**69,000 days**

of executive education provided to businesses in the region last year

Together, we add over one billion pounds to the local economy every year, which is about 14% of Nottingham's economy and supports 25,000 jobs.

Part of this is through the incidental impact we have as major employers and procurers of goods and services from hundreds of local companies each year. Indeed, together we would be the third largest employer in Nottinghamshire and the 8th largest business by revenue.

Much of our impact is also due to the ripple-effect caused by the spending of our students in the local economy. This spending alone delivers £215m of extra economic value each year, supporting 5,034 extra jobs.

However, whilst the scale of this contribution is significant, it is not what distinguishes us as institutions committed to supporting businesses and employers across Nottingham. Instead, this comes from the innovative programme of activity and wider funding that make up our intentional contribution to the success of the local economy. We work with the UK's biggest

businesses, driving their innovation through our research expertise and play a significant role in attracting major employers and R&D investment to Nottingham and Nottinghamshire.

Both universities have extensive training and support programmes for local SMEs, with over 1000 supported over the last five years to innovate, develop new products and improve processes that have helped them grow and create new employment opportunities.

 **The universities have worked in partnership** for over a decade to help secure tens of millions of pounds of EU innovation funding to deliver training, access to facilities, consultancy and innovation support to small companies and entrepreneurs across the region.

**145,247**

interactions last year, between local businesses and employers and the services, R&D consultancy, placements and professional development programmes run by the universities

“There's so much support for businesses like mine at the universities – from help with website development to fashion branding and marketing. I'm proud to be a Nottingham business through and through.”

**Olivia Swift**  
Founder of Lotus Maternity Ltd, a business supported by innovation programmes at both universities



A city without a strong creative and cultural sector is a city without soul, vibrancy or voice. From DH Lawrence to Jake Bugg, London Grammar, Vicky McClure and Sheku Kanneh-Mason, creativity emanating from Nottingham has inspired and entertained millions of people across the world.

# FOR CREATIVES

Over  
**205,000**

people attended an event at the University of Nottingham's public arts programme at Lakeside in 2017/18

**2,000**

students a year are provided with a creative educational experience by NTU's Confetti Institute of Creative Technologies

**65**

volunteers from the University of Nottingham helped transform the archive room at the Theatre Royal, discovering lost stories, posters and photos and making them available online

In economic terms, the creative and cultural sector is now one of the UK's strongest assets, contributing over £101bn to the UK economy, and is growing at twice the rate of the economy as a whole. Despite this, a decade of austerity in the UK has meant support for culture and creativity, especially outside London, has been under severe pressure.

Over this period, both universities have been firmly committed to working with local authorities, partners, funders and philanthropists to help Nottingham maintain its diverse range of cultural programmes and educational activities, and to offer support for Nottingham's creative and digital sector.

Our academics are also helping secure national and international funding and using their expertise to help cultural and heritage organisations across Nottinghamshire. NTU researchers are supporting the reconstruction of Nottingham Castle and unlocking the history of the lace-market and have also worked to preserve the original Bramley Apple Tree.

Academics at the University of Nottingham secured funding to help the Theatre Royal archive 150 years of its history digitally and, working with the City Council, helped bring the enormously successful Dinosaurs of China Exhibition and over 130,000 visitors to Wollaton Hall thanks to its links with the Chinese museum sector and its campus in Ningbo, China.



**The universities work in partnership** to provide millions of pounds of support for initiatives and cultural assets in Nottingham. These include the Creative Quarter Company, the Confetti Institute of Creative Technologies and its Metronome facilities, University of Nottingham Lakeside Arts, the Big House creative support programme, programmes at the Nottingham Contemporary, the UNESCO City of Literature and the recently established Cultural Compact.

**248,295**

interactions last year, between local residents and the cultural and creative support, performances and exhibitions of the universities

“Before I entered the Young Creatives competition I wasn't very confident in my artwork and myself personally but since winning I've gained a lot of confidence creatively and discovered I am capable of a lot more than I think I can do.”

**Isabelle Farrah**  
Nottingham Young Creative 2017  
and NTU short course winner



For nearly two centuries, the staff and students of both universities have, in some shape or form, been part of the Nottingham community.

# FOR THE COMMUNITY

## 100,000 hours

of support to local charities and community projects every year provided by 5,500 student and staff volunteers

## £1m

recovered for local people last year by the NTU Law School pro bono advice service, the Legal Advice Centre

## Over 20,000

local people and families attended university discovery days and science festivals last year


Today the 15,000 staff and 65,000 students at our East Midlands campuses make up a significant proportion of the 729,977 people living in and around Nottingham.

During term-time, this inevitably has a significant impact, both positive and negative, on the communities our students live in.

We think students make Nottingham the young, vibrant, diverse city it is. They and our staff contribute to the local economy creating jobs and demand for shops, restaurants, social venues, sports and cultural activities; generating both income for businesses and business rates for the Local Authority. Beyond this, students make a significant social contribution to the communities they share, through volunteering projects or placements in local charities, businesses and schools.

Where issues arise, both universities work together with the Council and communities to address them. This includes awareness-raising campaigns, Student Codes of Conduct and direct financial support for Community Protection Officers who also help look after student wellbeing.

Our universities are open to the community and our successes are in part thanks to our community. Hundreds of thousands of visitors from the local community use our sporting facilities, walk their dogs, jog and enjoy the green spaces of our campuses, or attend countless science festivals or other research-inspiration events.

 **The universities work in partnership** to support the Laureus Sport for Good programme, which see students volunteering across disadvantaged areas of Nottingham to support children to build key life skills through the medium of sport.

## 331,832

interactions last year between local communities and the universities, through visits to sports centres, science festivals, student and staff volunteering, public events, conferences and charitable projects

“I really enjoy working with the university students because they teach us new things and sometimes we get to teach them new things.”

**Abdulhameed Elgareidi,**  
Laureus Sport for Good Programme  
run by volunteers from both universities





One of the most powerful contributions made by the universities to our local area is the longstanding relationship we have with the hospitals, GP surgeries and healthcare practices of Nottingham.

# FOR PATIENTS

## 27,000

hours of medical placements undertaken locally by our students each year, putting cutting edge research into practice

## 916

doctors, nurses and other medical staff working in the local community trained at our universities in the last 3 years

## 180

doctors currently employed jointly between the University of Nottingham and local NHS Trusts

In 2020, it will have been 50 years since the University of Nottingham's Medical School was established, and 30 years since it opened the School of Nursing. The value to patients across the region of having this association to world-class research and pipeline of professional talent over half a century is incalculable.

Every year, the two universities train thousands of new medical staff who stay and work for local healthcare providers. We provide training and development to thousands of doctors, nurses, social workers and ambulance staff currently working across the region. Many of the trainee medical and healthcare staff work in local hospitals and practices; making a vital contribution to their community even before they graduate.

Nottingham has long been renowned for research leading to ground-breaking medical technologies, with MRI invented at the University of Nottingham in the 1970s.

Securing funding to invest in these facilities and cutting-edge equipment such as the next generation of MRI scanners hosted at the University of Nottingham directly benefits local patients. More than 250 research projects worth £59m at the University of Nottingham have been developed to directly address challenges in the local healthcare system.

Nottingham Trent University is investing £24m, including almost £10m from the D2N2 LEP into a Medical Technologies Innovation Facility (MTIF). The University of Nottingham has recently invested £23m to fund the final phase of the Biodiscovery Institute - creating a state of the art national asset in the development of new drugs and tests, including into cancer.

 **The universities are working in partnership** to explore a joined-up approach to providing Medical Technology innovation services to business, helping attract investment into the local economy.

## 401,864

interactions between local patients and medical professionals trained by, research programmes and healthcare placements supported by the universities

“The Scarred Liver Pathway has been my lifeline. Seeing how the University of Nottingham and local healthcare providers worked together to perfect it and roll it out to 0.7 million Nottinghamshire patients has been incredible.”

**Malcolm Graham**  
Scarred Liver Pathway patient



To those with the responsibility for developing the policies that shape lives of the people in Nottingham, what is the role and value of our universities?

# FOR POLICYMAKERS

## 550,000

alumni across the world flying the flag for Nottingham

## 15,000

international students from **137 countries** deliver a **£145m** economic boost to the local economy every year

## 52,000

extra visitors to the city and county each year because of the universities


Our offer to these leaders and decision-makers, be they local or in Westminster, is simple. Our universities are anchor institutions for the communities and economies in which we are based. We are committed to the long-term success of our City, County and surrounding towns.

As the economic impact figures in this report indicate, we are drivers of both prosperity and opportunity. But we can also help policymakers think, convene and do. Through initiatives such as the Nottingham Trent University Civic Exchange and University of Nottingham Institute for Policy and Engagement, we have invested in providing a more accessible gateway to help policymakers access the insight and expertise of our researchers.

Our universities help local policymakers secure and deliver research and innovation funding from national government and the private sector. For example, the Trent Basin Housing Development is now powered by Europe's largest Community Battery, with energy innovation from the University of Nottingham embedded right across the site. The project is part of a £60m Government investment into the Energy Research Accelerator, which has unlocked a further £120m in private sector funding.

Universities also play a powerful role in the reputation of a place. Together, both universities have over half a million alumni spread across the world. They act as informal ambassadors for Nottingham, promoting the City and region as a great place to study, live, work and invest. Our global connections add real value to the exchange of ideas, culture and business opportunities between Nottingham and the rest of the world.

The University of Nottingham's trailblazing overseas campuses in China and Malaysia have helped to establish export and investment opportunities for local businesses. It hosts the Trade and Invest in Nottingham Office on its campus in the Chinese city of Ningbo. Nottingham Trent University recently supported 100 students to develop projects exploring links between Nottingham and its twin cities in Karlsruhe in Germany and Timisoara in Romania.

 **The universities are working in partnership** with the City Council to meet ambitious sustainability targets – the University of Nottingham have cut annual carbon emissions by 14,000 tonnes since 2010, while NTU estimate their emissions have fallen by 47% since 2005.

## 16,555

engagements, last year, between local policymakers and organisations and civic/ international events, programmes, Institute programmes and research activity supported by both universities



“Trent Basin is a test bed for energy efficient housing. The university helps get the ideas, the people and the businesses together who can make it happen, bringing jobs and opportunity to the area.”

**Nick Ebbs**  
Vice Chair, igloo Regeneration,  
Developer on the Trent Basin Housing Project



# TOWARDS A UNIVERSITIES FOR NOTTINGHAM CIVIC AGREEMENT

The purpose of this report is to provide both universities with a foundation from which our two institutions can better understand each other, our local impact, our shared civic responsibilities and where we might better work together.

**Drawing from the recommendations of the UPP Foundation Civic University Commission, which reported in February 2019, the development of the Universities for Nottingham Civic Agreement as a collaboration between our two institutions places us at the forefront of the UK higher education sector. As such, we recognise that this is going to be an iterative process, from which we are going to learn, improvise and refine as we go along.**

Similarly, we hope it will help increase awareness of what our institutions do locally amongst our partners and the public. However, we want to be absolutely clear that the primary purpose of the Universities for Nottingham initiative is not just to broadcast the good things we do.

Instead, as our Vice-Chancellors set-out in the foreword to this document, we want this initiative to kick-start a programme of renewed, focused and impactful collaborative working with local partners; leading to the creation of the first 'Universities for Nottingham Civic Agreement' later this year.

We hope that the process of developing this Agreement will provide a space for the universities to listen to the challenges and opportunities facing our local partners. We hope that, by facilitating a single conversation between the universities and multiple partners, we will increase mutual understanding between our institutions and come to a collective agreement as to what the priorities should be and where the universities can help most effectively.

**Our ambition is for the Universities for Nottingham Civic Agreement to establish a programme of collectively agreed and publicly shared initiatives between the universities and our partners, which will deliver transformative change for the people and place of Nottingham and Nottinghamshire.**

To be included in the Agreement, these initiatives will:

- be solution focused
- be significant and ambitious, even if this is just laying the foundations for the long-term
- involve both universities
- involve more than one local partner
- align with both universities' strategies and our capacity to act effectively
- not lead to the universities exceeding their remit, expertise or local responsibilities

However, we have identified five broad themes within which we will seek to develop initiatives over the coming months. These are based on this joint impact report, the complementarity mapping exercise between our two institutions and well over 100 conversations, workshops and consultations over the last year with our colleagues, local partners, and stakeholders including both Local Authorities, Local MPs, the LEP and regional healthcare agencies. These are:

## 1. Economic Prosperity

- The economy of the future (entrepreneurship, innovation eco-system, jobs and business environment)
- Place-making (investment, international reputation, trade, talent and tourism)

## 2. Educational Opportunity

- Attainment and aspiration
- Social Mobility
- Skills

## 3. Environmental Sustainability

- Tackling climate change and waste
- Green technology and energy

## 4. Health, wellbeing and culture

- Workforce
- Public health
- Culture and citizen experience

## 5. Unlocking the universities How local organisations can more effectively access our:

- Expertise
- Talent
- Convening power/ space to think

Finally, we will also be holding a series of open consultation events to hear the views of our local communities and members of the public across Nottingham and Nottinghamshire. Please check the Universities for Nottingham website for news and to register for updates.

[www.universitiesfornottingham.ac.uk](http://www.universitiesfornottingham.ac.uk)



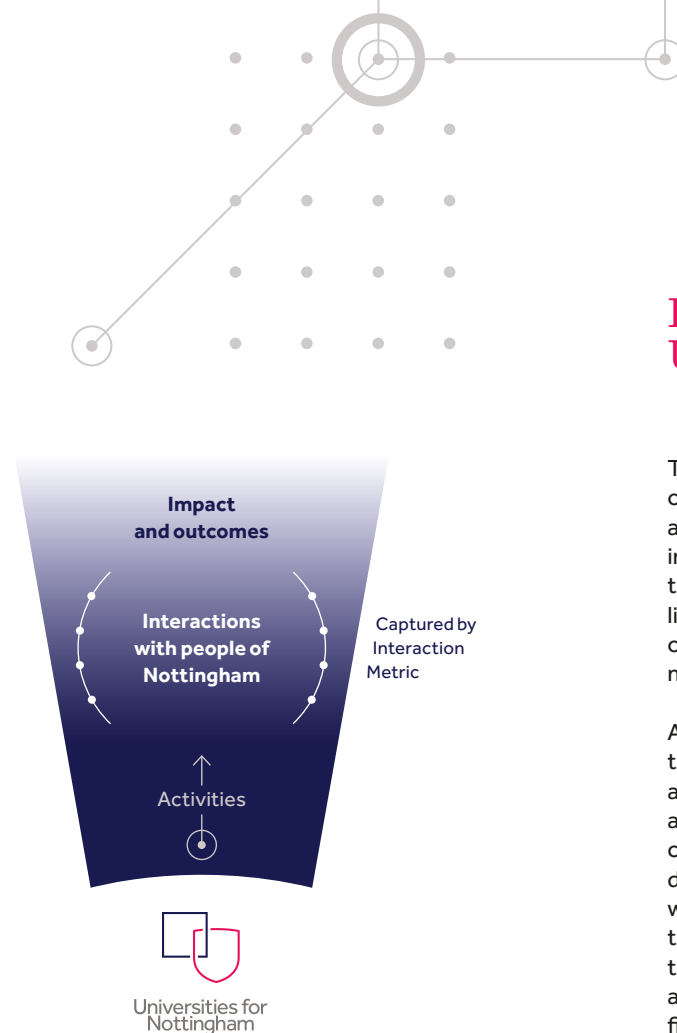
# STATISTICS AND METHODOLOGY

Public First calculated the combined economic impact of the universities by assessing the Gross Value Added (GVA) created by the universities' operations, the spending of their staff, students and attributed visitors; as well as the impact of their research and teaching.

- They calculated the economic impact of the expenditure from the universities' operations, supply chain, staff and students. This includes not just the direct impact of additional spending, but the wider 'spillover' effect from business revenue and jobs that are supported from this additional economic demand.

- They then calculated the economic impact of the teaching of the two universities. By increasing the human capital and productivity of their students in their later careers, the two universities help to improve the wider productivity of the economy.
- Finally, they calculated the economic impact of the research undertaken by the two universities. Research is one of the most important public goods. By creating new knowledge and research, the two universities make it easier for other companies to improve their own productivity.

The economic model used was built in house by Public First and was peer reviewed by multiple independent reviewers.



## How we calculated the Universities for Nottingham Interaction Metric

Trying to evaluate the annual local impact of the universities' social and cultural activities is a challenging task. Whilst some individual programmes might have data on the success of certain initiatives, there is little consistency between different areas, or commonly accepted method of measuring 'impact' in these areas in the UK.

After all, how can you accurately quantify the impact of providing a moment of joy to a family through music, art or performance and compare this to the value of inspiring a child through a science or engineering demonstration? Even if this was possible without spending significant amounts of time and money, we aren't really sure that trying to boil down this huge variety of activity down to single annual financial figure would be a good idea anyway.

However, we did want to find a way of demonstrating this breadth, the richness of activity and the way in which a huge number of people living in Nottingham and Nottinghamshire interact with the universities in some way or another.

Taking the national Higher Education Business & Community Interaction (HE-BCI) survey as our inspiration, we worked with Public First to develop something we call the Universities for Nottingham Interaction Metric. The idea behind this measure is simple. Across the eight personas this report focuses upon, we have tried to work out how many times a year there is a unique meeting between an individual living in the Nottingham and Nottinghamshire area and a programme run, someone trained, someone employed, funded, or in facilities owned by, one of the two universities.

Public First's analysis suggested around 1.45 million unique interactions took place between someone linked to the Universities for Nottingham and the local community over the course of a year. Breaking this down further, we calculated that this equated to 2.8 interactions per minute, or one every approximately 22 seconds, across the course of the year.

We fully acknowledge that this is an experimental metric, and we will be working to try and refine and improve it over the coming years. However, we hope at very least it helps illustrate the scale of the universities' social and cultural impact on the people of Nottingham and Nottinghamshire.

**More detail about both methodologies can be found online at the Universities for Nottingham website at:** [www.universitiesfornottingham.ac.uk](http://www.universitiesfornottingham.ac.uk)

## Our joint economic impact... in detail

	National		Regional		LEP		Local Authority		Parliamentary Constituency								
	Annual combined impact (17/18)	United Kingdom	Midlands Engine	East Midlands	D2N2	Nottingham City Council	Nottinghamshire County Council	Nottingham South	Nottingham East	Rushcliffe	Broxtowe	Nottingham North	Gedling	Newark	Sherwood	Derby North	Erewash
<b>£</b>	<b>Total economic impact (£m)</b>	<b>3,757</b>	<b>2,360</b>	<b>2,143</b>	<b>1,892</b>	<b>1,295</b>	<b>384</b>	<b>840.3</b>	<b>408.8</b>	<b>118.2</b>	<b>116.4</b>	<b>46.1</b>	<b>46.9</b>	<b>40.7</b>	<b>37.4</b>	<b>33.4</b>	<b>27.4</b>
	Economic impact of operations, staff and students (£m)	1,335	1,372	1,359	1,323	1,129	162	774.0	338.7	73.2	68.7	16.6	9.4	18.8	12.8	16.9	6.0
	Economic impact of teaching (£m)	1,977	917	751	555	164	219	65.6	69.3	44.3	47.0	28.8	36.9	21.2	23.9	15.8	20.8
	Economic impact of research (£m)	444	72	32	15	2.0	3.0	0.8	0.7	0.7	0.7	0.7	0.6	0.7	0.7	0.7	0.6
	Economic impact of international students (£m)	191	147	146	146	122	24	79.3	40.0	1.6	17.6	2.2	0.4	0.2	0.1	0.1	0.1
	Total university wages paid to residents (£m)	4.1	3.8	3.7	3.4	1.1	1.9	0.6	0.4	0.6	0.7	0.1	0.3	0.2	0.1	0.1	0.2
<b>People</b>	<b>Total jobs supported</b>	<b>29,768</b>	<b>28,973</b>	<b>28,396</b>	<b>26,185</b>	<b>16,092</b>	<b>8,961</b>	<b>9,422</b>	<b>5,692</b>	<b>2,399</b>	<b>3,563</b>	<b>979</b>	<b>1,088</b>	<b>660</b>	<b>684</b>	<b>550</b>	<b>694</b>
	Residents directly employed	10,975	10,406	10,202	9,378	3,216	4,973	1,726	980	1,466	1,883	510	711	351	316	105	498
	Additional jobs created	10,177	7,631	7,406	6,336	4,164	2,110	2,467	1,466	507	780	232	229	153	213	253	138
	Number of students living there	64,410	61,389	60,500	57,331	44,854	9,986	28,073	15,296	2,233	4,713	1,485	844	900	562	469	467
	Number of international students living there	14,746	14,612	14,581	14,357	12,255	2,054	8,743	3,288	167	1,820	224	40	20	10	20	10
	Number of students from there currently enrolled	54,371	24,923	18,611	12,819	3,960	5,443	1,554	1,427	989	1,250	979	866	518	687	426	537
Number of alumni (known)	209,992	91,788	74,425	54,707	15,606	22,351	6,713	6,194	4,615	5,252	2,699	3,561	2,137	2,306	1,751	2,133	
<b>Businesses</b>	Impact from university spend on goods and services (£m)	698	829	829	843	770	36	559.4	207.7	47.0	18.9	2.7	0.3	10.3	0.1	0.6	0.1
	Employees in our supply chain	4,570	1,877	1,756	1,015	757	355	375	303	57	79	79	38	16	111	161	23





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