4,777 FTE jobs in the city of Plymouth

8,769 FTE jobs supported by the University

University’s activities were worth c. £900m to the UK economy

University’s activities were worth £468m to the city of Plymouth

Staff delivered 255,000 hours of public service activity
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The University of Plymouth commissioned a detailed and comprehensive independent analysis of its socio-economic impact upon the city, region and UK. This summary provides an overview of some of the key figures and findings.

Based upon robust data, we now know that the University contributes nearly £900m of output to the UK economy, £474.5m to UK GDP and supports 8,769 FTE jobs. The value to the South West, to our two Local Enterprise Partnership areas, and to the city of Plymouth is no less profound and far-reaching. Whether in the form of direct expenditure, indirect supply chain impact or benefits in kind through public activity (where over 40% of staff contributed to public engagement and widening participation events), the University is a key player in the regional economy and truly embedded in the cultural landscape.

Universities are so much more than degree-awarding seats of learning. They are drivers for economic innovation and advancement, catalysts for social change and champions of cultural development. This impact report demonstrates compelling evidence of all three in our varied activities. Our sincere thanks to Viewforth Consulting for conducting this in-depth and extensive survey, and for preparing the following Executive Summary.

Professor Judith Petts CBE
Vice-Chancellor
The University of Plymouth
Overview

This report is a summary of an extensive study of the economic, social, and cultural impact that the University of Plymouth has upon its communities. It presents a number of key findings and provides an overview of some of the many and varied ways in which the University, its staff and students, generate economic benefit and wider social and cultural value.

The full Cultural, Social and Economic Impact of the University of Plymouth report, conducted by Viewforth Consulting, adopted a multi-method approach to assess the overall impact of the University. Firstly, using input output analysis, it modelled the economic impact of the University’s expenditure and that of its students on the South West of England and on the UK as a whole. Secondly, a University of Plymouth-specific gravity model was constructed to map the distribution of impact across the South West including on the Heart of the South West (HoTSW) and Cornwall and Isles of Scilly Local Enterprise Partnerships (LEPs) and areas. The modelled analysis provides a ‘snapshot’ of the output, jobs and Gross Value Added (GVA) generated by the University and its activities in the academic and financial year 2015/16, which was the most recent complete year for which the necessary data was available.

Thirdly, it considered aspects of the University’s broader social and economic role, and how its work and the public engagement of its staff and students generate broader economic, social and cultural value for the region and beyond. A number of case study examples were selected to give a flavour of the many ways in which the University has far-reaching impact and significance for society – through its teaching, research and the extensive engagement of its staff and students with the wider community. This included examples that were not about purely financial impact but about generating broader value for society. Where possible shadow-pricing techniques were used, including appropriate social weighting, to express economic and social value in monetary terms.

Assessment criteria

1. Economic impact of the University’s expenditure
2. Distribution of impact across the South West
3. The University’s far-reaching impact and significance for society
The University of Plymouth in context

The University of Plymouth is among the largest universities in the South West of England with more than 23,155 students, 2,900 staff and a turnover in 2015/2016 of £238 million. It is located in the historic coastal city of Plymouth with educational origins going back to the 19th century. The University conducts teaching and research in a very broad range of subjects, across five faculties: Arts and Humanities; Business; Health and Human Sciences; Medicine and Dentistry; and Science and Engineering. The University is a not-for-profit organisation and operates as a registered charity. Its stated strategic mission is that of ‘Advancing Knowledge, Transforming Lives’ and it has a refreshed strategy underpinned by the principles of Quality, Institutional Sustainability and a ‘One Team’ approach.

With its main campus based in the heart of the city of Plymouth, the University also has a northern campus at Derriford, home to medicine and dentistry teaching and research, and nursing and dental education facilities in Truro and Exeter. Additionally, it has a network of partner colleges across the South West as well as in London and internationally delivers a full range of University of Plymouth approved degrees to a further 13,000 students.

### University Income 2015/16

- **Research grants and contracts**: 5.9%
- **Tuition fees and education contracts**: 66.5%
- **Funding body grants**: 14.1%
- **Residence and catering**: 4.0%
- **Donations, endowments and investments**: 0.5%
- **Other income**: 9.1%

### University Student Profile 2015/16

**Total 23,155 students**

- **Rest of the South West**: 42%
- **From Devon and Cornwall**: 15%
- **Rest of the UK**: 33%
- **Non-EU countries**: 7%
- **Other EU countries**: 3%
- **From overseas**: 10%

The University provides degree education opportunities for a significant proportion of students from across the South West as well as acting as a magnet to attract highly qualified applicants from the rest of the UK and further afield. A total of 57% of students came from the region, with 33% from other parts of the UK and 10% from overseas. In addition, there are around 15,000 students accessing higher education and professional development at local colleges via the University’s extensive Academic Partnership network in the South West, London, and internationally in countries including Sri Lanka, Hong Kong and Singapore.
University impact on Plymouth city economy

The University occupies a very significant role in the city economy with around 4,777 full-time equivalent (FTE) jobs in Plymouth dependent on the University's activities. This included 2,625 in the University itself with a further 2,152 jobs generated by the expenditure of the University, its staff, students and international visitors. This is equivalent to 5.4% of Plymouth 2015 employment. Overall the University’s activities were worth £468m to Plymouth in terms of output generated and £268m of gross value added (GVA), making up nearly 5.2% of Plymouth GVA.

University impact on the Heart of the South West

The University is of substantial importance to the Heart of the South West (HoTSW) Local Enterprise Partnership (LEP) area. The University’s activities generated 5,882 FTE jobs across the LEP, equivalent to just over 1% of all HoTSW employment. Of these, 4,320 jobs were generated by the University itself, with 1,562 jobs dependent on the personal expenditure of students and international visitors associated with the University. Overall, the University’s activities drove £585.2m of output and contributed £324.2m of HoTSW GVA, equivalent to nearly 1% of its GVA.

University impact on Cornwall and the Isles of Scilly

The University’s impact also spread out into Cornwall and the Isles of Scilly LEP area. The University’s activities generated 456 FTE jobs in Cornwall and the Isles of Scilly, equivalent to nearly 0.3% of the area’s employment. This included 238 jobs by the University itself and 218 jobs through the impact of the personal expenditure of students and international visitors associated with the University. Overall, the University supported £48.4m of output and contributed to £22.7m of Cornwall and the Isles of Scilly GVA.
University impact on the South West region of England

Across the South West as a whole, the University’s activities generated £844.6m of output, £448.4m of GVA and created 8,331 FTE jobs. This was equivalent to nearly 0.3% of all South West employment and 0.4% of South West GVA.

University impact on the UK

The total impact of the University on the UK economy added up to £897.5m of output, contributing £474.5m to UK GDP and supporting 8,769 FTE jobs.

Export earnings

The University is an important export earner for the UK. As well as attracting significant numbers of students from other EU and from non-EU countries, the University earned money from abroad for research and other services. In total the University brought £61m into the UK in export earnings. Plymouth international students are particularly important for the economy, with one UK FTE job generated for every two non-EU students attracted to the UK by the University of Plymouth.
Economic innovation and advancement

Building specialist research and business capacity

The University is a catalyst for business development in the South West, and helps companies to build their research and innovation capacity by providing access to world-leading specialist resources. Indeed, Plymouth is in the top 20 UK higher education institutions for making available facilities and equipment for small and medium-sized enterprises (SMEs) and is ranked number one in the South West. It is also in the top 20 UK HEIs and top five in the South West for provision of consultancy services.

Top 20 UK HEIs and top 5 in the South West for provision of consultancy services

People and place: the University in the public realm

The University is in the heart of Plymouth city centre and is playing a key role in shaping the cityscape for the future, working with Plymouth City Council, the Local Enterprise Partnership and a host of development and cultural bodies. The University is acting as a catalyst for the regeneration of Plymouth Railway Station by becoming an anchor investor in the development, with plans to locate purpose-built health education facilities on the site. The new building will be a key landmark in the cityscape, with linking and connecting vistas to the Hoe, and has enabled the partners to leverage Growth Deal and other funds on an incremental basis as the scheme has evolved. The project has the backing of the Heart of the South West LEP, Cornwall Council, the Department for Transport and the Cabinet Office as well as Plymouth City Council, Network Rail and Great Western Railway. The project is anticipated to represent investment of around £50m over the next ten years, with a significant proportion of that coming from the University.
The University provides access to world-class test facilities and attracts leading-edge academic and commercial research projects from around the world. The Coastal Ocean and Sediment Transport Laboratory (COAST), located in the Marine Building, is an important facility in this regard. The COAST Lab offers advanced capability for research and testing of wave and tidal Marine Renewable Energy (MRE) devices, with two large wave basins powered by moveable wave-makers and recirculating currents.

The facility is recognised as a major innovation asset for the regional, national and international research communities, and is open for use by commercial and business operators as well as academic researchers from across the UK and overseas. From a purely regional perspective, COAST is helping to build marine research and development capacity as a key component of the South West Marine Energy Park. Since its opening in 2012, COAST has attracted more than £4.3m in research funding into the region and has supported 29 clients from 13 different countries, carrying out 37 projects between them.

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Public engagement and knowledge exchange

The University has been at the heart of the Plymouth and broader South West community since its formation as a School of Navigation in 1862, and it proudly maintains that tradition through a number of ongoing interactions and everyday activities. University staff and students regularly use their skills and expertise for pro bono public engagement, knowledge exchange and public service. These include giving public talks, taking on expert advisory roles for local and national government committees, working with schools, local community groups, hospitals and social care organisations. In a typical year, staff were estimated to deliver more than 255,000 hours of voluntary public engagement and public service activity, over and above their core jobs, worth around £17.6m.

University of Plymouth students delivered more than 27,400 hours of general voluntary work in 2016/17, including conservation projects and sporting and cultural outreach programmes. The economic and social value of the time contributed by students was estimated to be around £169,190. When combined with an additional £257,931 raised by UPSU student fundraisers for local and national charities, the value of the student contribution to the surrounding community in 2016/17 was more than £427,000.

Broad types of engagement reported (365 respondents and 32,061 total reported hours)

- Pro bono business and social enterprise support: 11%
- Media engagement: 15%
- Public service and advisory roles: 18%
- Public and community service activities: 4%
- Other public and community service activities: 4%
- Public presentations: 23%
- Public consultations and enquiries: 9%
- Public understanding and widening participation activities: 20%

Catalysts for social change
**Case Study: Improving the dental health of vulnerable citizens**

The University has pioneered a radically new and community-based approach to the clinical training of its dentistry students. With an underpinning ethos of ‘dentistry teaching in the community and for the community’, students are taught at four regional Dental Education Facilities in Devonport, Derriford, Truro and Exeter. The clinics are located in or close to areas of high deprivation and are intended to enable access to dental treatment for disadvantaged and socially marginalised or vulnerable people who frequently suffer poor oral health. The majority of the patient treatments are delivered by the students, supported and supervised by qualified dentists and dental health professionals, free of charge on the NHS. In addition, through the work of the Peninsula Dental Social Enterprise, a Community Interest Company that oversees the operation of the facilities, there is also an active community engagement programme that works to build relationships with a range of third sector organisations and charities for vulnerable and disadvantaged people.

Across the academic year 2015/16, 17,493 dental appointments were provided and 4,678 people received treatment ranging from simple scale and polish to complex surgery. Overall, approximately 34,000 people have benefited from a course of dental treatment since the clinics opened in 2008. Applying social cost benefit analysis techniques to shadow price the dental treatment delivered in 2015/2016 at baseline NHS treatment prices gives a social value equivalent to around £773k. When expressed in terms of the quality of life gains to vulnerable people from the treatment delivered, the value could be as high as £9.4m.

Over 25% of staff submitted expert evidence to external consultations and had membership on expert advisory Boards and Committees.

Over a quarter of staff work collaboratively (pro bono) with local businesses, community or charity organisations.
Champions of cultural development

Supporting the creative industries

The University has been a key player in supporting the creative and cultural sector in Plymouth for many years. It offers a public multi-art form programme of exhibitions, talks, performance, film and music. It hosts the largest contemporary art gallery in Plymouth, the Jill Craigie Cinema (which screens a diverse range of classic films and contemporary cinematic masterpieces) and The House (home to cutting-edge theatre and dance). The programme, while nurturing and working in partnership with home-grown talent, also brings national and international artists and speakers to Plymouth and the region enriching the cultural offer through high-quality experiences and the latest ground breaking ideas and innovations within the arts and humanities.

An incubation hub for creative initiatives, projects and festivals, such as the Peninsula Arts Contemporary Music Festival, Plymouth Festival of Words and the Atlantic Project the University invests in the city’s continued cultural development, ecology and social inclusion with the arts. This is notably through a number of collaborative agreements with emerging and young arts organisations in the city, whilst physically hosting Arts Council National Portfolio Organisations, Plymouth Culture and Literature Works.

In delivering high-quality innovative events, the University also raises the profile of Plymouth as a significant cultural destination, and the broader economic value of this contribution is estimated to be worth around £536k per year.

£536k per year
The University has also recently formalised its partnership with the Theatre Royal Plymouth to launch Plymouth Conservatoire. The Theatre Royal Plymouth is the best attended and largest regional producing theatre in the UK, launching many major productions destined for the West End and enjoying a national reputation as producer of new plays.

At the Conservatoire, performing arts students – actors, dancers and theatre-makers – have the very best, up-to-date industry expertise, research and teaching practice as well as unrivalled access to professional opportunities. Through the Conservatoire, students can benefit from the unique mix of expertise on offer when a theatre and a university combine. Enjoying training in the theatre with performing arts practitioners combined with top quality teaching from higher education specialists in a university, Plymouth Conservatoire students get the best of both worlds.

It is this winning combination that drives innovation, the exchange of ideas and best practice and that helps the University and its partners to champion cultural development across the region.

**Case Study: The Box**

The University is also a strategic partner in the development of The Box, Plymouth, part of Plymouth Museums Galleries Archives, a major multi-million pound visitor attraction on the edge of the campus.

Working in partnership with the city’s major heritage organisations – the Plymouth and West Devon Record Office; the South West Film & Television Archive; the South West Image Bank; the Local Studies and Reference Collection; the Figureheads collection from the Devonport Naval Heritage collection, and Plymouth Museums Galleries Archives’ significant art and history collections – the strategy is to present a high quality, innovative programme that will transform the city’s cultural offer, helping to build Plymouth’s national and international profile.

University investment and involvement has helped to unlock around £25m of capital and revenue investment, and has contributed in-kind investment of nearly £2m. The University’s public arts programme will form one of the three major strands of work being undertaken in collaboration with The Box.

With a target completion date of spring 2020, in time for Mayflower 400, the focus is already moving towards the medium term, and a goal of becoming a fully sustainable not-for-profit company within two years of launch, in a venue capable of attracting 250,000 visitors each year.
Conclusions and reflections

This Cultural, Social and Economic Impact report shows that the University of Plymouth is a major enterprise of considerable direct importance to the South West and beyond, creating extensive employment and output in Plymouth and making a significant contribution to regional GVA. It is one of the largest employers in Plymouth and plays a pivotal role nationally, in the region and in the city, where it acts as a catalyst and a proactive partner in its development and regeneration.

One of the most distinctive features of the University is the way in which ‘external engagement’ and partnership working is embedded across the institution. This is reflected across all aspects of its operations, in its teaching, its research and also in its relationships with Plymouth City Council, the Local Enterprise Partnerships, the NHS and other public and private agencies across the South West. As a consequence of this approach, the broader economic and social impact of the University’s activities are profound and far reaching. The University has developed extensive outreach relationships across the region and its influence spreads well beyond the city of Plymouth. It is one of the UK’s largest providers of graduates for the health and social care sector and has become central to the provision of qualified health professionals across the South West. It is leading the UK in innovative approaches to addressing critical social and health problems through staff and student social enterprises.

The University is also acting as a bridge between the region and the wider world. Its coastal location and the city’s naval and shipbuilding history has been the backdrop for its development as an international centre of expertise in a range of marine engineering and environmental research. This in turn has become important to regional business development and capacity building. It is the leading university in the South West for providing SME access to facilities and equipment and in the top 20 in the UK.

The University is a pivotal partner in the cultural and physical development of the city of Plymouth, acting in turn as a catalyst, an honest broker and an investor in vital partnerships to improve the city’s infrastructure and its future development as an artistic and cultural centre in the South West. It is proactive in promoting city arts and culture, hosting the largest contemporary art gallery in Plymouth and a wide ranging public arts programme.

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