50TH ANNIVERSARY
REGIONAL IMPACT:
MAKING A DIFFERENCE

University of Kent
INTRODUCTION

As we celebrate our 50th anniversary, the University is proud to be an institution that makes a real difference to people’s lives. As an educator, employer, a leading research institution and an international hub, we make a major impact.

Since we were established in 1965 we have grown considerably, both in size and stature. Today, Kent is known as the UK’s European university and is one of the UK’s top 20 universities, with almost 20,000 students across campuses in Canterbury and Medway, and academic centres in Tonbridge, Brussels, Paris, Athens and Rome. In 2014, the University was presented with its second Queen’s Anniversary Prize for Higher and Further Education.

We feel it’s important to understand the difference we make and, as part of our 50th activities, the University commissioned Viewforth Consulting to carry out an economic impact study for the financial year 2012/13. This report is based on the findings of this study and reflects the positive impact we have in the region and the extent of our outreach in the wider world.

Professor Dame Julia Goodfellow
Vice-Chancellor
Overall, the University of Kent and our students generated £0.7bn for the south-east region during the financial year 2012/13. A substantial and efficiently run business, our total revenue was £201.3m. The bulk of this money, £98.6m, is earned from tuition fees and educational contracts; an additional £62.2m comes from research grants and contracts, and funding council grants. Nearly 20% of the income is earned from consultancy services, the provision of residential and catering services, conference support and facilities hire.

Since the last study of the University’s economic impact, for the financial year 2009/10, income has increased by 16%. This is despite the fact that changes in student funding mean significantly less money is received for teaching from the Higher Education Funding Council for England; this component of the University’s public sector income fell from 38% to 24%.

International revenue
The University has a thriving international student population and strong links with over 350 universities around the world. It is therefore no surprise that international revenue, at £51.6m, has made a considerable contribution to our overall increase in income, rising from £34.72m at the time of the last study. Together with the off-campus spending of international students, the University’s total export earnings of £111.9m make an important contribution to the UK balance of trade.

Major employer
Our total expenditure has also risen, from just over £158m in 2009/10 to £189m. Staff costs account for over half of this, at 57%.

The University is one of the largest employers in the region and the number of staff has grown from an initial 150 in 1965 to 3,400. As an institution providing both an inspiring experience for students and world-leading research, the majority of our staff are academic; but the University provides employment across a wide range of skilled and semi-skilled occupations, many involved in the maintenance of the ever-growing estates. In total, we provide 2,962 full-time equivalent (FTE) jobs.

Additional benefits
Our expenditure also creates an economic impact through ‘knock-on’ effects. This includes the purchase of goods from a wide range of sources, from books and stationery to laboratory equipment and catering supplies, as well as legal and other
services. The University’s suppliers, in turn, make purchases themselves, and so the effect ripples through the economy. Studies have shown that long-established universities tend to buy goods from the UK rather than imports, creating ties with local businesses and boosting the regional economy.

Through the knock-on effects of our expenditure, the University generated an additional £261m, the majority of this – £226m – going to industries in the south east. We also generated more than 2,593 FTE jobs outside the University, again the majority – 2,318 – being in the south east.

Staff and student spending

Our staff and students also contribute to the knock-on effect because they rely on local goods and services, from accommodation to retail, and from restaurant and other leisure facilities to taxis.

In 2012/13, we attracted over 4,530 students from outside the UK. Their total off-campus expenditure is estimated at £60.3m, generating output of £68.6m and 597 FTE jobs within the south-east region.

The 9,070 UK students from outside the south east are estimated to have spent almost £112m off-campus, generating £127m and 1,106 FTE jobs.

The spending of local students is not additional to the region, but it can be argued that the University has helped retain these students in the area – and their spending of £77m has generated output of £87.3m and 759 jobs.

The total off-campus student spend is therefore estimated to have been £249.3m, generating output within the south-east region of £283m and 2,462 FTE jobs.

Generating growth during recession

It is worth pointing out the University’s importance during the recent economic downturn. During this time, we have increased our income (by about nine per cent in real terms) and direct employment (by 16%). Overall student numbers have remained steady.

As the University is a non-profit-making organisation, our increased revenue has led to increased expenditure. Since the last report of 2009/10, expenditure has risen by £31m, generating further economic activity, output and jobs in the region at a time when many other businesses were contracting.

How Canterbury and Medway benefit

In the Canterbury area, the expenditure of the University together with that of our students generated over £522m of output and 5,936 FTE jobs – the equivalent of over ten per cent of all Canterbury employee jobs (excluding self-employed, government trainees and HM Forces) in 2012.

In the Medway area, the University generated £81m of output and 830 FTE jobs – about one per cent of all Medway employee jobs. Our activities in Medway have created £43.8m of regional gross value added income (GVA – the value of goods and services produced in an area, industry or sector of an economy), and as the Medway campus grows it will become increasingly important to the local economy.

Overall, the total expenditure of the University and our students generated £382m of regional GVA.
UNIVERSITY GENERATED FOR THE SOUTH-EAST REGION

£0.7bn

£201.3m
Total University of Kent revenue in 2012/13

£1m University revenue generates secondary output impact of £1.12m in the region and a further £0.17m in the rest of the UK

£261m
Output generated in other industries in the UK from the 'knock-on' effect of the University's output

£226m in the south east

£249.3m generating output of £283m and 2,462 FTE jobs across the region

£226m
Estimated off-campus student spend

2,962 Full-time equivalent jobs at the University of Kent

2,593 Full-time equivalent jobs outside the University created by the University's expenditure...

...2,318 in the south east
INTERNATIONAL OUTLOOK

With students and academic staff from around the world, programmes with a strong international focus and centres across Europe, there is a constant, global exchange of people and ideas. As we continue to develop our global engagement activities, we are proud to act as an international gateway to the region, attracting students and visitors and increasing levels of spend.

High revenue
The University's increasing international revenue reflects our strategic commitment to internationalisation. Including overseas student fees, residence and conference income, and research and consultancy contracts with international agencies, this revenue is estimated to amount to nearly £51.6m – 26% of our total income. The average for the south-east higher education sector as a whole is 19%.

An international community
When the University of Kent opened its doors in 1965, just four per cent of its students came from overseas. Today, that figure is 25% with more than 140 nationalities represented among the student population, creating a dynamic and stimulating environment.

Forty per cent of the research and academic staff are from outside the UK – from 97 countries – attracted by Kent's reputation for world-leading, high-impact research and contributing to its continued success, creating a global network of knowledge.

In addition, the University has many visiting academics, and international links allow staff to broaden their experience through visits to international partner institutions.

The thriving community of alumni and former staff stretches around the globe, with more than 130,000 members in 200 countries. We have alumni groups in Asia and North America, and a busy programme of reunions and events. These events – together with personal visits – constantly draw people back to the area, boosting the local economy and spreading the word about the attractions of Kent as a business and leisure destination.

£111.9m Export earnings from international revenue
including off-campus personal spending estimated at £60.3m by 4,530 international students
A global outlook

Many of Kent’s degrees have a strong international focus. There are opportunities to study at universities from China, Hong Kong and Thailand to the US and Latin America. In all, the University has long-standing partnerships with more than 350 universities, 51 of them being in the top 200 of the Times Higher Education World University Rankings, and 33 in the top 100.

As well as our campuses at Canterbury, Medway and Tonbridge, we have postgraduate centres in Brussels, Paris, Athens and Rome.

We are the only UK university to have a centre in Brussels, and we have postgraduates from more than 50 countries studying with us. As part of their studies, they engage directly with major international organisations such as the EU and NATO.

The University of Kent Paris programmes offer a unique selection of postgraduate degrees in the Humanities and, in Athens, Kent offers an MA in Heritage Management. In Rome, the postgraduate centre offers programmes in Ancient History and Roman History.
Each year many of our students take part in Holi, the Hindu spring festival.
The Morgan Owners Group travelled to Canterbury from over 17 countries to hold their annual get-together. More than 500 Morgan sports cars were parked on the University campus providing an amazing spectacle for 1,000 car enthusiasts.
The University of Kent provides the largest conference venue in the south east. In the spring and summer vacation periods, it hosts a large number of events from a wide range of market sectors, including: summer/language schools; association, religious and academic conferences; sport, leisure and special interest groups; bed-and-breakfast and self-catered holidays; local functions and meetings.

With more than 5,400 bedrooms (half of which are en-suite), 350 meeting rooms and a range of high-quality catering facilities at its disposal, the conference team generated over £4m income and handled in excess of 2,000 residential events in 2012/13, selling more than 145,000 overnight stays.

Students from outside the region attract short-stay visitors, graduates return to the area as alumni, and in 2012 London hosted the Olympic Games. The University accommodated more than 2,000 visitors on its Canterbury campus, from Europe, USA and further afield, who chose it as their base throughout the Olympic and Paralympic Games periods.

Winner of the Group Travel ‘Best University Accommodation for Groups’ award for an unprecedented seven consecutive years, the business generated by the Conference Office creates employment for more than 250 full-time staff, a further 500 part-time staff, and contributes considerably to Kent’s hospitality, leisure and tourism services.
A series of art workshops on the Isle of Sheppey enabled young people to present their own vision of their lives – past, present and future. Organised by University sociologists and visual artists, the workshops are part of an ongoing research project titled 'Imagine Sheppey'.
RESEARCH EXCELLENCE

Kent’s status as a leading UK research university was underlined in the Research Excellence Framework (REF) 2014, which assesses quality of research in UK higher education institutions.

The *Times Higher Education* (THE)’s REF league tables ranked Kent 17th in the UK for research intensity out of 122 non-specialist institutions.

The REF also confirmed that Kent has world-leading research across all its subject areas, and that 97% of the University’s research is of international quality.

The University’s REF success was based on the large number of research-active staff – more than 600 were included in our REF submission – who are producing a substantial number of world-class publications, while also generating a demonstrable impact to the economy as well as society more broadly.

Research has always been an important part of the University’s mission since it was founded 50 years ago and we continue to make a difference on a regional, national and international basis. Income from research grants and contracts continues to grow, amounting to nearly £13.4m in 2012/13.

Together with the universities of East Anglia and Essex, we are part of the Eastern Academic Research Consortium, which is rapidly becoming a significant force in research and research training.

Kent research has a transformative effect on a wide range of issues globally, from informing government policy on paying for social care, to developing good practice in heritage management, and using biometrics to help ensure the safety of our citizens.

An outstanding example of our impact is the Tizard Centre, which was recently awarded a Queen’s Anniversary Prize for Higher and Further Education. The Centre’s contribution to improving the lives of people with intellectual and developmental disabilities has led to a step-change in adult social care.

Kent contributed and responded in various ways to the London 2012 Olympics. Research ranged from assisting the training of British cyclists to the development of an anti-doping test. In the run-up to the Games, research at Kent also contributed to the national debate on the Olympic legacy.
Students based at the University’s Medway campus logged 16,000 volunteering hours in 2013/14. This included students from the School of Music and Fine Art delivering community arts and music sessions at Friston House care home and Parkwood Youth Club.
KENT IN THE COMMUNITY

From the support it gives to local schools and colleges, to student and staff volunteering and services offered to the business community, the University of Kent contributes in many often less-obvious but enormously valuable ways to the local community.

Volunteering to create a better world

Kent Union, the students’ union at the University, has long encouraged and supported its members to develop a greater involvement with the University and surrounding communities and was the first UK student body to acquire accreditation from Investing in Volunteers (IiV), the UK quality standard for good practice in volunteer management. The Kent Student Certificate for Volunteering (KSCV) scheme links to the reward and recognition element of this standard and allows volunteers to reflect on their experiences, with a focus on personal development, supported by staff or lead volunteers.

Although formalising volunteering in this way helps students acquire valuable employability skills, in a 2014 National Union of Students study the reason most often cited for volunteering was to contribute to the local community.

Although unpaid, volunteering also generates an economic value, which can be calculated according to the value of the hours donated. In 2013/14, students volunteered a total of 104,868 hours, estimated to be worth between £527,000 and £640,000. More than 50 local organisations benefit from this assistance and, as the number of hours of volunteering has risen steadily over the past few years, look set to continue to receive such invaluable help.

Stage Spiders is a University of Kent-led volunteering group which runs projects for children and young people across Canterbury such as Storybox, a weekly interactive storytelling event.

Supporting employability

The University’s innovative Employability Points Scheme (EPS) awards students points for engaging in extracurricular activities, leading to rewards ranging from corporate activities to work experience, training and internships. As well as enhancing their skills, the scheme helps integrate students into the broader community inside and outside the University.
KENT IN THE COMMUNITY

The scheme has been recognised by the Department for Business, Innovation and Skills as representing good practice in industry-university collaborations and was shortlisted in the Times Higher Education Awards as an example of Outstanding Support for Students.

Participation in the scheme is voluntary, and if the equivalent hours of effort are given a monetary value, it can be estimated that the scheme generated an added economic value of between £158,650 and £231,629 in 2013/14.

Hidden value of University staff

It is not only students who volunteer their time and skills. In what is believed to be the first such study, an anonymous survey of all University of Kent staff (responded to by ten per cent of staff) revealed that they undertook an estimated 28,880 hours – or nearly 19 FTE jobs – of additional engagement and public service activity each year. Work ranged from presentations to schools, community groups and business organisations, to submission of evidence to local, regional and national enquiries, and advisory roles and committee memberships.

The total economic value generated by this work is estimated to be nearly £2.5m. If this pattern of engagement was the same for all staff, the full value could be estimated at around £24m – showing a significant hidden value delivered by University staff.

Partnerships to promote HE

The University is strongly committed to widening access to higher education to those who can benefit from this. As part of this commitment, Kent is the main sponsor of Brompton Academy in Gillingham and co-sponsor of Longfield Academy. It also provides a range of curriculum and progression activities to schools and FE colleges across the country to help young people consider – and get the most out of – higher education.

The Student Ambassador Programme places students in more than 40 partner schools and colleges to work with teachers and mentor students. The Programme has run for over ten years and is significantly expanding. Currently, there are 363 students taking part in the scheme, an increase from 354 in 2012/13. They receive training and are paid for their work; in 2012/13 the University spent £137,000 specifically on the Programme, which delivered 10,884 paid hours.

The Ambassador Programme is included in the University’s agreement with the Office for Fair Access, an independent public body that helps safeguard and promote fair access to higher education. This reflects its role in addressing a social policy priority – targeting schools in areas of deprivation and low participation in higher education. In this case, social weighting can legitimately be applied to the economic value, raising it to about £220,000.

Legal services for local people

The University’s innovative Kent Law Clinic is a successful, award-winning service providing legal advice and representation for local people who cannot afford to pay for it, while at the same time enhancing the education of Kent law students and enabling them to use their developing knowledge to benefit the community.

The longest-running example of such a university-based clinic in the country, the Clinic is a partnership between students, academics and solicitors and barristers in practice locally. It holds regular advice sessions at local venues during the academic year,
and provides advice in areas including employment, benefits, consumer, family, immigration, asylum and public law. From August 2013 to July 2014, the Clinic received 1,827 enquiries, handled 150 cases and obtained or saved £325,346 compensation for its clients.

The Clinic has enjoyed considerable success in ensuring people can continue to use open spaces and footpaths in their local area; most recently, helping residents in Westgate-on-Sea to secure village green status for a field in the heart of their community.

In 2007 the Clinic was awarded a Queen’s Anniversary Prize for Higher and Further Education for ‘enriching the academic study of law through a casework service to the community’. In 2014 it won The Lawyer Award for ‘Ethical Initiative of the Year’, for work on immigration and asylum, both in individual cases and in conjunction with Kent Refugee Help and Kent Refugee Action Network.

Pride in Medway
The University is one of the principal sponsors of the Pride in Medway awards (pictured below), which highlight individuals who make Medway a region to be proud of. We contribute to the development, promotion and resourcing of the annual awards, as well as presenting our own sponsor’s award.

In 2014, the overall winners were Roger and Janet Maddams. Since their son Jack died just days before his 18th birthday, they have raised thousands of pounds for Cardiac Risk in the Young (CRY) to pay for heart screenings to prevent other families suffering similar anguish. Winner of the University’s sponsor’s award was Royal Engineer and former University of Greenwich student Toks Adefuye in recognition of his work developing Medway’s sports provision for African youth.

Supporting local enterprise
With world-leading research and academic excellence at the core of our business engagement, the University of Kent provides innovative and creative solutions to help solve business needs.

The University’s links with business and industry are many and varied, ranging from collaborative research to access to our intellectual capital, tailored consultancy services, collaborative training and

IT solutions
Small local businesses and community organisations needing help with IT have a valuable resource in the Kent IT Consultancy (KITC), with bases in Canterbury and Medway. Whether they require a website (plus training to manage it), guidance in the use of social media or would like to find a better way of managing customer relationships, the Consultancy can provide affordable solutions.

KITC’s consultants are students at the University’s School of Computing, and many will have completed placements for major companies such as Intel, IBM and Microsoft, giving them significant experience in both business and technology, but will also be supervised by IT professionals. They deliver workshops, provide individual guidance, and help businesses implement IT solutions.
state-of-the-art facilities. The University’s dedicated central point of contact for businesses, Kent Innovation & Enterprise (KIE), is constantly exploring new ways of working with businesses, multinationals and local firms, with emphasis being placed on building long-term relationships.

Breaking down the barriers between business and academia is a priority for KIE. Government and European funding such as Knowledge Transfer Partnerships (KTP) support business and academic collaboration. KTP has been running for over 40 years and is Europe’s largest university-business collaboration programme. On average, businesses participating in a KTP project see an increase in annual profits before tax of over £290,000 and eight genuine new jobs created.

Supporting start-ups

Starting a new business venture is exciting, rewarding, and also full of challenges. But some of the anxiety can be removed by the services of the Kent Enterprise Hub, which helps entrepreneurs – current students, recent graduates and staff – to develop their ideas. Providing this support helps to retain talent in the region, nurturing young companies that may well provide jobs and generate revenue for the south east.

Since 2010 the Kent Enterprise Hub has given 500 business start-up advice sessions and supported 74 new start-ups. This represents more than 130 employees, an economic impact of £4m, £2m private/public sector investment and one business being sold for £6m.

Open for business

Making enterprise its priority, Kent Business School (KBS) plays an important role in supporting the local economy, both by providing skilled graduates and by sharing its expertise with local businesses.

Key elements in equipping students with the skills necessary to contribute to the region’s businesses – or even start their own successful companies – include two of the School’s most popular elective modules, Enterprise and Business Start-up, as well as other initiatives outside formal courses. These include the annual Enterprise Day and Pitch It!, which introduces students to the concept of pitching business ideas and solutions to real-life challenges.

One of the most important ways in which KBS shares its expertise with the business community is through the Business Executives Forum, which has supported more than 250 businesses, developing and maintaining a network of decision-makers.

Food for thought

Canterbury Food Bank provides emergency food parcels to people in short-term financial crisis across Canterbury, Whitstable, Herne Bay and surrounding villages. It is now able to manage distribution of its supplies more efficiently thanks to a computer system developed by students from the University’s School of Computing. The new site can be updated in real time from each of the charity’s distribution centres, giving a greater ability to manage stock, and shows when items are reaching their best-before date, therefore reducing waste.

As the charity is experiencing increasing demand for its services – latest statistics show that there are more than 4,000 children living in poverty in the Canterbury district – this work will play a valuable part in supporting people in need across the region.
Gulbenkian has become a National Portfolio Organisation with Arts Council England; this includes development of a major new annual international festival for families – bOing!
CULTURAL CONTRIBUTIONS

The University makes a key contribution to the region’s cultural activities, not least through the activities of the Gulbenkian and the Colyer-Fergusson Music Building, the University’s centre for music performance, and initiatives such as Studio 3 Gallery.

Entertainment for all

Gulbenkian is the University of Kent’s arts centre, offering innovative, engaging and high-quality arts activity for the public, staff and students. It plays a key role in delivering the University’s commitment to public engagement and has a particular focus on the creative empowerment of children and young people.

Strategic creative partnerships have been established including South East Dance, Kent County Council and ODIA (Artistic Development Office of Normandy). Gulbenkian is home to ART31, a cultural leadership project led by young people. Gulbenkian Youth Theatre now has more than 100 members aged five to 18. A major capital investment from the University has created a cabaret space enabling the development of an exciting programme of live music, comedy and spoken word, attracting a new audience. It supports a range of young companies including Wide-Eyed Theatre, Little Cauliflower and Three Half Pints, and is increasing the quality and number of events for children and family audiences.

Music matters

Whether it’s listening to music or performing, the University offers enormous possibilities for the local community.

With the opening of the Colyer-Fergusson Music Building in December 2012, the University has a first-class performance space capable of accommodating everything from recitals to choral and orchestral concerts, greatly enhancing the University’s place in the local – and national – arts community; most of the local orchestras, choral societies and schools now use the building as their main concert venue. Music-lovers across Kent and further afield can enjoy both lunchtime and evening performances from gospel choirs and swing bands to chamber music and orchestral concerts.

Leading experts

With world-class research in all subject areas, as highlighted in the REF 2014, the University is a natural source of knowledgeable speakers. Most recently, there has been a series of free lunchtime talks by leading University academics at the Beaney House of Art & Knowledge in Canterbury.

As a centre of academic excellence, the University also attracts speakers of a high calibre and has, for many years, provided a wide range of popular open lectures, many of which are available online. In 2013/14, around 1,200 people attended nine open lectures.

The Culture Awards

In 2014 the University was delighted to be the principal sponsor for The Culture Awards – annual awards given to artists, cultural organisations, performers, designers and marketeers who produce and promote the best creative work in East Kent. The awards celebrate and showcase the benefits that the creative industries bring to the East Kent region, helping it to become a prime tourist destination, a centre of excellence for arts education and a magnet for commercial creatives.
Former University of Kent student Wayne Otto OBE, 5th Dan, nine times World Champion, nine times European Champion and 18 times English Champion, hosting the Ultimate Karate Fighters Boot Camp in partnership with Kent Sport.
The University has extensive sports facilities for all abilities and needs, from amateur enthusiasts to professional sportspeople. Kent is an enthusiastic supporter of sport and is committed to promoting its key role in influencing health, social integration and employability.

It is widely recognised that the benefits of sport, fitness and wellbeing carry across to all areas of life and Kent Sport strives to encourage more people to be more active more often. Currently, we welcome about 100,000 visitors to our sports facilities every month.

Kent Sport strives to remain cutting-edge by investing millions of pounds in ongoing facility development as a priority to meet ever-increasing demands on sport, physical activity and recreation. An additional 3G astro pitch as well as new cycling facilities will be available shortly.

Kent Sport also keenly supports the development of sporting potential with its expanding scholarship programme, providing funding and support structures for high-level athletes in this area. We are also proud to support promising and substantial young athletes, sharing our expertise and facilities with the likes of running stars Bobby and Alex Clay, and Sochi Winter Olympics flag-bearer Millie Knight.

Furthermore, Kent alumni, staff, students and the wider community have the opportunity to connect with sport at the University and support the student experience with Project 100 – a 50-year fundraising programme bringing more resource into student sport.

Our facilities provide the perfect venue for many significant events such as Kent’s Sporting Legends (pictured above), the pre-eminent sporting celebratory event in the county involving all the top athletes from this area; and the international Wayne Otto Ultimate Karate Fighters Boot Camp. Kent Sport is also host to the annual Canterbury and District Sports Awards.

In addition, Kent Sport has close ties with the local community through its charitable support, such as hosting the annual KM Big Quiz.

Medway investment

Meanwhile at our Medway campus, the School of Sport and Exercise Sciences offers professional services to the public such as sport and exercise-testing, psychology, respiratory and nutrition consultations, rehabilitation gym and sports therapy. We have worked with Medway Dragons RFC, Medway Park Crusaders Basketball Club and a number of local sportspeople.

In addition, we committed £3m towards the creation of Medway Park, a regional centre of sporting excellence. This £11m project, led by Medway Council, is a multi-sport, state-of-the-art facility, within which the University has dedicated seminar, research and therapy rooms.
SOURCES

This report took as its starting point a study, The Economic and Social Impact of the University of Kent, conducted by independent consultants Viewforth Consulting on behalf of the University and conducted in autumn 2014.

The primary focus of the study was the University of Kent as a business and the impact generated by its activity during the academic and financial year 2012/13. It also examined the impact of the off-campus expenditure of international students (all students whose permanent domicile is recorded as outside the UK, including other parts of the EU as well as non-EU students) at the University that year. In addition, it analysed the additional injection into the regional economy of the expenditure by students from the rest of the UK (ie from outside the south-east region), and of local (domiciled within the south-east region) students. The south-east region is defined as corresponding to the former Government Office Region.

The impact of the University on the UK economy was modelled, using a purpose-designed economic model of the UK, and then analysed, using a Location Quotient approach. The model is based on UK data from the UK Input-Output Tables (Office of National Statistics) together with Labour Force Survey and Annual Business Inquiry data and the 2008 UK Bluebook. The modelling system has been updated in 2013 to reflect productivity increases and related economic changes.

An additional gravity-modelling approach was adopted to analyse sub-regional distribution of impact, particularly between Canterbury and Medway campuses.

The main source of higher education data is the Higher Education Statistics Agency (HESA) publications on HE Finance, staffing and students. Additional data sources include the Producers’ Prices Index, ONS Regional Accounts and Local Area Data from the ONS including the Business Register and Employment Survey.

Estimates of student expenditure were made drawing on the most recent BIS Student Income and Expenditure survey (for domestic students) as well as BIS estimates of international student expenditure.

The activity and output data for case-studies within the report were supplied by the University of Kent. The valuation approach adopted for the case-studies draws on techniques from cost-benefit analysis and good practice from the HM Treasury Green Book and the United Nations System of National Accounts.

FIND OUT MORE

For further information, including the Viewforth Consulting report, see www.kent.ac.uk/impact

The website includes links to our Annual Review and Financial Statements, as well as other 50th anniversary publications, including Research Impact: Making a Difference.

Or you can contact: Corporate Communications, The Registry, University of Kent, Canterbury, Kent CT2 7NZ. Tel: 01227 824343 www.kent.ac.uk/communications

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The University’s Colyer-Fergusson Music Building hosts choral and orchestral concerts.