INTRODUCTION

The University of Kent is proud to play a leading role in driving forward economic growth in our region.

In addition to delivering investment and supporting local industry through our direct spending, our educational and research activities add value by supplying the specialist skills and knowledge needed to help the economy to thrive.

In 2018, we commissioned an economic impact study from Viewforth Consulting, which is a specialist independent economic consultancy with more than 25 years of experience in assessing the impact of higher education, policy and knowledge exchange.

The results of this study are summarised in the pages that follow, along with additional information about how the University engages with partners to deliver economic benefits.

I hope that you will enjoy learning more about the huge contribution that the University makes to the economic health of the region and we look forward to continuing our work with you to secure the economic success of our region in the years ahead.

Professor Karen Cox
Vice-Chancellor and President
OUR ECONOMIC IMPACT

**Economic contribution**

£907m a year contributed to the south east region, supporting 9,448 jobs

**Generating local jobs**

Largest employer in Canterbury, supporting one in 10 jobs in the city

**Off-campus spending**

Students contribute £300m to the regional economy, supporting 3,000 jobs

**Growing the visitor economy**

The largest conference venue in the south east, hosting 132,000 visitors a year

**Supporting start-ups**

More than 130 new businesses launched at our enterprise hub since 2013

**Benefitting business**

Through professional development training for more than 250 local business leaders

Find out more at www.kent.ac.uk/impact
The University of Kent and its students generated £0.9 billion for the south east regional economy in 2015/16.

Our total revenue was £253.8m, with most of this income coming from tuition fees and educational contracts (£154.8m), £48m from research grants and contracts, and the remainder from consultancy services, the provision of residential and catering facilities, conference support and facilities hire.

Since the last study of the University’s economic impact in financial year 2012/13, income has increased by 21%. Over the same period the economic impact generated by the University within the south east region has grown by 23%.

We play an important role in the regional economy, generating a ripple-effect that flows throughout the region and supports growth and employment in other sectors. Our staff, students and visitors spend money on a variety of goods and services, buying from local and regional businesses and generating higher outputs and more jobs.

We have invested heavily in the refurbishment and redevelopment of our campus, spending £186m over the last five years. Many of these projects have seen us partner with local contractors and suppliers to support job creation in the region.

We plan a major capital investment programme to enhance our campuses with a further £338m of spending in the period to 2027. A longer-term Masterplan for our estate at Canterbury provides a framework for the future evolution of our campus.

Staff and student spending
- Generates £357.9m a year for the south east economy
- £77.4m of that total comes from off-campus spending by international students
- Student spending in Canterbury and Medway generates £162.4m a year for local businesses
WORKING TOGETHER TO PROMOTE CANTERBURY

Lisa Carlson, Canterbury BID

Lisa Carlson is Chief Executive of Canterbury Business Improvement District (BID). It is a business-led, not-for-profit organisation created in 2014 to drive investment and growth, and to promote Canterbury City Centre.

‘The University has a hugely positive impact on the city centre, not only in terms of its direct economic impact, but also in terms of how it engages with the work that we do. The education sector contributes 28% of the value of the Canterbury economy. In addition to the teaching, research and business engagement activities that you’d expect the university to lead, it also makes a significant contribution to our visitor economy.

‘The University provides a huge accommodation offer during the summer, which is really significant for the city. The number of rooms it offers far surpasses what’s available in the city centre and helps attract visitors who spend money at local attractions and businesses.

“We work together to promote Canterbury to visitors and bring people into the city, which means we’re all talking about our city in a joined-up way and communicating one shared story to encourage students and their families to visit.”

‘Student spending is also important for businesses in Canterbury and we really notice when students are not here. Their spending supports the food and beverage sector, the entertainment sector and retail, and they help create a great vibe in the city centre.

There are no doubt issues, as there are in any student city, but the joined-up working and engagement we have with the University helps. We work really closely on the Purple Flag programme, which promotes the Evening and Night Time Economy, for example, to make sure that students and locals feel safe and welcome in the community.’
We are one of the region’s largest employers with 3,900 directly-employed staff and our activities support more than 3,491 jobs outside the University. 90% of those jobs are based in the South East.

Our employees conduct cutting-edge research, deliver innovative and inspirational teaching, develop and maintain an attractive campus, recruit excellent students and engage with communities. They also provide award-winning hospitality services and deliver high-quality public arts programmes.

The University is the largest employer in Canterbury and one in ten jobs in the city is dependent on the activities of the institution and our students. Almost a quarter of our workforce lives in the city and contributes approximately £1.7m in taxation to the local economy. Our wider impact on employment in the district means that for every £1m we spend, an additional four full-time-equivalent jobs are created.

We are committed to supporting the growth and development of our own talent by offering a range of professional and academic qualifications, including degree-level apprenticeships. In addition, we recruited six local young people onto our trade apprenticeships scheme in 2016/17, in roles ranging from plumber to horticulturalist, and from chef to administrator.

We work closely with regional partners including Hadlow College, East Kent College and ABM Training to deliver our apprenticeship programme.
Charlie Champion – Plumbing Apprentice

Charlie Champion joined our Estates team as an apprentice plumber in 2017.

‘An apprenticeship is a great way to gain new skills and earn while you learn. The staff here have been really supportive and have helped me develop. I’ve had lots of opportunities to work with different team members, to learn from them and to really get to know my colleagues.

‘Each day is different, with a new challenge. My main role is to install and maintain the plumbing and heating systems and their components to keep the university-wide heating, water and sanitation systems running effectively. I’ve also been involved in laying underground drainage pipes and other tasks that helped me gain new skills. One of those was to create a new booking-out computer station for our Estates team stores.

“I really enjoy working here and I would definitely recommend an apprenticeship at the University.”

Now that I’ve completed my Level 2 Plumbing Apprenticeship, I’m going to continue my studies and work towards a Level 3 Domestic Plumbing qualification.’

Clive Wellard has worked at Kent since 2011 and acts as Charlie’s apprentice mentor. Clive also started his career as a Plumbing Apprentice and has provided valuable support throughout Charlie’s learning journey. He said: ‘I know what it’s like to be an apprentice, just starting out in your career and trying to develop your skills. I’ve really enjoyed working with Charlie and sharing my knowledge, watching his competency and confidence grow as he meets new challenges and hits his learning targets. It’s been a real pleasure to be involved.’
SUPPORTING REGIONAL BUSINESS

We work together with ten economic partnerships in the region to drive economic growth and raise the profile of Kent. These partners include the Thames Gateway Kent Partnership and South East Local Enterprise Partnership. We have also joined forces with Visit Kent, Canterbury Business Improvement District and Medway Council to promote our locations as fantastic places to live, study and work.

In addition, we offer a series of specialist support services to regional businesses to aid their growth and success. Links between our researchers and businesses, built by the team at Kent Innovation and Enterprise (KIE), help to devise innovative and creative solutions to the challenges that small, medium and large businesses face. Our Knowledge Transfer Partnership (KTP) programmes see our expert academics embedded in local businesses to deliver operational, technological and strategic improvement programmes that help local companies grow.

**Business leaders**

Kent Business School (KBS) offers programmes that help business leaders develop their skills and grow their contacts, with more than 250 senior executives participating in its Business Executives Forum events.

In January 2018, the School ran the first Kent Business Summit, bringing together more than 200 business leaders, public sector chiefs, academics and students to discuss the region's economic future. KBS also provides a source of skilled labour to regional organisations, producing business-minded graduates who have real-life experience of industry thanks to its extensive work placement schemes.

Our dedicated start-up incubator, the Hub for Innovation and Enterprise, has supported the launch of more than 132 companies since 2010, creating 190 new jobs in Canterbury. Hub companies have contributed £8.8m to the local economy over the last five years.
“As our own business grows, we’re hoping to employ talented local graduates to help us scale-up our technical development.”

‘We’ve worked with several local companies, including The Bay Trust in Kent and we now have a strong pipeline of projects covering commercial, domestic and public sector organisations, both locally and nationally. We’re confident about the future of the business and looking to move to the next stage, using our expertise to develop new hybrid energy products.’
Priority Freight

Priority Freight is a major international goods distributor based in Kent. Thanks to a Knowledge Transfer Partnership with academic experts at the University, the business has cut its carbon emissions by an average of 2.2 tonnes of CO₂ per week through improved vehicle route planning.

Said Salhi, Professor of Management Science and Operational Research at Kent Business School, led the collaboration. He said: ‘We worked with Priority Freight for 30 months on a project to embed new processes designed to improve routing and the scheduling of collections and deliveries. Brian Gutierrez, a graduate of the school, identified a new algorithm to help reduce the number of vehicle movements and miles covered across Europe. The tool should bring long-term efficiencies for their logistics operations and we’re delighted with the feedback we’ve received from the Priority Freight team. It indicates that they are already benefiting from cost savings and reduced environmental impacts.’

Neal Williams, Group Managing Director at Priority Freight, said:

“Through our participation with Kent Business School, we have been able to make better use of our knowledge, technology and skills to progress new ideas, further develop innovation and improve quality and operations.”

‘Over the next three years, the projected financial savings from using the new tool will be significant. We’re also delighted that, having been so impressed with Brian’s work with us during the project, we’ve since been able to welcome him to our team as a full-time member of staff.’
WELCOMING GLOBAL VISITORS

We welcome thousands of visitors to our campuses each year. They include families or friends of students arriving on campus to begin their academic careers or visiting for the congregations ceremonies that mark the completion of their studies. Thousands of prospective students and their families attend our open days. We also welcome conference delegates and visitors to a host of educational and cultural events on our sites.

Many of these visitors stay overnight or spend money at hotels, B&Bs, restaurants, shops, leisure venues and tourism destinations in our area, generating additional economic benefits over and above our direct contribution through university spending.

Economic impact

We are a bedrock of the visitor economy in Canterbury, welcoming more than 135,000 people from around the world to more than 1,000 residential events on our campus. These visitors are equivalent to more than 40% of the total number of overnight visitors coming to Canterbury each year. The business generated by our conference and events activities creates employment for around 350 full-time staff and a further 500 part-time or contract employees.

The Canterbury campus offers 5,400 bedrooms, making it an ideal location for residential conferences. We have a three to five star rating from Visit England for our accommodation, including B&B and holiday accommodation that is available during the summer.

The University is the largest conference venue in the south east and was awarded Best University Accommodation for Groups for the 11th consecutive year at the 2018 Group Travel Awards.