



University of  
**Salford**  
MANCHESTER



A  
**21ST  
CENTURY**  
vision of our **heritage**

**A SOCIAL AND ECONOMIC IMPACT REPORT**

A new assessment of the economical and social value generated by the University of Salford. Achieving impact through partnerships: exploring the economic, social, cultural and environmental impact of the University of Salford.



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## Introduction from the Vice-Chancellor Professor Helen Marshall



The University of Salford's role in the region, both in terms of our economic contribution and our social impact, is something I personally take great pride in. Our roots in Salford and the Greater Manchester region go back to the 1800s, and our contribution to industry, improving opportunity, and living by our social justice values have always given us a distinct heritage and identity. Our national and global reach is ever stronger; we are recruiting students from every continent and fostering relationships and partnerships across the globe, meaning the impact we have continually grows.

It is important that we have a clear understanding of the role we play and the impact we have, so we can continuously strive to strengthen our contribution. To that end, we commissioned a full external assessment of our economic, social, cultural and environmental impact with a primary focus on Salford, Greater Manchester and the North West. This assessment included our role as a large employer and as an economic force in Salford and Greater Manchester, generating social value, jobs and contributing to regional gross domestic product (GDP).

The review considered economic value generation in its broadest sense, reflecting on University achievements in terms of the positive social, cultural and environmental impact made. Therefore, as well as modelling the University's financial flows and impact on jobs, output and GDP, the study explored broader aspects of the University of Salford's actual and potential economic and social impact, including aspects of our civic role within Salford.

The outcomes of the review are outlined in this report; they are a strong affirmation that industry collaboration and partnerships define our unique contribution, whilst also demonstrating the significant impact we have on the regional economy and that we remain firmly and passionately rooted in our local community.

Our new strategy, with Industry Collaboration Zones (ICZs) at its heart, focuses on creating a 21st century version of our heritage. The ICZs will further strengthen and increase support for collaboration with local business, industry and public sector partners, building on our existing reputation and positive track-record that is identified and highlighted in this report.

This review is the start of a process to fully understand the contribution we make to our city and our region. We will continue to work on how we can not only regularly assess this, but more importantly on how we can work with partners and key stakeholders to increase both our economic and social impact going forwards.



# University impact on jobs, output and GDP

Total University of Salford income in the study year of 2013/14  
**£179.6 MILLION**

**2,325 staff employed**  
 (1,943 full time equivalent jobs)

**2,396 FTE**  
 in Salford, including University staff

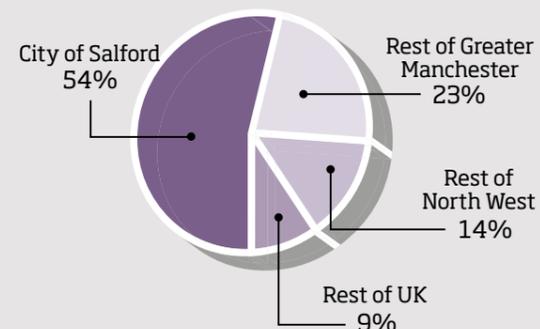
**957 FTE**  
 generated elsewhere in Greater Manchester

**605 FTE**  
 in the rest of the North West

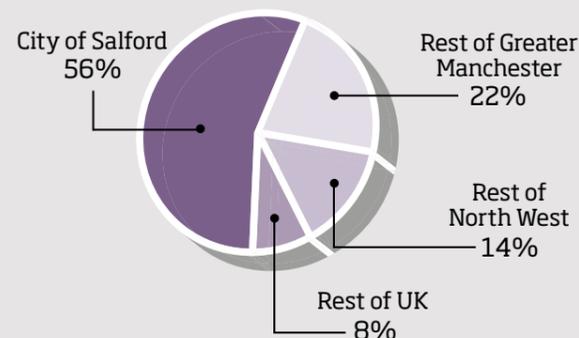
**325 FTE**  
 in the rest of the UK

Direct GVA (contribution to GDP)  
**£119.3 MILLION**

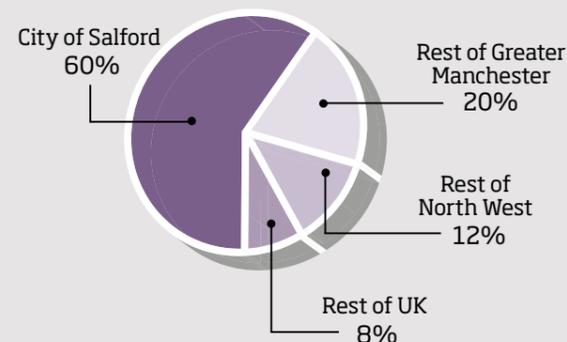
**Output generated by the University of Salford 2013/14 - £415m**



**Jobs generated by the University of Salford 2013/14 - 4283 full-time equivalent**

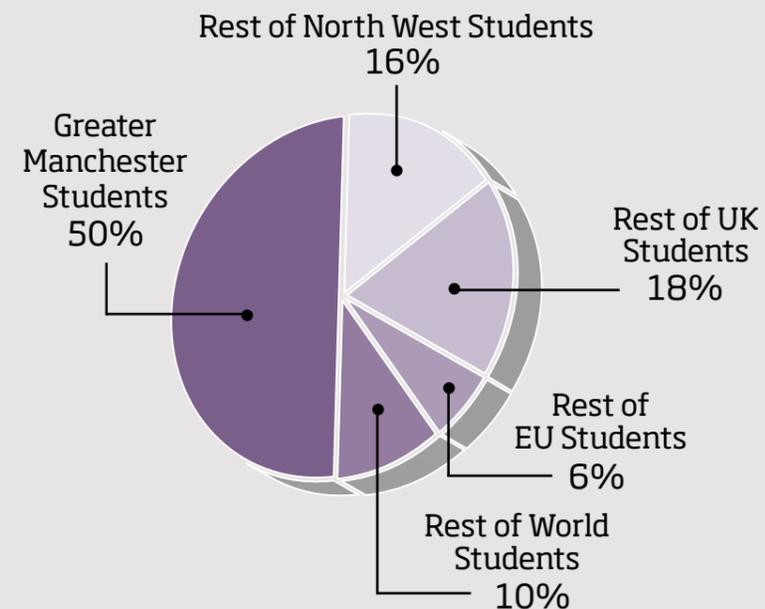


**GVA generated by the University of Salford 2013/14 - £234.7m**



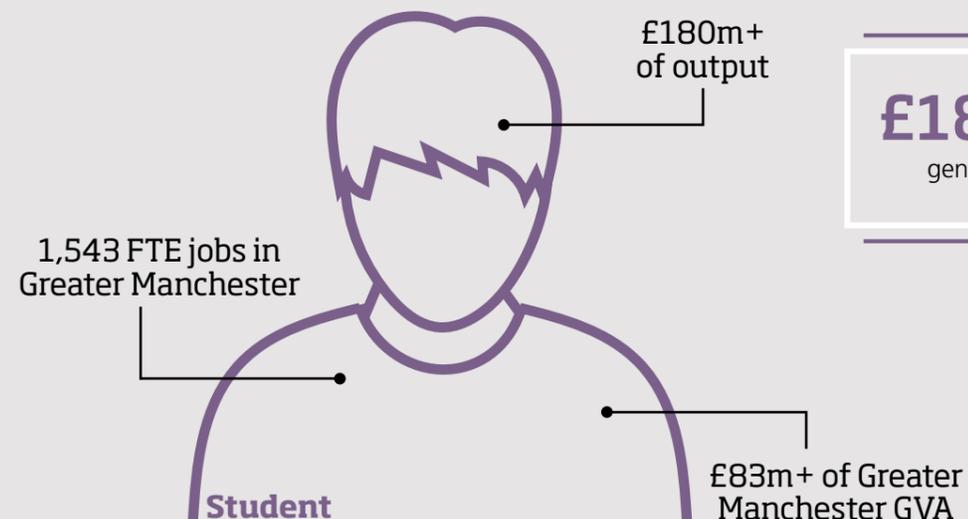
# Impact on jobs, output and GDP - additional impact of student expenditure

**Students at University of Salford by domicile of origin 2013/14 Total 18,485 Students**



As well as paying fees to the University, students also spend money on rent, food, entertainment, clothes, travel and other living expenses.

Personal expenditure of Salford students generated over £180m of output, 1,543 FTE jobs in Greater Manchester and generated just over £83m of Greater Manchester GVA



Total GVA (Gross Value Added) generated by the University  
**£234.7 MILLION**

**£141 MILLION**  
 was generated in Salford city

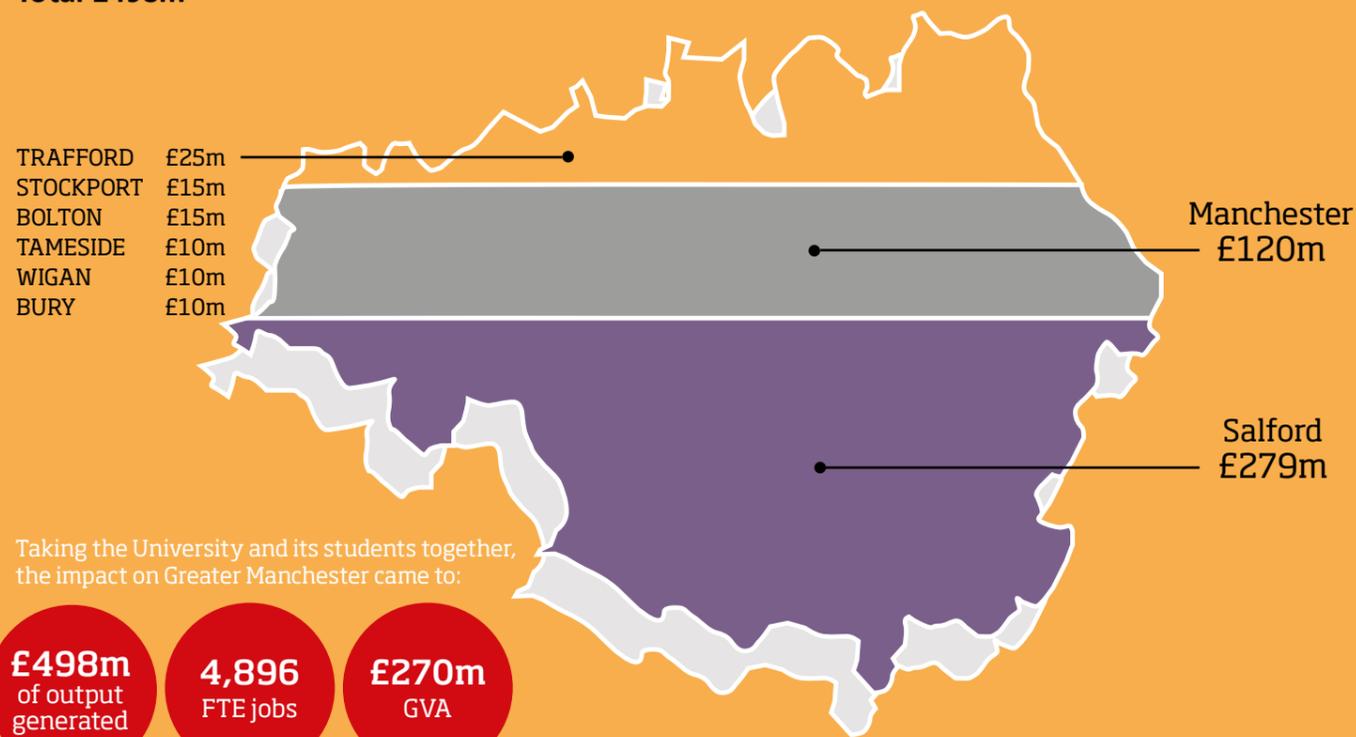
**£45.8 MILLION**  
 was generated in the rest of Greater Manchester

**£29 MILLION**  
 generated in the rest of the North West

**£18.9 MILLION**  
 generated in the rest of the UK

# Overall impact on Salford and Greater Manchester

**Distribution of output across Greater Manchester**  
Total £498m



**Distribution of employment across Greater Manchester**  
Total 4896 FTE jobs



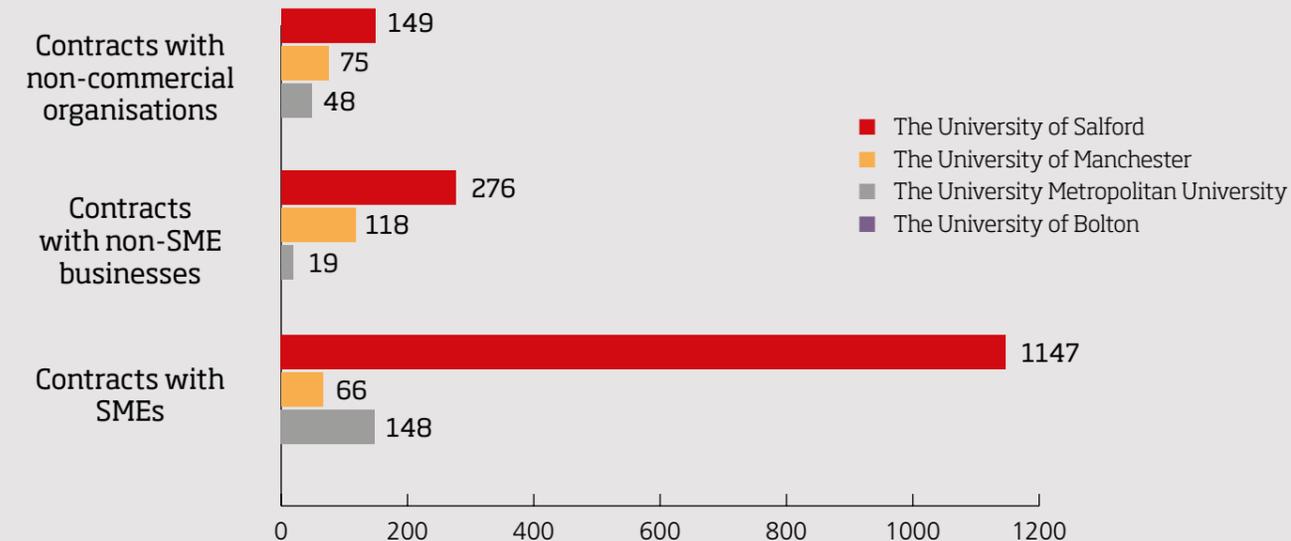
**Distribution of GVA generated across Greater Manchester**  
Total £270m



# Partnerships that maximise impact

The most recently published data on business-university interaction has shown the University of Salford to have more active links in the form of consultancy contracts with Small and Medium-Sized Enterprises (SMEs) than any other university in Greater Manchester. It also delivers more consultancy to non-SME commercial companies and to non-commercial organisations than all the other Greater Manchester universities combined.

## Business & Community Services - numbers of consultancy contracts held by Greater Manchester universities 2014/15



## Industry Collaboration Zones

The development of the new Industry Collaboration Zones (ICZs) is building on a long-standing tradition of collaborative working. Through the creation of ICZs, the University is encouraging the creation and development of working partnerships across disciplines and across organisational boundaries to address business, technological, cultural,

health, social and environmental issues to create solutions and to generate impact.

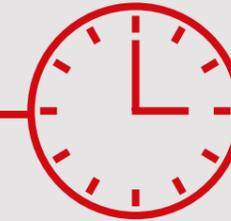
By establishing a framework and a supporting institutional infrastructure, the University of Salford is seeking to maximise value generation, creating a lasting impact that will be greater than the sum of its parts.

## Our people in the community



University of Salford staff are engaged in wider 'non-commercial' interactions, generating additional economic value by such activity.

Overall estimated economic value of University of Salford staff external engagement and public service activity



**238,052**

estimated annual hours



**£15.8 million**

Value generated (shadow-priced)

## Educational and social value of public cultural, educational and outreach events

Estimated value of centrally recorded public engagement events including public lectures, performance arts (music, dance, drama, etc.), exhibitions, outreach and widening participation events, health focused community events and other cultural activities.

Estimated economic value generation of nearly

**£815K**

## Student placements and work-based projects

The University of Salford was one of the first UK institutions to offer 'sandwich' courses, introducing the first sandwich diploma course, in partnership with a major electrical engineering firm, in 1949.

Today, 55% of all undergraduate courses have a placement as a 'core' element of the curriculum (22% of postgraduate courses) with work placement and project opportunities being offered as an option across many other courses. Some courses have an integral 'work-based' project as a formal credit-bearing module.

Placement opportunities and practical work-based projects can have a high personal development value for individual students and there has been considerable research undertaken showing how engagement in placements assists the learning process, increases individual skills and helps with 'CV-building'. However they are also an example of the broader economic and social benefit generated through the University's emphasis on knowledge exchange, with mutually beneficial partnerships.

**1949**

The University of Salford introduces the first sandwich diploma course

**1970**

**1980**

**1990**

**2000**

**TODAY**

55% of all undergraduate courses have a placement as a 'core' element of the curriculum



# People, places and potential

The cultural campus, public art and transforming the University Estate in the heart of Salford

As part of the overall vision for the repositioning and reinvigoration of the University's civic role at the heart of the city's regeneration, the University campus is being reshaped and transformed. The campus plan has been developed with the key aims of compressing its footprint while at the same time making it a desirable public realm space that meets the social, cultural and education needs of the University and broader community. It aims to make the University campus an attractive living and working space and desirable destination within Salford and Greater Manchester and to stimulate business and leisure activities in the area. The campus plan was developed in partnership with Salford City Council, which sees the University as having "a key role to play in Salford's success".

As part of the campus regeneration, there is a new vision for transforming the campus as a creative and dynamic space by using the physical space and buildings to encourage interdisciplinary knowledge exchange and community interaction. The 'cultural campus' concept and plan sees the University campus as:

*"a revitalised creative heart for the University, acting as a catalyst, connector and producer of cultural activity across the urban and green environments of the University, the city and the wider region."*

Cultural Campus Strategy 2016-2019  
(Allan Walker & Sarie Slee,  
School of Arts & Media)

# Public art in the cultural campus

## The case of Engels' Beard

The University's approach to public art is intended to complement and be consistent with its overall development of the campus and enhancement of the public realm.

A newly commissioned and inspiring art work, which combines elements reflecting both Salford and Manchester's history and its present, will be installed outside the New Adelphi building as part of the campus regeneration. Engels' Beard is a statue and full-size climbing wall modelled in the shape of Friedrich Engels' beard. It was commissioned by the University from a Salford based artgroup, Engine Productions Ltd.

Part of the commission has involved engaging pupils from a Salford primary school, Clarendon Road Primary in Eccles, in the working process. Around 30 Year 5 pupils took part in an art and drama workshop at Artwork Atelier where Engine Productions are based. This was coordinated by a University of Salford arts graduate, as part of the University's Graduate Scholarship and Support programme for newly professional artists. The school pupils also participated in a 'statue tour' around Manchester and visit to the People's History Museum to learn about the people the statues represented.



## The Aeolian Light

Aeolian Light is a prize-winning new light artwork installation commissioned jointly from artists Squidsoup by Quays Culture and the University of Salford. The large scale outdoor artwork was installed for 26 days over December and January 2014-15 in the Salford Quays Plaza between the Lowry and the Lowry Outlet - an area that attracted many visitors over the Christmas period. The 10 square meter cube-like structure consists of strands of lights (around 12,000 bulbs) which flickers, pulses and changes colour in response to wind and human movement. It took its name from Aeolus, the Greek God of Wind.

**Aeolian Light was one of 25 works selected for the Lumen Prize 2015/16 Global Tour, and will be travelling to New York, London, Shanghai and Caerphilly Castle, Wales.**

**Overall an estimated 358,920 people visited the installation during the 26 day period.**



\*1 hour leisure time using Department for Transport guidelines on value of time

# Working together for the greater good

## The Castle Irwell flood basin

Salford has a long history of flooding, being a city surrounded on most sides by rivers. There have been particularly extensive incidents of flooding in 1866, 1946, 1954, 1980, 2008 and most recently over Christmas 2015, when the River Irwell burst its banks, flooding large parts of the city. Hundreds of people had to be evacuated from their homes and businesses, with significant damage caused in Lower Broughton and surrounding areas.

### Synergy through partnership

The Environment Agency had proposed building a flood storage basin as part of Salford flood defences at Castle Irwell. By 2012 this had been given a high priority for construction, with funding identified from central government and from Salford City Council. However the Castle Irwell land was mainly owned by the University of Salford and not by the City Council.

The University land was used for sports and recreation, with all of the University's sports pitches located there. Creation of a flood basin would mean that University would lose all access to its sports facilities for at least two years during the construction phase and, even with reinstatement of pitches afterwards, the University's students would no longer have full access to facilities in the future as the flood basin would be designated as a reservoir area and flood management would take precedence.

However the close working relationships between the University and Salford City Council led to an innovative solution being agreed. This involved a 'land swap'; the University would give its sports pitches over to the Council for use in the flood basin. In return the Council would give the University a long term lease on land and sports pitches much closer to campus, adjacent to the new Student Village.

### Benefits and value of the development

There are extensive negative impacts on individuals and communities of major flooding incidents. These can include economic losses, in terms of the cost of clean-up, disruption, loss of business but also non-economic losses such as damage to or loss of personal belongings and items of sentimental and personal value. Major flooding incidents are also known to adversely affect health, both physically and physiologically, and these adverse effects can be long-lasting. Economic effects can also be long-lasting in terms of loss of business confidence, reduced investment in the area due to risk of flooding and impact on house sales in the area.

The establishment of a greater degree of protection afforded by the Castle Irwell flood basin significantly reduces the risk of all of these negative effects on Salford with protection against flooding increasing from a 1:75 level to a 1:100 level. In other words, Salford will now be protected from some of the most severe floods – ones that would have a 1% chance of happening in any single year.

The Castle Irwell Flood Defence Scheme is an example where all of the collaborating partners worked together to generate a solution where the final benefits were greater than the costs. Flexibility and willingness to consider innovative options emerged from the good working relationship between the partners.

*"This scheme is a great example of how, by working together, we can bring added benefits to a local community whilst developing a scheme to reduce flood risk."*

The Flood Risk Manager for the Environment Agency

## Dementia Associates and community co-production

Another case examined the work of the University of Salford Dementia Institute, which is a key partner in the Greater Manchester city region-wide partnership Dementia United, led by Salford Royal. The Institute was set up in 2013, bringing together academic expertise from across the University in a multi-disciplinary effort to address the challenges facing people with dementia and their carers. The Institute has a major focus on the importance of 'dementia-friendly' design in buildings, gardens, urban spaces and transport networks as well as on the exploring of the uses of assistive technology. It has input from the almost every school in the University, including experts in nursing and health care, architects and designers, performing artists and experts in autonomous systems & robotics. The Institute's overriding philosophy is one of helping people to 'live well' with dementia, bringing innovation in technology, design and care together to help maintain people's dignity and independence and support integrated care in the communities where people live.

### Direct collaboration and co-production

Part of the work of the Institute for Dementia involves having an active group of Dementia Associates. Dementia Associates are people living with dementia and/or their carers who have agreed to be actively involved with the Institute's research programme. There are currently around 20 Associates, meeting once per month to discuss the progress of, and advise on, aspects of ongoing Institute research projects from the perspective of the intended beneficiaries. Associates are not paid for their contributions to these meetings (they are paid for some other work if they become more deeply involved in specific projects). They are willing to donate their time to act in an advisory capacity. A value can be imputed to the broader social and economic value generated by the Dementia Associate meeting programme by putting a value on Dementia Associate time.

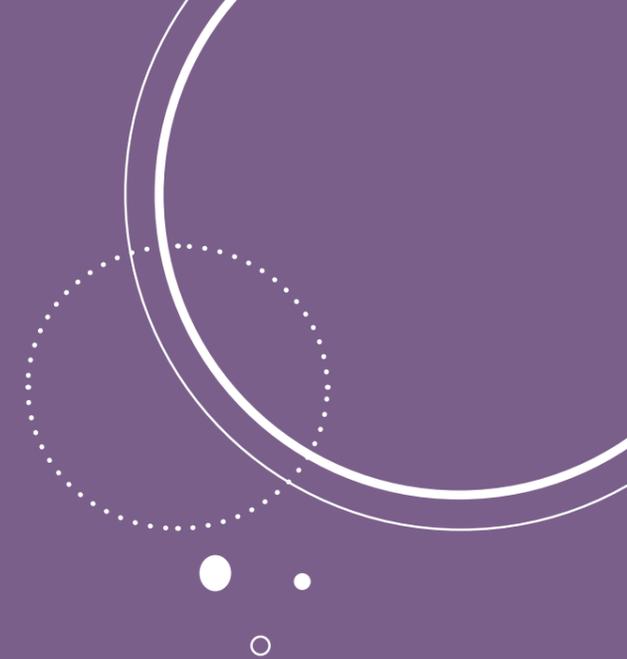
Overall the programme can be seen to generate the equivalent of £15k economic value. However, as work on improving dementia support is currently a high priority at both UK government and Greater Manchester authority level, an additional social weighting was applied (in this example the relatively high weighting of 2, reflecting the high policy priority given to finding solutions to support for people with dementia.) This is to reflect the meetings being focused on a high priority social area (rather than, for example, an advisory meeting on literary research. The latter would still have the same economic value but would not usually attract a social weight.) In this case the social weighting doubles the overall value to give a 'socially modified economic value' (SMEV) of nearly £30k.



\* average hourly value taken from the Department for Transport guidance on use of time values

# Implications and conclusions

External engagement and partnership working is embedded across the University, in all aspects of operations, from teaching and research, to relationships with the City Council and public services across Greater Manchester. The University has good links with SMEs – the HE-BCI data shows it to be undertaking more consultancy with SMEs than any other university in Greater Manchester. There are a high proportion of courses that include placements or work-based projects, encouraging students to work and build connections with local businesses, public services or charities. University staff are actively engaged with external communities - both in and beyond their working role, using their professional expertise to serve the wider community. The University has established and is maintaining good organisational relationships – at both strategic and operational level - with many local services and agencies, including the Council, health providers, the police authority, environmental services, social services and businesses.



## Annex to the report

### Study methodology

There are two main parts to the study, which employed different approaches:

#### (a) Expenditure impact

A purpose-built economic model specific to UK higher education was used. The mathematical specification of the model can be found in the most recent UK wide report *The Impact of Universities on the UK Economy* (Universities UK 2014.) In order to model impact on Greater Manchester, a University of Salford-Greater Manchester specific 'gravity model' was constructed, covering all 10 boroughs within the Greater Manchester city region.

#### (b) Broader economic, social, cultural and environmental impact

The second part of this study explored the broader aspects of university impact that cannot be captured in financial flows alone. The economic valuation approach adopted draws on the principles of welfare economics and involves the application of cost-benefit techniques including shadow-pricing and the application (where appropriate) of social weights to estimate additional social value.

It must be noted that as the two parts of the study employ a different methodological approach, the results should not be 'added together' but seen as different aspects of impact.



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Visit [www.salford.ac.uk/socialimpact](http://www.salford.ac.uk/socialimpact) to view  
and share the animated version of this report.