

SOCIAL AND ECONOMIC IMPACT REPORT

SALFORD UNTOLD:
OUR CITY
OUR REGION
YOUR UNIVERSITY



University of
Salford
MANCHESTER

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FOREWORD

Here is the unseen, untold and sometimes unexpected truth about the positive impact we have on Salford, Greater Manchester and beyond. This impact is a direct result of the work we do in our community, the wider region, nationally and around the world, and is driven by our clear mission as a civic institution, which is to:

- / Educate the next generation of modern industrialists, innovators, creators, entrepreneurs and leaders;
- / Develop the skills and knowledge needed to capitalise on the next industrial revolution; and
- / Work in collaboration with public and private sector partners to address local and global economic and societal challenges.

This is a 21st century version of our heritage and we are proud that - to this day - we remain true to our origins as the Royal Technical Institute, created in 1896 to provide the workforce that powered the Industrial Revolution. We may have grown over the past 123 years to have a global reach through our alumni and our partnerships, but we are still passionate about having an impact in our local communities across Salford and Greater Manchester.

We are raising educational aspirations in our community, helping to solve the productivity puzzle by producing highly skilled, work ready graduates, and working in partnership to address the major challenges that face our society, such as the growth of digital technologies, climate change and an ageing population.

We have sought to power progress in this way throughout our history and in order to uncover the story of our impact as a university, we commissioned this report to show how our industry initiatives, innovative research programmes and our community collaboration is having a real impact locally.

Collaboration with external partners is in our DNA. The impact we have is testament to the strength of these partnerships and I would encourage you to read this report and think about how we might help you in the future to address the challenges and make the most of the opportunities that you or your organisation might be pursuing.



Professor Helen Marshall, Vice-Chancellor



Lord Keith Bradley, Chair of Council



Helen Marshall



Lord Keith Bradley

PRESIDENT OF THE UNIVERSITY OF SALFORD STUDENTS' UNION

Universities play an important role in the communities and the regions in which they are located, and Salford is no different. There are historic roots beneath this University, but even with huge growth I am incredibly proud of the way in which this institution has stayed true to these roots. I am even more proud that Salford students have such an impact on their city and beyond both during their studies and after they graduate.

As an International Student from Ghana, Salford has been my home ever since I arrived here in January 2016. I felt very welcome among over 21,000 students, some from right here in Salford and others around the world just like myself. The diverse nature of the student body here at the University of Salford cannot be underestimated. There is a long-standing track record of widening participation to university here, with many of our students being the first in their family to study at this level. We raise aspirations, we help people to achieve their potential and we make a difference in the real world.

It's not just the impact of students spending in the local economy. We also work in the local community. From trainee nurses on the hospital ward to aspiring lawyers working pro-bono in the community, collaboration, partnership and real-world experiences are at the heart of everything that happens at Salford. This industry-facing approach not only means that Salford graduates have impact in the real world while they're with us, but that they leave university ready to hit the ground running in their careers.

Many of us stay in Greater Manchester – whether it was always our home or now our adopted home – and others go further afield to achieve their ambitions. But I hope that all are proud to say that Salford played a part in their own journeys and that they played a part in Salford's journey.

Kobby Ofori, President of the University of Salford Students' Union



Kobby Ofori

OUR IMPACT

21,316
students
(undergraduate and postgraduate)



FASTEST GROWING UNIVERSITY IN THE NORTH WEST AND FIFTH FASTEST GROWING UNIVERSITY IN THE UK



50% OF OUR STUDENTS ORIGINATE FROM GREATER MANCHESTER

Almost **2/3**

two-thirds of our graduates in employment stay in Greater Manchester for work

Over
170,000
alumni, in every corner of the globe, across every sector and at all levels

1

NUMBER ONE RANKED FOR STUDENT SATISFACTION IN GREATER MANCHESTER

ECONOMIC VALUE

£591 million economic output in Greater Manchester

We contribute **£319 million in Gross Value Added (GVA) to Greater Manchester's economy**

GREATER MANCHESTER

We employ 2,660 people and a total of **5,766 jobs** in Greater Manchester are dependent on the University and our students

Our **total economic output** is **£798 million**



Peel Building, Peel Park

OUR PLACE

Salford | Our City

We have been a part of the fabric of the city of Salford for almost 125 years, from our origins in the Royal Technical Institute of Salford, to today as the University of Salford. We are a proud anchor institution in our city.

Salford is a bold and ambitious city, and one that is on the up. We contribute to that success. We are the fastest growing university in the North West and fifth fastest growing university in the UK. Our student numbers have grown 16% in the past two years alone and our overall income has increased 13% over the past four years.

We take a civic leadership role in our city. We are a member of Salford Digital, the partnership that is leading Salford to become a digital city, we are a member of the Salford Cultural Partnership, which looks to boost culture and creative industries in Salford, and we work with other anchor institutions in the city to drive forward change and progress.

Social Value in Salford

- Member of the Salford Social Value Alliance
- One of the first organisations to receive the City Mayor's Employment Charter Mark
- Living Wage employer since 2013
- Embedding social value in our campus masterplan

We have two campuses across the city of Salford: Peel Park and MediaCityUK. Peel Park is the site of the former Royal Technical Institute of Salford, which was housed in the iconic Peel Building, and MediaCityUK is our state-of-the-art digital, creative and media campus.



New Adelphi, Peel Park



MediaCityUK campus

We have an economic output of **£316 million in Salford**

Our GVA – our overall contribution to the economy – is **£188 million in Salford**

3,227 jobs in Salford are dependent on the University and our students, that's one in every **32 jobs in the city**

We are proud that our physical footprint represents the industrial past and the economic future of this city, and we are not stopping there.

Over the next decade, we will work with the city of Salford to deliver the £800 million Salford Crescent masterplan, which will see our campus and the area around us totally transformed. An ambitious regeneration programme of this nature can only be delivered through a strong partnership between the city and ourselves.

We've been part of Salford's history for over a century, now we're shaping its future

Our investment in Peel Park campus will be **£300 million by 2028**



£139 million of GVA in Greater Manchester over the lifetime of the project



Economic output of **£731 million** over ten years



4,646 jobs created over the next decade

SALFORD CRESCENT

Our Future

Indicative image of the future
Maxwell Hall and Maxwell Building
redevelopment

The ambitious Salford Crescent masterplan will see a total of £800 million invested into the city of Salford, across both our campus and the wider city area, tapping into its unique potential to deliver a world-class place to learn, live, work and visit.

Our new £300 million campus will be at the heart of The Crescent. Our ambition is to redevelop our campus and link with local industry, culture, people and place to create a city district that will drive local and regional economic growth through enhanced education opportunities, an improved cultural offer and space for the city's creative industry to grow, and improved innovation assets linked to industry. We will also look to build one of the UK's most sustainable campuses, with new green spaces to promote learning, wellbeing and healthy lifestyles, and an energy strategy that will take a major step towards a zero-carbon future.

Working in partnership with Salford City Council and the private sector, flagship developments across The Crescent masterplan as a whole will include:

CULTURAL QUARTER

A 'cultural quarter' is being developed around our New Adelphi building and the existing heritage assets on our Peel Park campus, including Salford Museum and Art Gallery and the Working Class Movement Library. This includes plans to transform the iconic Maxwell Hall into a major music, events and conference space reflecting its proud history as a music venue that has hosted some of Salford and Manchester's - and the world's - best acts, including The Smiths and Joy Division. We will also continue to work with Salford City Council to bring commercial occupiers to the area that will further enhance the cultural value of the place, including a new food and drink offering.

ENERGY HOUSE 2.0

Energy House 2.0 will be the new home to our national and international research into low carbon and smart energy. Building on the excellence of Energy House 1.0, which is a full sized two-bedroom Victorian terraced house enclosed in a climate-controlled chamber, Energy House 2.0 will be bigger and more flexible than its predecessor, allowing us to do more world leading work with local, regional and national government, as well as SMEs across Salford and Greater Manchester.

HEALTH VILLAGE

Our current Frederick Road campus will take on a new identity as a Health Village. This area of campus will be dedicated to health innovation, digital health and ageing, combining research and innovation facilities with health and wellbeing services that are open to the community. It is envisaged that we will create a living laboratory setting and build on existing valuable services across podiatry and dementia.

INDUSTRIAL INNOVATION ZONE

A new Industrial Innovation Zone will provide a high-quality employment space for local, regional, national and international companies. We have the ambition to enable business and academia to co-locate in this area to drive forward innovation and productivity by supporting industry to link up and collaborate with our academics and industry fellows.

Our Peel Park campus and Salford Crescent have been identified as one corner of the Salford Innovation Triangle. This is the clustering of innovation activity around the University, MediaCityUK and Salford Royal NHS Foundation Trust, where there is significant potential to focus investment to achieve growth ambitions. The Industrial Innovation Zone will add significantly to this emerging asset base.



ambition

GREATER MANCHESTER

Our City Region

We have always been proud to be a university located in Greater Manchester, and with the advent of an exciting agenda of devolution to the city region since 2014, it is more important than ever for our impact to extend beyond Salford and into the wider region.

From helping to create a green city region, to harnessing digital and creative industries, and supporting Greater Manchester as it becomes a test bed for the integration of health and social care services, there are many ways in which we are having an impact.

We are at the centre of the emerging Greater Manchester Local Industrial Strategy and our pioneering degree programmes, research initiatives and industry collaborations are driving forward productivity, growth and societal change in our city region.

Our success stories are Greater Manchester's success stories

GREEN CITY REGION:

We are helping Greater Manchester contribute to its ambition to become carbon neutral at least a decade before 2050 in a number of ways:

- ✓ Member of the Low Carbon Hub Board
- ✓ Partner for the inaugural Green Summit in March 2018 and second annual event in 2019
- ✓ £16 million Energy House 2.0 project

DIGITAL CITY REGION:

We already have an internationally renowned campus at MediaCityUK, which is at the heart of Greater Manchester's digital and creative economy. We are also supporting Greater Manchester to harness the potential of digitalisation with various initiatives:

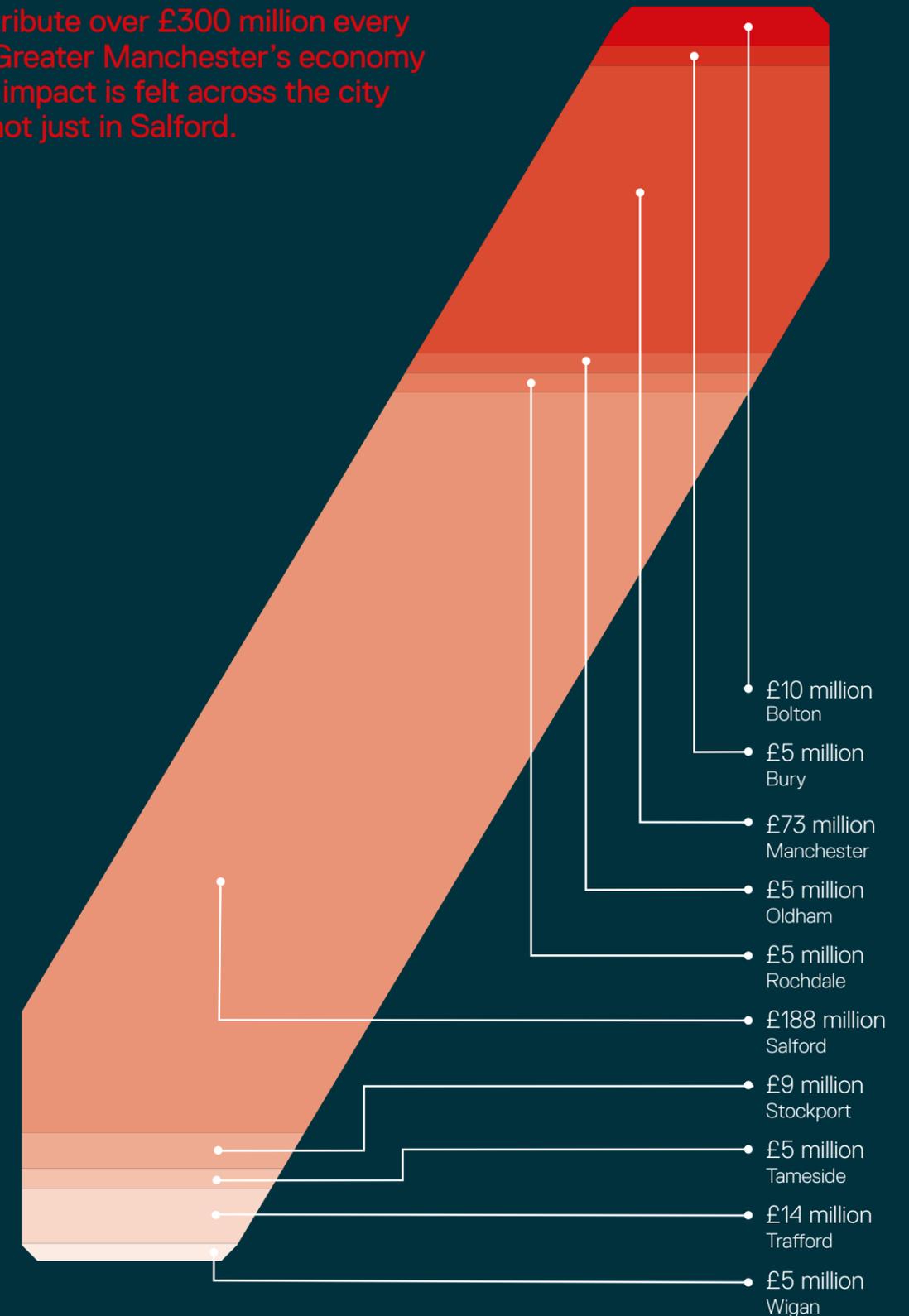
- ✓ MSc Industry 4.0 in development for 2019
- ✓ GM Cyber Foundry – the city region's cyber security hub
- ✓ Robotics, automation and artificial intelligence research centre

HEALTH AND SOCIAL CARE:

We are helping to revolutionise the delivery of health and social care in Greater Manchester, providing skills, workforce development and research to support the devolution agenda in the city region:

- ✓ One of the largest trainers of NHS staff in the North West
- ✓ Salford Institute for Dementia, which is led by those living with dementia for those living with dementia
- ✓ Number one in the UK for diagnostic radiography
- ✓ New £11 million global centre of excellence in orthotics and prosthetics

We contribute over £300 million every year to Greater Manchester's economy and this impact is felt across the city region, not just in Salford.



£319 million
Total Greater Manchester GVA

OUR ECONOMY

Solving the productivity puzzle

The Government in its recent Industrial Strategy has highlighted universities as being key to unlocking the UK's productivity puzzle. From skills development to knowledge exchange, we are proud to play our part in contributing to the future economic growth of our city region.

INDUSTRY COLLABORATION IS IN OUR DNA

We work with industry to pioneer partnerships that allow us to lead the way in providing real world experiences, preparing our students for life and delivering real benefit for businesses and society.

Our roots go back to the Industrial Revolution, and now our industry collaborations are driving productivity and innovation for the Fourth Industrial Revolution

We believe that breaking down the barriers between industry and academia is critical to this and we work hard to ensure that industry is embedded in everything we do.

We are ready to help Salford and Greater Manchester embrace the opportunities and challenges of the Fourth Industrial Revolution, an ageing population, green technologies, and increasing digitalisation.

We introduced the first sandwich degree in 1949, 60 years later we continue to be a pioneer in industry-focussed education

Our contribution to the pipeline of skilled, talented graduates that can go on to work in Salford, Greater Manchester and elsewhere is perhaps our most significant impact on our economy and society.

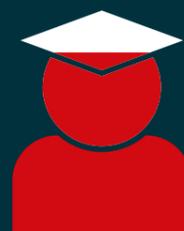
GRADUATE RETENTION IN GREATER MANCHESTER



50% of our students come from Greater Manchester



61% of our graduates in employment stay in Greater Manchester for work



Of those who came from Greater Manchester originally, **83%** of those in employment stay in the city region



37% of employed graduates who came from outside of Greater Manchester to study are retained in the city region for employment

REAL WORLD SKILLS

As the world of work grows more complex, our students need to leave us with the skills, knowledge and behaviours to be able to make a difference and have an impact in their chosen field. We believe that providing our students with work-based experiences while they are with us, delivered in partnership with industry, is the best way to achieve this.

We work with industry partners across private, public and third sector, to ensure that our courses are tailored to the needs of employers and that our students are able to undertake meaningful work experience by way of placements, live briefs and employer-led projects.

We also work with industry partners to co-produce our degree programmes with our academic experts and industry experts, ensuring that they are relevant to the world of work.

This includes our ever growing higher and degree apprenticeship portfolio, which cover skills needs from health to construction, and business management to automation.

We're putting science to the test, and apprentices to work

We want to help our students become the innovators and entrepreneurs of the future, and to support Greater Manchester to achieve its ambition of becoming the best place to start your own business, so we have invested £500,000 in a brand new, on campus business incubator Launch@SalfordUni.

This facility provides a physical space with wrap around support and advice to inspire and help students and graduates develop the enterprise and entrepreneurial skills needed to start and grow their own businesses and social enterprises in Greater Manchester.

Nearly

1/4

of all undergraduate courses have a sandwich year option

55%

of all undergraduate courses include a placement or work-based project as a core element of the curriculum

13

higher and degree apprenticeship programmes currently running, with many more planned

400

higher and degree apprentices enrolled, working with over 100 employers from SMEs to multinationals



HIGHER AND DEGREE APPRENTICESHIPS

Higher and degree apprenticeships are an innovative new way to study for a higher level qualification or degree that combines academic study with on the job learning. We have over 400 apprentices currently enrolled, with ambitions to grow, and we work with over 100 businesses, from SMEs to multinationals, to develop programmes aimed at meeting those firms' skills needs.

CASE STUDIES

"We are currently supporting an employee through the BSc (Hons) Biomedical Science apprenticeship programme at Salford. The initial interest within the NHS in apprenticeships came from the impact the levy was having on our budget.

"I really believe apprenticeships are the way forward for our career – being able to grow your own talent and nurture the individual along the way results in a more knowledgeable Biomedical Scientist at the end. I also believe it is healthy to have employees on such training programmes in the department as it keeps everyone on their toes – we are all continually refreshing our knowledge of developments in the field.

"I am passionate about Salford and about increasing the opportunities for individuals across the region and apprenticeships are the perfect route for people to pursue a career across a number of different sectors."

Deborah Seddon, Haematology and Blood Bank Manager, NHS (Salford Royal Foundation Trust)

"I feel that the next few years are fundamental to all our futures. HMG have found that to compete in the global marketplace we now operate we need new skills and we believe that some of the best people of the future are already in our organisation, hence our investment in upskilling.

"The University of Salford is a world-class institution on our doorstep who really do understand the needs of our staff and us as a business.

"For an organisation such as ourselves, the newly introduced apprenticeship levy helps fund our training program. However, the real success comes from the hard work of three different bodies: our training provider, our company and most importantly the apprentice."

John Fenton, Personnel Director, HMG Paints Limited

"We have found the apprenticeship is a really good opportunity for employees to mix with students from other companies and share experiences and knowledge. I would recommend the apprenticeship route as an excellent way to bring talent into your business and it makes great use of the levy. We have been able to take on new roles that we previously wouldn't have been able to which is a really positive step for us."

Barry Roberts, Area Director (North West), Morgan Sindall



WORKING WITH INDUSTRY

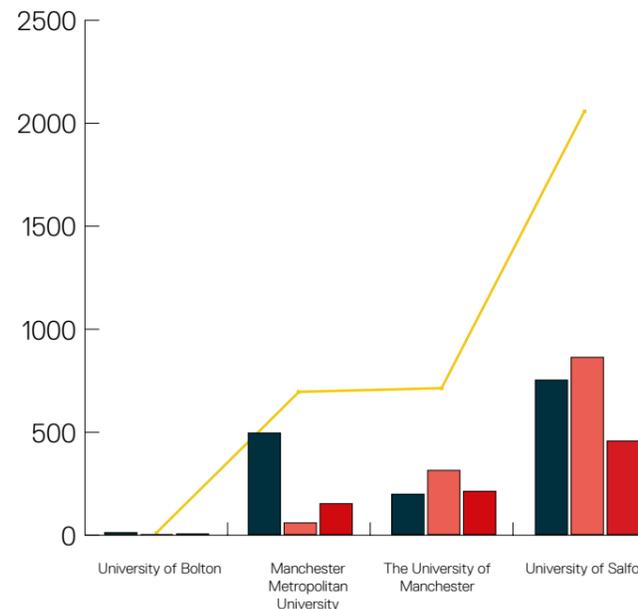
We have a significant track record in working with businesses in Salford, Greater Manchester and beyond to help firms of all sizes reach their potential and unlock their productivity through knowledge exchange and consultancy.

In December 1975, we were one of three pilot universities for the Department of Industry's newly launched Teaching Company Scheme, which are now Knowledge Transfer Partnerships.

Since then our business engagement has gone from strength to strength especially with SMEs. The value of our consultancy contracts is similar to that of the University of Manchester – around £10 million over the three years to 2017 – but we provide many more lower value contracts with smaller businesses, helping to support that much needed driver of economic growth, SMEs.

We hold more consultancy contracts with SMEs than the three other Greater Manchester universities combined

NUMBER OF CONSULTANCY CONTRACTS 2014-2017



	University of Bolton	Manchester Metropolitan University	The University of Manchester	University of Salford
SMEs	9	491	195	747
Other businesses	0	56	310	857
Public and third sector	2	149	209	452
Totals	11	696	714	2056



We hold a Small Business Charter mark, one of the first universities to receive this accreditation in 2014, and continue to work to enhance growth and productivity in SMEs through this group of institutions.

We provide support for SMEs through Salford Professional Development, which is our own Continuing Professional Development (CPD) company, with a range of programmes designed to support businesses in the new world of work, including a focus on Industry 4.0 and the impact digitalisation will have on skills needs, culture and technology within businesses.

We work with business leaders from firms of all sizes to drive up productivity, so it's not only our students that are getting a first-rate education

Our Business School is establishing a Productivity Academy that will work with businesses in the region to offer masterclasses and expert advice on how they can drive up the productivity of their workforce by implementing new techniques and harnessing modern technology.

SUPPORTING THE CULTURAL AND CREATIVE ECONOMY

The Art Collection Team plays a proactive role in driving culture and the creative industries in Salford and Greater Manchester. Partnership and collaboration is at the core of delivering our ambitions in this area and we are a founding member of the Salford Cultural Partnership.

The partnership is made up of representatives from Salford City Council, Arts Council England, Salford Community Leisure, The Lowry, the BBC, the RHS, The Landing, Ask Real Estate, Walk the Plank, Islington Mill and the Greater Manchester Combined Authority and works together to direct the cultural strategy for the city of Salford.

The development and delivery of the Cultural Quarter is a key part of the Salford Crescent Masterplan. The concept has evolved through ongoing work with our partners at Salford Community Leisure and the Working Class Movement Library, mainly led by the University Art Collection team.

2017/18 saw the delivery of two flagship exhibitions in partnership with Salford Museum and Art Gallery, PRINT UnLtd and Acquired: a century of collecting in Salford.

PRINT UnLtd was a partnership between the University, the Museum and Hot Bed Press and received support from Arts Council England. Two University of Salford graduate scholars and two North West based artists were commissioned to produce work for the exhibition which challenged and questioned perceived constraints and rules around printmaking. *Acquired* tells the story of development of the contemporary art collections at the Museum and the University over the last 100 years. A further ambitious new exhibition will open in July.

In 2014, the Art Collection Team established a Graduate Scholarship Scheme to support a small number of art graduates each year in their first year after graduation. The scheme is developed in partnership with Castlefield Gallery in Manchester and studio providers across Salford.

The programme evolves each year and is bespoke to the successful graduates usually comprising of receiving studio space, £1,000 in cash for supplies and a programme of CPD with bespoke mentoring.

In 2017/18 six scholarships were awarded with five graduates receiving studio space at Islington Mill, Paradise Works or Hot Bed Press and one graduate supported by RedEye, The Photography Network. Two of the graduates, Claudia Alonso and Lubna Ali participated in *Print UnLtd* and as a result Lubna was commissioned to make new work for gifts for our Honorary Graduates. Claudia subsequently won a scholarship to undertake an MA.



PRINT UnLtd. (2018). Salford Museum and Art Gallery

PRINT UNLTD

2

graduate scholars

4

artists in total

10

public events

5 month

exhibition

10,735

visitors



OUR ALUMNI

and their impact

ALUMNI CASE STUDIES

Neil Ricketts | BEng Engineering, 1993

Neil is Chief Executive of advanced engineering materials group, Versarien – a company which harnesses proprietary materials technology to create innovative engineering solutions. Their clients span a wide variety of industry sectors from technology to aerospace and they recently confirmed they'll be working with Team Sky to explore the uses of graphene in high performance cycling equipment.

Neil started the business in 2010 during the recession, with just three people working from a garage – only one year later Versarien was floated on the London Stock Exchange's Alternative Investment Market and were taking on heavy weight clients including Formula 1 teams and leading computer manufacturers.

Since then, Versarien has gone from strength to strength and Neil was recently selected as one of a small number of business leaders to join Prime Minister Theresa May on a three-day trade visit to China.

Teresa McMahon | BA Journalism: Multimedia, 2016

Teresa came to Salford as a mature student and single mum of a nine-year-old daughter. Throughout her degree she managed to secure placements with the Manchester Evening News, BBC and ITV. After graduating with a first, she was offered a prestigious trainee scheme from both the BBC and ITV, choosing the latter and going on to win an ING award for her web coverage of the Boxing Day floods for Granada Reports.

She currently produces the morning, lunch and evening bulletins for Granada and travels the country giving advice to potential trainees.

Ali Nowroozi | MSc Business Management, 2009

Before coming to Salford, Ali was a General Manager at Dimples, a leading distributor of wigs for people with hair loss in the UK and Europe. Following his degree at Salford, he went on to found his own business, Avakino Limited, in November 2016. Through its brands Masumi and Purity, Avakino designs and supplies headwear for people who have lost their hair through conditions such as alopecia, and as a result of cancer treatment. Since its launch, the Manchester-based company has gone from strength to strength.

Ali continues to give back to Salford by providing two internship opportunities for undergraduate students, through our partnership with Santander Universities. The partnership allows students to undertake paid work placements for up to 10 weeks, giving them invaluable experience that boosts their employability and prepares them for the working world.



OUR PEOPLE ARE THE
BIGGEST IMPACT THAT WE
CAN HAVE ON OUR SOCIETY
AND OUR ECONOMY

OUR SOCIETY

Research that tackles real world challenges

We take a broad definition of 'industry' and when we refer to industry partnerships and collaboration this includes work with private, public and third sector organisations of all sizes. From our inception, we have been committed to the application of our research through partnership working and our current Research & Knowledge Exchange Strategy continues this tradition.

The core mission of our research is to address the technological and societal challenges at a local, regional, national and international level, with a key plank of our strategy being to deliver socially engaged research that positively impacts on people's lives.

While we undertake research with global impact, such as the award-winning work on the effects of the Chernobyl nuclear disaster on wildlife in Ukraine or action research which seeks to improve the effectiveness of volunteer engagement and ethics in low-resource settings, such as Uganda, our academics are also committed to working with partners across Greater Manchester for local benefit.

For instance, we are proud to support Mayor Andy Burnham's drive to end rough sleeping in Greater Manchester. With over 40 years' experience in housing and homelessness issues, we have been acting as host for the regular meetings of the Greater Manchester Homelessness Action Network and take an active role in this network, and we have been appointed to provide the evaluation of the £3.2 million Greater Manchester Homelessness Prevention Trailblazer.

Here are a few case studies that highlight our socially conscious approach to research.

TEACHING CARE HOMES

In partnership with the Greater Manchester Health & Social Care Partnership and other universities and further education providers, we are working with 20 care homes in Greater Manchester to strengthen person-centred care through workforce development, technological innovation and applied research.

The care home staff and the residents themselves are at the heart of the project, with residents themselves determining the success of the initiatives that will be trialled.

ANTI-POVERTY TASK FORCE

The Anti-Poverty Taskforce is a joint project between Salford City Council and the Sustainable Housing & Urban Studies Unit in our School of Health & Society. This taskforce has been established to deliver robust research and analysis that feeds into the delivery and development of the city's Anti-Poverty Strategy. The task force released two reports in 2018.

Precarious lives: Exploring lived experiences of the private rented sector in Salford sought to get under the skin of the private rented sector in Salford by focussing on the lived experience of being a 'private renter' and how their experiences intersect with other vulnerabilities such as low paid and insecure employment, health problems and dependency on benefits.

Hidden Young People in Salford explores the experiences of young people not in employment, education or training and not claiming benefits, which is a small but growing group who remain 'hidden' from the welfare system and who are unaware of help available or reluctant to come forward due to stigma.

Our Anti-Poverty Task Force is changing the agenda for low income families

GREATER MANCHESTER FIRE AND RESCUE SERVICE

We have been working with Greater Manchester Fire and Rescue Service for ten years. This wide-ranging partnership began with a knowledge transfer partnership and has seen 19 completed and ongoing projects undertaken with over 50 academics and fire service personnel involved.

The current project is around remote real time core body temperature monitoring for firefighters. Currently there are no robust non-invasive methods to monitor core body temperature in operational firefighting situations. With firefighters facing temperatures in excess of 200 degrees while tackling blazes, Greater Manchester Fire and Rescue Service is keen to deploy an early warning system based on core body temperature.

Academics at the University are working with the Fire and Rescue Service to address this significant challenge.

WE CARE FOR 20,000 STUDENTS, AND THEY CARE FOR 20 CARE HOMES ACROSS GREATER MANCHESTER

CHANGING LIVES THROUGH EDUCATION

We have always been devoted to encouraging people from all backgrounds to pursue a route in Higher Education and at our core our mission as an institution is to raise educational aspiration and attainment. We are proud to be a widening participation university that takes students from a wide range of backgrounds and helps them to achieve their potential.

Our Outreach Team works with potential future applicants of all ages, but mainly pre-16 year olds, in order to raise aspirations and deliver information, advice and guidance about progression within education.

In 2016/17, 36% of our students were either from low participation neighbourhoods or low income families.

We work closely with other universities in Greater Manchester to deliver this outreach activity through the Greater Manchester Higher project, the collaborative network of that delivers a nationally coordinated approach to working with schools, universities and colleges to help people access higher education.

We also fund 10-12 PhD students each year to communicate their research and further learning to local schools through The Brilliant Club widening participation training scheme.

Our students' social capital is relatively low on entry to the University as a result of their backgrounds and our role as an institution is to understand the challenges they face and to support and enable them to succeed.

At Salford, understanding the distance travelled by our students is critical to understanding our impact as a university on inclusive growth and our impact as a civic institution. After all, improving the life chances of our students, many of whom are from Salford and Greater Manchester, through education and training is at the heart of our civic mission.

17%

of our students are from the lowest participation in Higher Education background

25%

of our students are from low income families

28%

of our students have BTEC as their highest qualification on entry

99%

of our students are state educated

2017/18 OUTREACH ACTIVITIES



1,500+

112 outreach and widening participation events in 2017/18 reaching over 1,500 school pupils

This is double the number we achieved just two years ago

SUPPORTING OUR STUDENTS

Through our charitable status, we work with incredibly generous donors to provide funds for a number of schemes that support students from widening participation backgrounds.

One such scheme is Inspire, which provides all UK/EU students with £150 credit to spend each year of study on learning resources available through a dedicated website. For those students from low income households and who live in postcodes where participation in Higher Education is low, will receive an additional £350 each year of study.

Another is the Care Leavers' Bursary. We know that students leaving care may face multiple and different hurdles in coming to university and succeeding to the best of their ability. Our Care Leavers' Bursary provides care leavers from the UK studying an undergraduate degree with £1,000 annually to help support them with the specific challenges they may encounter during their studies, including financial worries, problems at home, tailored accommodation, study support and confidence building.

Christina Wenham | Adult Nursing, second year student

"I live in Bradford with my grandmother and grandfather. I have lived with my grandmother for 13 years and before this with other family members and in care homes. I commute to Salford daily from Bradford as I find this easier and more comfortable than moving out considering the circumstances.

"On my course I have learnt I am more resilient than I thought I was, especially in ward scenarios that most people would find especially challenging. I had previously wanted to be a midwife but was swapped onto this course as there was a lack of places. I have found out now that I am much more suited to this role as I like working with a variety of individuals, not just pregnant women.

"My dream job now is to be a nurse, but specifically work within the Macmillan field, or even as an end of life nurse.

"Without the bursary I wouldn't be able to commute to the university every day – I am very thankful for the bursary, it's provided me with such a fantastic opportunity."



Ranked number one for student satisfaction in Greater Manchester, we raise educational aspirations every day



University of
Salford
MANCHESTER

**VISIT
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TO VIEW AND SHARE THE ANIMATED
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