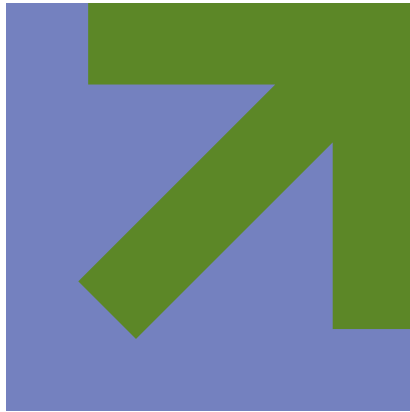


From recession
to recovery



Foreword

As the recession hit the UK, our universities have responded rapidly to the pressures it places on students, graduates and businesses across the country.

This report gives examples of actions taken by universities in all parts of the UK, from providing extra help for this year's graduates, to making it easier for companies to access university expertise; from free courses for the newly unemployed, to targeted help for industries which are in difficulty, helping them innovate to survive.

Universities across the country have responded quickly to short-term needs. But the impact will be long term. By improving graduates' chances of getting a job, or assisting businesses to increase their productivity, these actions will have a lasting value.

Indeed, although this publication emphasises the speed and responsiveness of universities' recession-related activity, the fundamental argument demonstrated by this report is that universities are vital to the UK's long-term economic health and sustainability.



Diana Warwick
Chief Executive
Universities UK

'With record numbers of students and world class research the university sector in the UK is already driving Britain's economic success. Universities contribute £45 billion to the UK economy annually, supporting 580,000 jobs and earning £3.6 billion in exports. The spillover benefits for our society and the economy in innovation and a sophisticated workforce dwarf that.'



Rt Hon Lord Mandelson
Secretary of State
for Business, Innovation
and Skills

Introduction

The recession affects everyone, including universities as major businesses in their own right. This report describes how universities will contribute to the growth path out of recession for the UK economy. It describes the role we believe universities will play in helping to shape the post-recession economy. It also describes the wide variety of ways in which universities are helping students, graduates and businesses adapt to a new economic reality.

Universities' role in economic recovery

It is now widely recognised that universities will play a central role in the UK's economic future, building on their long-established strengths in teaching, research and knowledge exchange. They stimulate growth by generating ideas, and by helping businesses use them. The demand for graduates will also continue to increase, and universities will play a pivotal role in equipping an increasing proportion of the workforce to adapt to rapidly changing demands.

Putting the UK ahead of the competition

Areas of economic opportunity can be hard to predict. Twenty years ago, few would have predicted the current importance of the creative industries to the UK economy. This sector now contributes 6.4% towards UK Gross Value Added (GVA), exports services worth £16 billion per annum and employs nearly two million people¹ – around a third of them graduates. Together, the creative industries have grown twice as fast as the rest of the economy in recent years.

Because future opportunities can be hard to identify, it will continue to be important to preserve a broad base in university teaching and research, to allow us to move quickly to exploit new fields.

However, there are some clear examples where, with the right support, universities could help put the UK in the lead in terms of international competitiveness. For example, in the field of climate change, we can predict a rapidly growing demand for the technologies that will reduce our reliance on fossil fuels, accompanied by a pressing need to understand and influence personal behaviours and consumption patterns. UK universities already have considerable strengths in these areas.

The workforce of the future: rising demand for graduates

More generally, there is a consensus that the opportunities for growth in the UK in the future will depend on high-tech and high value-added products and services, which will require a highly qualified workforce to develop and service them. The pace of change in response to global competition over the last decade or so points to an increased need for adaptable individuals who will be able to staff industries which have not yet been created.

Although students graduating this year, and perhaps for the next few years, will face a difficult employment market, it remains true that the UK lags behind our key competitors in terms of the proportion of the population with higher-level skills. The UK performs relatively poorly in terms of productivity compared with some other developed economies. The 2006 Leitch Review found that output per hour worked is almost 30% higher in France and more than 10% higher in Germany and the US than in the UK. Evidence suggests that the low overall level of skills in the UK is a contributory factor in our productivity performance.²

The UK economy is changing and the nature of employment will continue to change. It is difficult to predict the impact of the current downturn but it seems unlikely in any scenario that the UK would want to return to a lower-skills economy. Leitch suggested that by 2020 more than 40% of jobs could be filled by graduates, up from 30% in 2004.³

Lord Leitch's conclusion was endorsed by the CBI/Edexcel Education and Skills Survey 2008. This survey found that: 'The proportion of jobs requiring degree-level skills varies greatly from employer to employer. The median level is 20% of posts, but the average is above 30%, pulled up by employers with particularly high densities of graduate-level jobs [...] Looking to the future, most employers are not confident there will be sufficient skilled people available to them to meet their needs'.⁴

Demographic factors are important – by 2020 30% of the working age population will be over 50.⁵ As the 'Baby Boomers' retire there will be fewer in the age group 25–49 to take their place.

Finally, our competitors are ahead of us in terms of participation in higher education – the UK is only just above the OECD average with a quarter of adults holding a degree-level qualification, compared to around 40% in the US and Canada.⁶

Collaborating with business

Evidence suggests that collaboration between business and higher education is associated with improved productivity.⁷

The Higher Education Funding Council for England's (HEFCE) Higher Education Community and Business Interaction survey shows that by a number of measures, universities have become increasingly responsive to business needs over the past decade.

Ninety-three per cent of universities now have a dedicated single enquiry point for small and medium sized enterprises. Since 2001 income from business through consultancy contracts has increased by 169% in real terms. The number of patents granted to universities has more than doubled in the last 10 years.⁸

A recent study by HEFCE estimated the income to universities from knowledge exchange activities to total £10.3 billion over the period 2001–07.⁹

Meanwhile a recent CBI survey found that 84% of large firms who responded had links with universities, and a further 10% planned to develop them.¹⁰

UK universities have also continued to improve their research performance. The UK's share of the world's most influential academic papers increased from 12.9% to 13.4%¹¹ in two years.

Various recent studies, including those by the National Endowment for Science, Technology and the Arts (NESTA), Library House, and the Sainsbury Review have demonstrated how universities sit at the heart of the 'innovation ecosystem', with high-quality research stimulating the formation of clusters and attracting innovation-driven companies to locate in the UK.¹²

Rapid response – The Economic Challenge Investment Fund

HEFCE launched the Economic Challenge Investment Fund (ECIF) in January 2009. One hundred and twenty universities and colleges responded within the four week deadline, and 78 projects received Government funding, worth £28.5 million. Universities matched this funding with their own resources or funds from other local partners, generating activity worth over £60 million.

HEFCE has calculated that the 78 bids will, between them, help 51,000 people and 11,700 businesses, whether in the form of:

- over 2,000 internships and work placements for new graduates
- short targeted courses
- vouchers for the unemployed for training and help with looking for work

Businesses will also benefit from a range of initiatives, including:

- courses for workers on reduced working hours in key managerial and financial skills
- placements of graduates with research expertise to support new product and process design

For further information on the ECIF please go to www.hefce.ac.uk

Universities' broader contribution to the economy

In their recent report *The Connected University*, NESTA has described the way in which universities provide an important element of long-term stability in local economies, providing employment and stimulating local economies through direct purchasing, and that of their students and staff.¹³

Universities are major employers – employing 1.2% of the total UK workforce nationally.¹⁴ Many are the largest local employer. They are major purchasers of goods and services and, as the case studies highlighted in this report show, they are taking a lead in the current recession to help other local businesses survive by taking actions which range from reducing payment times, to bringing forward building projects to create and sustain jobs during a difficult period.

Universities are also recipients of public funding. They deliver an excellent return on that investment. It is almost impossible to calculate the full value created by universities. However, according to research conducted for Universities UK they generate in excess of £45 billion¹⁵ for the UK economy through direct and knock-on economic activity alone, without estimating the value they create through educating a major part of the workforce, or through the impacts of their research. Universities UK has also shown that the return to the Treasury of investment in an undergraduate degree through taxes is 13.2%.¹⁶ Through their international activities they are one of the UK's fastest-growing sources of export earnings, bringing in £3.6 billion a year.¹⁷

As major economic actors in their own right, universities have been directly hit by the effects of the recession. Investment income, support from alumni and philanthropy have all been affected by the downturn. Coupled with rising cost pressures in the sector, and cuts in public funding, universities are currently under considerable financial pressure.

Helping students, graduates and employers to survive the recession

The case studies which follow demonstrate how universities across the country have responded rapidly to help students, graduates and business adapt to the recession. Although some of the measures described in this report are short-term, designed to help individuals or businesses cope with immediate problems, most of the activity described will make a fundamental contribution to the long-term prosperity of the UK – whether through helping businesses become leaner, more competitive and more innovative, or by helping graduates get a first step on the job ladder, keeping them out of unemployment and improving their long term prospects.

The examples which follow are just a snapshot of what is happening across the higher education sector. Internships, support for graduate entrepreneurs, networking and advice sessions for businesses, tailored training for staff of struggling businesses and support for local vulnerable industries are just a few of the themes repeated in activities in universities across the country.

Help for the class of '09

This year's graduates will face a difficult employment market. While a degree, and the skills and abilities developed in the course of their studies, will stand graduates in good stead in the face of strong competition for jobs, universities are doing more than ever to help give their graduates the edge, or help to start their own businesses.

University of Leicester

The University of Leicester has announced a new package of measures to support the class of 2009, including the biggest injection of training and support that the university has ever provided.

A new **internship** programme, offering paid placements for new 2009 graduates, will provide a talent pool for business and industry with graduates gaining valuable work experience within the university. The university also has a **Graduate Start Up Scheme**, offering £5,000 worth of training and business support to new graduates starting up business in the region.

In addition to these initiatives, the university has established a Jobshop, providing students with work experience, summer internships and enabling them to access finance and advance their learning, and is offering an employer-led Graduate Success Programme (consisting of a series of interactive presentations, workshops and online resources) with dedicated support for graduates through the Careers Service to graduates entering the employment market.

The support the University of Leicester is providing to its graduates sits alongside services to local business, including Leading Edge, a recently launched employer-led service providing tailored education for business and access to a range of other support.

University of Wolverhampton

The University of Wolverhampton has teamed up with Wolverhampton Wanderers FC to launch a new initiative to help UK **graduate sporting entrepreneurs** kick the economic downturn.

The Flying Start Programme will provide a series of specialist workshops with football-related enterprise challenges and a sports business focus. The 12-month programme will be free for 60 participants and 50% of the places will be designated for the West Midlands region.

The programme will fully support participants to develop and condition their enterprise proposition and to provide support, assistance and mentoring to get their enterprise started and running successfully by March 2010.



[Photos: University of Leicester]



University of Wolverhampton
Flying Start Programme.



Bournemouth University

Bournemouth University's Centre for Research & Enterprise helped undergraduate Franziska Conrad to **secure intellectual property rights** for her innovative 'QuickPitch' tent design. They also helped to **identify a commercial partner** and negotiate a licensing agreement. The design was then showcased at the annual Festival of Design & Innovation, proving very popular with visitors.

Since then, the tent has been voted Best Festival Tent by *The Guardian* and Best Festival Product by *The Gadget Show*. Over 150,000 units have been sold to date and a whole family of new-generation QuickPitch designs are now in production.

The QuickPitch tent design from Bournemouth University graduate Franziska Conrad.

Aston University

Opportunities for graduates in the West Midlands region have increased following Aston University's successful bid to HEFCE's Economic Challenge Investment Fund.

The funding will provide an additional 150 student placements with regional businesses, through the successful Graduate Advantage scheme, based at the university.

Graduate Advantage enables graduates from all West Midlands universities to apply for placements in the region – including graduates returning to the region after studying elsewhere. It also provides leadership and management training for business first-line managers and basic graduate training.

More information on Graduate Advantage can be found at www.graduateadvantage.co.uk

University College London

University College London (UCL) has unveiled a package of activity worth £3.8 million, designed to support London business during the downturn, and prepare UCL's own students for entry into a difficult employment market.

Activity falls into a number of strands including: up to 135 fully-funded **internships** with local businesses in London to help students gain valuable work experience in science, engineering and technology; 560 places for students and local people on intensive business language training courses; and an intensive summer 'boot camp' in **entrepreneurship** to help UCL graduates who want to start their own business.

In addition to this, the university **Careers Service** will ensure that graduates have access to professional careers support for at least a year after graduation. Five-hundred individual coaching and mentoring places have also been provided with support from major employers including Deloitte, National Rail and Siemens.

The university is not only helping its own graduates. It is also offering more than 500 places for local people on courses to help them develop and maintain core technical skills, or retrain for a new career, and, together with the London Business School, University College London has launched a scheme to help London businesses access free consultancy and technical expertise.

A 'front-door-for-business'

Ninety-three per cent of universities have a dedicated service aimed at helping business access university services. Universities UK listed the contact details for the 'front-door-for-business' in every university in our recent publication *Standing Together*.

An interactive map of universities, giving these details, and a list of the services each university can provide, can be found on Universities UK's website at: www.universitiesuk.ac.uk/PolicyAndResearch/Campaigns/StandingTogether/Pages/Default.aspx

University of Portsmouth

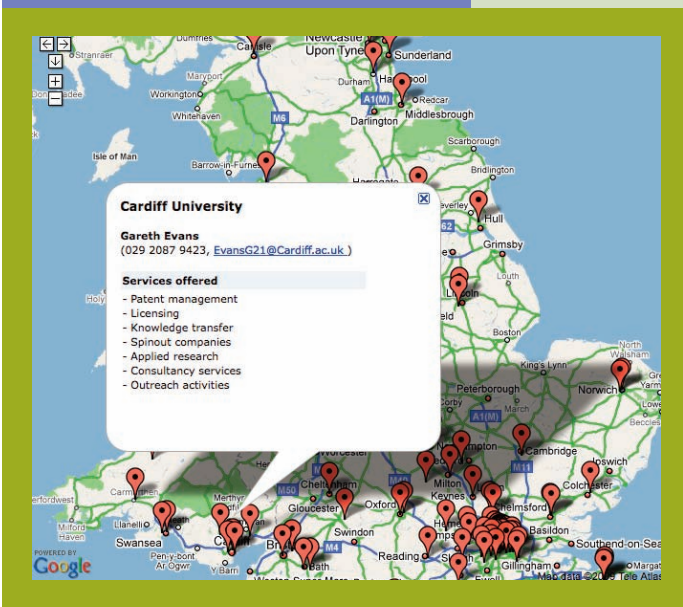
The University of Portsmouth has created Purple Door, a service for businesses, public and voluntary sector organisations and individual entrepreneurs in the South.

Its aim is to support development, enterprise and innovation, and to enhance workforce skills, by providing access to the facilities, knowledge and expertise of the university, its academic staff and its students.

Purple Door provides business with a convenient single point of contact – whether they are a small or medium sized enterprise, an individual entrepreneur or a public or voluntary sector organisation in the south of England or beyond.

Purple Door incorporates the Solent Enterprise Hub, the South East Hampshire Enterprise Gateway and CIBAS, a business support service for the creative industries. These organisations work in collaboration with the university to ensure that all start-up companies within the region receive the best advice and support.

The university recognises that globalisation offers many opportunities to UK businesses and has built strong business links in North America, China, India, South Korea and Australia. Through these links, Purple Door is able to support the growth aspirations of UK companies keen to exploit global markets.



The 'front-door-for-business' interactive map on the Universities UK website.



Innovating to survive

University collaboration with business and industry is well-established. Universities UK's report *Standing Together* showed how, even before the recession, universities were reaching out to business to offer their advice and expertise to help companies become more productive, innovative and competitive.

University of Southampton

The University of Southampton has helped Cobham Technical Services Project, a leading provider of computer software for electromagnetic design. A Knowledge Transfer Partnership (KTP) with the university enabled the company to improve the electromagnetic design process for its software used globally for modelling a wide range of electromagnetic applications, including electrical machines, power systems devices and medical devices such as MRI and X-ray tubes.

The Partnership aided the company's development with a significant increase in sales to the existing customer base in the first quarter and new modelling facilities have been an important contributing factor in achieving new sales.



University of Southampton Knowledge Transfer Partnership (KTP) associate Glenn Hawe.

University of Surrey, the University of Greenwich and the Open University

The University of Surrey, the University of Greenwich and the Open University are working with the Tavistock Institute to launch the Leadership Academy for Innovation, Leadership and Recovery. The initiative aims to support, coach and mentor regional business leaders, and is targeted at SMEs, and unemployed or 'at risk' managers and executives.

Activities will include workshops offering innovation and business advice, focusing on innovation in the context of recession, enterprise and employment clubs, **recovery groups and action learning sets**, business coaching and mentoring.

University of Wales

The University of Wales has launched the **Prince of Wales Innovation Scholarships**, which will place 100 graduates in research and development focused businesses in Wales to undertake key research projects aimed at **generating new products, processes, patents and services**, boosting the knowledge based economy and, it is hoped, **attracting new businesses to locate in Wales**. The scholarships will focus on key economic sectors such as energy, IT, environmental sciences, biosciences, health, creative industries, automotive and aerospace.



University of Wales Chancellor The Prince of Wales launches the Innovation Scholarships.

Universities working together

Universities collaborate with each other in a wide variety of ways, from working together to widen participation, to collaborating in research. Regional groups of universities already play a strong role in their regional economies, and work together to boost productivity locally. The recession has brought about a variety of new collaborations, with universities working together to maximise the collective help they can offer.

Sheffield Hallam University, the University of Sheffield and Higher Futures

Sheffield Hallam University and the University of Sheffield are working together with Higher Futures, the City Region's Lifelong Learning Network, which includes all 10 further education colleges, to provide professional support and guidance, access to training and new skills, expert consultancy and academic advice.

The initiative is funded by HEFCE's Economic Challenge Investment Fund, with matched funding from Yorkshire Forward. The universities aim to increase the support they are able to offer to help companies protect themselves from the economic downturn by providing **advice to help with organisational and business improvements.**

The initiative will also help people wanting to **learn new skills, develop new careers or learn about starting up a new business.**



Left to right:
Dr David James, Sheffield Hallam University
HE Minister David Lammy MP
Professor Philip Jones, Vice-Chancellor,
Sheffield Hallam University
Paul Blomfield (prospective parliamentary
candidate for central Sheffield)



Left to right:
Kate Morse, Sheffield Business School
HE Minister David Lammy MP
Paul Blomfield (prospective parliamentary
candidate for central Sheffield)
Chris Booth, Sheffield Business School

Using VAT savings to help local business

Some universities have used savings as a result of the temporary reduction of VAT to support initiatives to help local business.

University of Derby

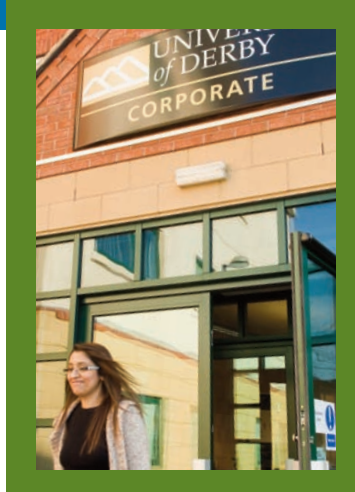
The University of Derby has ploughed VAT savings into help for local business through a business development fund, capital investment and even shopping vouchers for students and staff to spend in local businesses.

In December, the university announced a scheme which would 'share its good fortune with staff, students and the wider community'.

VAT savings of £500,000 have been split three ways – a £250,000 Skills Development Fund has been set up to help local business by offering financial support to help them **provide training and skill-building** opportunities to their staff; the university is also investing in improving university facilities, including the development of new sports facilities, creating jobs; and the university's 2,700 staff each received shopping vouchers worth between £50 and £100 to **support local businesses**.

The university is now building on this scheme, with support from HEFCE's Economic Challenge Investment Fund, to provide **fee remission for newly unemployed people** or those at risk, as well as appointing additional higher-level **careers advisors** to support graduates and professionals who have been made redundant to seek new jobs, working in partnership with four local further education colleges.

University of Derby
Corporate headquarters.



An artist's impression of the inside of the university's planned Business and Enterprise Centre, due to open spring 2010.

University websites: making help and advice accessible

University websites are an increasingly critical tool for communicating with the many audiences universities want to reach. Many universities are using their websites specifically to provide information and advice about adapting to, and surviving the recession.

The Open University

The Open University has created a dedicated section on its website to provide information to people affected by the recession.

The Outsmart the Recession section, found at: www.open.ac.uk/recession gives access to **free educational resources**, top tips for getting jobs and advice about accessing financial assistance for fee-paying courses.

The site also offers help in developing a 'personal action plan', a skills health check, **advice** on coping with redundancy and basic tips on producing a CV, as well as providing information on ways to update skills and retrain.

The website also identifies potential growth areas within the labour market to help individuals **recession-proof their careers**, providing information about fields ranging from engineering to discount retailing, with links to other sources of information.

University of Plymouth

The University of Plymouth is supporting potentially or newly redundant people through its Enterprise Solutions Gateway (www.plymouth.ac.uk/enterprise) The Gateway provides access to a range of services, from **careers advice to placements** for recent graduates, to access to facilities and help with **enterprise and entrepreneurship** skills.

One feature of the Gateway is providing a seamless referral service via Plymouth's 'Provider Forum' to other training and business support providers, including the University College Plymouth St Mark & St John and Business Link.

Plymouth is also providing a **voucher scheme** which will be used to enable qualifying individuals to purchase support up to a value of £3,500.



Help for people made redundant

As well as helping their own students and graduates, many universities are making efforts to support local people who have been made redundant, or are at risk of losing their jobs.

Kingston University

At Kingston University the Faculty of Computing, Information Systems and Mathematics is helping people affected by the financial crisis by offering **spare seats on its teaching modules** to the recently redundant, at a fraction of the cost of commercial courses. Within a few days of posting the offer on its website, the university received more than 50 inquiries. Programmes include advanced project management, e-commerce technologies and basic statistics.

This initiative complements the university's wider efforts to help more than 3,000 professionals during the next 18 months through a range of schemes including one-to-one careers advice for all graduates living in the area and **'skills vouchers'** to help Kingston graduates access short courses or training. The project will also **help professions in recession-hit areas** such as financial services who want to return to their original degree subject in growth areas such as engineering.

Keele University

Keele University has launched a £885,000 project to equip **140 unemployed/at risk people in North Staffordshire with skills in environmental management**, helping them position themselves for the post-recession economy.

Participants will be trained in 'green business' and given opportunities to develop the management skills needed to support transformation in organisations' ability to respond to the demands of environmental change.



The first step on the job ladder

All universities are working hard to help students leaving university this summer, and help them develop a competitive edge in a difficult labour market. In addition to increasing the availability of advice and support before leaving, a number of universities have launched internship schemes, to help graduates get graduate-level work experience, adding to their appeal to potential employers.

In addition to those schemes already announced, the Economic Challenge Investment Fund has supported an additional 2,000 such internships or work placements. To complement this, the Government has launched the Graduate Talent Pool www.graduatetalentpool.bis.gov.uk to help students looking for internships find employers who can offer opportunities.

University of Dundee

The University of Dundee is offering **graduate internship certificates** developed by the careers service, consisting of three credit bearing modules and a six-month placement with a high-profile employer in Scotland.

The university hopes that the certificate will give students a real advantage in being noticed by graduate employers in the UK and abroad. This builds on the success of Dundee's Internship Module, which the university has run for the past three years.

The University of Nottingham

The University of Nottingham has established a **Talent Builder** project. The project will offer **internships** to graduates and postgraduates with additional services for unemployed professionals. It will also offer a **recession-proofing** programme to strengthen current business and support new start-ups, in partnership with local and regional businesses. Linked to this scheme, postgraduate students will be offered short-term **placements** within businesses in the region to work on projects or activities that will support business during the economic downturn.



University of Gloucestershire

The University of Gloucestershire has developed a scheme, funded by HEFCE's Economic Challenge Investment Fund, to **place unemployed graduates with local employers**, creating structured graduate-level pathways into employment. Participants will gain **Master's-level credits** reflecting part of the programme while supporting local business.

University of Worcester

The University of Worcester has developed a programme of graduate internships with local employers. Internships last one year, with one day a week spent participating in a specifically designed Postgraduate Certificate in Applied Management, for which the university will waive its fee.

The purpose of these internships is to avoid a waste of human potential, which would have long-lasting negative economic and social implications. They are also designed to enable graduates to make a practical contribution to improving the work of the organisation at which they are employed, whilst simultaneously further developing their higher-level business, entrepreneurial and all round skills in ways which will be invaluable in the years to come.

Internships will last 12 months, and will provide graduates with the opportunity to develop a range of skills and experience, which will help equip them for a difficult labour market. Graduates of all universities are eligible to apply for the scheme, although the scheme is proving particularly popular with Worcester's own students.

Interns will be paid a salary, agreed with the employer. The scheme has received endorsements by the regional CBI and is being actively promoted by the Herefordshire and Worcestershire Chamber of Commerce to its members.



Support for struggling local industries

Many universities are offering advice, bespoke training or other kinds of support to businesses in their regions. Some are targeting the help they offer to sectors of the local economy which are under the greatest pressure.

Coventry University

Coventry University is focusing efforts on helping at-risk businesses in the region, including the local **automotive industry**, with which the university has developed long-standing links.

The West Midlands remains the UK centre for the automotive industry with a 33% share of vehicle output and a strong presence of major vehicle manufacturers (OEMs). Using the existing networks through their Inside Manufacturing Enterprise Project and Advantage Niche Vehicle Programme, the university will work with external partners (TRW Conekt, Jaguar Land Rover) to provide **workforce skills and development for 200 employees** at automotive manufacturers and third party suppliers. The university will also provide **additional support to 10 companies to maintain a position within the market**, manage legislative and consumer pressures, or diversify into new sectors less affected by the economic downturn.

Though the focus is on rapid action and short-term help, Coventry University will also be looking to the future and how to help people and business **succeed when the recovery begins**.

The University of Warwick

The University of Warwick has launched a new scheme to make a significant part of its building work more easily accessible to **local building firms**.

Mindful that the complicated tender processes involved in campus construction can sometimes deter small local businesses from applying, the university has allocated a total of £3 million worth of planned construction work into smaller individual projects. This has enabled the university to operate a much simpler tender process, reducing a typical tender document from 60 pages to just six.

Coventry University helps the West Midlands region to become a centre of excellence for niche vehicles.



Universities as hubs for their local economies

There are many examples across the country of universities acting as hubs for local business people to come together to share their experiences, participate in expert workshops, and hear from each other about how to survive the recession.

University of Hertfordshire

The University of Hertfordshire acted as a 'community hall', **bringing together local partners**, including Business Link, the Institute of Directors, the Beds, Bucks and Herts Society of Chartered Accountants, Exemplas, the Federation of Small Businesses and the local Chamber of Commerce to stage a Positive Action event in April 2009. The other companies that were included in the panel session were SA Law, Fat Cat and Ethnic Minorities Business Group.

As well as showcasing what the university could offer, the event provided information from partner organisations and featured **workshops** covering issues ranging from 'keeping and managing your customers' and 'turnaround management' to 'opportunities in primary and secondary schools' and 'starting your own business'. Exhibitors at the event included Consortium Colleges, companies including Clydesdale Bank, and Jobcentre plus.

The event proved so popular that the university has decided to run a follow-up event with a particular focus on starting a business.

Teesside University

Teesside University has outlined '16 Steps to help the region through recession'.

Measures include halving invoice turnaround time to help suppliers with **cash flow, running future management masterclasses** to help companies cope with recession, and offering generous bursaries to postgraduates and those new to higher education. The university has also accelerated plans worth £2.2 million to build a second campus base in Darlington to help **create and sustain local jobs**.

Newcastle University

Newcastle University has also published '10 Steps to boost the local economy', including: making it easier to work with the university as suppliers or clients; **creating jobs in construction** by maintaining the university's programme of investment in its campus; bringing forward other capital projects; investing in improvements to energy efficiency; a business voucher scheme; and **reducing payment time to all suppliers by nine days**.

Teesside University Vice-Chancellor Professor Graham Henderson.

[Photo: Judy Hume, Photographer, Teesside University]



Sustaining jobs in the local economy

Universities support their local economy in many varied ways. In the current climate these have included bringing forward projects to help the construction industry and providing opportunities for local people to re-train for new industries.

The University of York

The University of York is investing nearly £1 billion in the development of its Heslington East campus, bringing much-needed **employment and investment** to the region.



The ambitious development includes a new 600 bed college (open this autumn), a knowledge transfer Hub, and three very large academic buildings to be the headquarters for theatre, film and television, computer science and a shared building for the York Law School and the York Management School (all open in 2010).

The university has also been investing in the arts and humanities, with a new Humanities Research Centre due to open in autumn 2009.



Roehampton University

Roehampton University will provide professional development courses worth an estimated £500,000 to people and **businesses in London and the south-east** who work in the creative industries.

The announcement comes after a successful bid to HEFCE's Economic Challenge Investment Fund (ECIF) by the university, with support from major businesses and organisations, including Pearson, Haymarket Media Group and London First.

In an effort to address a training shortfall of approximately 64% in the local creative sector, which currently employs 170,000 people, Roehampton University will provide **over 1,700 free places on relevant short courses for media professionals**.

A key target group for the project will be those less well represented in the creative industries including women and members of the black and minority ethnic communities.

An artist's impression of the Hub building at the University of York.



Left to right: Film studies and 3D Animation, two of the courses with free places available for media professionals at Roehampton.

Facts and figures sources

Universities' role in economic recovery

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Universities UK
Woburn House
20 Tavistock Square
London WC1H 9HQ

telephone

+44 (0)20 7419 4111

fax

+44 (0)20 7388 8649

email

info@universitiesuk.ac.uk

website

www.universitiesuk.ac.uk