

MillionPlus

The Association for
Modern Universities



Staying local to go far: modern universities as placemakers in the South East

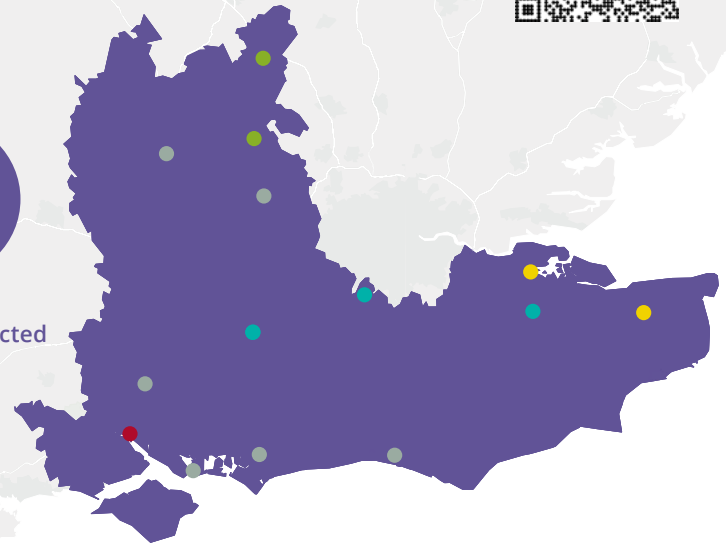


Modern universities in the South East are intimately connected to place. They act as key anchor institutions, generating economic value as employers, procurers and providers of services in the local economy, with ripple effects across the region.

They provide vital pathways into higher education, spreading access and opportunity, while also supporting graduates to transition effectively into the local job market.

They work collaboratively with local stakeholders (NHS, businesses and local government, among others) to drive regional development and weave the social fabric of the cities and towns in which they are located.

Taken together, all these activities illustrate the role of modern universities as placemakers. This role should be utilised and expanded for the government to achieve its ambition to level up the country and ensure that you can stay local to go far.



- Solent University
- Canterbury Christ Church University
- University for the Creative Arts
- University of Bedfordshire
- Other modern universities

Modern universities in the South East...

... create **£2.12bn** of impact as a result of their economic output.

... generate **£1.27bn** in expenditure-related Gross Value Added (GVA) in the region.

... support **16,070 jobs** (Full-time equivalent) in the region.



Modern universities provided **12,710** higher apprenticeships in the South East over the past 5 years.



Of modern university graduates working the South East...

... **41.5%** are “regional loyals” – this means they studied in their home region and remained there to work.

... **10.1%** are “regional stayers” – this means they came from another region to study at a modern university in the South East and remained to work in the South East.

... **49.5%** are employed in public administration, education, or health sectors 15 months after graduating.



Canterbury Christ Church University

... contributes **£123m** in expenditure-related Gross Value Added (GVA) to the South East economy.

... supports **2,134 jobs** through its wider economic impact as an anchor institution.

... **55.8%** of working graduates are “regional loyals” – this means they studied in their home region and remained there to work.



Solent University

... contributes **£111m** in expenditure-related Gross Value Added (GVA) to the South East economy.

... supports **1,425 jobs** through its wider economic impact as an anchor institution.

... **42.7%** of working graduates are “regional loyals” – this means they studied in their home region and remained there to work.



University for the Creative Arts

... contributes **£45m** in expenditure-related Gross Value Added (GVA) to the South East economy.

... supports **285 jobs** through its wider economic impact as an anchor institution.

... **40.2%** of working graduates are “regional loyals” – this means they studied in their home region and remained there to work.



All economic impact figures refer to Direct, Indirect and Induced impact, based on analysis carried out by London Economics. For a full methodological explainer, see Annex B in the full research report ‘Staying local to go far: modern universities as placemakers’.

Analysis of student and graduate mobilities is based on graduate outcomes data 2018/19.

Apprenticeship starts are for figures from 2017 to 2022 for apprenticeships at Level 4 and above.

The University of Bedfordshire is included in the East of England for the purposes of this analysis, although, as shown two of its campuses are located in the South East.