

# THE ECONOMIC IMPACT OF THE UNIVERSITY OF THE WEST OF ENGLAND BRISTOL

DECEMBER 2025

## ABOUT OXFORD ECONOMICS

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts, and analytical tools on more than 200 countries, 100 industries sectors, and 8,000 cities and regions. Our best-in-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social, and business impact.

Headquartered in Oxford, England, with regional centres in New York, London, Frankfurt, and Singapore, Oxford Economics has offices across the globe in Belfast, Boston, Cape Town, Chicago, Dubai, Dublin, Hong Kong, Los Angeles, Mexico City, Milan, Paris, Philadelphia, Stockholm, Sydney, Tokyo, and Toronto. We employ 700 staff, including more than 450 professional economists, industry experts, and business editors—one of the largest teams of macroeconomists and thought leadership specialists. Our global team is highly skilled in a full range of research techniques and thought leadership capabilities from econometric modelling, scenario framing, and economic impact analysis to market surveys, case studies, expert panels, and web analytics.

Oxford Economics is a key adviser to corporate, financial, and government decision-makers and thought leaders. Our worldwide client base now comprises over 2,500 international organisations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

---

## December 2025

All data shown in tables and charts are Oxford Economics' own data, except where otherwise stated and cited in footnotes, and are copyright © Oxford Economics Ltd.

**This report is confidential to the University of the West of England Bristol (UWE Bristol) and may not be published or distributed without their prior written permission.**

The modelling and results presented here are based on information provided by third parties, upon which Oxford Economics has relied in producing its report and forecasts in good faith. Any subsequent revision or update of those data will affect the assessments and projections shown.

To discuss the report further please contact:

**Neil McCullough:** [nmccullough@oxfordeconomics.com](mailto:nmccullough@oxfordeconomics.com)

Oxford Economics

91 Adelaide St, Belfast, BT2 8FE, UK

Tel: +44 (0)28 9263 5416

**Patrick Deshpande:** [pdeshpande@oxfordeconomics.com](mailto:pdeshpande@oxfordeconomics.com)

Oxford Economics

4 Millbank, London, SW1P 3JA, UK

Tel: +44 (0)20 3910 8109

# TABLE OF CONTENTS

Executive summary .....	3
1. Introduction.....	6
1.1 Introduction .....	6
1.2 Economic impact analysis.....	6
1.3 Structure of this report .....	8
2. The University's economic footprint .....	10
2.1 Introduction .....	10
2.2 The economic impact of UWE Bristol's operations.....	10
2.3 The economic impact of students' subsistence spending .....	15
2.4 The economic impact of visitors.....	18
2.5 UWE Bristol's economic footprint.....	20
3. The wider economic benefits .....	22
3.1 Introduction .....	22
3.2 Research & innovation .....	22
3.3 Skills.....	26
3.4 Enterprise.....	30
4. The University's social impact.....	33
4.1 Introduction .....	33
4.2 The social impact .....	33
4.3 Environmental impact .....	38
5. UWE Bristol's role as an anchor institution .....	40
5.1 Introduction .....	40
5.2 Shaping integrated healthcare .....	40
5.3 Harnessing creativity and technology .....	42
5.4 Securing a green, resilient future .....	44
6. Conclusion.....	46
Technical annex .....	48

# EXECUTIVE SUMMARY

The University of the West of England, Bristol (UWE Bristol) commissioned Oxford Economics to assess its economic impact. The report quantifies the University's economic footprint across local and regional economies, through its activity and the spending it facilitates along the supply chain and through household spending, alongside the spending of students and visitors attracted to the local economy. It also explores the wider economic benefits arising from the University's economic activities—through its research, graduates, and facilitating entrepreneurial activity—alongside its social impact and role as an anchor institution within the local economy.

## THE UNIVERSITY'S ECONOMIC FOOTPRINT

**In the academic year 2023/24, we estimate that expenditure by UWE Bristol, the students attracted to the area, and their visitors stimulated £547 million of GVA and facilitated 8,970 jobs across the West of England Mayoral Combined Authority (MCA) economy.<sup>1</sup>** UWE Bristol is the largest university in the South West, and it directly contributed £258 million of GVA and employed 4,640 permanent workers in the academic year 2023/24. It spent £156 million procuring goods and services and £216 million on salaries and benefits to staff, which stimulated a further £107 million and 1,650 jobs through the indirect (supply chain) and induced (wage consumption) impacts. This equates to a local (Type II) employment multiplier of 1.36, or a further indirect (supply chain) and induced (wage consumption) job created or sustained across the West of England MCA for every three permanent workers employed by the University.

Alongside the 7,720 residents of the West of England MCA enrolled at the University, it attracts 28,060 students to the local area who spend money on housing, food, transport, leisure, and educational supplies. These students also attract visitors, including to attend graduation ceremonies and open days, facilitating further spending across the West of England MCA economy. Taken together, we estimate that student subsistence and visitor spending generated an additional £182 million of GVA and 2,690 jobs annually. The inclusion of student and visitor spending increases the local employment multiplier to 1.94, equivalent to almost an additional job created or sustained across the West of England MCA economy for every permanent employee of the University.

**Across the national economy, the University's economic footprint extends to a £1.02 billion GVA contribution to UK GDP and 15,300 jobs across the UK workforce in the academic year 2023/24, generating £242 million in tax revenues.<sup>2</sup>** Taking the indirect (supply chain), induced (wage consumption), student, and visitor spend together, this equates to an employment multiplier of 3.30, or almost seven jobs created or sustained

---

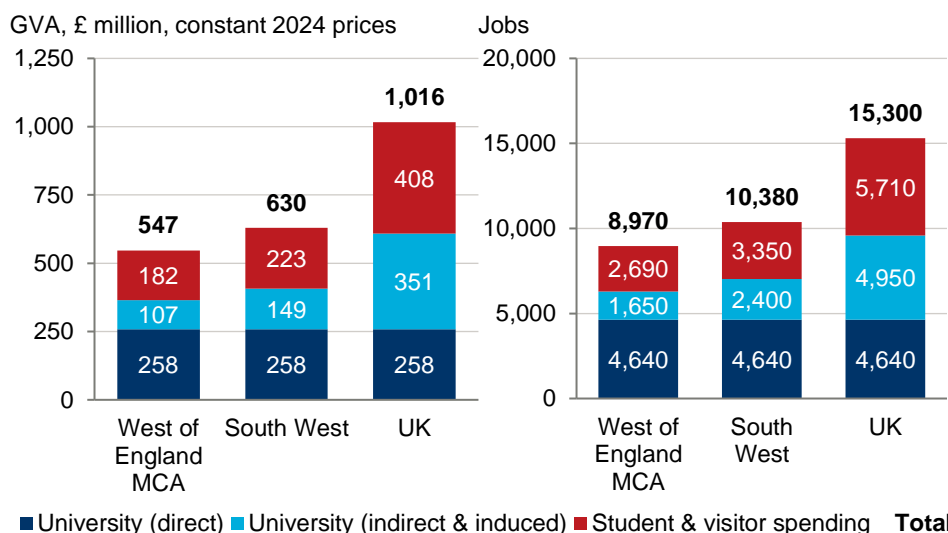
<sup>1</sup> The West of England MCA consists of three local authority areas: Bath & North East Somerset, Bristol, and South Gloucestershire.

<sup>2</sup> Note that the national economic footprint includes domestic student subsistence and visitor spending. Excluding the economic impact associated with this spending would result in an economic impact of £750 million of GVA contribution to UK GDP, 11,600 jobs across the UK workforce, and £181 million in tax revenues.

across the UK workforce for every three permanent employees of the University. The University's national economic footprint also includes £141 million GVA contribution to UK GDP, 2,020 jobs, and £30 million in tax revenues arising from the student subsistence and visitor spending associated with the University's international students.

**Fig. 1. The economic footprint of the UWE Bristol, 2023/24**

**£547 million**  
UWE Bristol's GVA contribution the West of England MCA economy and 8,970 jobs in the academic year 2023/24.

Source: UWE Bristol, Oxford Economics. Note: may not sum due to rounding.

### THE WIDER ECONOMIC BENEFITS

**UWE Bristol has created a range of wider economic benefits for the local and national economies beyond its economic footprint.** We consider these in relation to their impact on Research, Innovation, Skills and Enterprise that constitute the University's 'RISE' framework.

#### UWE Bristol received £14.2 million of research funding in 2023/24.

The funding is received from a mixture of domestic and international public and private sector sources. The value of the research is quantified through spillover effects creating new economic conditions in the UK, mainly within the sectors in which the research spending is targeted. We estimate that for every £1 that UWE Bristol spend on research, an additional 37p of productivity benefits will be realised in the UK economy in the long run, equal to £5.2 million in 2040.

**More than three-quarters of UWE Bristol's research is at least internationally excellent**, with more than a fifth ranked as world leading. Subject specific strengths include Architecture & Built Environment, Health Professions, and Communication & Media Studies.

**UWE Bristol gives graduates the skills to increase their economic contribution throughout their careers.** Almost 90% of graduates are either in work or in further education 15 months after graduating, with a disproportionate number working in highly skilled professions. Our assessment of the graduate earnings premium shows that UWE Bristol graduates will increase the UK's human capital stock by £1.3 billion.

**The University Enterprise Zone at UWE Bristol helps the University create and grow businesses in the West of England MCA.** The 134 active spin-out companies at the University generated more than £21 million in turnover in 2023/24, supporting 590 full-time equivalent jobs. Assessments of the businesses supported by Future Space and Launch Space in the Enterprise Zone show that collectively they have added more than £230 million of GVA to the economy.

## **THE SOCIAL IMPACT**

**UWE Bristol provides education and employment to a diverse body of students and staff.** The University provides a social benefit by providing education for students from deprived communities—more than 7,000 students, or 29% of the total, come from areas within the top-30% most-deprived parts of England. UWE Bristol also makes a positive contribution to diversity and inclusion as its staff and students are more ethnically diverse than the populations of the West of England MCA and the South West. The University employs more women than men, in contrast to the workforce of the UK economy as a whole. The social benefit of UWE Bristol's educational offering is also concentrated locally, more than one fifth of student originating from within the West of England MCA.

**UWE Bristol provides further social benefit through expansive engagement and outreach.** Barriers to education are broken down by the University through offering candidates contextual offers as well as through targeted outreach programmes organised by the Widening Access teams. UWE Bristol also supports lifelong learning through its continuing professional development courses and offering of degree apprenticeships. Furthermore, UWE Bristol helps to rehabilitate prisoners through its involvement in the Way 2 Learn scheme which has awarded 13,000 certificates to prisoners in the first two years of its operation. UWE Bristol leads the Future Quest partnership—a targeted outreach programme in the Bristol area supporting young people from over 75 schools progress to university, including providing free access to interactive online resources. UWE Bristol also contributes to the cultural fabric of the local area, for example through its continued partnership with the Arnolfini gallery, and the ongoing Windrush generations project.

# 1. INTRODUCTION

## 1.1 INTRODUCTION

Since the University of the West of England (UWE) Bristol gained university status in 1992, it has gained a reputation for academic excellence in teaching and research—ranking as the fourth-best University in the South West in 2025 according to The Guardian University Guide.<sup>3</sup> In the academic year 2023/24 UWE Bristol had over 35,000 students,<sup>4</sup> and employs more than 4,000 staff across its three campuses in Bristol and South Gloucestershire,<sup>5</sup> making it the largest higher education provider in the South West.

UWE Bristol makes a positive contribution to the local and national economies. It generates economic activity and supports employment, both directly and indirectly, through procurement and the spending of staff, students, and visitors. It also serves as a valuable source of skilled graduates for local employers and enhances productivity through its research collaborations and enterprise partnerships. In this report we explore and quantify the University's economic and social impact on the West of England Mayoral Combined Authority (MCA) and UK economies.<sup>6</sup>

## 1.2 ECONOMIC IMPACT ANALYSIS

This report quantifies UWE Bristol's economic contribution in the academic year 2023/24 through the following channels:

- (1) The **University's operations**, consisting of:
  - The **direct impact** capturing the economic activity generated by the University itself;
  - The **indirect (supply chain) impact**, which captures the economic activity supported through the University's supply chain, as a result of the procurement of goods and services from suppliers; and
  - The **induced (wage consumption) impact**, as those employed both directly by the University and along its supply chain consume goods and services, stimulating a further round of economic activity.
- (2) The economic impact of **student subsistence** spending, as students from elsewhere in the UK and abroad move to the local area and purchase goods and services in the local economy; and
- (3) The economic impact of **visitor spending** of friends and family visiting students, and attendees of graduations and open days, who spend money on tourism-related activities.

<sup>3</sup> The Guardian, [The Guardian University Guide](#), 2025.

<sup>4</sup> Higher Education Statistics Agency (HESA), [Who's studying in HE?](#), 2025.

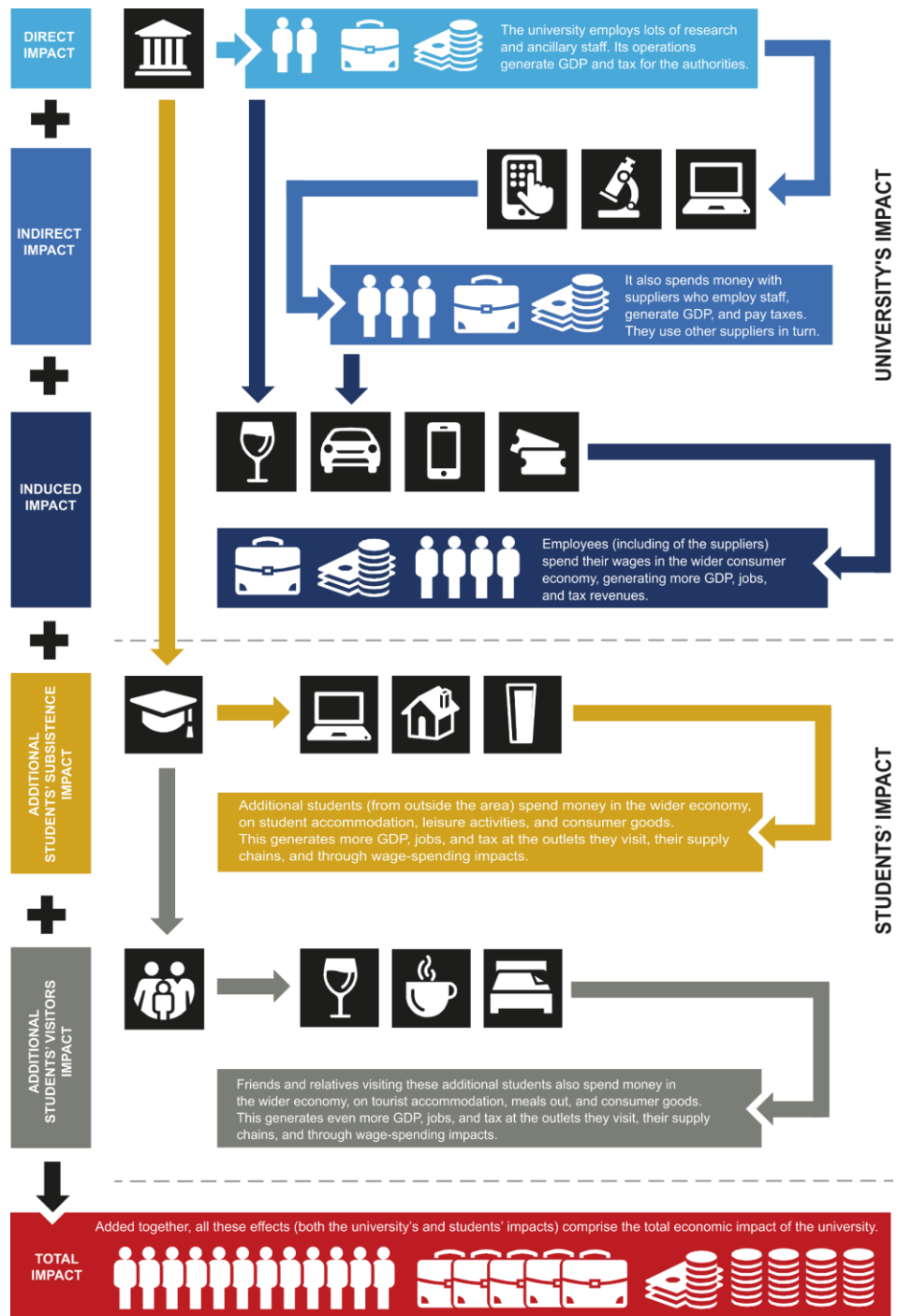
<sup>5</sup> Higher Education Statistics Agency (HESA), [Who's working in HE?](#), 2025.

<sup>6</sup> The West of England MCA consists of three local authority areas: Bath & North East Somerset, Bristol, and South Gloucestershire.

The economic impact, or 'economic footprint', of the University is quantified through:

- **Gross value added (GVA)** is the contribution an institution or company makes to Gross Domestic Product (GDP);
- **Employment**, measured on a headcount basis to facilitate comparison with ONS employment data; and
- **Tax revenue**, including labour taxes, corporation taxes, and other indirect taxes (such as VAT) attributable to the University's activities.

Fig. 2. The economic impact of UWE Bristol



Source: Oxford Economics

Further to the University's economic footprint, this report explores the wider economic benefits facilitated by the University, through its academic expertise and the spillover benefits of R&D, the economic value of the University's graduates, and through the entrepreneurial activity facilitated by the University and its initiatives to foster innovation. In addition, this report considers the University's social impact, through facilitating economic prosperity, diversity & inclusion, and wellbeing, and the findings of a consultation exercise to explore its role as an anchor institution within the local economy.

Note that values are presented in constant 2024 prices throughout this report unless otherwise stated and may not necessarily sum in all instances due to rounding.<sup>7</sup>

### 1.3 STRUCTURE OF THIS REPORT

This report is structured as follows:

- **Chapter two** estimates the University's economic footprint, through its operations, student expenditure, and visitor expenditure on the West of England MCA and UK economies;
- **Chapter three** identifies the wider economic benefits of the University, through its research, graduates, and entrepreneurial benefits;
- **Chapter four** explores the social impact of the University;
- **Chapter five** summarises the findings of a consultation exercise with local stakeholders to explore the University's role in the local economy;
- **Chapter six** concludes; and
- **Technical annex** details our approach and method.

---

<sup>7</sup> The results are presented on a gross rather than net basis. It does not attempt to estimate what economic benefits could arise if the labour and capital resources employed by the University were put to alternative uses, as it is impossible to know what they would have produced if they were employed in their next most productive use. Nor does it address the activity that the University displaced from other institutions or sectors.

## GLOSSARY OF TERMS

**Compensation of employees:** gross wages of employees in employment (excluding the self-employed), including the value of employees' and employers' social contributions and other costs to employers.

**Direct impact:** the economic activity that relates to a company or entity's own operations. In this study, the direct impact is taken to be all activity undertaken by the University.

**Employment:** the number of people employed, measured on a job or full-time equivalent (FTE) basis. For UWE Bristol's direct employment, we consider both permanent (or 'main staff') and temporary workers throughout this report.

**Gross Domestic Product (GDP):** the total value of final goods and services produced in the economy within a given time period. The contribution of an individual producer, industry, or sector to GDP is measured in terms of gross value added, or GVA. GDP is GVA plus product taxes (like VAT) minus product subsidies.

**Gross Value Added (GVA):** measure of the value of goods and services produced in an area, industry, or sector of an economy. GVA can be understood as either: 1) the value of output (goods or services) less the value of intermediate inputs used in the production process; or 2) the sum of *compensation of employees* (gross wages) and *gross operating surplus* (profits).

**Gross operating surplus:** profits, defined as earnings before interest, taxes, depreciation, and amortisation (EBITDA).

**Indirect (supply chain) impacts:** the economic activity generated by the procurement of inputs of goods and services from suppliers.

**Induced (wage consumption) impacts:** the economic activity supported in the economy by all staff employed at the University (direct employment) and those employed along its supply chain spending their wage income.

**Labour taxes:** include Income Tax and both employee and employer National Insurance Contributions.

**Leakage:** the proportion of activity occurring outside of a particular study area (e.g., within other local or regional economies across the UK).

**Multiplier:** the further economic activity created or sustained by the University. A Type I multiplier reflects the direct and indirect (supply chain) activity associated with a direct effect, whereas a Type II multiplier also includes the induced (wage consumption) activity as a consequence of increased employment across both the direct and indirect effects.

**Procurement:** the purchases of goods and services made by a particular entity, which forms the initial basis of the indirect (supply chain) effect.

**Productivity or labour productivity:** a headline indicator of economic performance, measured as the ratio of GVA per person employed.

**Spin-out companies:** companies originating from a university's research, innovation or entrepreneurial activity and then developing into an independent business.

**Taxes on products and production:** payable by producers in relation to the production, sale, purchase, or use of goods and services (e.g., Value Added Tax, or VAT), or that do not vary with changes to production (e.g., Business Rates, Apprenticeship Levy).

## 2. THE UNIVERSITY'S ECONOMIC FOOTPRINT

### 2.1 INTRODUCTION

In this chapter we assess the economic footprint of UWE Bristol in the academic year 2023/24. Our assessment evaluates the University's direct impact, its indirect (supply chain) impact through procurement spending, and its induced (wage consumption) impact through the expenditure of wages by employees at the University and along its supply chain. We also account for the broader economic impact of student subsistence and visitor spending in the West of England MCA.

### 2.2 THE ECONOMIC IMPACT OF UWE BRISTOL'S OPERATIONS

#### 2.2.1 The University's direct impact

**Through its teaching of students, research activities, and engagement with business, UWE Bristol made a £258 million direct contribution to GDP in the academic year 2023/24.**<sup>8</sup> This contribution is primarily through the approximately £216 million that the University paid to its staff in the academic year 2023/24, alongside £42 million generated through the University's gross operating surplus.<sup>8</sup>

**In the academic year 2023/24, UWE Bristol employed 4,640 permanent staff.** According to the Higher Education Statistics Authority (HESA), the University employed 2,705 full-time and 1,925 part-time permanent academic and non-academic staff.<sup>9</sup>

In the academic year 2023/24, the University and its employees paid £64 million in tax.<sup>10</sup> A substantial proportion was paid through labour taxes (£48 million), alongside £16 million in taxes on products (such as VAT) and taxes on production (e.g., Business Rates and the Apprenticeship Levy).


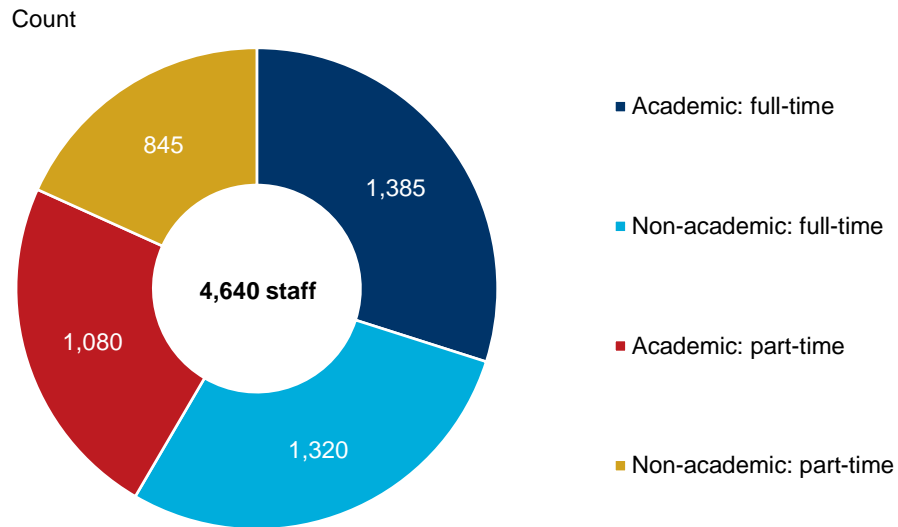
<sup>8</sup> UWE Bristol, [Annual Report 2023–2024](#), 2024.

<sup>9</sup> Higher Education Statistics Authority (HESA), [HE staff by HE provider and activity standard occupational classification](#), 2025. UWE Bristol also employed 510 atypical academic staff during the academic year 2023/24, although due to the temporary nature of this employment, we exclude it from our assessment of the University's economic footprint.

<sup>10</sup> Source: UWE Bristol.

**Fig. 3. Direct employment, UWE Bristol, 2023/24**

**4,640**  
Workers employed by  
UWE Bristol in the  
academic year 2023/24.

Source: HESA, Oxford Economics. Note: may not sum due to rounding.

### 2.2.2 The University's indirect (supply chain) impact

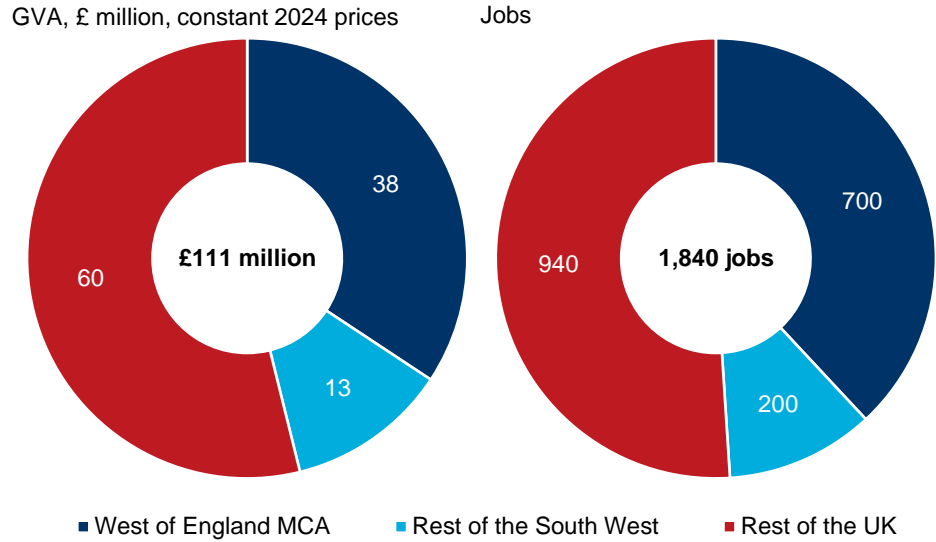
To facilitate its teaching, research, and other operations, UWE Bristol procures goods and services from its suppliers. These purchases stimulate a network of supply chain activity stretching across the local and regional economies and further afield.

**UWE Bristol spent £156 million on procurement in the academic year 2023/24.** Based on the data provided by UWE Bristol, we estimate that the majority of the domestic procurement spend, £77 million, was spent within the South West. This includes £62 million spent in the West of England MCA, meaning that 40p of every pound spent by the University was retained in the West of England MCA economy. The companies supplying UWE Bristol go on to purchase from their own suppliers, therefore the procurement spend ripples through the local economy.

**We estimate that the University's indirect (supply chain) impact contributed an estimated £111 million to UK GDP and 1,840 jobs in the academic year 2023/24.** Just under half of the domestic indirect (supply chain) impact is retained within the South West, including £38 million and 700 jobs across the West of England MCA—over a third of the supply chain impact. The proportion of activity retained locally is less than its share of the University's spending due to 'leakage' throughout various rounds of spending, as firms buy goods and services from other parts of the UK.

**Fig. 4. The indirect (supply chain) impact by location, UWE Bristol, 2023/24**

**£111 million**  
 Indirect (supply chain) GVA contribution to UK GDP and 1,840 jobs in the academic year 2023/24.

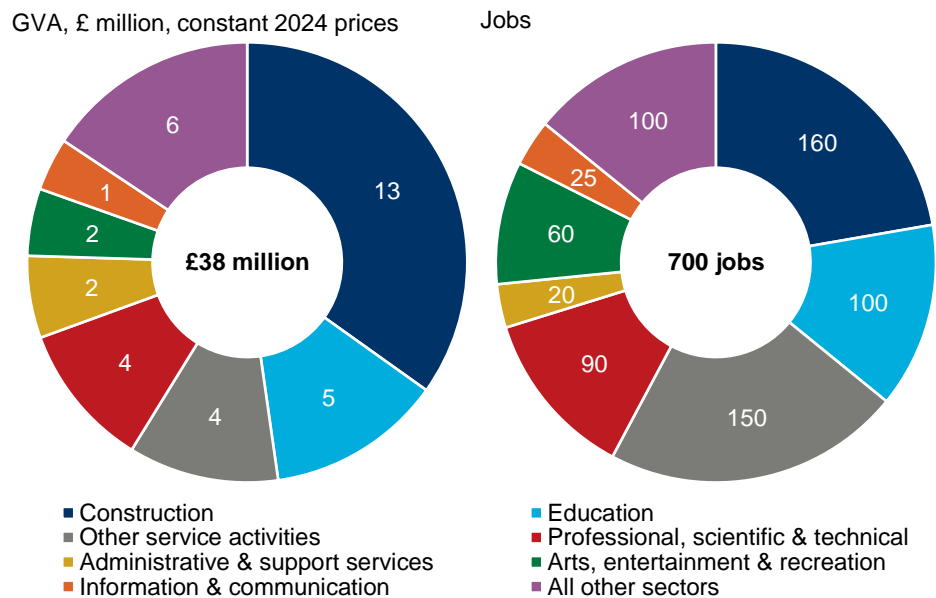



Source: UWE Bristol, Oxford Economics. Note: may not sum due to rounding.

**UWE Bristol generates indirect impacts across all sectors of the West of England MCA economy.** The construction sector sees the largest boost from the University's procurement spending, with £13 million of GVA created and 160 jobs supported locally, followed by the education sector (£5 million and 100 jobs). The University facilitates employment across a range of local service sectors, including other service activities (150 jobs) and professional services (90 jobs), while its procurement also supports an estimated 60 jobs in arts, entertainment & recreation.

**Fig. 5. The indirect (supply chain) impact by sector, West of England MCA, UWE Bristol, 2023/24**

**£38 million**  
 Indirect (supply chain) GVA generated across the West of England MCA economy and 700 jobs in the academic year 2023/24.

Source: UWE Bristol, Oxford Economics. Note: may not sum due to rounding.

### 2.2.3 The University's induced (wage consumption) impact


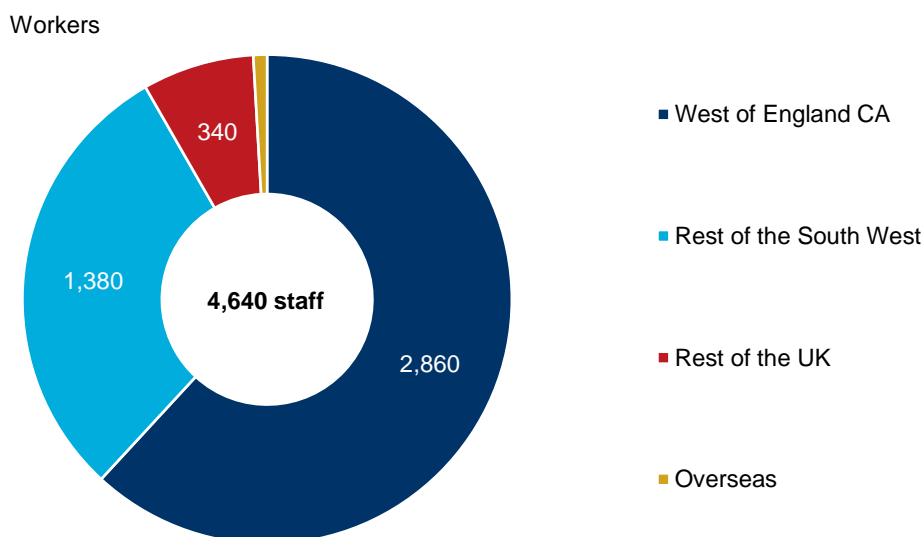
**The direct and indirect (supply chain) activity facilitated by the University's operations sustain thousands of jobs.** The spending of wages by those employed at the University and along its supply chain represents a further channel of economic impact: the induced (wage consumption) impact.

To understand the extent to which this generates economic activity across the economies under consideration, we draw on anonymised data provided by the University on where its workers reside. This information provides an understanding of the extent to which local economies benefit from wage-financed consumption of the University's workers and the workers along the supply chain.<sup>11</sup>

**A majority of UWE Bristol's permanent workforce lives local to the University.** Approximately 2,860 permanent, or three-fifths of the total, of the permanent workforce reside in the West of England MCA. A further 1,380 permanent members of staff live elsewhere in the South West, meaning more than 90% of UWE Bristol's workforce live within the region. The remainder of UWE Bristol's workforce mostly reside in the rest of the UK, with a small proportion residing overseas.

**Fig. 6. Location of residence of the workforce, UWE Bristol, 2023/24**

**2,860**  
Workers who lived in the West of England MCA in the academic year 2023/24, equivalent to 61% of the University's workforce.

Source: UWE Bristol, Oxford Economics. Note: may not sum due to rounding.

**In the academic year 2023/24, UWE Bristol spent £216 million on employee compensation.**<sup>8</sup> This equates to an average gross wage of roughly £36,400 per employee, in-line with the West of England MCA average.<sup>12</sup>

<sup>11</sup> Implicit within this approach is the assumption that wage-financed consumption takes place in the location of a worker's residence. This is a simplistic assumption, as some degree of consumption spending from wages undoubtedly takes place at, for instance, local retail and leisure establishments close to the University. However, since the extent of this is subject to great uncertainty, for consistency's sake this calculation allocates spending according to residence.


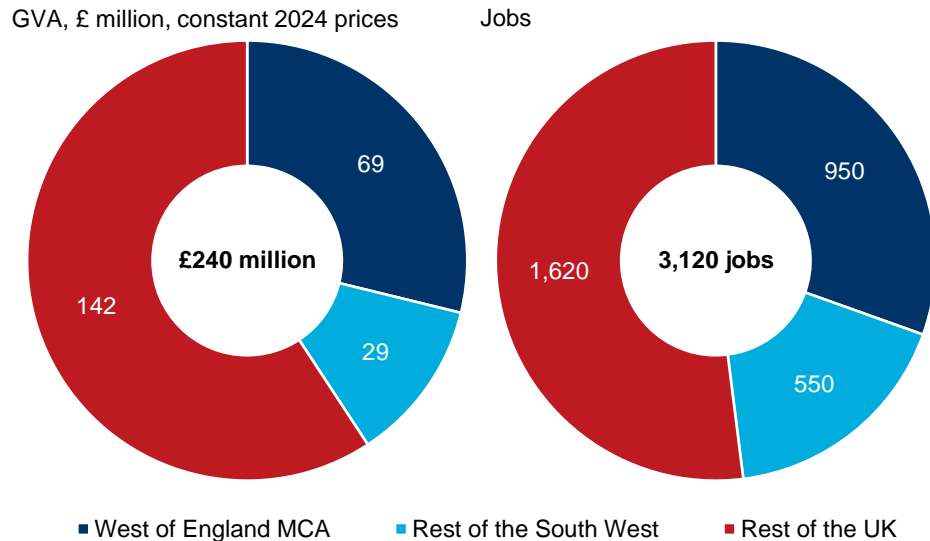
<sup>12</sup> Note that our calculations deduct non-wages & salaries expenditure (e.g., pension and social security contributions) made by the University.

These salary payments, as well as those along the University’s supply chain, support a sizeable consumption impact in the local and national economies. Mapping these sums to the goods and services typically purchased by households enables an estimate of the University’s induced (wage consumption) impact on the economy. We estimate that this wage-financed consumption contributed £240 million in GVA contributions to UK GDP and 3,120 jobs across the national workforce in the academic year 2023/24.

**We estimate that the induced (wage consumption) impact generated £69 million of GVA and facilitated 950 jobs across the West of England MCA in the academic year 2023/24.**<sup>13</sup> This equates to just over a quarter of the economic impact of wage-financed consumption that facilitates activity across the local economy.

**Fig. 7. The induced (wage consumption) impact by location, UWE Bristol, 2023/24**

**£240 million**  
Induced (wage consumption)  
GVA contribution to UK GDP  
and 3,120 jobs in the  
academic year 2023/24.

Source: UWE Bristol, Oxford Economics. Note: may not sum due to rounding.


**The induced impacts mainly benefit the ‘foundational’ sectors of the West of England MCA economy**, reflecting the spending patterns of consumers. Real estate is the largest beneficiary in GVA, equating to £23 million or a third of the total, although this is largely a reflection of high housing costs through imputed rents<sup>14</sup>—indeed, the induced (wage consumption) impact supports just 40 real estate jobs across the local workforce. Wholesale & retail trade generates a further £12 million and 260 jobs across the West of England MCA, while accommodation & food services facilitate a further £5 million and 190 jobs.

<sup>13</sup> The relatively low proportion of the induced (wage consumption) impact retained within the local and subregional economies reflects both a high degree of leakage of spending to other parts of the economy, while our method considers the location of production likely stimulated to facilitate demand—rather than assuming that all household spending occurs in the local economy within which workers reside.

<sup>14</sup> Imputed rents are an estimate of the housing services consumed by households not renting their homes.

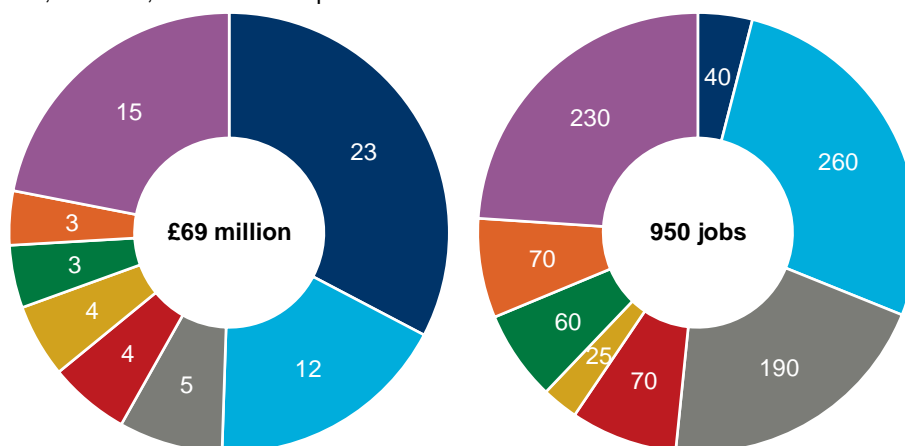
**Fig. 8. The induced (wage consumption) impact by sector, West of England MCA, UWE Bristol, 2023/24**

**£69 million**  
Induced (wage consumption) GVA contribution to West of England MCA economy and 950 jobs in the academic year 2023/24.



GVA, £ million, constant 2024 prices

Jobs



- Real estate
- Wholesale & retail trade
- Accommodation & food services
- Other service activities
- Financial & insurance
- Education
- Human health & social work
- All other sectors

Source: UWE Bristol, Oxford Economics. Note: may not sum due to rounding.

### 2.3 THE ECONOMIC IMPACT OF STUDENTS' SUBSISTENCE SPENDING

**UWE Bristol's economic footprint extends beyond its operational impact.**

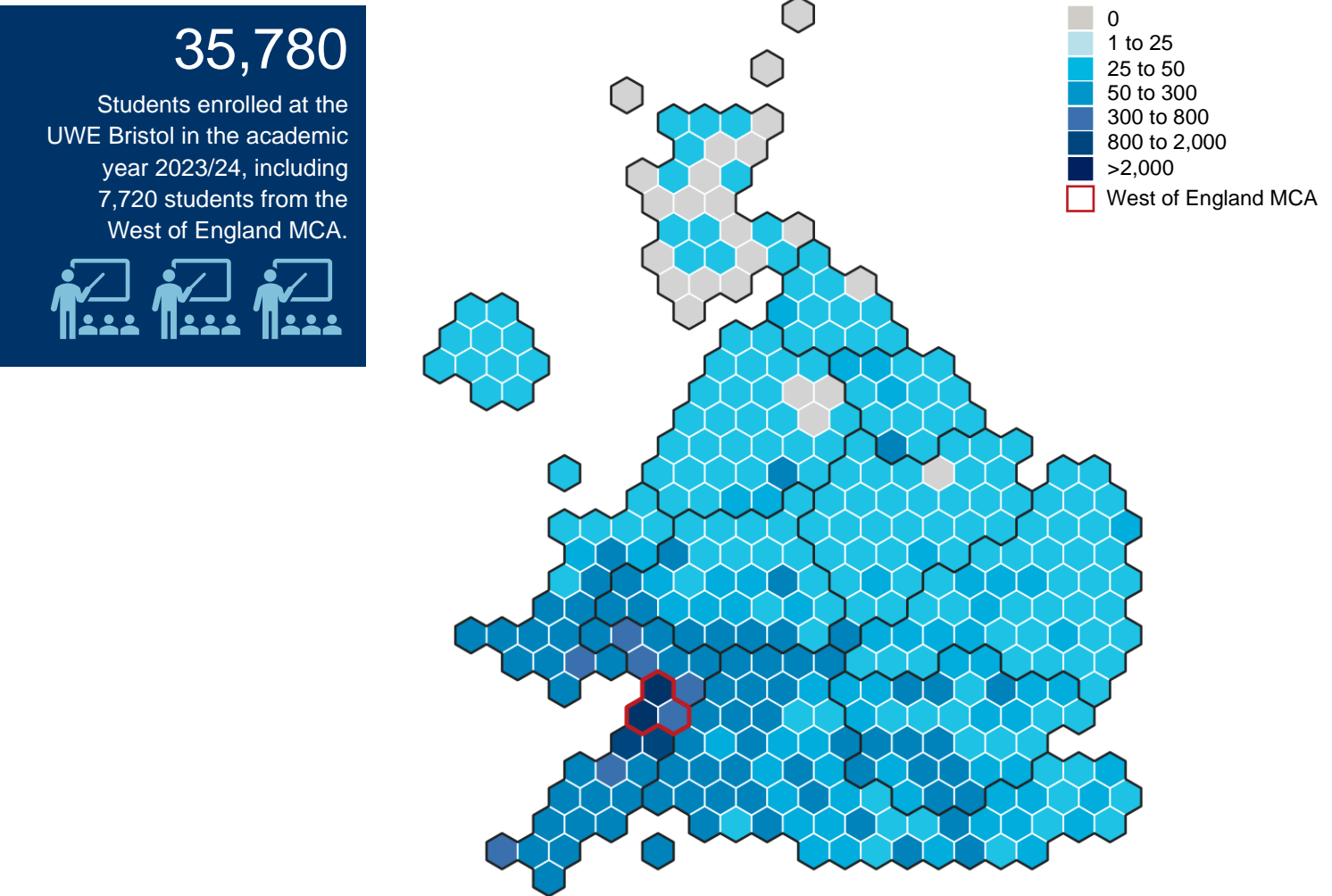
The high quality of its educational programmes, links with industry, and strong employment record attract students from across the UK and internationally.

**In the academic year 2023/24, nearly 36,000 full-time and part-time students were enrolled at UWE Bristol.**<sup>15,16</sup> More than three-quarters of students studying at the University are domestic (27,440 students), alongside 8,340 international students attracted to the UK to study at UWE Bristol. The University attracts many students from local communities, with 7,720 students or just over a fifth of the total based in the West of England MCA, and a further 7,910 students (22%) based elsewhere in the South West. The University also attracts a high proportion of students from the South East (4,050 students), Wales (2,410 students), London (1,420 students), and the West Midlands (1,330 students).

<sup>15</sup> Higher Education Statistics Authority (HESA), [UK permanent address HE students by HE provider and permanent address](#), 2025.

<sup>16</sup> Higher Education Statistics Authority (HESA), [Non-UK permanent address students by HE provider and country of permanent address](#), 2025.

**Fig. 9. Domestic students by location of home residence, UWE Bristol, 2023/24**



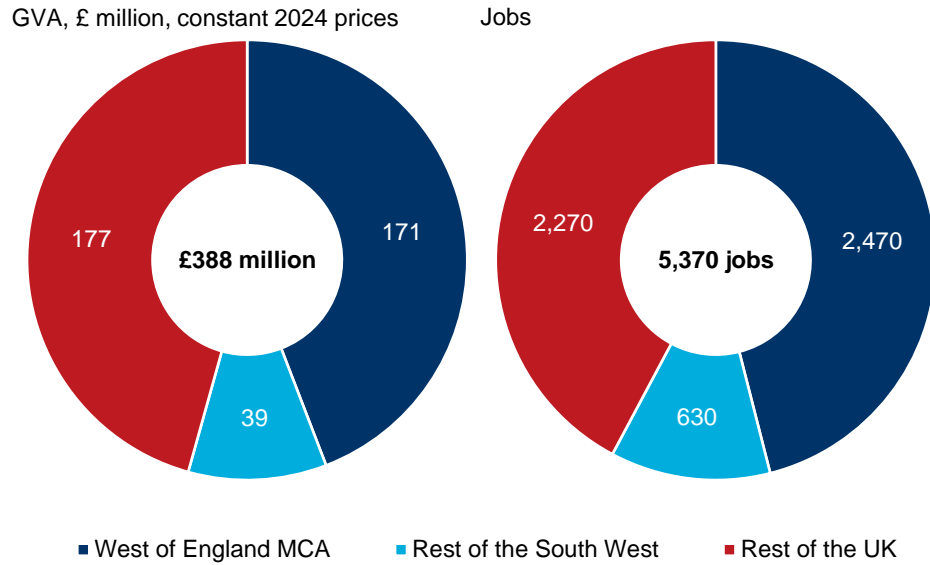
Source: UWE Bristol, Oxford Economics

In total, 28,200 students or four-fifths of those studying at UWE Bristol originate from outside of the West of England MCA. These students move to the local area and spend money in the local economy on housing, food, transport, leisure, and educational supplies, which in turn creates a further multiplier effect. **We estimate that these students spent £331 million across the West of England MCA economy in the academic year 2023/24**, equivalent to approximately £11,800 per student moving to the local area.<sup>17</sup>

**We estimate that student subsistence spending generated £171 million of GVA and 2,470 jobs across the West of England MCA economy in the academic year 2023/24.** The economic impact of student subsistence spending increases to £211 million of GVA and 3,100 jobs across the South West. We estimate that student subsistence generated a £388 million GVA contribution to UK GDP and facilitated 5,370 jobs across the UK workforce in the academic year 2023/24.

<sup>17</sup> Students whose location of home residence is within the West of England MCA are excluded as it is assumed that they would otherwise continue to spend money in the local economy. Our estimates also exclude tuition fees to avoid double-counting the University's revenues captured within the direct impact detailed in section 2.2.

**Fig. 10. The student subsistence spending impact by location, UWE Bristol, 2023/24**

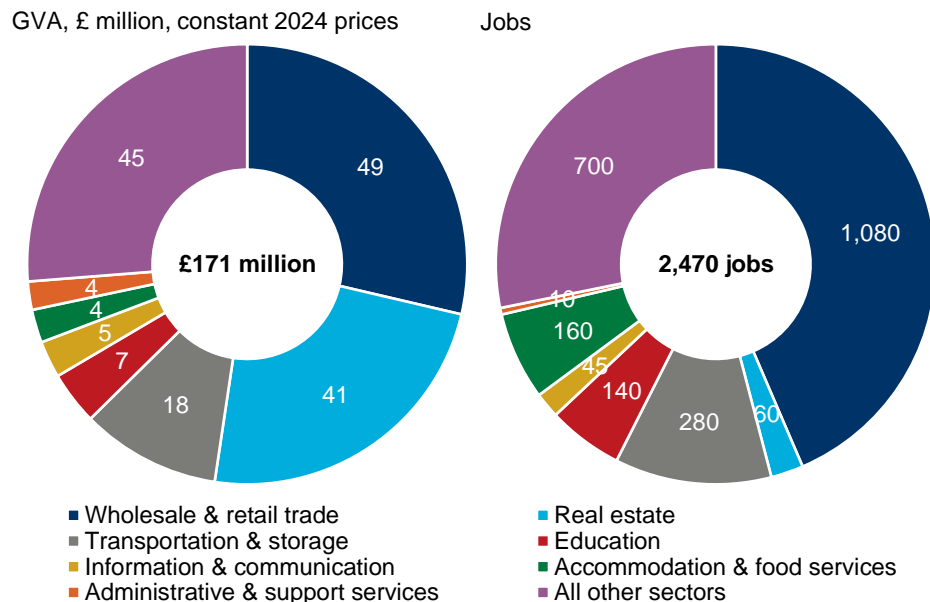


Source: UWE Bristol, Oxford Economics. Note: may not sum due to rounding.

**As with the induced (wage consumption) impact, the student subsistence spending impacts favours many 'foundational' sectors of the economy.**

The wholesale & retail trade sector sees the largest benefit, generating over a quarter of GVA (£49 million) and capturing almost half of all employment supported by student subsistence spending locally (1,080 jobs). Real estate is the next largest beneficiary in GVA terms, largely as a consequence of housing costs, although as with the induced (wage consumption) impact this sector has a comparatively small employment footprint of 60 jobs. Transportation & storage, education, and accommodation & food services all feature among the largest beneficiaries of students' subsistence spending.

**Fig. 11. The student subsistence spending impact by sector, West of England MCA, UWE Bristol, 2023/24**



Source: UWE Bristol, Oxford Economics. Note: may not sum due to rounding.

**£388 million**

Student subsistence spending's GVA contribution to UK GDP and 5,370 jobs in the academic year 2023/24.



**£171 million**

Student subsistence spending's GVA contribution to the West of England MCA economy and 2,470 jobs in the academic year 2023/24.



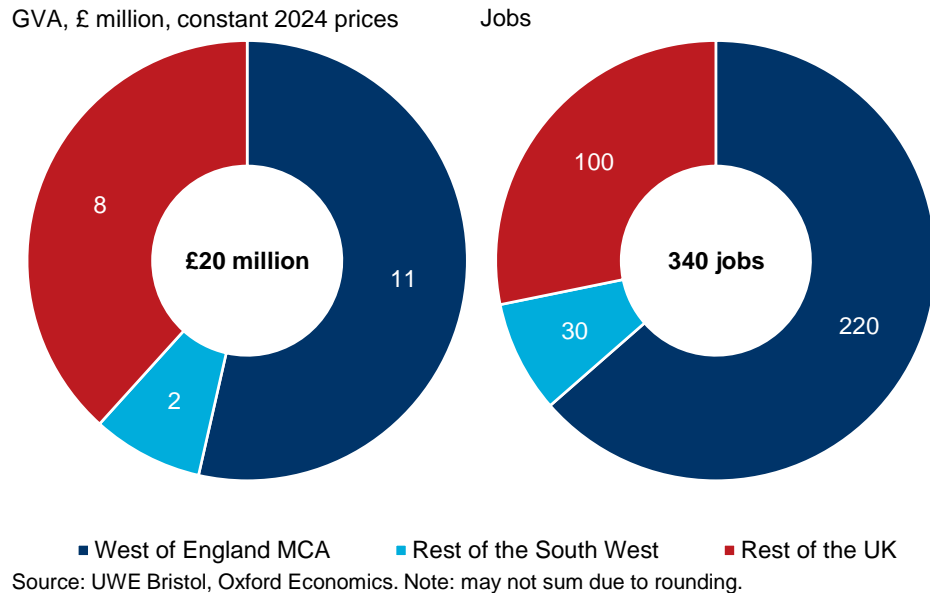
## 2.4 THE ECONOMIC IMPACT OF VISITORS

**UWE Bristol’s students attract visitors to Bristol and the West of England MCA.** Friends and relatives from elsewhere in the UK, and overseas, travel to help students move in-and-out of their accommodation and for visits during term-time. These visitors spend money in the area during their stay, stimulating economic activity across the local economy. In addition, UWE Bristol attracts visitors attending graduation ceremonies or open days. According to data provided by UWE Bristol, over 24,500 graduates and guests attended graduation ceremonies in the academic year 2023/24, while more than 8,100 prospective students also attended open days at the University.

**Visitors’ spending generated £11 million of GVA across the West of England MCA economy and 220 jobs in the academic year 2023/24.** Accommodation & food services formed the largest proportion of the economic impact of visitors across the local economy (£4 million and 120 jobs), followed by transportation & storage (£2 million and 25 jobs). Across the UK economy, visitor spending generated a £20 million GVA contribution to UK GDP and 340 jobs in the academic year 2023/24.

**Fig. 12. The visitor spending impact by location, UWE Bristol, 2023/24**

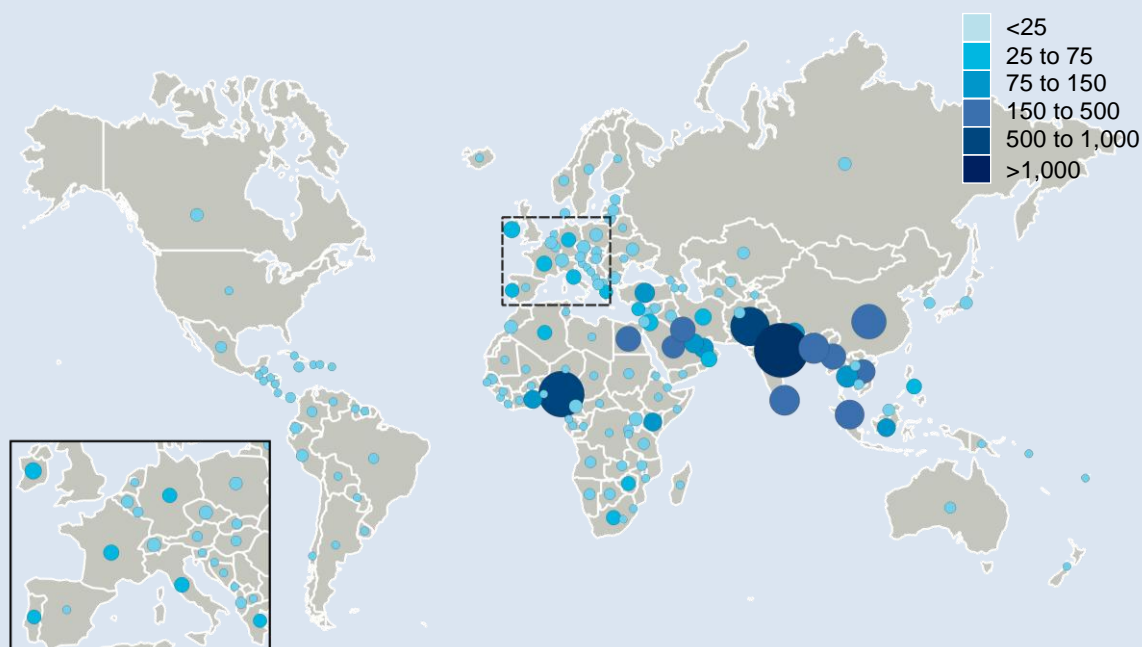
**£11 million**  
GVA generated by visitor spending across the West of England MCA economy and 220 jobs in the academic year 2023/24.



### THE ECONOMIC IMPACT OF INTERNATIONAL STUDENTS

UWE Bristol attracted 8,340 international students to study in the UK in the academic year 2023/24. The university attracted students from 112 countries, with Nigeria (1,430 students), India (1,070 students), Pakistan (690 students), and China (510 students) the most common countries of permanent residence. International students contribute to the economy through subsistence and visitor spending, and while domestic students may otherwise attend other universities across the UK, the economic activity associated with the international students that the UWE Bristol attracts can be considered additional to the UK economy.

**Fig. 13. Location of permanent residence of international students, UWE Bristol, 2023/24**



Source: HESA, Oxford Economics

**We estimate that UWE Bristol’s international students generated £64 million of GVA and facilitated 990 jobs across the West of England MCA economy in the academic year 2023/24.** This is in addition to the £90.8 million that the University earned through full-time international students’ tuition fees, which forms over a fifth of the University’s total income and contributes to the University’s direct economic impact as captured within the University’s direct impact (see section 2.2).<sup>8</sup>

**UWE Bristol’s international students contributed a £141 million GVA contribution to UK GDP and facilitated 2,020 jobs across the UK workforce in the academic year 2023/24.** We estimate that the economic footprint of international students also generated £30 million in tax revenues in the academic year 2023/24.

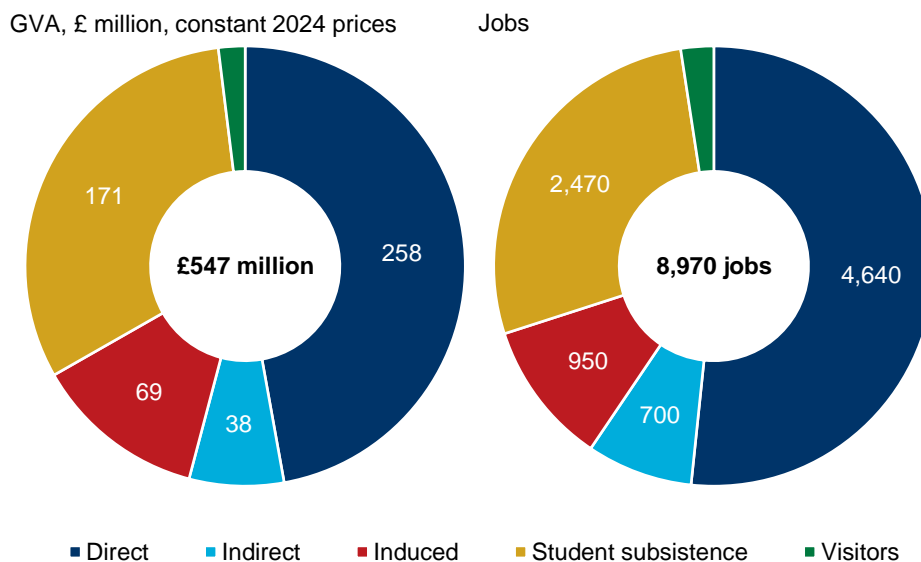
## 2.5 UWE BRISTOL'S ECONOMIC FOOTPRINT

**UWE Bristol makes a sizeable contribution to the economy of the West of England MCA.** The University directly contributed £258 million of GVA and supported 4,640 jobs in the academic year 2023/24. Around two-fifths of the £156 million of UWE Bristol's procurement expenditure was spent in the West of England MCA, generating a further £38 million of GVA and 700 jobs. In addition, the induced (wage consumption) impacts contributed a further £69 million of GVA and 950 jobs to the West of England MCA economy.

This equates to a (Type II) employment multiplier of 1.36: a further 15 indirect (supply chain) and 21 induced (wage consumption) jobs are created or sustained across the West of England MCA economy for every 100 permanent employees of the University.<sup>18</sup> This employment multiplier increases to 1.94 when including the economic impact of student subsistence (£171 million and 2,470 jobs) and visitor expenditure (£11 million and 220 jobs), equivalent to almost an additional job created or sustained across the West of England MCA economy for every permanent employee of the University.

**Taken together, we estimate that UWE Bristol contributed £547 million of GVA and 8,970 jobs across the West of England MCA economy in the academic year 2023/24.** This equates to 1.0% of the West of England MCA's entire GVA and 1.2% of all jobs across the local economy.

**Fig. 14. The economic impact of UWE Bristol, West of England MCA, 2023/24**



**£547 million**

UWE Bristol's GVA contribution to the West of England MCA economy and 8,970 jobs in the academic year 2023/24.



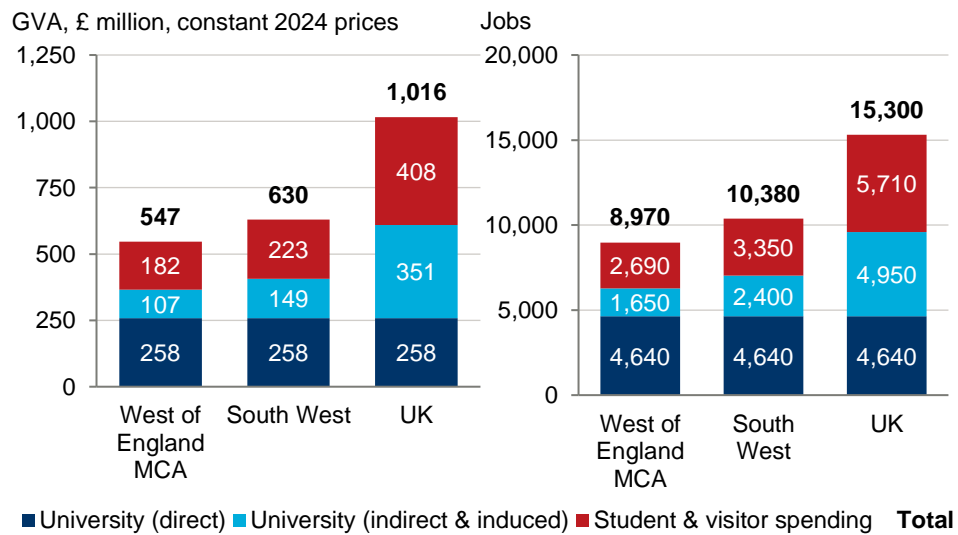
<sup>18</sup> A Type I multiplier reflects the direct and indirect (supply chain) activity associated with a direct effect, whereas a Type II multiplier also includes the induced (wage consumption) activity as a consequence of increased employment across both the direct and indirect effects.

**We estimate that UWE Bristol’s economic footprint generated over one billion pounds of GVA contribution to UK GDP and 15,300 jobs across the UK workforce in the academic year 2023/24.** This equates to a national (Type II) employment multiplier of 2.07, or 40 indirect (supply chain) and 67 induced (wage consumption) jobs created or sustained across the UK economy for each 100 workers employed at the University, this multiplier increases to 3.30 with the inclusion of student subsistence and visitor spending impacts—equivalent to seven jobs across the wider UK economy created or sustained for every three permanent employees of the University. The University’s economic footprint also sustained an estimated £242 million in tax revenues.

**Fig. 15. The economic footprint of the UWE Bristol, 2023/24**

**£1.02 billion**

UWE Bristol’s GVA contribution to UK GDP and 15,300 jobs in the academic year 2023/24.



Source: UWE Bristol, Oxford Economics. Note: may not sum due to rounding.

## 3. THE WIDER ECONOMIC BENEFITS

### 3.1 INTRODUCTION

We have demonstrated that UWE Bristol supports hundreds of millions of pounds in GDP and thousands of jobs through its operational activities, alongside student and visitor spending. However, the economic benefits arising from the University extend beyond this. The University contributes to boosting the UK's productive capacity, or the 'supply-side' of the economy, through its leading research, the flow of highly-skilled graduates joining the labour market and facilitating entrepreneurial activity. We consider the wider economic benefits of UWE Bristol in accordance with the University's 'RISE' framework:

- **Research** with purpose: World class thinking that solves real-world problems.
- **Innovation** with impact: Not just ideas—solutions that rewrite the rules.
- **Skills** that empower: Upskilling today to build tomorrow's workforce.
- **Enterprise** that fuels progress: Businesses that drive change.

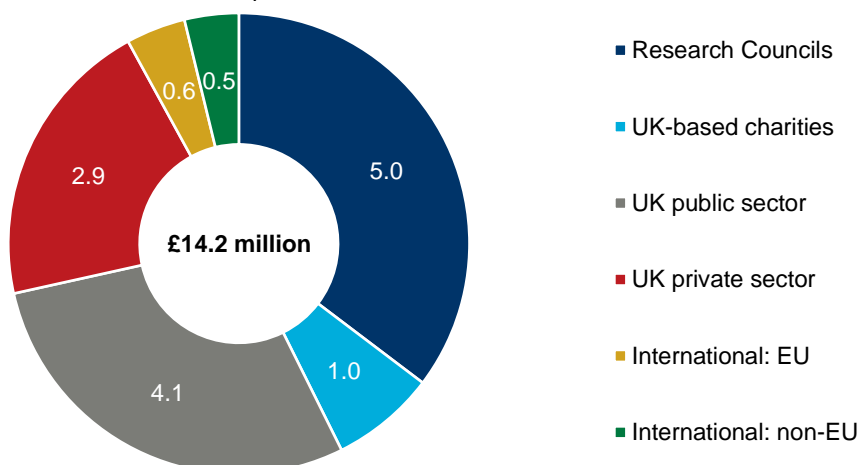
### 3.2 RESEARCH & INNOVATION

**Innovation levels in an economy have far-reaching implications for future economic growth** through improved productivity and enhanced living standards. Expenditure on research & development, and innovative activity more generally, can support a strong economic performance in the medium-to-long term.

**UWE Bristol received £14.2 million of research funding in the academic year 2023/24.**<sup>19</sup> Just over a third of funding (£5.0 million), came from Research Councils—with the Arts & Humanities Research Council making the biggest contribution within this category (£2.1 million). This is followed by £4.1 million of funding from central government and £2.9 million of private sector funding.

**Fig. 16. Research grants and contracts, UWE Bristol, 2023/24**

£ million, constant 2024 prices



Source: HESA, Oxford Economics. Note: may not sum due to rounding.

**£14.2 million**

Research funding facilitated by UWE Bristol in the academic year 2023/24.

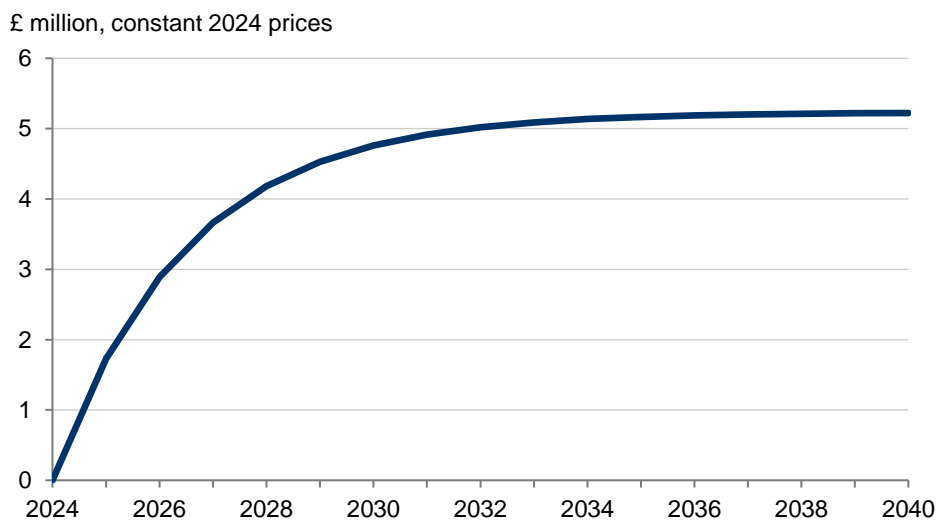
<sup>19</sup> Higher Education Statistics Authority (HESA), [Research grants and contracts - breakdown of source income by HESA cost centre](#), 2025.

**The gains from R&D spending are not limited to the sectors or products to which R&D spending is allocated.** A large number of sectors benefit, both in the short term and the long term. These effects are called spillover effects. Spillover effects arise from the University’s research via several channels including: sharing know-how with suppliers; research councils, funders, and customers benefiting from innovations; innovation information disseminated through publications; staff turnover; and graduates/researchers leaving to apply knowledge and skills across the economy.

Over the long run, these benefits combine to create new economic conditions in the UK. Oxford Economics has developed an econometric model to investigate how R&D spending is linked to productivity, controlling for other factors, such as the levels of investment and educational attainment in the economy. Our modelling also allows us to capture the spillover effects through detailed data on the interactions between various sectors in the UK economy.

**We estimate that UWE Bristol’s £14.2 million R&D spend in the academic year 2023/24 is associated with increased productivity equivalent to £5.2 million in 2040.** Overall, we estimate that each £1 that the University spends on R&D generates productivity benefits of approximately 37p in the long run. Over three-quarters (£4.1 million) accrue directly in the sectors where R&D spending is targeted, whereas the remaining £1.1 million is generated through spillovers of knowledge, technology, and skills to the rest of the economy. While the University’s R&D spending generates long-term benefits for society at large, the productivity gains are most substantial in the short term and increase at a diminished rate over time.

**Fig. 17. Total productivity impact across the UK of R&D expenditure in 2023/24, UWE Bristol, 2024 to 2040**



Source: HESA, Oxford Economics


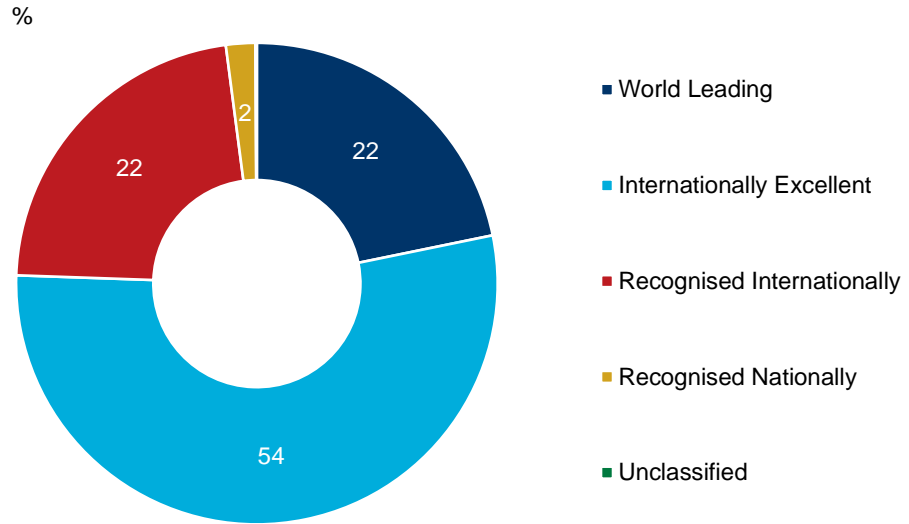
**UWE Bristol is a teaching- led university that also contributes high quality research to academic literature.** Three-quarters of UWE’s research activities are recognised as at least internationally excellent by the Research Excellence Framework (REF) 2021, and more than a fifth of is classified as a World Leading.

**£5.2 million**

Productivity uplift to the UK economy in 2040 due to UWE Bristol’s R&D expenditure in the academic year 2023/24.

**Fig. 18. Research Excellence Framework, UWE, 2021**

**76%**  
UWE Bristol's research classified as 'World Leading' or 'Internationally Excellent', according to the Research Excellence Framework.


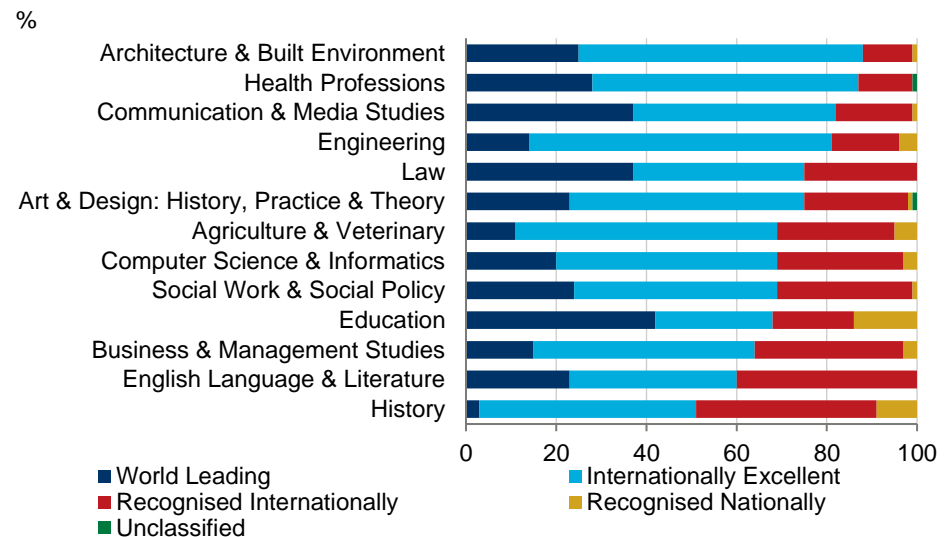



Source: Research Excellence Framework, Oxford Economics

**UWE Bristol has several subjects in which its research contributions have exceptional quality.** More than four-fifths of UWE Bristol's research in Architecture & Planning, Health Professions, Communication & Media Studies, and Engineering categories were classified as at least internationally excellent by the REF. Furthermore, Education stands out as the subject in which the largest proportion of research is classified as World Leading, with 42% of research achieving this highest ranking. But UWE Bristol's research excellence is not confined to these subjects; across all 13 subject areas, at least half of the research produced by the University is classified as World Leading or Internationally Excellent.

**Fig. 19. Research Excellence Framework by subject, UWE Bristol, 2021**

**76%**  
UWE Bristol's research classified as 'World Leading' or 'Internationally Excellent', according to the Research Excellence Framework.

Source: Research Excellence Framework, Oxford Economics

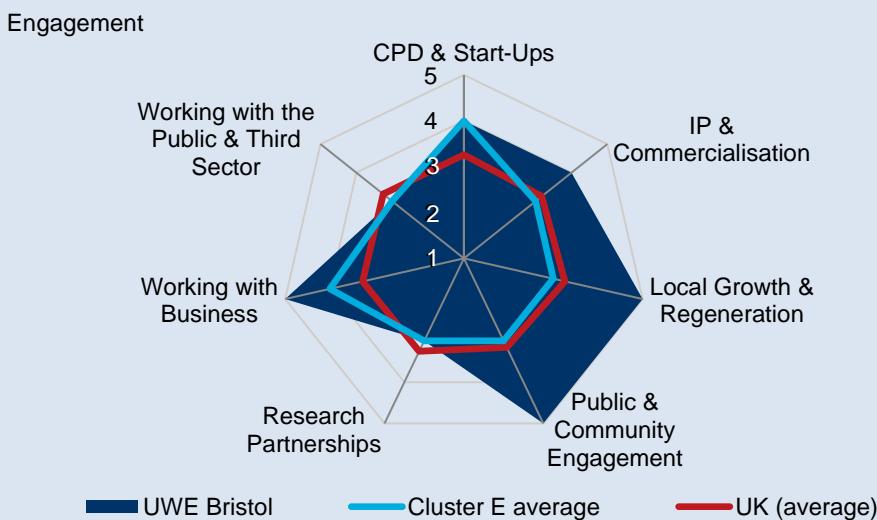
### Knowledge Exchange Framework

**UWE Bristol’s wider economic benefits are further reflected within the Knowledge Exchange Framework (KEF).**<sup>20</sup> The KEF is a dataset created by Research England to provide an overview of the performance of higher education providers across different areas (described as *perspectives* in the KEF) of knowledge exchange activity, reflecting how well an institution is able to transfer its knowledge to other areas and actors across society and the economy. UWE Bristol is placed within ‘Cluster E’ of universities of a similar size and type by Research England. Cluster E universities are characterised by their large size and broad discipline portfolio across both STEM and non-STEM subjects.

According to the KEF, UWE Bristol scores above or in-line with the national average across five of the seven *perspectives*. UWE Bristol receives a ‘very high engagement’ score for three perspectives: *Working with Business*; *Public & Community Engagement*; and *Local Growth & Regeneration*. These scores are well above the national and Cluster E averages. The high scores in these perspectives, which all relate to the university’s engagement in the local area, show that UWE Bristol is successful in its role as an anchor institution, and this is reflected in the KEF data.

The University also received a ‘high engagement’ score for its *CPD & Startups* and *IP & Commercialisation*, this is linked to UWE Bristol’s efforts in establishing the Enterprise Zone, which is discussed in detail at the end of this Chapter.

**Fig. 20. Knowledge Exchange Framework, UWE Bristol and UK average, 2023<sup>21</sup>**



Source: Knowledge Exchange Framework, Oxford Economics

<sup>20</sup> Research England, [Knowledge Exchange Framework](#), 2024.

<sup>21</sup> Scores range from ‘Very low engagement’ (1) and ‘Low engagement’ (2) through ‘Medium engagement’ (3) to ‘High engagement’ (4) and ‘Very high engagement’ (5).

### 3.3 SKILLS


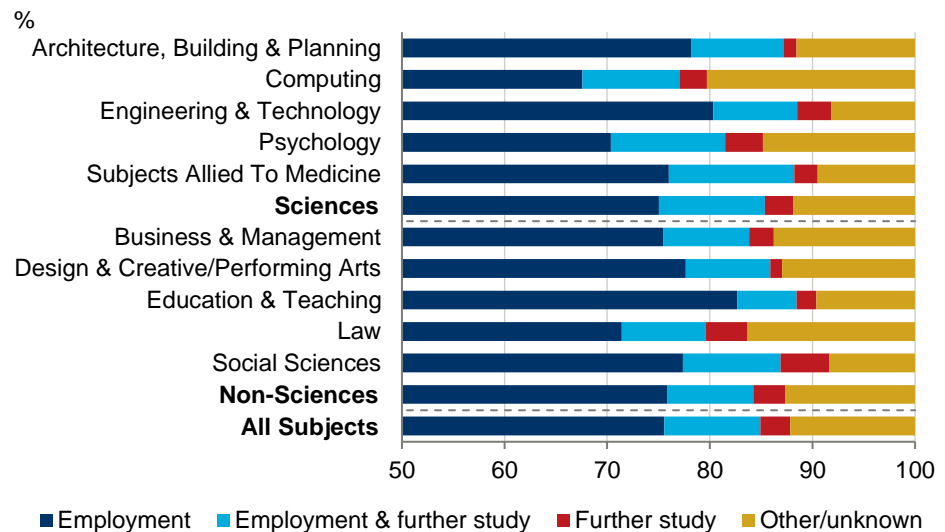
#### 3.3.1 Graduate outcomes

**UWE Bristol provides students with a high-quality education to equip them with the knowledge and skills required to go on to employment, further study, or research.** Many of the University's graduates remain in the local and UK economies, providing employers with a flow of skilled labour. According to the Graduate Outcomes survey conducted by the Higher Education Statistics Authority (HESA), 88% of the University's 2022/23 graduate cohort were in employment and/or further study 15 months after graduating. A marginally higher proportion (90%) of science graduates go on to find employment or further education compared to non-science graduates (88%). Prospects are especially good for those graduates that studied Engineering & Technology, and Social Sciences with 92% of graduates of both subjects being employed or in further study 15 months after they graduated.

**Fig. 21. Graduate outcomes by subject, UWE Bristol, 2022/23**

89%

Proportion of students who studied at UWE in employment and/or further study 15 months after graduating.

Source: HESA, Oxford Economics

**Graduates of UWE Bristol disproportionately work in skilled occupations.**

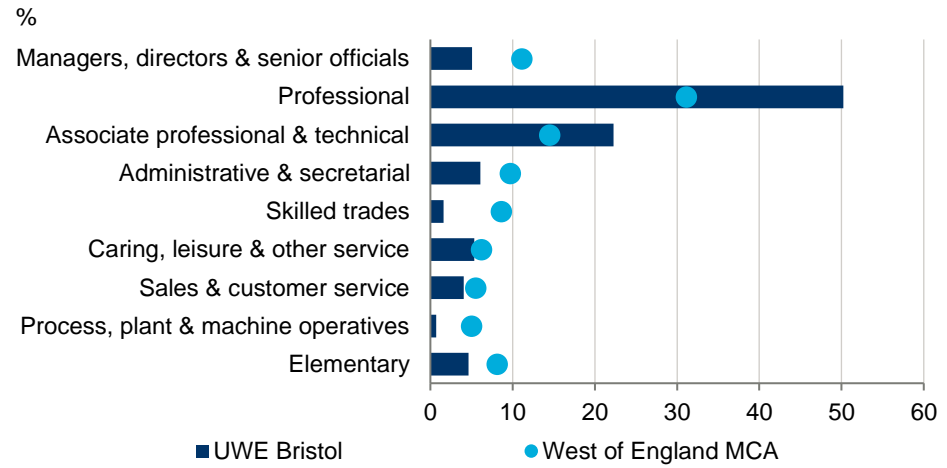
Three-quarters of graduate's work in professional or associate professional & technical occupation categories. In both cases this is a significantly higher proportion than the residents of the West of England MCA, according to ONS data.<sup>22</sup> Fewer UWE Bristol graduates work in lower skilled occupations compared to the population of the West of England MCA. UWE Bristol graduates are less likely to work as a manager, director or senior official 15-months after graduating than the residents of the West of England MCA.

<sup>22</sup> Office for National Statistics (ONS), [Annual Population Survey](#), 2024.

**Fig. 22. Estimated graduates by occupation and overall employment by occupation, 2022/23**

**77%**

Proportion of graduates in work that are employed in highly-skilled managerial, professional, or technical occupations.



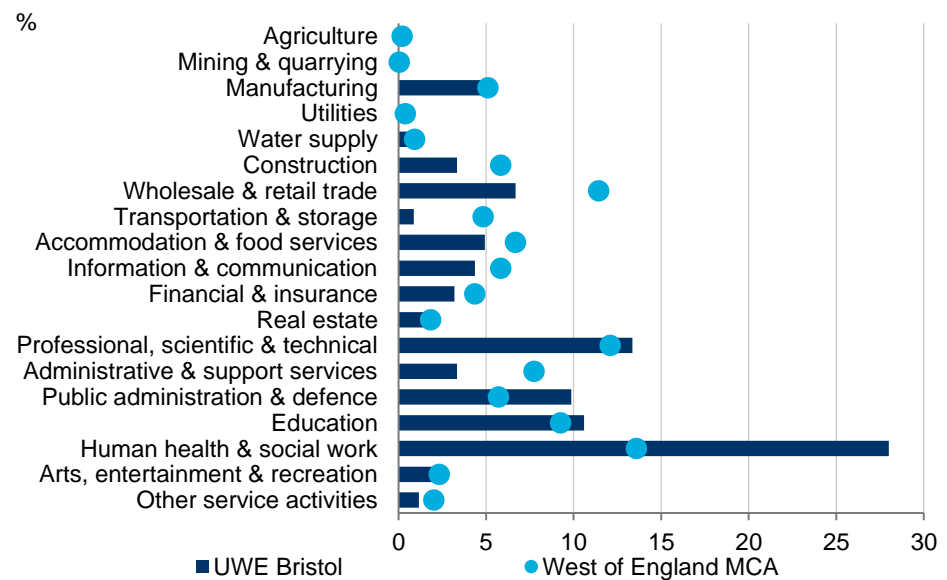
Source: HESA, Oxford Economics

**UWE Bristol's graduates go on to work in socially impactful roles**, with a high proportion of graduates working in the human health & social work sector. This sector includes jobs such as doctors, paramedics, care workers, social workers, and nurses. More than a quarter (965 graduates) of those who have gone on to be employed in the UK work in this field. The human health & social work sector has faced shortages in staff and recruitment difficulties in recent years, which UWE Bristol are helping to remedy with their graduates. The second-largest cohort of UWE Bristol graduates go on to work in the highly productive professional, scientific & technical services sector, an increasingly important part of the West of England MCA economy and is forecast to be one of the fastest-growing sectors nationally in the future.

**Fig. 23. Estimated graduates by sector and overall employment by sector, 2023**

**28%**

Proportion of employed graduates that are working in the human health & social work sector.



Source: HESA, Oxford Economics

### 3.3.2 Boost to the UK's human capital stock

**UWE Bristol's graduates boost the UK's human capital stock.** In the 2023/24 academic year, 11,000 students graduated from the UWE Bristol, including 7,850 undergraduates, and the education they received deepens the pool of skills available within the UK workforce, which is a key driver of economic growth and prosperity in the long run.<sup>23</sup>

There is a strong body of literature on the economic benefits of higher education.<sup>24</sup> For the individual, the returns are an increased likelihood of being employed and receiving higher wages on average, while the wage premium also points towards benefits for employers in hiring university graduates.

- Given that wages align with the productivity of a worker over the long term, salary uplifts are evidence of the additional capabilities gained by graduates.
- A highly skilled workforce supports higher profits and increased competitiveness, since better-trained employees can undertake more complex tasks and also tend to diffuse their knowledge throughout the organisation.
- Higher average skill levels support greater technological innovation and adoption, increasing the returns to investment in R&D.

To estimate the value of education to students, we assessed the value of UWE Bristol's contribution to the UK's human capital stock by estimating the difference the qualification gained makes to a student's lifetime income, which reflects the increase in productivity the University's graduates are able to achieve as a result of their qualifications. This approach follows the method used by the ONS' appraisals of the UK's human capital stock by estimating the discounted (present) value of individuals' future lifetime employment income.

According to HESA, approximately 70% of undergraduate students who graduated in the academic year 2022/23 both remained in the UK and found employment in 2024.<sup>25</sup> **Our assessment of the graduate earnings premium implies that the UWE Bristol's graduates in 2023/24 will increase the UK's human capital stock by £1.3 billion.**<sup>26</sup>

This calculation does not capture the wage premium associated with UWE Bristol's 3,150 postgraduate students achieving their qualifications in 2023/24. Many of these students will find high-value employment that will reflect a further increase in lifetime earnings, although owing to data availability this wage premium cannot be quantified. Our estimates therefore likely understate the true contribution to the UK's human capital stock.

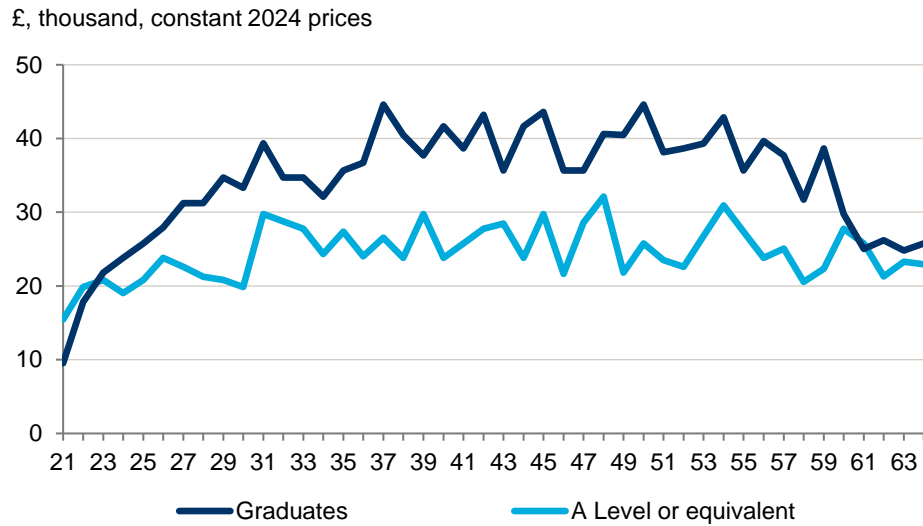
<sup>23</sup> Higher Education Statistics Authority (HESA), [HE qualifiers by HE provider and level of qualification obtained](#), 2025.

<sup>24</sup> Walter McMahon, [Higher Learning, Greater Good: The Private & Social Benefits of Higher Education](#), 2019.

<sup>25</sup> Higher Education Statistics Authority (HESA), [Graduate activities by provider and subject of degree](#), 2023.

<sup>26</sup> While the difference in the lifetime earnings of graduates and non-graduates is assumed to reflect the value of education delivered by the higher education institution, as proxied by the award of a degree, other structural variations between these two groups (such as their aspirations, expectations, motivation, etc.) may also influence some of the observed divergence in lifetime earnings.

**Fig. 24. Gross annual salary by age and highest level of education, UK, 2021**



Source: HESA, ONS, Oxford Economics

### 3.3.3 Lifetime learning

**UWE Bristol has a comprehensive offering for lifelong learning which has additional economic benefits.** The University offers a diverse portfolio of over 300 professional training courses.<sup>27</sup> These courses allow learners at any stage of their careers the opportunity to acquire new skills and enhance existing workplace based knowledge, with benefits for the individual and the economy as a whole. As with the postgraduate salary premiums, we are unable to quantify the economic benefit of the uplift to the UK's human capital stock through professional development—but again we know that the figure that is calculated from UWE Bristol's undergraduates is likely to be an underestimation.

UWE Bristol also offered skills bootcamps, which are designed for businesses to upskill their employees or recruit trained talent with subject specific knowledge and hands on skills. Currently UWE Bristol offers eight skills bootcamps, in fields ranging from Artificial Intelligence to Urban Greening. Skills bootcamps take advantage of government subsidies, which means that a small or medium-sized organisation would only need to pay 10% of the total course fee for its employees, and larger organisations pay 30%.<sup>28</sup> This means they are a cost effective way for local businesses to increase the skillset of their workforce, and increase the productivity and profitability of their operations.

<sup>27</sup> UWE Bristol, [Professional Development](#), accessed 2025.

<sup>28</sup> Source: UWE Bristol

### 3.4 ENTERPRISE

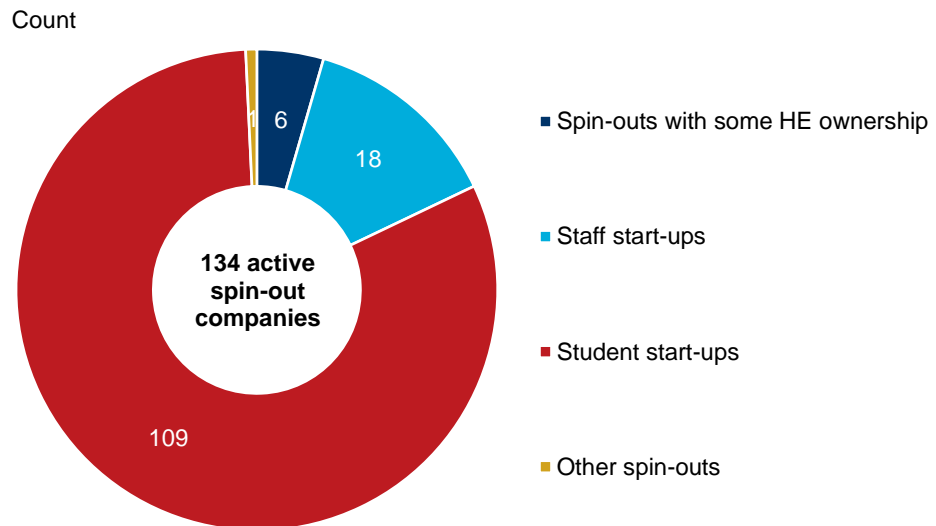
**In addition to its research output enabling economic benefits, UWE Bristol has a range of other impacts on business activity.** The skills graduates acquire at university enable them to create new business ventures, and these are often in sectors with high productivity and higher levels of innovation. These impacts are beneficial to the area local to the universities and work to create an ecosystem beneficial to start-ups. Research has shown that knowledge spillovers from universities is positively correlated with the creation of innovative start-ups, which tend to cluster around one another, and around higher education institutions, as they compete for the skilled graduates.

**There were 134 active spin-out companies from UWE Bristol in the academic year 2023/24.** The majority of these firms are student start-ups (109 companies) followed by staff start-ups (18 companies). UWE Bristol's spin-out companies tend to be relatively successful: in the academic year 2023/24, 76 companies or 57% had survived at least three years of operations,<sup>29</sup> a higher rate than the UK average for university spin-out companies (55%).

**Fig. 25. Spin-out companies by type, UWE Bristol, 2023/24**

134

Active spin-out companies from UWE Bristol in the academic year 2023/24.



Source: HESA, Oxford Economics

<sup>29</sup> Higher Education Statistics Authority (HESA), [Intellectual property: Spin-off activities by HE provider](#), 2025.

## UWE BRISTOL UNIVERSITY ENTERPRISE ZONE

**UWE Bristol supports start-ups and businesses through its University Enterprise Zone (UEZ).** UEZ provides high quality space and facilities for a community of start-ups, fast-growth businesses, graduate research, and cooperative research. Facilities and schemes within the Zone include the following:

**Future Space** is an innovation centre co-located at UWE Bristol's University Enterprise Zone. Future space provides high-spec labs, private offices, and technical workshops. A UWE Bristol assessment of Future Space found that since 2016 it has supported nearly 200 companies, generating over £30 million of GVA and facilitating over 500 new jobs.<sup>30</sup>

**Bristol Robotics Laboratory Hardware Incubator** was created to help staff and students commercialise robotics business ideas. The incubator provides any founder, including those with no affiliation with UWE Bristol, with access to the resources and expertise of the Bristol Robotics Lab.<sup>31</sup>

**The Bridge Studios** is a £3.6 million laboratory which provides a multi-disciplinary space for researchers, entrepreneurs and businesses across the West of England. The lab brings together creative arts, design, and technology in interdisciplinary research using artificial intelligence, virtual reality, motion capture, immersive audio and robotics to drive innovation and industry collaboration.<sup>32</sup>

**The Health Tech Hub** helps businesses develop and bring to market technological solutions which promote health and wellbeing. The solutions have a particular focus on independent living and citizen-centric health.<sup>33</sup>

**Launch Space** provides fully funded support for aspiring entrepreneurs and early-stage tech startups. The team spend up to 12-months developing business ideas with founders, where support includes desk space, business mentoring, and community events.<sup>34</sup> UWE Bristol data show that 225 start-ups have used Launch Space since 2017, collectively raising £126 million in funding and contributing more than £200 million in GVA.

**The START programme** is a fully funded pathway for entrepreneurs in the West of England, supporting them to take a tech-based business idea through to running a start-up company. The programme includes training and workshops delivered by experts covering key areas such as business plans, funding, and pitching.<sup>35</sup>

---

<sup>30</sup> UWE Bristol, Celebrating 8 Years of Impact at Future Space, 2024.

<sup>31</sup> Bristol Robotics Laboratory, [Hardware Incubator](#), accessed 2025.

<sup>32</sup> UWE Bristol, [The Bridge Studios](#), accessed 2025.

<sup>33</sup> Health Tech Hub, [Helping Tech Happen for Healthy Futures](#), accessed 2025.

<sup>34</sup> UWE Bristol, [Launch Space](#), accessed 2025.

<sup>35</sup> UWE Bristol, [Start Programme](#), accessed 2025.

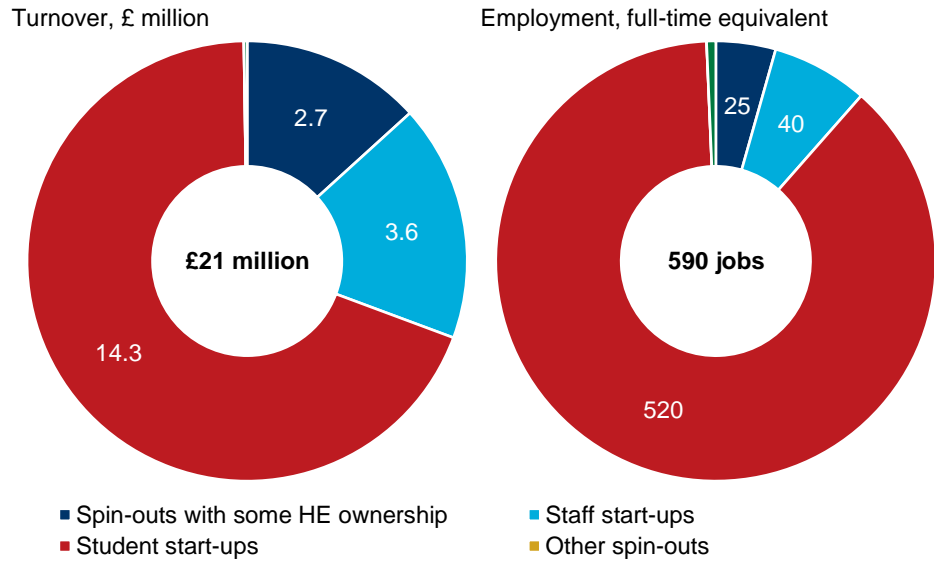
**Spin-out firms from UWE Bristol make a sizeable economic contribution.**

According to HESA data, the University's spin-out firms generated more than £21 million in turnover, facilitating the employment of 590 full-time equivalent (FTE) jobs.<sup>29</sup> While the specific locations of these firms' activities are not known, many are likely concentrated across the West of England MCA economy.

**Fig. 26. Turnover and employment of spin-out firms, UWE Bristol, 2023/24**

**£21 million**

Turnover generated by UWE Bristol's spin-out companies and 590 full-time equivalent jobs in the academic year 2023/24.



Source: HESA, Oxford Economics. Note: may not sum due to rounding.

# 4. THE UNIVERSITY'S SOCIAL IMPACT

## 4.1 INTRODUCTION

UWE Bristol's impact goes beyond its economic contributions. This section explores the University's broader social influence, including economic prosperity, diversity & inclusion, and promoting wellbeing, and its environmental impact. Through its substantial contribution to the local economy, and dedication to education, civic involvement and sustainability, the University acts as an anchor institution, forming a positive social and civic contribution to local communities. Our assessment also considers the University's environmental impact through greenhouse gas emissions.

## 4.2 THE SOCIAL IMPACT

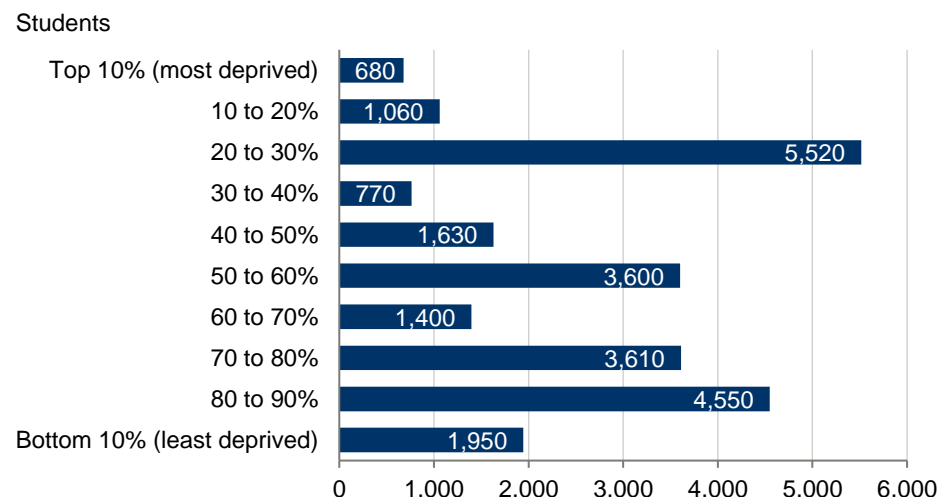
### 4.2.1 Economic prosperity

**UWE Bristol contributes to social wellbeing through providing education for students from deprived communities.** The University supports the prosperity of many communities, both locally and further afield, by attracting students from areas with socio-economic challenges, and in doing so helping to tackle a key underlying driver of economic inequality. Comparing the location of students' home residences with the English Index of Multiple Deprivation shows that almost 9,650 students or 39% of students come from local authority areas that are on average more deprived than the English average,<sup>36</sup> with 7,255 students (29%) coming from areas that are in the top-30% most-deprived, including 680 students (3%) coming from among the top-10% most-deprived parts of the country.

**Fig. 27. Deprivation by local authority area of permanent residence of domestic students, UWE Bristol, 2023/24**

**680**

Students whose location of home residence is among the top-10% most deprived areas across England.

Source: MHCLG, UWE Bristol, Oxford Economics

<sup>36</sup> Ministry for Housing, Communities and Local Government (MHCLG), [English Indices of Deprivation](#), 2019. Note that equivalent, albeit not comparable, measures also exist to assess relative deprivation within Wales, Scotland, and Northern Ireland.

### 4.2.2 Diversity & inclusion


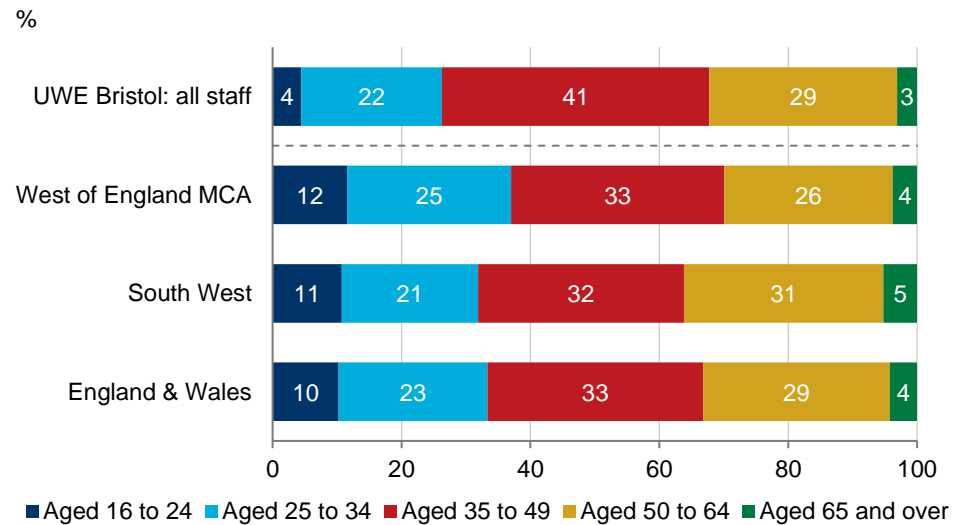
One way to assess the University’s contribution to diversity and equality is to benchmark the characteristics of its workforce against regional and national averages split by age, ethnicity, sex, and whether employment is on a full-time or part-time basis. To do so, we consider all university staff including both permanent staff and all workers employed in some form through the academic year 2023/24.

**UWE Bristol employs a comparatively middle-aged workforce.** More than two-fifths of staff are aged between 35 and 49, exceeding regional and national averages. Owing to the generally well-qualified nature of the University’s workforce, it supports fewer workers aged between 16 and 24 than its comparator areas.<sup>37,38</sup>

**Fig. 28. Employment by age, UWE Bristol and comparator areas, 2023/24**

41%

Of the UWE’s staff are aged between 35 and 49, a higher proportion than across the workforce of the University’s comparator areas.

Source: HESA, ONS, Oxford Economics. Note: may not sum due to rounding.

**UWE Bristol’s enrolled students tend to be relatively ethnically diverse.**

In the academic year 2023/24, approximately 1,830 students or 31% of the total were from global majority groups, meaning that global majority groups are overrepresented relative to the local and regional workforces. The University also employs a relatively ethnically diverse workforce compared to the population of its surroundings: 14% of all those employed are from the global majority, compared to 9% in the West of England MCA and 6% in the South West workforce as a whole.<sup>39</sup>


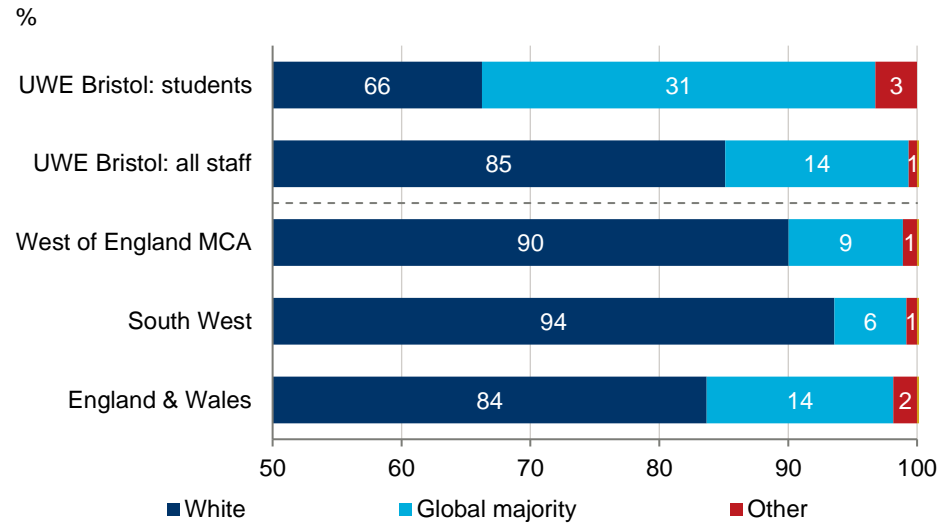
<sup>37</sup> Higher Education Statistics Authority (HESA), [HE staff by HE provider and personal characteristics](#), 2025.

<sup>38</sup> Office for National Statistics (ONS), [Census 2021: RM062 Industry by age](#), accessed 2025.

<sup>39</sup> Office for National Statistics (ONS), [Census 2021: RM064 Industry by ethnic group](#), accessed 2025.

**Fig. 29. Employment by ethnicity, UWE Bristol and comparator areas, 2023/24**

**31%**  
or 1,830 students enrolled at UWE Bristol were from global majority groups in the academic year 2023/24.


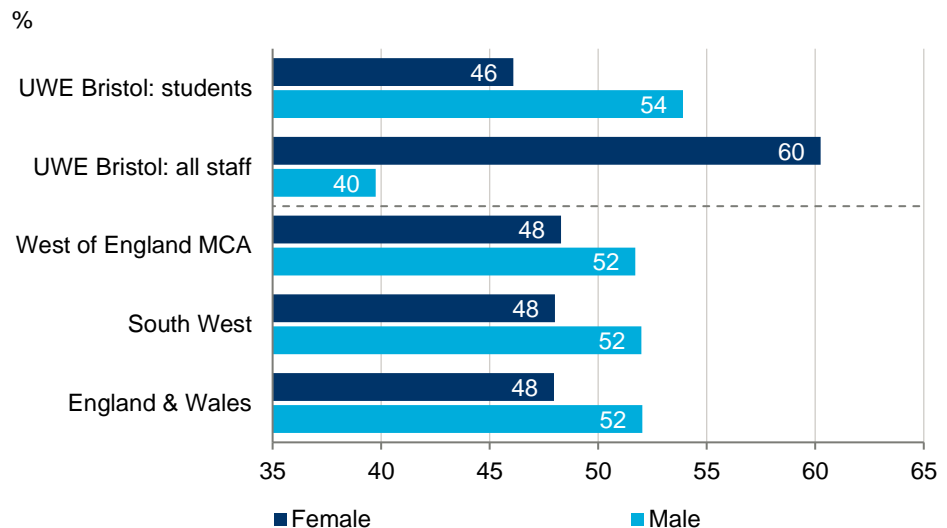



Source: HESA, ONS, UWE Bristol, Oxford Economics. Note: may not sum due to rounding.

**UWE Bristol employs more women than men.** In the academic year 2023/24, 60% of university staff were women according to their legal sex, in contrast to male workers forming a majority of employment across local, regional, and national comparators.<sup>37,40</sup> The reverse is true for the University's students, where 54% are male according to their legal sex. According to the University's most recent gender pay gap reporting for the financial year 2024/25 shows a mean gender pay gap of 9.2%, a notable decrease on the 13.2% pay gap reported in 2017.<sup>41</sup>

**Fig. 30. Employment by legal sex, UWE Bristol and comparator areas, 2023/24**

**60%**  
Of all UWE Bristol staff were female in the academic year 2023/24.

Source: HESA, UWE Bristol, Oxford Economics. Note: may not sum due to rounding.

<sup>40</sup> Office for National Statistics (ONS), [Census 2021: RM065 Industry by sex](#), accessed 2025.


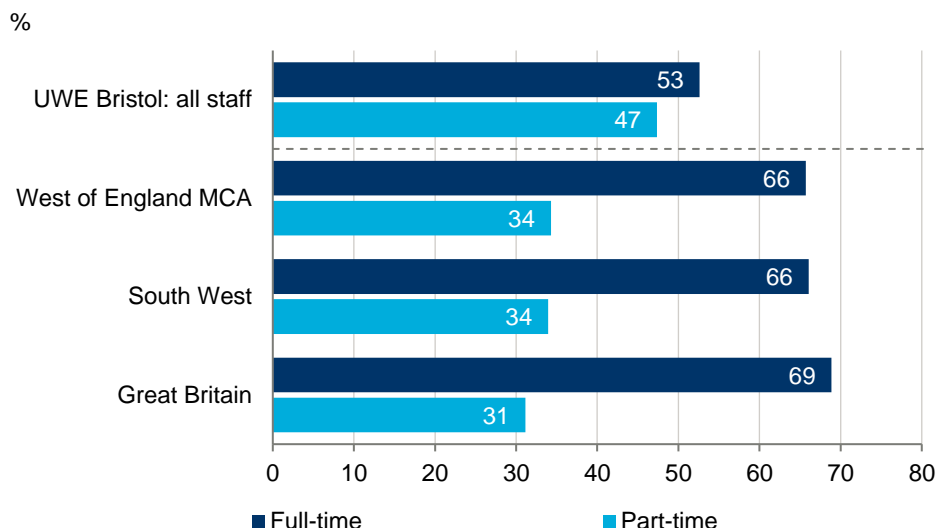
<sup>41</sup> UWE Bristol, [Equality Diversity and Inclusion Pay Gap Reporting](#), 2025.

**UWE Bristol supports a comparatively high share of part-time employment.** In the academic year 2023/24, 53% of all staff employed at UWE Bristol were employed full-time, somewhat lower than across the comparator areas where full-time work constitutes approximately two-thirds of all employment. Even excluding atypical staff employed by the University sees its proportion of full-time workers (58%) remain somewhat below the wider workforce.

**Fig. 31. Full-time and part-time employment, UWE Bristol and comparator areas, 2023/24**

53%

More than half of UWE Bristol staff were employed full time in the academic year 2023/24.

Source: HESA, UWE Bristol, Oxford Economics. Note: may not sum due to rounding.

### 4.2.3 Social wellbeing

**UWE Bristol conducts a wide range of public and community engagement which has a positive social impact.** UWE Bristol, alongside the University of Bristol, City of Bristol College, One City Office and Bristol City Council, have signed the civic university agreement *Working Together for Bristol*.<sup>42</sup> The agreement reflects the positive benefits bought by Bristol higher education institutions, and outlines an intention to collaborate more in several social impact areas.

**UWE Bristol undertakes a range of initiatives to boost access to education.** The Widening Access team at UWE Bristol also works with schools and colleges by offering free support to breakdown barriers to higher education, with a focus on underrepresented groups.<sup>43</sup> The team have set up partnerships including Future Quest—a targeted outreach programme in the Bristol area supporting young people from over 75 schools progress to university, including providing free access to interactive online resources.<sup>44</sup> As part of the Digital Engineering Technology and Innovation (DETI) programme UWE Bristol are engaging with primary and secondary education in the West of England, with a focus on disadvantaged areas, to provide engineering outreach

<sup>42</sup> UWE Bristol & partners, [Working Together for Bristol](#), 2023.

<sup>43</sup> UWE Bristol, [Access and Participation Plan](#), accessed 2025.

<sup>44</sup> Future Quest, [What is future quest?](#), accessed 2025.

and careers support.<sup>45</sup> UWE Bristol Library Services also welcomes visits from school and colleges, providing support to pupils in developing their study skills. To support links between students and the permanent residents of Bristol, UWE Bristol has the Community Together Fund.<sup>46</sup> The fund offers grants of up to £250 for projects linking students and staff with community organisations.

**UWE Bristol gives contextual offers to disadvantaged candidates.**

This means a lowering of admissions criteria for applicants based on UCAS' multiple equality measure, which considers the sex, ethnicity, residence, school type, income, and deprivation of applicants.<sup>47</sup> The contextual offer allows talented students from all backgrounds to gain a place at UWE Bristol.

**UWE Bristol contributes to the cultural fabric of Bristol, for example through Windrush Generations project.** In 2021 the project celebrated and commemorated the contribution of the Windrush generation through a series of creative and participatory workshops. The workshops highlighted the contributions made by Caribbean pioneers to British society in Bristol. UWE Bristol students were involved in documenting the lives of Caribbean elders in Bristol, creating an artistic record for future generations. A further multi-media project focused on the children of the Windrush generation is planned for 2025/26.<sup>48</sup>

**UWE Bristol helps to rehabilitate prisoners by improving their access to education through the Way 2 Learn scheme, a collaboration with PeoplePlus.**<sup>49</sup> Within the first two years of operation more than 13,000 certificates were awarded to learners, which for many participants was their first experience of a formal academic achievement. The credits earned from Way 2 Learn certifications count as Continuing Professional Development (CPD) points, providing prisoners with a pathway to pursue further learning or employment on release. The impact evaluation of the scheme revealed that there was high engagement amongst learners who had previously disengaged with formal education, and that there were clear links among prisoners to improved mental health, self-belief, and behaviour.<sup>50</sup>

**Local residents also benefit from the health and wellbeing facilities provided by the University.** The public have access to university sports facilities which includes gyms, indoor and outdoor sports courts, a climbing wall, and fitness classes.<sup>51</sup>

---

<sup>45</sup> UWE Bristol, [Digital Engineering Technology and Innovation \(DETI\)](#), accessed 2025.

<sup>46</sup> UWE Bristol, [Community Together Fund](#), accessed 2025.

<sup>47</sup> UWE Bristol, [Contextual Offers](#), accessed 2025.

<sup>48</sup> UWE Bristol, [Windrush Generations](#), accessed 2025.

<sup>49</sup> UWE Bristol, [Way 2 Learn](#), accessed 2025.

<sup>50</sup> UWE Bristol & PeoplePlus, [Impact Evaluation of In-cell Learning within Prisons](#), 2025.

<sup>51</sup> UWE Bristol, [Sports Facilities](#), accessed 2025.

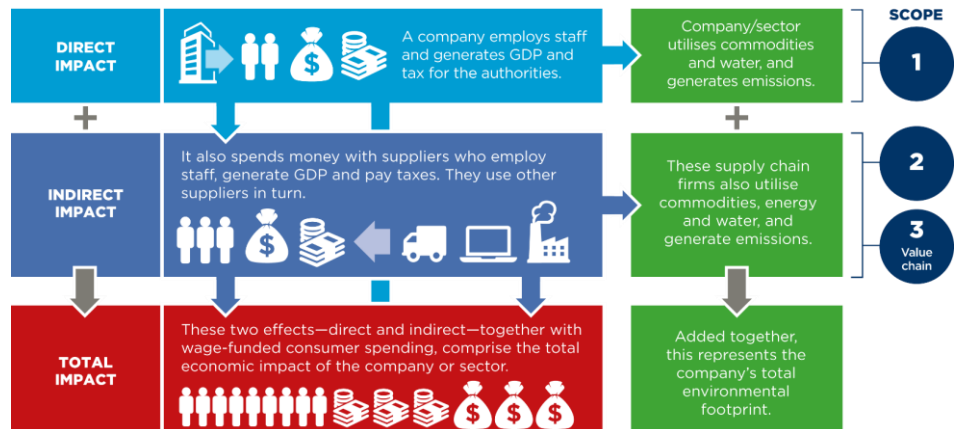
### 4.3 ENVIRONMENTAL IMPACT

UWE Bristol generates a complex environmental footprint, through its own direct operations but also along its supply chain. These activities leave an environmental footprint through their generation of emissions and waste, as well as through their use of energy.

The Greenhouse Gas Protocol provides a comprehensive international standard for measuring, providing a framework for companies and industries to assess their carbon footprint using three scopes:<sup>52</sup>

- **Scope 1** refers to the direct emissions from the operation of an industry or sector’s own facilities and assets.
- **Scope 2** refers to the indirect emissions that are made by other organisations that provide electricity and heat, i.e., the energy industry.
- **Scope 3** refers to the indirect emissions that occur in the University’s value chain. This includes, for example, the emissions generated as a result of the goods and services it purchases, and from staff and student travel. It can be thought of as the emissions ‘embedded’ in the University’s inputs of goods and services.

**Fig. 32. Channels of environmental impact**



Source: Oxford Economics

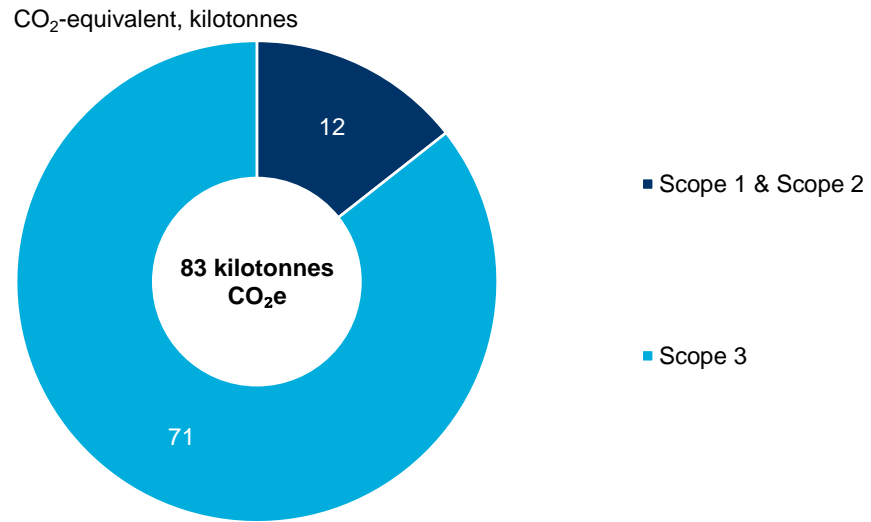

**In the academic year 2022/23, the University generated a total 83 kilotons of CO<sub>2</sub> equivalent emissions (kt CO<sub>2</sub>e).** The majority of this, 71kt CO<sub>2</sub>e came from the University’s supply chain or Scope 3 emissions, with the remaining 12kt CO<sub>2</sub>e coming from Scope 1 & 2 emissions, the direct and indirect emissions of UWE Bristol itself. Through the academic years 2015/16 to 2022/23, Scope 1 & 2 emissions of the University have decreased by 18%.<sup>53</sup>

<sup>52</sup> Greenhouse gas emissions (GHGs) are a collection of gases that absorb infrared radiation causing the greenhouse effect, including carbon dioxide, methane, nitrous oxide, and fluorinated gases. To facilitate comparisons, emissions can be expressed in terms of carbon dioxide-equivalency (CO<sub>2</sub>-equivalent) based on their global warming potential. For instance, the effect of one tonne of methane is equivalent to 25 tonnes of CO<sub>2</sub>.

<sup>53</sup> Due to methodology changes between years, we cannot show the change the change in scope 3 emissions for the same time frame.

**Fig. 33. Greenhouse Gas emissions by scope, UWE Bristol, 2022/23**

**83kt CO<sub>2</sub>e**  
UWE Bristol's greenhouse gas emissions in the academic year 2022/23.



Source: HESA, Oxford Economics. Note: may not sum due to rounding

# 5. UWE BRISTOL'S ROLE AS AN ANCHOR INSTITUTION

## 5.1 INTRODUCTION

Alongside desk-based research, Oxford Economics conducted a series of semi-structured interviews with eight consultees to gain an insight into UWE Bristol's role as an anchor institution. The consultees included senior staff within UWE Bristol as well as external consultees from Business West, The West of England MCA, Babbasa, and NatWest. As set out in chapter three of this report, UWE Bristol's 'RISE' framework sets out how the University plans to grow in the future; within this, it has defined four 'RISE Beacons', which provide a framework to structure the findings of our consultation exercise:

1. Shaping integrated healthcare;
2. Harnessing creativity and technology;
3. Enriching culture, place and community; and
4. Securing a green, resilient future.

## 5.2 SHAPING INTEGRATED HEALTHCARE

**UWE Bristol is helping to alleviate the shortage of skilled labour faced by the health and social care sector in the West of England.** Consultees identified the healthcare sector as facing major staffing difficulties both in the West of England and nationally. Consultees suggested that the health and social care sector is one which is time-poor, meaning it is difficult for existing workers to find the time to dedicate to up-skilling. There was also a feeling that there were not enough entry routes into the sector at different levels. Consultees felt that UWE Bristol's graduates were therefore very important to the healthcare sector, with one remarking that UWE Bristol underpins the nursing labour market and another describing UWE Bristol as tuned in to the foundational sectors of the local economy. This is reflected in the graduate data, with HESA estimates showing that 28% of UWE Bristol graduates work in the human health & social care sector.<sup>25</sup>


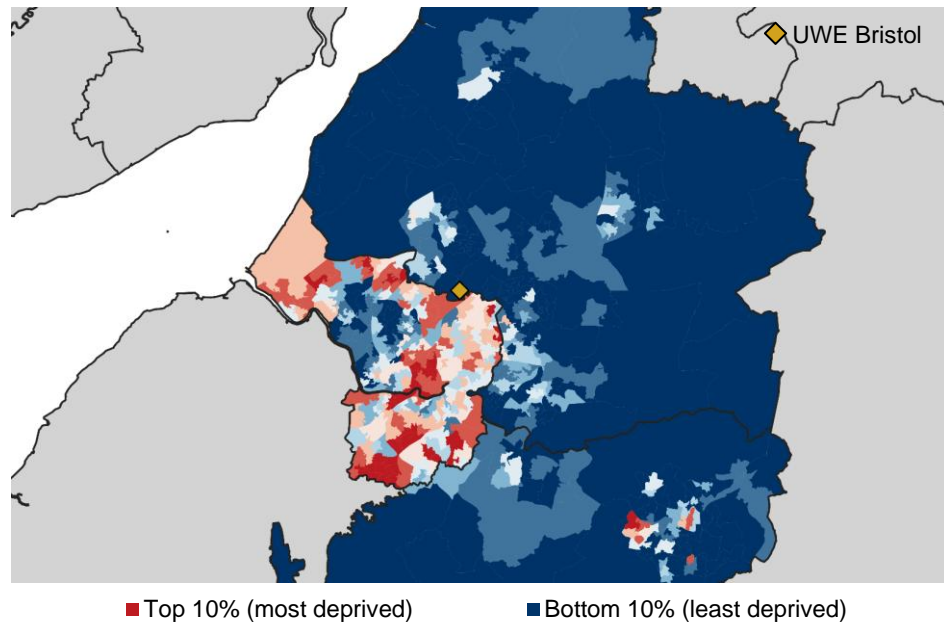
Consultees also noted the health challenges faced across communities within Bristol. According to the English Indices of Deprivation, Bristol suffers from greater health deprivation & disability than the national average: more than two-thirds of the city's neighbourhoods are more deprived than the English average, including 29% of neighbourhoods among the top-fifth most deprived.<sup>54</sup> The staff UWE Bristol provides help to combat this form of deprivation.

---

<sup>54</sup> MHCLG, [English Indices of Deprivation](#), 2019.

**Fig. 34. Health deprivation & disability by decile, West of England MCA, 2019**

**69%**  
More than two-thirds of Bristol neighbourhoods suffer from greater health deprivation than the English average, including 29% among the top-fifth most-deprived.

Source: MHCLG, Oxford Economics

**Consultees viewed UWE Bristol’s engagement as shaping and improving care provision for local communities.** They cited the example of the Integrated Care Academy (ICA), a partnership between UWE Bristol, the NHS, and partners in the commercial, charity, and independent sectors. The collaboration is aimed at creating a health and social care system which allows more patient-centric and more sustainable models for health, social care, and wellbeing that will become best practice across the UK.<sup>55</sup> A variety of schemes have been undertaken by the academy, often with NHS funding. Examples include a project which worked to improve sonography skills and the creation of innovative simulation based major incident clinical care training resources.<sup>56,57</sup>

**UWE Bristol’s Enterprise Zone has created impactful healthcare solutions,** improving the lives of consumers. Consultees cited Open Bionics as an example of this. Open Bionics bought to market multi-functional, low-cost, 3D printed bionic arms for amputees. The company began in FutureSpace and made use of the Bristol Robotics Laboratory before expanding globally. This shows how UWE Bristol’s enterprise offering can improve health and wellbeing outcomes. UWE Bristol also hosts the Health Technology Hub at the Enterprise Zone which works to promote citizen centric health and wellbeing through supporting technological solutions coming to market.<sup>58</sup>

<sup>55</sup> UWE Bristol, [Integrated Care Academy](#), accessed 2025.

<sup>56</sup> UWE Bristol, [Development of sonography extended practice to accelerate patient care](#), accessed 2025.

<sup>57</sup> UWE Bristol, [Major Incident Clinical Care](#), accessed 2025.

<sup>58</sup> UWE Bristol, [Health Technology Hub](#), accessed 2025.

**UWE Bristol’s leadership in the healthcare sector was held in positive regard.** One consultee cited the example of UWE Bristol’s response to Covid-19 pandemic by converting campus space into healthcare facilities as an example of this. Another consultee described the leadership of UWE Bristol as pivotal in lobbying central government for healthcare reforms, citing the role of the current Vice Chancellor specifically as a ‘thought leader’ in that space owing to his academic background in medicine and work in health policy. UWE Bristol’s contribution to the healthcare sector also falls within life sciences, which has been highlighted by the Combined Authority as a priority sector in their upcoming Growth Plan, showing that the education provision of the University is aligned to the ambitions of local government.<sup>59</sup>

### 5.3 HARNESSING CREATIVITY AND TECHNOLOGY

**Consultees agreed that UWE Bristol’s offering for start-ups allowed student and local enterprises to harness creativity.** Respondents were impressed by the output of Future Space, an innovation space for high tech and high growth start-ups and suggested that this was contributing towards Bristol’s impressive research & development statistics in metrics such as patents as well as high start-up levels. This view is reflected in ONS Business Demography estimates, which show Bristol supporting a higher proportion of business births and ‘High Growth’ businesses—defined as those growing by more than 20% per year across three years in turnover and/or the number of employees—than both the South West and the UK as a whole.<sup>60</sup>

**Fig. 35. Business Demography, Bristol and comparator areas, 2023**



Source: ONS, Oxford Economics

**UWE has a diverse offering in technology engagement which was praised by consultees.** This includes offering skills provision for established advanced engineering, aerospace, and manufacturing employers in the area. It also includes continuing professional development courses in areas such as AI. This aligns well to what consultees felt were the skills shortages within the

**1-in-135**  
Businesses in Bristol defined as 'High Growth' in 2023, a rate higher than regional and national comparators.

<sup>59</sup> Source: West of England Mayoral Combined Authority.

<sup>60</sup> ONS, [Business Demography UK: 2023](#), 2024.

West of England MCA. Consultees felt there was a high demand for technical skills, especially digitally ready skills including AI skills.

**Consultees felt that small and medium-sized enterprises (SMEs) benefit from UWE Bristol.** This is primarily due to the offering of the University Enterprise Zone and the pool of graduates that UWE Bristol provides. Enriching culture, place and community.

**Consultees viewed the contribution of UWE Bristol students to local communities and places positively.** They felt this was due not just to students spending in the local economy, but also due to their contribution to the social fabric and culture of places. Students add to Bristol's draw as a cultural centre, especially through students' contribution to the night time economy. It was also thought that international students added to Bristol's diverse culture. One consultee noted that in the long-term international students can also provide international business linkages with economic benefits for Bristol, for example through the import of innovative ideas or future international trade.

**UWE Bristol's leadership was praised for its role in bringing together regional organisations.** The leadership was described as 'streamlined' and this was attributed to UWE Bristol's history, structure, diversity, and policies. The current Vice Chancellor was praised by multiple consultees and described as "*the most visible*". The Vice Chancellor's continued role on the board of Business West after having previously led the organisation was also highlighted, as was his role as president of Universities UK. Another consultee described how many UWE Bristol staff serve on the boards of important local institutions, and that the University encourages this.

**Consultees thought UWE Bristol is effective at accessing underrepresented groups in the local economy.** A high proportion of UWE Bristol students come from within the West of England MCA—for comparison, more than a fifth of UWE Bristol students come from within the West of England MCA, compared to 7% of University of Bristol students in 2023/24.<sup>61</sup> It was also thought that UWE Bristol was good at accessing learners from lower socioeconomic status groups in the West of England MCA. One consultee felt that UWE Bristol's offering was better than the other universities in providing progression for local young people, especially given that the schools in Bristol and South Gloucestershire are often not as good as the national average. However, another consultee noted that whilst UWE Bristol was engaging in this area, they felt more could be done to articulate the pathways available into higher education for deprived people.

**Consultees felt that UWE Bristol's presence in the city enriched its culture and sense of place.** UWE Bristol's offering in the arts was praised, as was its partnership with the Arnolfini gallery, through which UWE Bristol supports an important part of Bristol's cultural offering. UWE Bristol's offering in the arts also includes Immersive Arts, a £6 million project supporting artists across the UK use immersive technology, including at Bristol's Watershed cinema.<sup>61</sup> UWE Bristol's outreach on diversity, equity, and inclusion was bought up by multiple consultees. The University's role in organising LGBTQ+ events

---

<sup>61</sup> UWE Bristol, [UWE Bristol to lead 'Immersive Arts' – a new £6m project supporting UK artists to work with immersive tech](#), accessed 2025.

was highlighted, as was its continued commitment to supporting initiatives aimed at tackling racism and discrimination, such as the anti-racism strategy.<sup>62</sup> It was thought this was especially praiseworthy given a perceived shift away from these priorities within society, and the funding constraints the University faces.

**UWE Bristol is well placed to play a larger role in the future of Bristol**, As the city expands further north with the West Innovation Arc and new residential areas such as Brabazon, UWE Bristol's main Frenchay Campus will be closer to growing and dynamic future centres of the city. There was a feeling amongst multiple consultees that UWE Bristol was best placed to benefit from the way in which Bristol is most likely to grow, and that it had an important role in creating a new sense of place and community in these new parts of the city. Consultees also pointed out UWE Bristol's existing contribution to infrastructure, with bus routes and cycle lanes built primarily to serve the student and staff populations also benefitting local residents.

#### 5.4 SECURING A GREEN, RESILIENT FUTURE

**UWE Bristol's civic leadership was viewed as instrumental in shaping local government policy.** The West of England MCA's Local Growth Plan outlines the Combined Authority's vision for economic development.<sup>63</sup> It has been developed with high level strategic engagement with UWE Bristol. On this strategic level of engagement, the leadership of the current Vice Chancellor was once again highlighted with his previous role on the board of the former Local Enterprise Partnership noted as important. UWE Bristol's engagement with the Mayoral Combined Authority on economic development was said to range from the high-level strategic aspect to the lower level and day to day operational functions. Consultees noted that UWE Bristol has delivered economic development projects for the Combined Authority with Combined Authority funding. UWE Bristol also works jointly with the Combined Authority on submitting bids, and the Combined Authority has been closely involved in UWE Bristol's major projects, including the University Enterprise Zone.

Several schemes and partnerships were highlighted by consultees as providing opportunities for a resilient future. These include:

- **The New Brunel Centre partnership**, a collaboration with the University of Bath and Futures West with funding provided by Research England. The Centre aims to pioneer new economic research and analysis, and bring together universities, businesses, and policymakers to support a regional growth and industrial strategy.<sup>64</sup>
- **UWE Bristol has a diverse portfolio of sustainability initiatives in the local economy.** These include the Green Skills Programme, whose positive influence was highlighted by one consultee. The programme was a partnership between NatWest and Black South West Network and offered earn-while-you-learn opportunities for young

<sup>62</sup> UWE Bristol, [Anti-racism](#), accessed 2025.

<sup>63</sup> Source: West of England Combined Authority

<sup>64</sup> UWE Bristol, [Brunel Centre](#), accessed 2025.

people from Black, Asian and Global Majority backgrounds in green skills, with more than half of learners going on to secure internships.<sup>65</sup>

- **The Engineering our Future blog** details UWE Bristol's engineering partnerships, many of which closely align to the RISE Beacon: Securing a Green, Resilient Future.<sup>66</sup>
- **The Bristol Repair Coalition** is an alliance of community groups, social enterprises, local businesses, academic institutions and city partners which are supported by UWE Bristol.<sup>67</sup> The coalition aims to create a regenerative culture which prioritises repair, reuse, and resourcefulness.
- **UWE Bristol is the first UK university to sign the Repair and Reuse Declaration**, a public commitment and a call to legislators to support repair and reuse to tackle climate change.<sup>68</sup>
- **The Inspire Sustainability** public engagement team, based in UWE Bristol's School of Engineering, aim to encourage diversity, inclusivity, and sustainability through STEM and climate outreach projects.<sup>69</sup> Projects include outreach to primary and secondary schools, organising engineering events, and a mentorship scheme for women engineers.
- **The MAKERS (Making and Knowledge Exchange for Repair and Sustainability) Project** aims to create a strong sense of belonging for engineering students at UWE Bristol from diverse backgrounds, as well as providing an important resource for the local community. The project is delivered by UWE Bristol in collaboration with the Bristol Repair Caf  network and STEM ambassadors from within industry, allowing local participants to gain practical knowledge and informal engineering mentoring.<sup>70</sup>
- **UWE Bristol has committed to be carbon neutral**, with net zero emissions of greenhouse gasses by 2030.<sup>71</sup> Our analysis of UWE Bristol's publicly available emissions data in Chapter 4 shows that its scope 1 and 2 emissions have fallen by 18% since 2015/16.

**Consultees viewed UWE Bristol's engagement to be good for increasing the provision of skills.** UWE Bristol have a strong provision of continuing professional development courses, which can help to address the skills gaps which were identified in the local labour market by consultees, including high-tech and green skills. There was also a feeling that UWE Bristol could diversify their offering on upskilling, but that this was difficult giving the lack of funding from central government and the bureaucracy which is involved for learners and businesses to access schemes. Specifically, it was felt that there was a polarisation between the low and high skill provision in the West of England MCA, and that more could be done to build a bridge between the two.

<sup>65</sup> UWE Bristol, [UWE Bristol's award-winning green skills programme returns for 2023](#), 2023.

<sup>66</sup> UWE Bristol, [Engineering Our Future](#), accessed 2025.

<sup>67</sup> UWE Bristol, [Bristol Repair Coalition: building a city-wide culture of repair and reuse](#), accessed 2025.

<sup>68</sup> UWE Bristol, [Repair and Reuse Declaration](#), accessed 2025.

<sup>69</sup> UWE Bristol, [Inspire Sustainability Public Engagement Team](#), accessed 2025.

<sup>70</sup> UWE Bristol, [The MAKERS project](#), accessed 2025.

<sup>71</sup> UWE Bristol, [Carbon, energy and water management](#), accessed 2025.

## 6. CONCLUSION

UWE Bristol supports a range of positive economic and social impacts across the West of England MCA and UK economies. This report assesses the economic contribution of the University's activities, including supply chain activity arising from procurement and the spending of wages paid to staff, and the spending of the students and visitors it attracts to the local economy. It details how GVA, employment, and tax receipts are positively impacted by the activity of the University.

**We estimate that the University generated £547 million of GVA and sustained 8,970 jobs across West of England MCA through the academic year 2023/24.** The economic footprint is centred on the University itself, which directly generated £258 million of GVA and employed 4,640 permanent workers, alongside the economic impact arising from spending of the University, its staff, its students, and visitors. Taken together, UWE Bristol has a local employment multiplier of 1.94, equivalent to almost an additional job created or sustained across the West of England MCA economy for every permanent employee of the University. Across the national economy, the University generated almost £1.02 billion GVA contribution to UK GDP, sustaining 15,300 jobs across the UK workforce, and £242 million in taxes.

**The value of UWE Bristol's research and graduates bring benefits beyond its economic footprint.** The University is internationally recognised for its research, with 76% of research output classified as 'World Leading' or 'Internationally Excellent' according to the Research Excellence Framework, and we estimate that the £14.2 million invested in research & development in the academic year 2023/24 will generate a productivity benefit equivalent to £5.2 million across the UK by 2040. The economic value of the graduates which UWE Bristol creates is substantial—we estimate that UWE Bristol's graduates in the academic year 2023/24 alone will add £1.3 billion to the UK's human capital stock. UWE Bristol's graduates tend to find employment in skilled occupations, and a large proportion of graduates are employed in socially impactful sectors such as human health & social care.

**UWE Bristol's Enterprise Zone creates further economic benefit for the West of England MCA and the UK.** The Enterprise Zone is at the centre of the University's offering for start-ups and its assets include incubator space, robotics facilities, workshops, and lab space. Alongside this the Enterprise Zone offers tailored support and advice for companies, a strong innovation culture, and funding opportunities. UWE Bristol's assessments of the economic impact of Future Space, at the core of the enterprise zone, found that since 2016 it has supported 198 companies. These companies created more than 500 new jobs and generated more than £30 million of GVA. A separate UWE Bristol assessment of Launch Space, which provides fully funded support for entrepreneurs, found that the 225 start-ups which used Launch Space had collectively raised £126 million in funding and contributed more than £200 million to GVA.

**Alongside the economic benefits, the University has a range of social**

**benefits.** The University provides education to a body of student who disproportionately come from the more deprived areas of the UK. UWE Bristol makes a positive contribution the diversity of the West of England MCA, as its staff and students are more ethnically diverse than the local population. The University also employs more women than men, and reports a gender pay gap of 9.2%, a decrease of four percentage points since 2017. The University operates several programmes with significant social benefit, including educational outreach to deprived communities, giving contextual study offers, community projects, and the Way 2 Learn scheme which provides rehabilitating educational opportunities for prisoners.

**UWE Bristol is successful in being an anchor institution, providing a positive economic, social, and civic impact locally.**

Local stakeholders consulted as part of this study generally view the University's role in implementing the four 'Beacons' of its 'RISE' framework positively. UWE Bristol is an anchor for shaping integrated healthcare in the West of England MCA, as its graduates underpin the labour market in this sector, and its outreach and leadership is effective in improving outcomes. UWE Bristol has successfully harnessed the creativity and technology in the West of England MCA, allowing start-ups to flourish and contributing to the strong enterprise metrics of Bristol. The University enriches the culture, place, and community of the West of England MCA—the students UWE Bristol attracts, and the University's outreach, add to the diverse culture of Bristol, and this will increase as the city expands around the University. UWE Bristol's offering is focused on the West of England MCA, where many of its students come from, and many of its graduates remain to work. UWE Bristol is working effectively to secure a green and resilient future for the West of England MCA, playing a vital role in shaping local growth policy. It has a strong and diverse outreach in promoting sustainability, contributing to a resilient future for the local area. UWE Bristol's provision of skills is also contributing to securing the future economic prosperity of the West of England MCA.

# TECHNICAL ANNEX

## THE UNIVERSITY'S ECONOMIC FOOTPRINT

### Direct impact

Our estimate for the Gross Value Added (GVA) contribution to Gross Domestic Product (GDP) generated by UWE Bristol is the sum of its surplus and employee compensation. This approach, the income method, is consistent with the principles of national accounting. Direct employment is the headcount of university staff, excluding non-payroll staff, such as contractors. Direct labour taxes, including Income Tax, and employee and employer National Insurance Contributions, and indirect taxes such as unrecoverable VAT and Business Rates have been supplied by the University.

### Indirect (supply chain) impact

In order to quantify the multiplier effects arising from the University's operations, we have developed an economic impact model to assess the likely economic impact of the development and operational phases both locally and nationally. This model draws on a national input-output framework,<sup>72</sup> which tells us how much we expect firms to spend with domestic suppliers, and on what goods and services they are likely to purchase, across the UK economy. We adjust this input-output framework to reflect the industrial structure and productive capacity of the subnational geographies considered in our analysis, developing bespoke local and regional multipliers to capture the local economic impact of the University.<sup>73</sup> Our estimate of the indirect impact draws on data provided by the University on total purchases made by supplier, mapping these to both locations and sectors within the UK economy.

### Induced (wage consumption) impact

The induced impact is modelled in a similar way. Using compensation of employees and postcode data supplied by the University on the location of residence of its workforce, we can allocate spending to the location of residence. For workers in the supply chains, we used industry-specific ratios of employee compensation per unit of output, sourced from the input-output tables, to forecast how much household wages are supported among suppliers' workers. Both spending streams were fed into an economic impact model to calculate the total impact of this spending.

## STUDENT SUBSISTENCE SPENDING

UWE Bristol attracts students to the local area from other parts of the UK and abroad, and keeps students previously resident in the locality who would have otherwise gone elsewhere.

The subsistence spending of these students would not otherwise occur in the West of England MCA and therefore forms part of the overall impact of the University.

Subsistence expenditure refers to all student spending on goods and services except for tuition fees. It includes, for example, the purchases of items required for facilitating their study—such as transport to the university and required books—as well as other consumer expenditure—including on food, leisure, and social activities. Payments to the university for accommodation, food, and other services are removed so as not to double count.

<sup>72</sup> Office for National Statistics (ONS), [UK input-output analytical tables: industry by industry](#), 2025.

<sup>73</sup> Our methodology utilises so-called 'Flegg-adjusted Location Quotients (FLQs)', which are consistent with the latest approaches and evidence in regional input-output (I-O) modelling and regional science. Flegg & Tohmo, [Estimating Regional Input Coefficients and Multipliers: Working Paper](#), 2013.

We draw on spending estimates from the Department for Education’s Student Income and Expenditure Survey.<sup>74</sup> While this study focuses on domestically domiciled students, we assume that international students’ spending is not significantly different in magnitude or composition. Students’ expenditure in the survey is disaggregated into the following categories: living costs (including food, drink, and personal items), housing costs (including rent, mortgage costs, and Council Tax), participation costs (including books and stationery), and spending on children, if any. Our calculations reflect the differing scale and composition of spending by full-time and part-time students.

We adjust the spending to reflect the different lengths of academic years for undergraduate and postgraduate students, and the fact that international students are likely to go home less frequently than their UK equivalents. The Student Income and Expenditure Survey is based on an academic year of 39 weeks, while its methodology for valuing education exports assumes non-EU graduates spend 42 weeks at university, and postgraduate students 52 weeks.<sup>75</sup> To calculate how much expenditure UWE Bristol brings into the area, it is necessary to calculate the number of ‘additional’ students. To do so, Oxford Economics compared students’ term-time and home-time locations, allowing us to identify how many students live in the West of England MCA, and how many of those are truly additional to the area.

## VISITORS EXPENDITURE

The additional visitors the University attracts to the city and region come from other parts of the UK and overseas. The spending profile of the two types of visitors—domestic and international—differs by their origin. Therefore, two methods are used to calculate their spending impact. Additionally, alternative spending profiles are used for open day attendees and graduation ceremony guests, depending on their origin.

### Domestic and overseas visitors

The University’s home students also attract visitors. Although no information is available on how many visitors each additional student receives, data exists on the average spend of a visitor from each part of the UK to friends and relatives in each region. This study assumes that each student whose home domicile is outside of the West of England MCA gets one visitor from their home region each year. With the likelihood that some students receive multiple family and friend visits during an academic year, and that parents are often involved in the transport of personal effects at the beginning and end of academic year, this is probably a somewhat conservative assumption. Estimates of domestic spending on overnight trips by region are drawn from VisitBritain estimates.<sup>76</sup>

A similar approach is taken for overseas visitors. While we do not have a full breakdown of international students by nationality for the academic year 2023/24, we draw on a combination of VisitBritain estimates derived from the International Passenger Survey and Tourism Satellite Accounts to estimate the amount and composition of spending by overseas visitors to friends and family from both EU and non-EU countries.<sup>77,78</sup>

<sup>74</sup> Department for Education, [Student Income and Expenditure Survey 2021 to 2022](#), 2023.

<sup>75</sup> Department for Business Innovation & Skills, [Estimating the Value to the UK of Education Exports](#), 2011.

<sup>76</sup> VisitBritain, [Great Britain domestic overnight trips](#), 2024.

<sup>77</sup> VisitBritain, [Inbound visits and spend: quarterly, regional](#), 2024.

<sup>78</sup> Office for National Statistics (ONS), [The UK Tourism Satellite Account](#), 2024.

### Graduation ceremony visits

UWE Bristol hosted graduation ceremonies through the academic year 2023/24 which were attended by over 24,500 graduates and guests. We assume that graduates and guests travel from the same areas as the geographic origin of the student population as a whole. Many of these graduates and their guests will have travelled from across the UK, and overseas, to attend the ceremony. Those travelling from elsewhere in the South West are assumed to incur a day's spending,<sup>79</sup> while those from other regions and international visitors were assumed to stay the night to attend. The spend of domestic and international graduation attendees was calculated following similar methodologies to those used for visitors to current students.

### Open day visits

UWE Bristol hosted several open days which were collectively attended by almost 8,200 guests in the academic year 2023/24. We assume these guests come from within the UK and follow the same geographic origin as the domestic student population. The spend of domestic attendees was calculated following similar methodologies to those used for visitors to current students.

## WIDER ECONOMIC BENEFITS

### R&D spillovers

For our R&D productivity analysis, we used our in-house econometric model to explain how R&D expenditure in different sectors contributes to productivity growth. The modelling approach was adopted from Badinger & Egger (2008) who adopted a spatial econometric approach to estimate intra-industry and inter-industry productivity spillovers in TFP (total factor productivity) transmitted through input-output relations in a sample of 13 OECD countries and 15 manufacturing industries.<sup>80</sup> Our methodology follows a similar approach, with a larger dataset with more countries and more recent data. To account for the spatial element, a spillover matrix is constructed using the latest Social Accounting Matrices for each country from the OECD, broadly following the approach in Coe, Helpman & Hoffmaister (2019).<sup>81</sup>

It is hard to predict when the benefits of R&D, either through improvements in knowledge and processes or new products, will begin to appear in the economy. The time period for these benefits is heavily dependent on the nature of R&D being undertaken. However, our econometric modelling suggests that by 2040, the UK economy is likely to have achieved the estimated efficiencies associated with the R&D spending, which will persist each following year.

### Boost to the UK's human capital stock

In measuring the impact of UWE Bristol on the UK's human capital stock, we used ONS' estimates of the value of the UK's human capital stock.<sup>82</sup> This is an income-based approach that uses the sum of discounted lifetime earnings of individuals to calculate their level of human capital. This approach relies on the assumption that labour is paid according to its marginal productivity, as differences in productivity are calculated as differences in income.

<sup>79</sup> VisitBritain, [Great Britain domestic day visits](#), 2024.

<sup>80</sup> Badinger & Egger, [Intra-and inter-industry productivity spillovers in OECD manufacturing: A spatial econometric perspective](#), 2008.

<sup>81</sup> Coe, Helpman & Hoffmaister, [International R&D Spillovers and Institutions](#), 2009.

<sup>82</sup> Office for National Statistics (ONS), [Measuring the UK's human capital stock](#), 2010.

To this end, we developed a database of lifetime earnings, which represent the economic value of each individual's labour market activities, for different education levels. We then estimated the increase in the lifetime earnings of the University's graduates as a result of having achieved an undergraduate degree at the University. The increase in lifetime earnings was discounted to give a net present value of the increase in economic output.

This calculation assumes that the higher wages of graduates reflect their greater marginal productivity. In reality, other determinants of wages include place-specific dynamics of (local) labour demand and supply, collective bargaining, prevailing price levels, etc.

Moreover, the difference in the lifetime earnings of graduates is assumed to reflect the value of education delivered by the higher education institution, as proxied by the award of a qualification. However, other structural variations between these two groups (such as their aspirations, expectations, self-belief, etc.) may also drive some of the observed divergence in lifetime earnings.



OXFORD  
ECONOMICS

**Global headquarters**

Oxford Economics Ltd  
Abbey House  
121 St Aldates  
Oxford, OX1 1HB  
UK

**Tel:** +44 (0)1865 268900

**London**

4 Millbank  
London, SW1P 3JA  
UK

**Tel:** +44 (0)203 910 8000

**Frankfurt**

Marienstr. 15  
60329 Frankfurt am Main  
Germany

**Tel:** +49 69 96 758 658

**New York**

5 Hanover Square, 8th Floor  
New York, NY 10004  
USA

**Tel:** +1 (646) 786 1879

**Singapore**

6 Battery Road  
#38-05  
Singapore 049909

**Tel:** +65 6850 0110

**Europe, Middle East  
and Africa**

Oxford  
London  
Belfast  
Dublin  
Frankfurt  
Paris  
Milan  
Stockholm  
Cape Town  
Dubai

**Americas**

New York  
Philadelphia  
Boston  
Chicago  
Los Angeles  
Toronto  
Mexico City

**Asia Pacific**

Singapore  
Hong Kong  
Tokyo  
Sydney  
Melbourne

**Email:**

[mailbox@oxfordeconomics.com](mailto:mailbox@oxfordeconomics.com)

**Website:**

[www.oxfordeconomics.com](http://www.oxfordeconomics.com)

**Further contact details:**

[www.oxfordeconomics.com/  
about-us/worldwide-offices](http://www.oxfordeconomics.com/about-us/worldwide-offices)