

**MAKING  
AN  
IMPACT  
UEA'S  
ECONOMIC  
INFLUENCE**



**As Vice-Chancellor of the University of East Anglia I am proud of the significant contribution we make to the region. As this report highlights, the University's economic impact is considerable. Equally important is the wider cultural and social enrichment UEA helps bring to life in Norwich, Norfolk and far beyond.**

We are 53 years on from our founding and over that time UEA has helped bring a wealth of economic, social and cultural benefits for the public good. Norwich's status as England's first UNESCO City of Literature, the cultural treasure that is the Sainsbury Centre for Visual Arts, UEA's live music venues and the Sportspark all continue to enrich the social and sporting lives of the citizens of Norwich and Norfolk.

At UEA we have been giving a great deal of thought to our future over the next 15 years. We plan to grow and our success

over the years 2016 to 2030 will depend on our working closely with partner research institutes, local authorities, the New Anglia Local Enterprise Partnership, and local businesses.

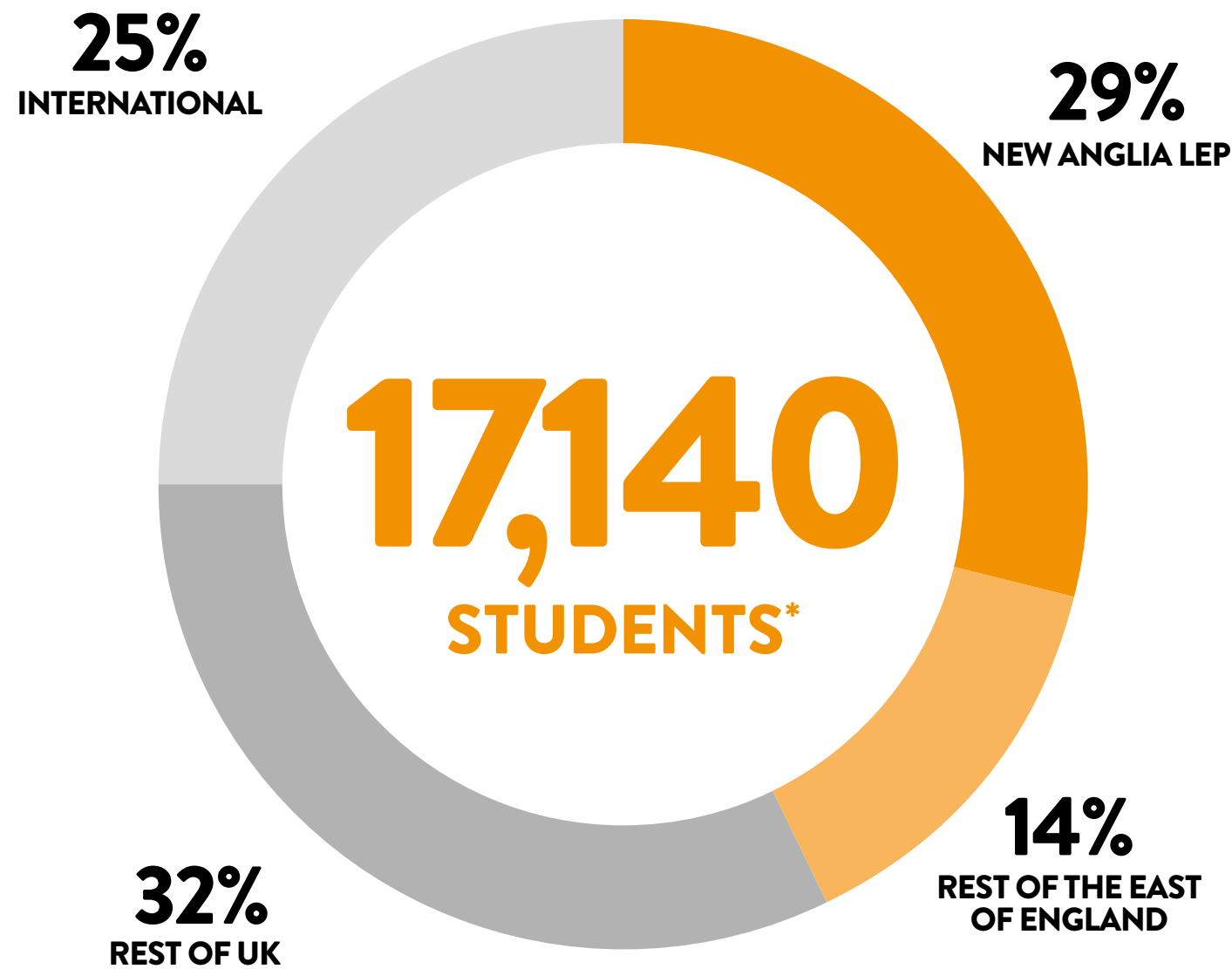
Over the past 50 years UEA has grown to become one of the UK's top 20 universities, one of Europe's top 100 universities, and ranks among the world's top 100 universities for research excellence. All of this is good for UEA but it is also good for Norwich, Norfolk and the region as a whole.

Our UEA Vision for 2030 is: Student success. Research success. Staff success. Global success. We want to build on our success thus far and help our home city, county and region grow with us. What we cannot do is grow without working closely with our partners in Norwich, Norfolk and further afield. We want our success to be developed together and shared.

**PROFESSOR DAVID RICHARDSON  
VICE-CHANCELLOR**

# 01 UEA'S IMPACT

NORWICH  
NEW ANGLIA  
LOCAL ENTERPRISE  
PARTNERSHIP  
(NEW ANGLIA LEP:  
NORFOLK AND  
SUFFOLK)  
REST OF THE EAST  
OF ENGLAND  
REST OF UK

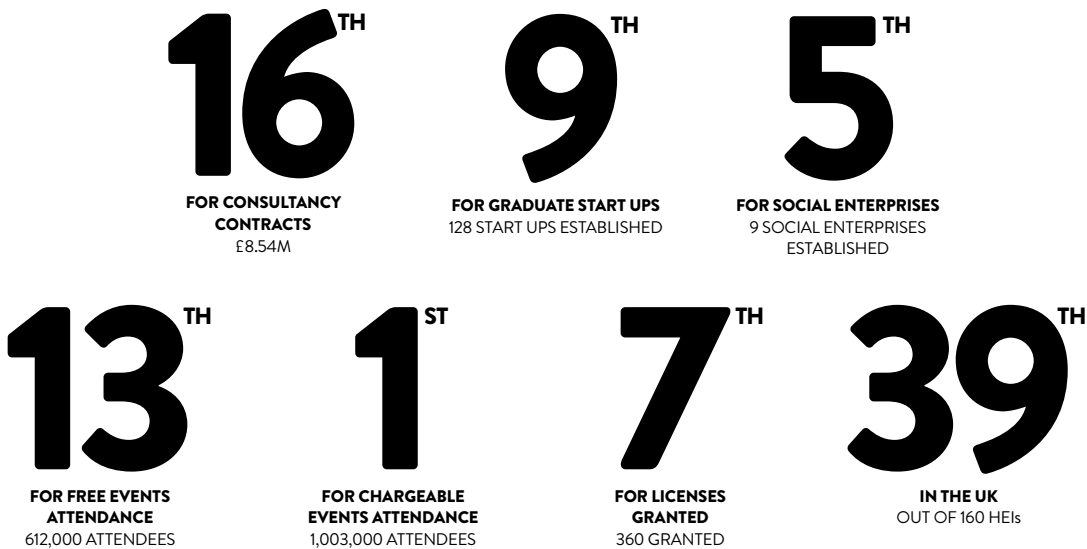


\*Including INTO, City College and Easton & Otley accredited students

UEA'S WORK WITH BUSINESS AND EXTERNAL ORGANISATIONS GENERATED A TOTAL INCOME OF

£30.34m

PLACING UEA



02  
ECONOMIC IMPACT  
WIDER

TOTAL OUTPUT IMPACT OF UEA

£500.7m

ON THE NEW ANGLIA LEP INCLUDING NORWICH

TOTAL OUTPUT IMPACT OF UEA

£803.5m

ON THE EAST OF ENGLAND

TOTAL OUTPUT IMPACT OF UEA

£832.5m

ON THE UK



NORWICH



NEW ANGLIA LEP AREA



REST OF EAST OF ENGLAND



REST OF UK



# 03 ECONOMIC IMPACT DIRECT

NORWICH

**£208.8m** GROSS VALUE  
ADDED (GVA)

**= 380,000**

NCFC ADULT SEASON TICKETS THAT WOULD FILL

**x14**

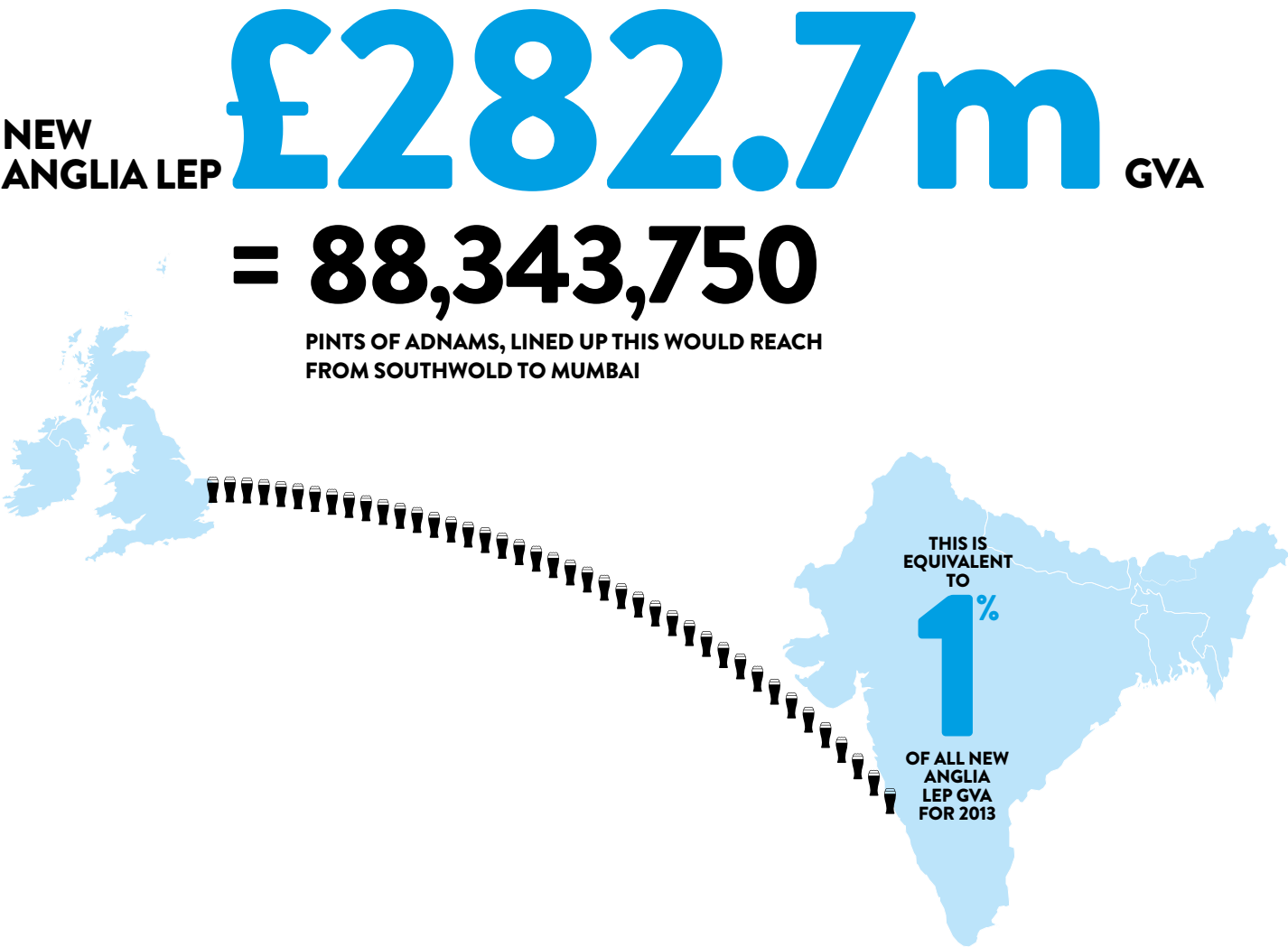
FULL STADIUMS AT CARROW ROAD

THIS IS EQUIVALENT TO

**1.5%**

OF ALL NORFOLK GVA  
FOR THAT YEAR

04  
ECONOMIC IMPACT  
DIRECT



CASE STUDY 01  
HOW CAN I ACCESS  
TALENT AT UEA AND  
HOW CAN STUDENTS  
HELP MY BUSINESS?



LAURA BELL  
INTERN AT NORFOLK  
COUNTY COUNCIL

UEA’s internship programme was suggested to us by colleagues in Economic Development as an option to provide short term support on a specific cross departmental programme within Norfolk County Council ‘Developing Norfolk’s Future Workforce’.

The level of support offered by the UEA internship programme team, from initial discussions to scope out the project support role through to following through on how our intern had settled in, made this an attractive proposition.

Laura was confident and articulate, her enthusiasm for the role was apparent from the outset. Her verbal, interpersonal and written communication skills were well developed. Laura had specific relevant experience gained through working with

young people in a number of roles and a good understanding of educational issues and pressures. She demonstrated a clear interest in the employability and enterprise agenda – the basis of the project.

Laura’s appointment provided the opportunity for us to shine a spotlight on this project. Laura worked quickly and efficiently to fulfil the original brief and had capacity to undertake and produce additional work, all to the same high standard.

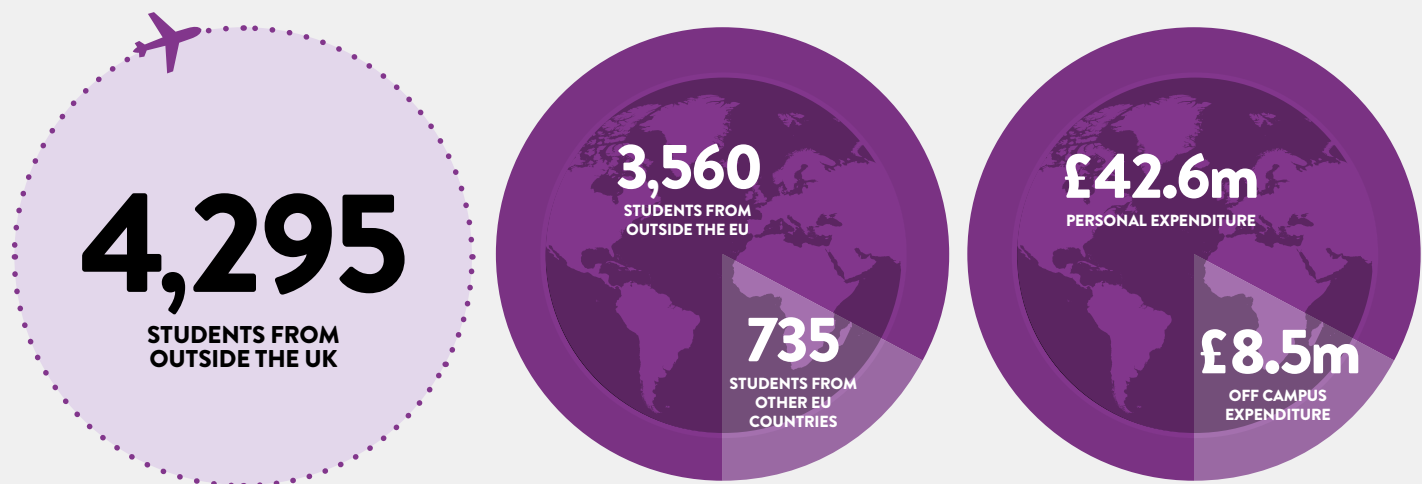
The internship programme provided an unequivocal match to the business needs of our project.

Overall we found the internship programme to be a great experience – from the calibre of candidates to the level of support and customer service provided by the team at UEA.

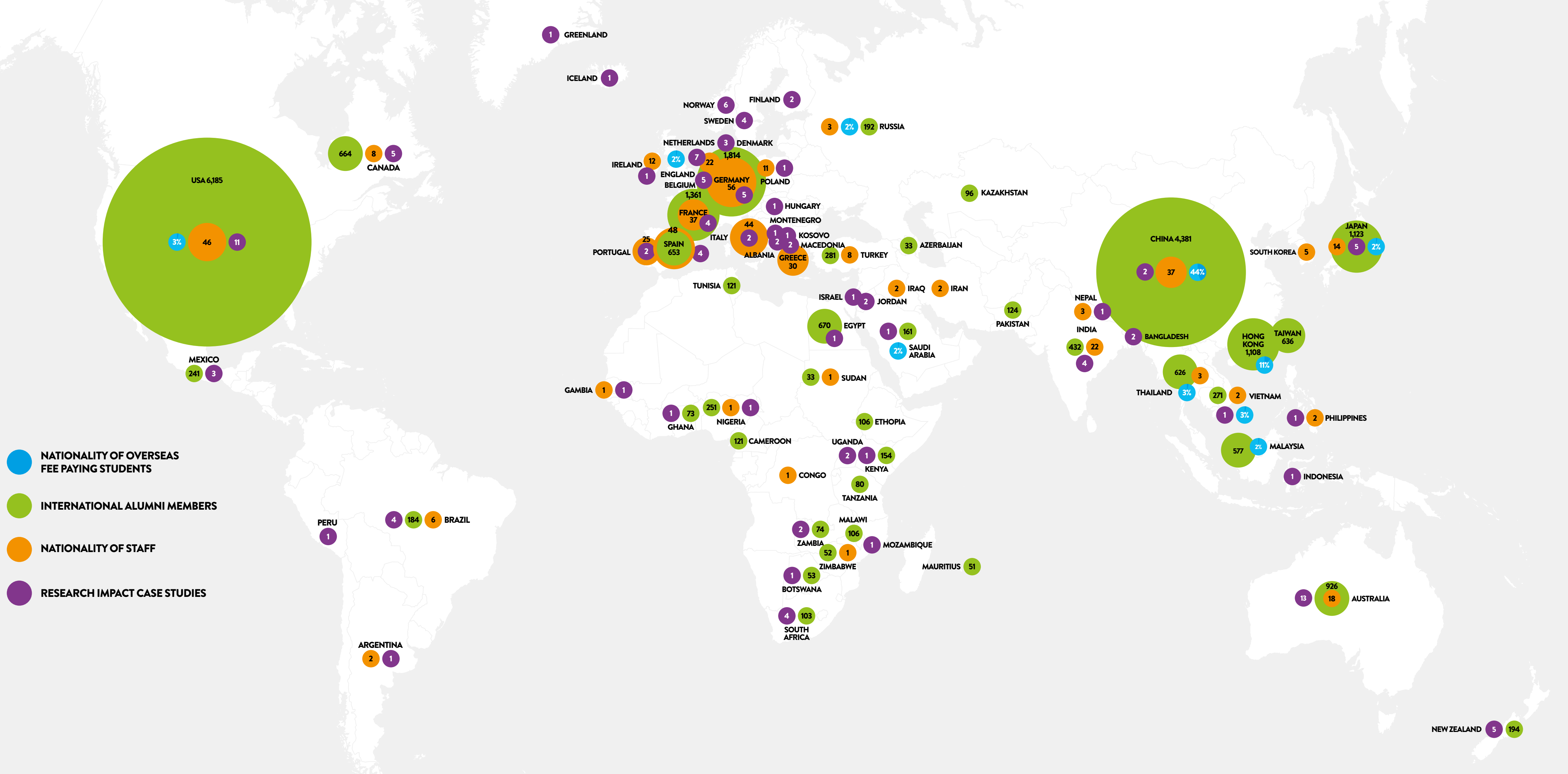
BRIDGET MARSHALL NICHOLS  
EMPLOYER ENGAGEMENT  
COORDINATOR  
NORFOLK COUNTY COUNCIL

“The internship programme provided an unequivocal match to the business needs of our projects.”

# 05 INTERNATIONAL IMPACT



- NATIONALITY OF OVERSEAS FEE PAYING STUDENTS
- INTERNATIONAL ALUMNI MEMBERS
- NATIONALITY OF STAFF
- RESEARCH IMPACT CASE STUDIES





# CASE STUDY 02

## HOW CAN I ACCESS UEA'S WORLD-LEADING RESEARCH EXPERTISE TO HELP GROW MY BUSINESS?

JAYNE COWLEY  
BUSINESS MANAGER  
UNITAS



Unitas relocated to Norwich two years ago and it was a priority for us to link to local networks of suppliers. A relationship with UEA was established to help us with our national longitudinal research project.

This project was funded by Arts Council England and supported by the Youth Justice Board but we needed expertise in order to successfully carry out certain parts of the project. Specifically, we needed help with the development of our SPSS (Statistical Package for the Social Sciences) database and related training for staff.

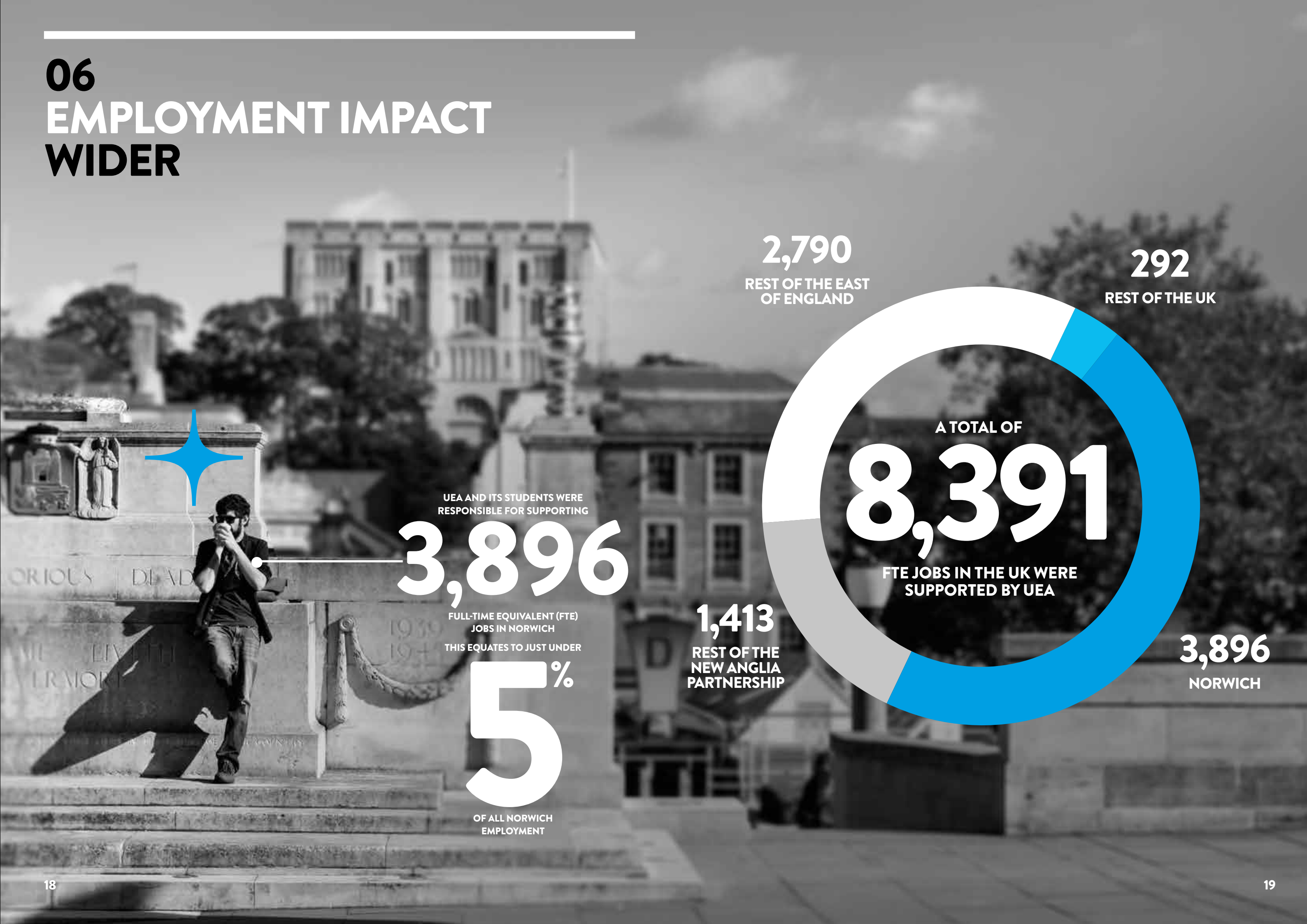
particular member of staff. Subsequently this has led to the commissioning of several further pieces of work, a highlight of which is a literature review, which we were extremely satisfied with.

We have a lot of experience of commissioning work from higher education institutions and have sometimes found them quite insular, inflexible and slow-moving. Our experience working with UEA has been quite the opposite and we look forward to developing the relationship further.

The consulting details were readily negotiated by UEA and as a result the relationship has developed into a broader-based partnership whereby we were able to negotiate a bespoke training package and continuing mentoring for a

“The consulting details were readily negotiated by UEA and as a result the relationship has developed into a broader-based partnership.”

# 06 EMPLOYMENT IMPACT WIDER





07  
EMPLOYMENT IMPACT  
DIRECT

UEA DIRECTLY EMPLOYED  
**3,790**  
STAFF WHICH  
TRANSLATES INTO  
**2,865**  
FTE JOBS

**30%**  
'WHITE COLLAR'  
OCCUPATIONS INCLUDING  
MANAGEMENT, ASSOCIATE  
PROFESSIONAL AND  
ADMINISTRATION

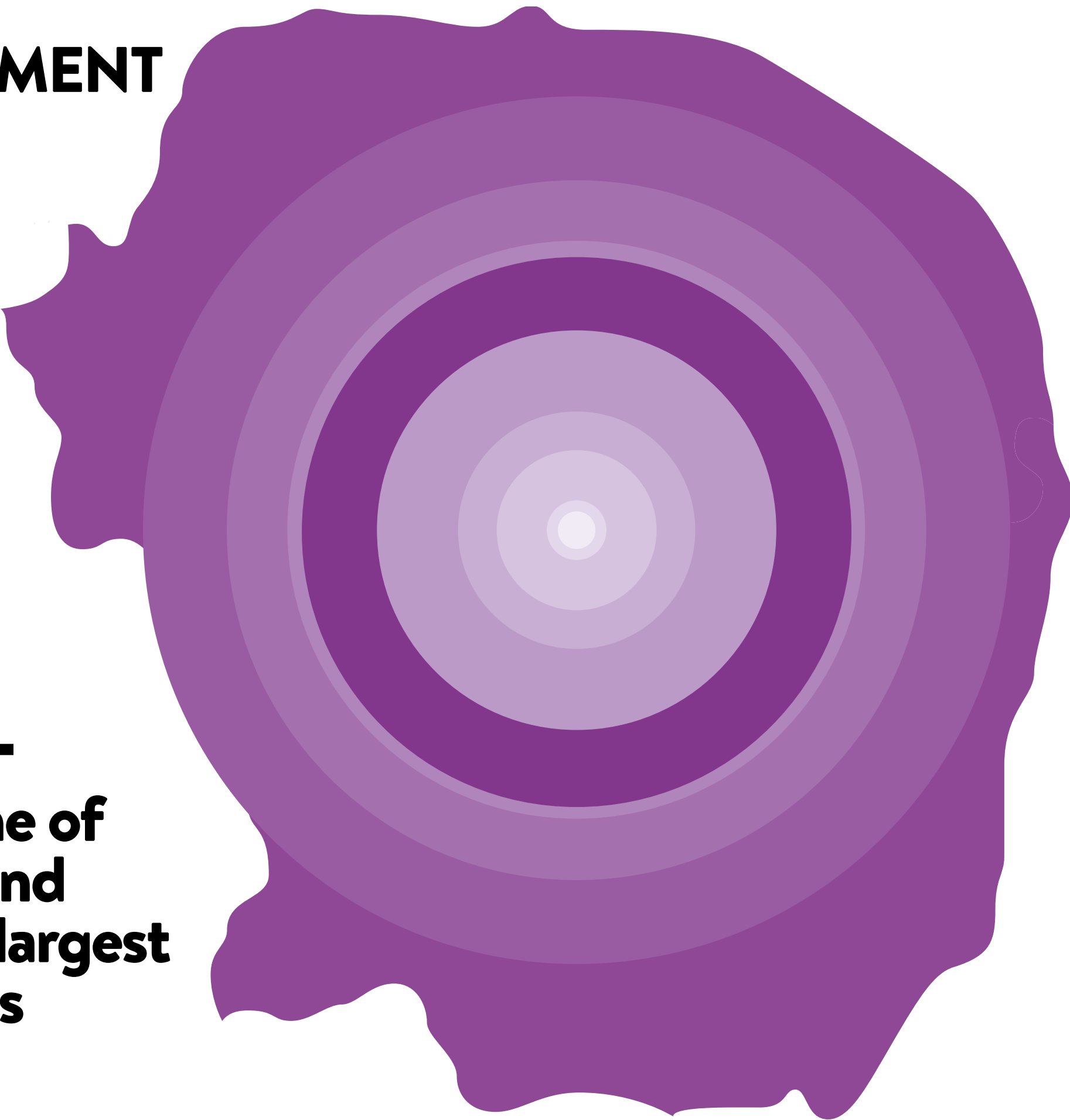
**55%**  
'PROFESSIONAL', MOSTLY  
ACADEMIC, OCCUPATIONS

**15%**  
EMPLOYED IN OTHER  
OCCUPATIONS, WHICH  
REFLECTS UEA'S NEED  
TO MANAGE ITS ESTATE  
AND FACILITIES

# 08 EMPLOYMENT IMPACT



**UEA is one of  
Norfolk and  
Suffolk's largest  
employers**



RELATIVE SIZE OF UEA  
COMPARED TO OTHER  
WELL-KNOWN ORGANISATIONS  
IN THE NEW ANGLIA LEP\*

COMPANY	EMPLOYEES
AVIVA	7,000
KIER	5,970
EAST OF ENGLAND CO-OP	4,787
ANGLIAN WATER	4,000
UEA	3,790
VIRGIN MONEY	2,785
ARCHANT	1,652
LOTUS GROUP	1,139
ADNAMS	428
NORWICH CITY FOOTBALL CLUB	278

# STUDENT IMPACT IN NORWICH

STUDENTS SPENT

**£201.2m**

ON LIVING AND ENTERTAINMENT

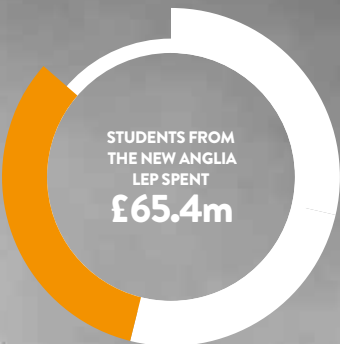
5,558 UK students from outside  
the East of England spent

**£57.6m**



7,287 students from the  
East of England spent

**£92.5m**





---

# CASE STUDY 03

## HOW CAN I ACCESS FUNDING FROM UEA AND ITS PARTNERS FOR A BUSINESS PROJECT?

JO BUTLIN  
MANAGING DIRECTOR  
CORNWALL ENERGY



**Cornwall Energy is a recognised expert in the GB energy sector and, following requests and questions from our clients, we scoped two innovative and ambitious projects to retain and build business.**

Through enhanced modelling of wholesale energy markets we were able to obtain a detailed analysis of supply markets, customer switching and retail tariff data. However, development in both cases required engagement of specialist skills to fill knowledge gaps.

Following discussions with UEA on our ambitions Cornwall Energy, in partnership with UEA, submitted a bid and was awarded funding under the Knowledge Transfer Partnership (KTP).

The funding has allowed us to take on a dedicated member of staff (the lovely Rosie) whose focus is on building the models needed to deliver and embed these innovative services. Rosie will also distribute learning gained during her time with us throughout both the Cornwall Energy team and UEA ensuring both organisations can continue to benefit from the project in the future.

The partnership that Cornwall Energy has with UEA supplements our rich data and market experience with guidance of an academic expert. Meanwhile the KTP funding has provided us with the skills, resource and support required to grow our business and to continue to provide our clients with market-leading insight and intelligence.

---

**“The Knowledge Transfer Partnership funding has provided us with the skills, resource and support required to grow our business.”**

# UEA IS GROWING AND WE WANT TO GROW TOGETHER

---

The report was carried out independently by Viewforth Consulting based on 2013/2014 figures. They studied UEA's output and employment, and used an established modelled analysis to examine the 'knock-on' effects of UEA's expenditure, its staff's expenditure, and off-campus student expenditure.

