

CONNECTING
PEOPLE + PLACES





ECONOMIC IMPACT: OUTPUT IMPACT ON THE UK

£ 1 . 0 4 b n

Economic output is the total value of all goods and services produced in an economy.

Through the expenditure of the University, its staff and students, significant economic activity was generated in Norwich as well as further afield in the rest of the East of England and in the rest of the UK.

UEA'S ECONOMIC AND CIVIC IMPACT

A report by Universities UK (November 2018) surveyed over 2,000 UK adults on their knowledge of the impact universities make, and it revealed the biggest knowledge gap is in relation to the positive civic impact universities have within their local communities.

Through partnerships, innovation, student and staff spend, widening participation and public engagement, supported by world class teaching and research, the University of East Anglia (UEA) is committed to making a positive impact on the economic and social wellbeing of the wider community. This report is a showcase of just some of UEA's activity. The economic analysis has been carried out independently by Viewforth Consulting using 2017/18 data*, and the case studies demonstrate some of the wide-ranging ways UEA makes a civic and social impact in the community. These activities encourage literature, sport, art, education, volunteering and music to flourish, and promote the ethos of collaboration and social responsibility that is at UEA's heart.

The study by Viewforth Consulting adopted a multi-method approach, examining UEA as an organisation generating output, employment and Gross Value Added (GVA). Modelled analysis provided the 'knock-on' effects of the expenditure of the University, our staff, and our students.

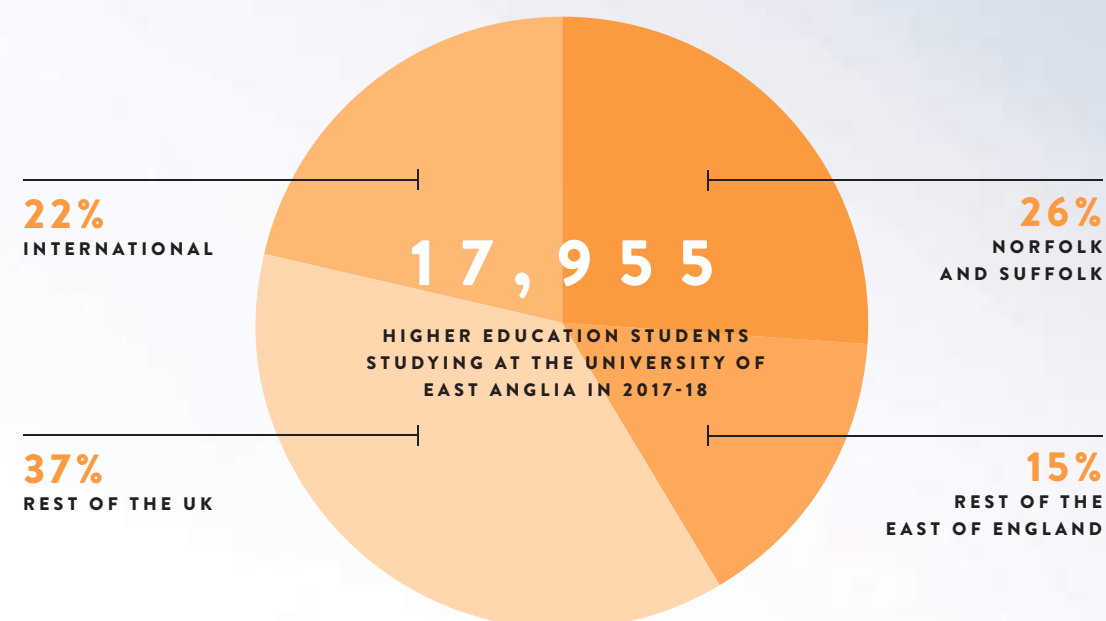
The findings provide an economic value for the impact UEA makes, and demonstrate that UEA creates extensive employment and output impact in Norwich, the surrounding areas and across the UK as a whole. As well as the financial contribution to the economy, the activities undertaken by UEA have a wider impact, influencing social, cultural and environmental dimensions.

By optimising the value it generates, UEA can have a positive impact on the wider community: as an employer, an educator and as a world-leading research institution.

To find out more about the information in this report, or about collaborating with UEA, please email business@uea.ac.uk.

*The most up-to-date figures at the time of writing

ECONOMIC IMPACT



EXPORT EARNINGS

£124m

By attracting students from abroad to study in Norwich, the University is attracting additional money into the city and region and also boosting the UK's export earnings.

£51m
OFF CAMPUS
EXPENDITURE



£73m
INTERNATIONAL
INCOME

UK TOP

15

*The Times/Sunday Times 2018 and
Complete University Guide 2019*

WORLD TOP

200

*Times Higher Education World
University Rankings 2019*

AWARDED

TEF Gold

*in the Teaching Excellence
Framework 2017-20*



The University of East Anglia exists only because the people of Norfolk and Suffolk agitated long and hard for its creation for the betterment of their communities. In 1963 that hard-fought lobbying and fundraising campaign was won and UEA came into life.

UEA was born of the region and for the region. As Vice-Chancellor of UEA I can promise that continues to be the case and I am very proud of the significant contribution we continue to make to Norwich, to Norfolk and Suffolk, the UK, and the rest of the world.

A lot has changed since the 1960s and UEA is now a global player in an increasingly globalised world but we will always be proud to call East Anglia our home. Part of our mission is flying the flag internationally for our home. You need only spend five minutes with our international alumni and you will feel the very real love they have for Norwich and our region.

The research power of UEA and our partner institutes on the Norwich Research Park has real global impact. UEA is now ranked in the top 50 universities in the world for research citations. That research makes a difference to our world every day. Our teaching also

shapes our world. Energy engineers, doctors, nurses, lawyers, teachers, scientists, writers, poets, Nobel Prize winners. All made in UEA. All made in Norwich.

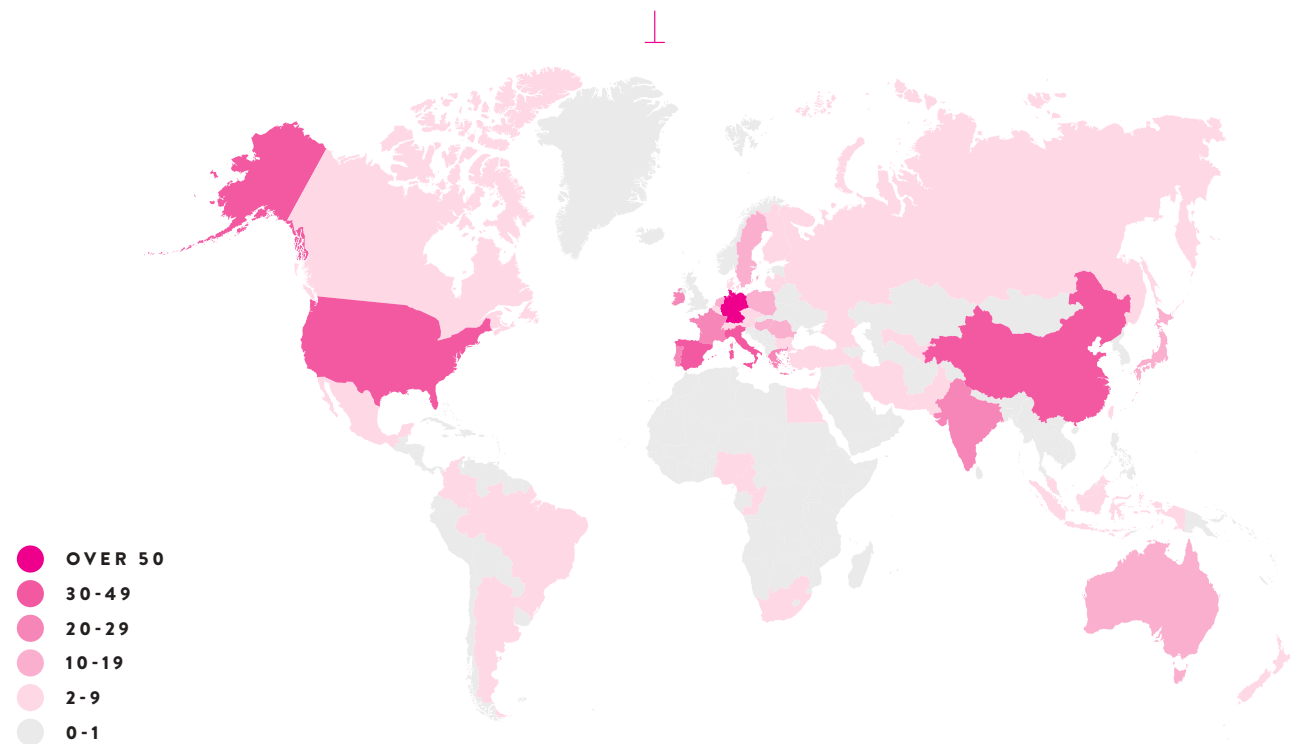
But beyond our research and teaching we also make a real social and cultural impact on our communities. We work to raise the aspirations of school children in the most deprived parts of Norfolk and Suffolk, we enrich the cultural and sporting life of our communities, and UEA helps support a range of new businesses through our Enterprise Fund and the Low Carbon Innovation Fund.

UEA has helped establish Norwich as England's first UNESCO City of Literature, the home of the National Centre for Writing, the cultural treasure that is the Sainsbury Centre, and our support for live music, literary and science festivals and sport for all, will continue to enrich the lives of the citizens of Norfolk and Suffolk.

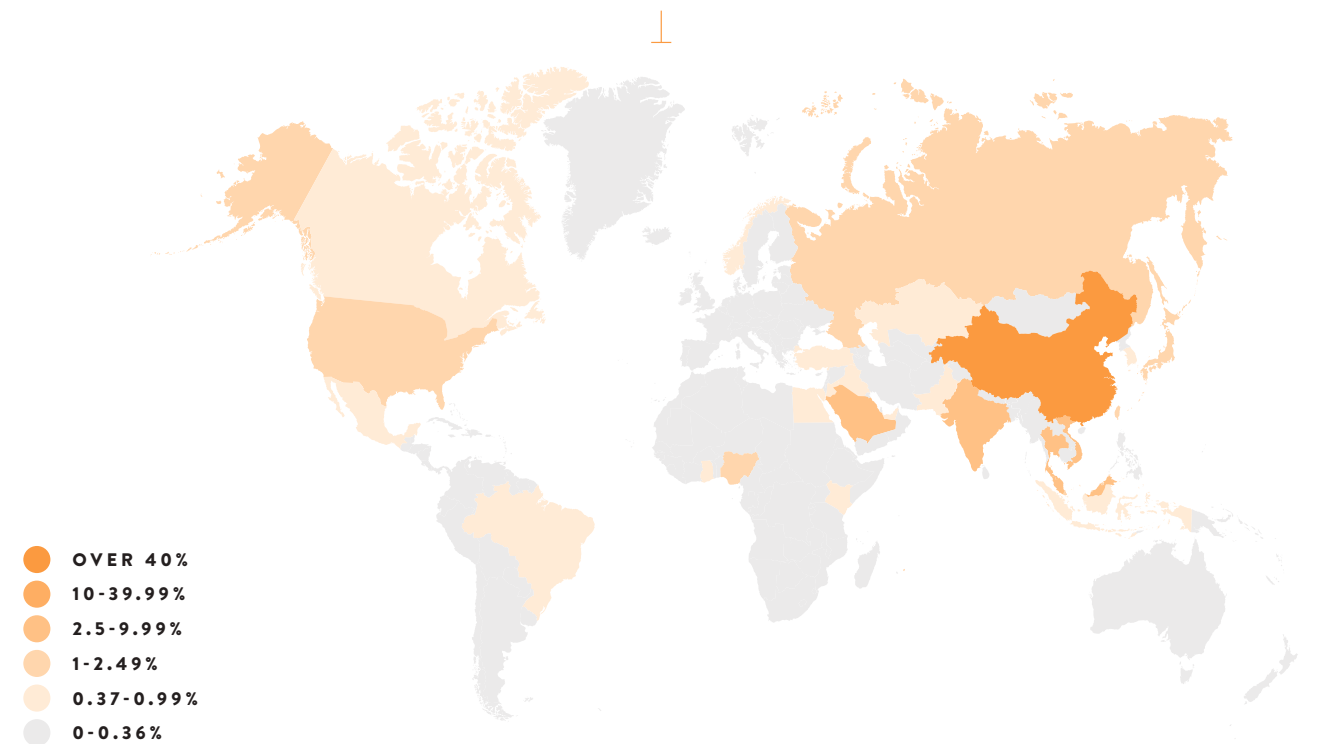
PROFESSOR DAVID RICHARDSON
VICE-CHANCELLOR

INTERNATIONAL IMPACT

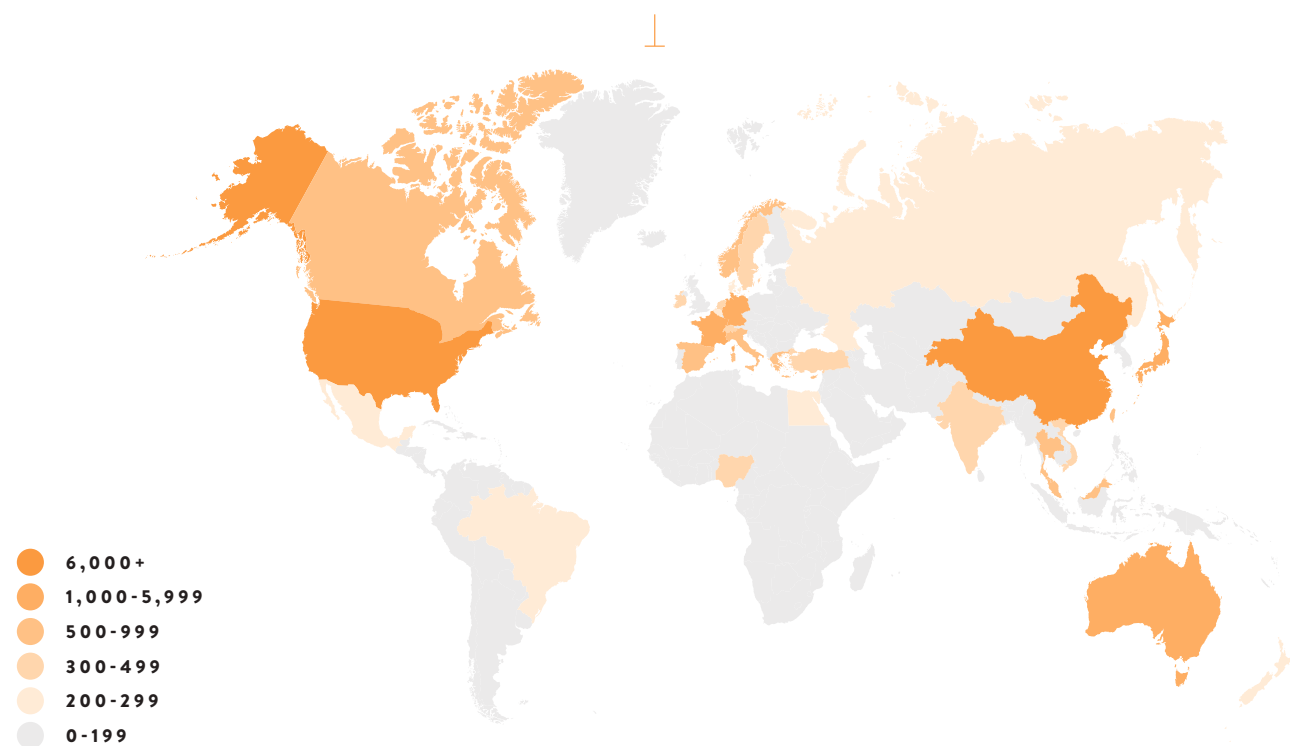
TOP 50 COUNTRIES STAFF ORIGINATE FROM
(NOT INCLUDING UK)



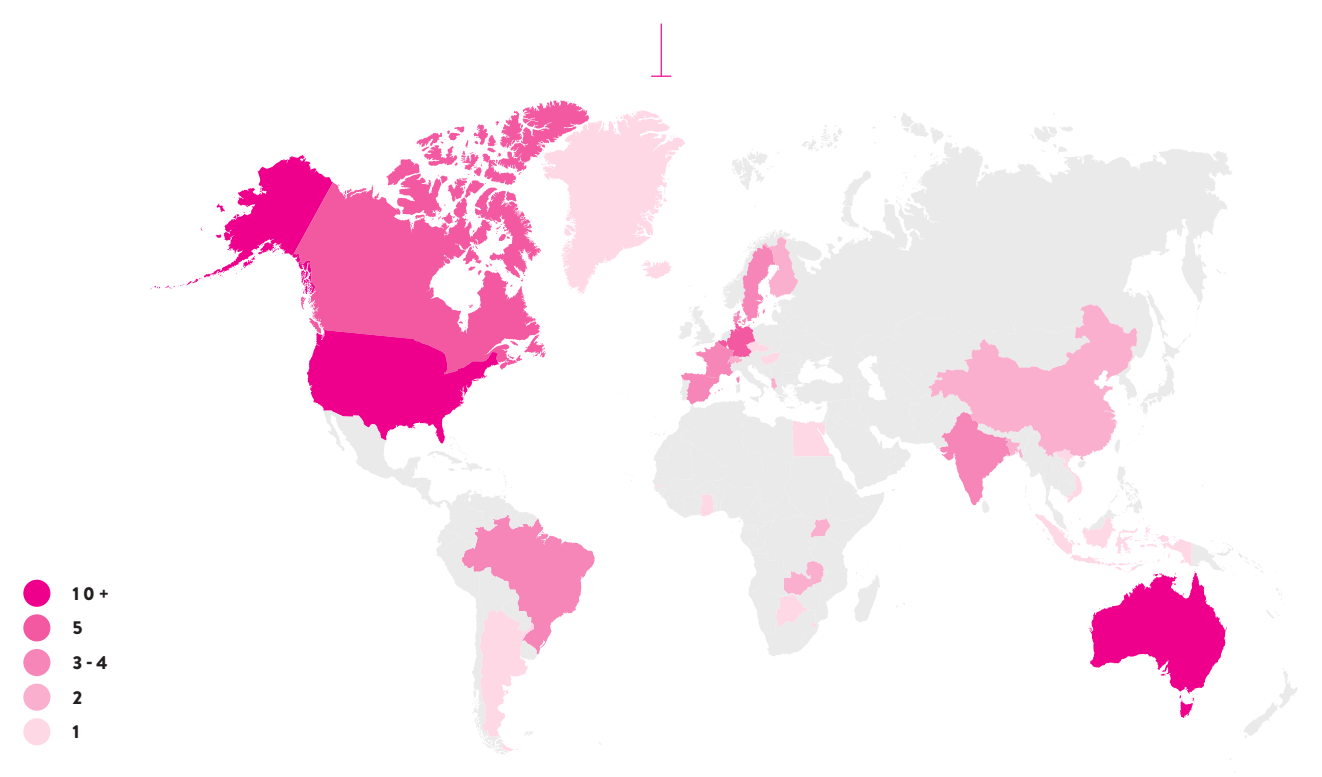
TOP 30 COUNTRIES OVERSEAS FEE PAYING
STUDENTS ORIGINATE FROM (NON-EU)



TOP 30 COUNTRIES WHERE GRADUATES
ARE NOW BASED (NOT INCLUDING UK)



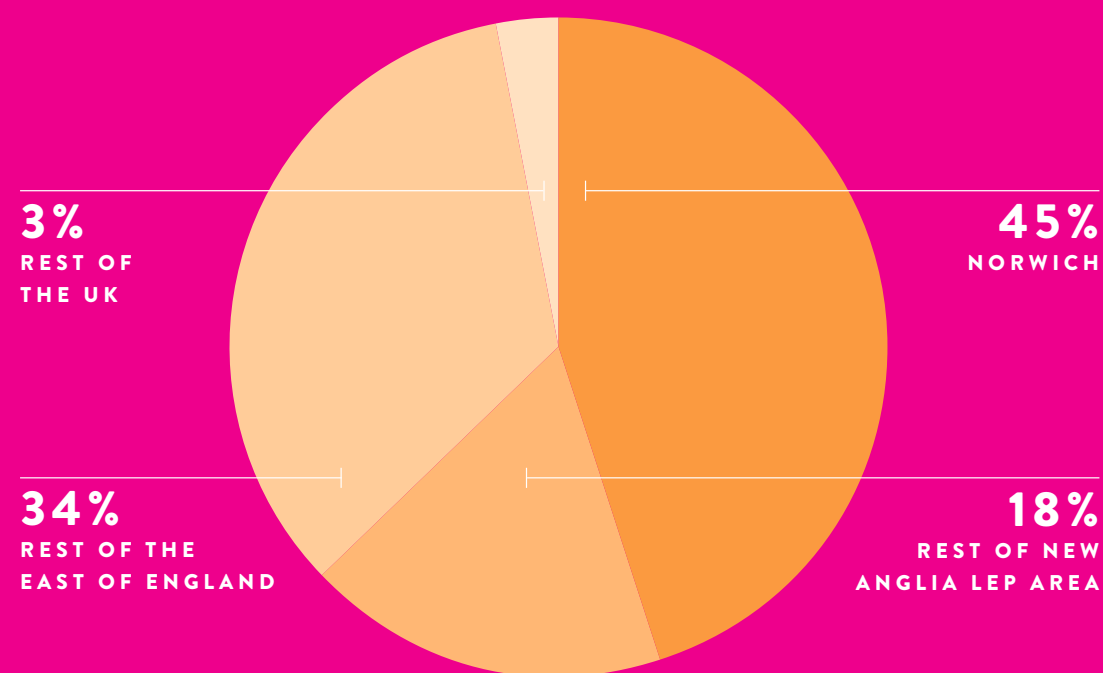
RESEARCH IMPACT CASE STUDIES



These case studies represent international UEA research that resulted in a change, or benefitted culture, the economy, the environment, health, policy or society in a way that is clearly evidenced.

ECONOMIC IMPACT

OUTPUT IMPACT ON THE UK £1.04bn



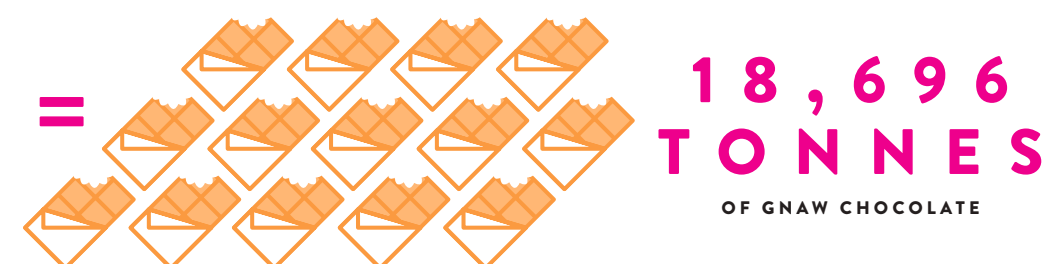
Through the expenditure of the University, its staff and students, significant economic activity was generated in Norwich as well as further afield in the rest of the East of England and in the rest of the UK. For the purposes of the modelled analysis University output is equivalent to the income earned for its services, net of shared venture income.

CONTRIBUTION TO REGIONAL GVA

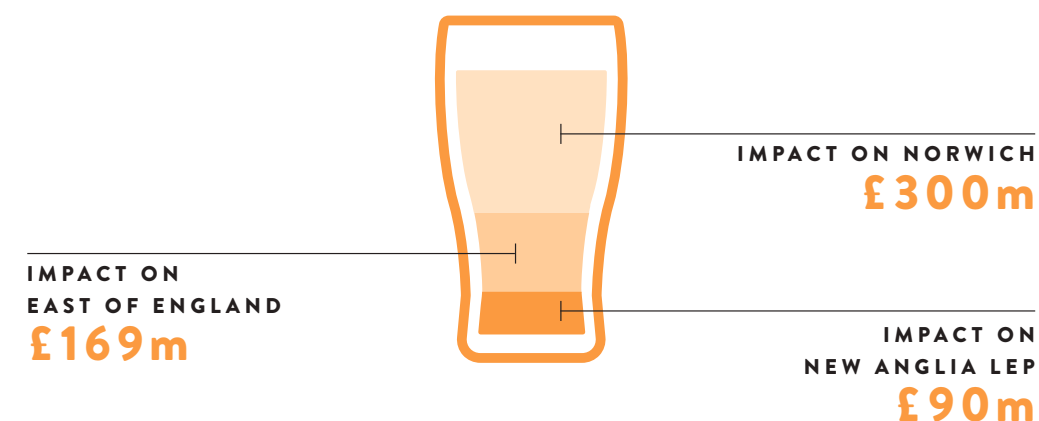
TOTAL GVA

GENERATED IN THE EAST OF ENGLAND

£559,000,000



Matt Legon, founder and Director of Graw, graduated from UEA in 2005. Matt still plays a vital role at UEA by mentoring and coaching student enterprises, and supporting courses and innovation activities in the Norwich Business School (NBS).



UEA has a long-standing relationship with Suffolk brewery Adnams. Students from NBS compete for the 'Adnams Marketing Communications Employability Skills Prize', Adnams worked with post-graduate students on i-Teams 2018, and Adnams CEO, Dr Andy Wood, sits on UEA's Innovation Advisory Board.

Another key measure of the University's contribution to the economy is the GVA (Gross Value Added) generated by UEA's activities. GVA is a measure of the value of goods or services produced by a sector – GVA is the regional measure of national GDP.



NORWICH INCLUSIVE ECONOMY PROJECT

Working in collaboration with Norwich City Council, the Norwich Inclusive Economy Commission project is exploring the economic issues that the city is facing, the impact of potential future trends, and how the Council might intervene in the economy in new ways in the future.

Led by economic geographer Dr Noel Longhurst, from UEA's School of Environmental Sciences, the project contributes towards the realisation of the Norwich 2040 City Vision, which is a long-term vision for the city's future. The exploration of what it might mean to develop an inclusive economy is one of the key steps to come out of the initial strategy development process.

Whilst there are several successful facets of Norwich's economy there are also some key weaknesses such as low pay in certain sectors and low social mobility. More profoundly the project seeks to ask, 'What is a good city economy, and who is it for?'

The project seeks to provide new insights into the local economy by moving beyond conventional economic indicators. It will explore the different forms of economic inclusion and exclusion that exist, as well as often ignored 'hidden' economies. Existing data is being gathered, and key stakeholders are being surveyed for their perceptions of the key challenges and likely future trends.

UEA researchers are seeking to represent the economy in new ways by exploring different models for how the Commission might operate, as well as how to engage the public in the process. The work builds on a broader national conversation around 'inclusive growth' and 'inclusive economies' which recognises that even in areas where economic growth occurs, the benefits are often not distributed evenly.

Within Norwich, discussion began with a joint UEA – Norwich City Council workshop in autumn 2017. This explored some of these issues and fed into the Council's consultation for its 2040 Vision, laying the groundwork for the current project.



ECONOMIC IMPACT

DIRECT EMPLOYMENT

JOBS AT UEA

5,100 = 3,241

PEOPLE

FULL TIME EQUIVALENT (FTE) JOBS

55%

'PROFESSIONAL',
MOSTLY ACADEMIC,
OCCUPATIONS

30%

'WHITE COLLAR'
OCCUPATIONS INCLUDING
MANAGEMENT, ASSOCIATE
PROFESSIONAL
AND ADMINISTRATION

15%

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

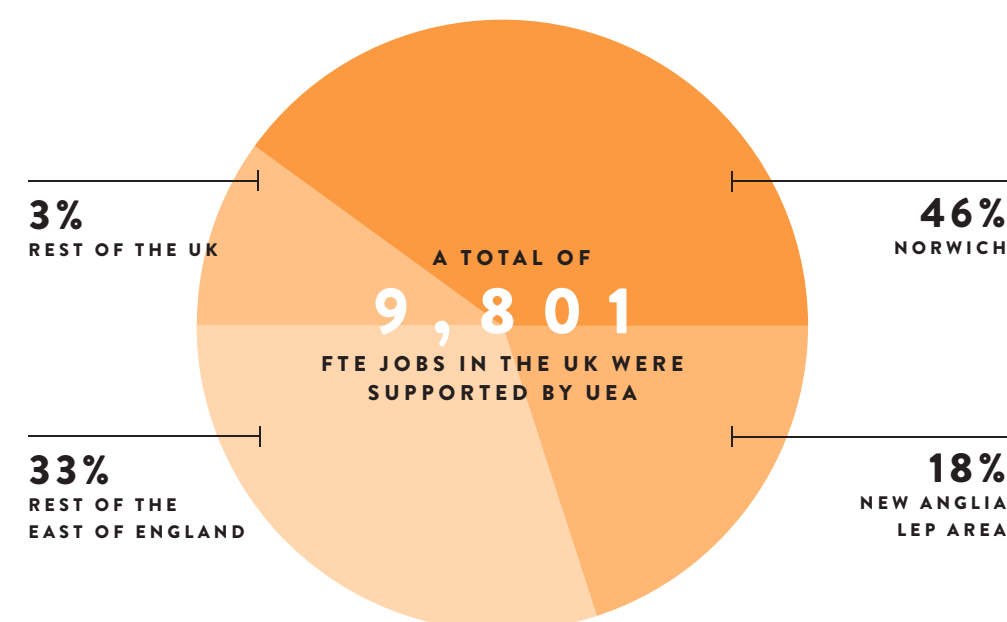
3RD

IN THE WORLD FOR DECENT
WORK AND ECONOMIC GROWTH

(Times Higher University Impact Rankings 2019 – ranked
against the UN's Sustainable Development Goals)

WIDER IMPACT

JOBS IN THE UK



FTE JOBS GENERATED IN PARLIAMENTARY CONSTITUENCIES BEYOND UEA'S CONSTITUENCY

IPSWICH	GT YARMOUTH	WAVENEY
117	116	110

JOBS GENERATED IN PARLIAMENTARY CONSTITUENCIES BEYOND UEA'S CONSTITUENCY

1 FTE job was generated in
the New Anglia LEP area of
Norfolk and Suffolk for every
4 international students.



CONNECTING BUSINESSES WITH UEA TALENT



UEA is an excellent place for employers to recruit and connect with new talent: our students. CareerCentral is at the heart of this, working with organisations ranging from multi-nationals, to SMEs and start-up businesses, as well as not-for-profit organisations. Businesses can promote paid graduate roles, paid internships, part-time job opportunities, work experience, and volunteering opportunities using the free online platform, 'MyCareerCentral'.

CareerCentral run over 200 employer workshops across the year, which are fantastic forums to promote your business and share your knowledge with our talented students and graduates.

For more information, visit www.uea.ac.uk/business/talent

“UEA students are positive and enthusiastic, give us cutting edge knowledge and understand research. It's important for us to nurture students and the UEA helps us run a development-focused internship program that benefits all of us.”

SIMON HOOTON, BROADS AUTHORITY

“Students from UEA have great exposure to many different international cultures and are guided to think more broadly. Bringing this mind-set of showing respect to others and being curious into our business is a massive asset for us.”

PETE WATERMAN, GRANT THORNTON



8,000

BUSINESSES ACTIVELY ENGAGE WITH
CAREERCENTRAL ONLINE SERVICES

THE ANNUAL UEA RECRUITMENT
& OPPORTUNITIES FAIR:

HOSTS OVER

100

BUSINESSES

3,500

STUDENT AND
GRADUATES ATTEND

198

INTERNSHIPS AND
PLACEMENTS COMPLETED IN
EAST ANGLIA IN THE YEAR
2017-18

600

BUSINESSES ATTENDED
WORKSHOPS AND FAIRS
ON CAMPUS IN YEAR
2017-18

UEA launched its first ever GradFair in 2019
at The Forum, Norwich. Over 40 employers
attended with live opportunities for final year
students and graduates.

ON AVERAGE

3,000

UEA STUDENTS
VOLUNTEER IN THE
COMMUNITY PER YEAR

349

MENTORING
RELATIONSHIPS WERE
ESTABLISHED IN 2017-18

CONNECTING BUSINESSES WITH UEA TALENT

SYNC THE CITY

Sync the City is a Norwich-based annual tech start-up event, collaboratively founded in 2014 by UEA and SyncNorwich, a community of tech professionals.

Sync the City challenges attendees to pitch a start-up idea to participants, judges and mentors. Around a dozen winning pitchers then form a team to develop a prototype tech product and business plan within 54 hours. Participants gain experience and support in key business skills, such as composing successful business and technological proposals, and teamwork. A panel of judges select a winner on the final evening.

Participants are students, entrepreneurs, software developers and designers. Mentored by local leading tech and business professionals, this event is an invaluable learning and development opportunity for all participants. In a number of cases, competition winners have taken their idea through to commercialisation, or they have secured capital to further fund their start-up.

Sponsors include Abellio Greater Anglia, Aviva, Barclays, Leathes Prior and Norfolk County Council. Find out more at www.syncthecity.com

TALENT AWARDS

UEA hosts the annual Talent Celebration Awards, showcasing the best UEA talent and most supportive regional organisations, celebrating engagement with local businesses across the institute. Over 60 regional businesses attended the 2019 event.

#SHECAN

#SheCan launched in 2019, in celebration of International Women's Day. The first all-day programme brought together over 250 UEA students and staff, and local and national businesses to celebrate the social, economic and cultural achievements of women in the past and present.

#SheCan was created in response to the growing demand from employers to attract more female graduates to apply for roles, whilst addressing an acknowledged gender confidence gap in a number of female students about to graduate. The event, sponsored by PWC and Kier, acted as a springboard for multiple new mentoring partnerships between female students, employers and UEA alumni.



Image: Tim Stephenson

GATEWAYS TO GROWTH

UEA has won funding to lead a £1 million project: 'Gateways to Growth – Unlocking Talent in Norfolk'. The project aims to boost engagement between graduates and Norfolk's SMEs through internships and enhanced skills training.

The project will address some of the problems faced by Norfolk's economy, and assist UEA students who want to remain in the area after completing their studies.

In developing the winning bid, UEA was supported by the New Anglia LEP; Norfolk Chamber of Commerce, Norfolk County Council, Norwich City Council, South Norfolk Council, UEA Student Union, Hethel Innovation Centre, King's Lynn Innovation Centre, Cambridge-Norwich Tech Corridor and St George's Works.

THE PROJECT WILL RECEIVE OVER
£1M
OF FUNDING FROM OFS AND PARTNERS

CIVIC IMPACT

OVER
200
STUDENTS PER ANNUM
PARTICIPATE IN THE LAW
CLINIC'S ACTIVITIES,
CONTRIBUTING OVER
10,000
HOURS OF VOLUNTEERING
TIME EACH YEAR

THE JUSTICE PROJECT

The Justice Project was set up in 2008, following significant interest from UEA Law students in the area of criminal law and miscarriages of justice.

The Project allows students the opportunity to investigate cases of long-term prisoners maintaining their innocence of serious crimes for which they have been convicted. Students work under academic supervision, reviewing cases, re-examining evidence and trying to identify new lines of enquiry.

In February 2019, Louise Shorter, of BBC Two documentary series *Conviction: Murder in Suburbia* and founder of the charity Inside Justice joined the UEA School of Law as the new Project Director.

"I'm thrilled to be working with the students at UEA... A wrongful conviction destroys lives, trust in the criminal justice system and leaves dangerous people free to offend again... it will be the students of UEA and their contemporaries who can make a more just and humane world for us all."

Louise Shorter, Chair, Inside Justice

"Without the commitment and hard work of the student volunteers, and the financial assistance that NCLS receives from the UEA Law School, NCLS would not have been able to develop its service provision to its current level, nor help the ever-increasing number of clients who use its services."

**ROS BROWN, CHIEF EXECUTIVE OFFICER,
NORFOLK COMMUNITY LAW SERVICE (NCLS)**

UEA LAW CLINIC

SINCE INCEPTION IN
2003 THE STUDENT TEAM
HAS SEEN OVER

1,400
CLIENTS AND
RECOVERED OVER
£7m
IN BENEFITS
WRONGLY DENIED

IN 2017-18 THE TEAM
REPRESENTED

299
TRIBUNALS

The UEA Law Clinic is a collaborative venture between students and staff from the UEA Law School, external advice agencies and volunteers from the local legal profession. Students working in the Law Clinic are able to use their legal knowledge and skills for the benefit of the community by providing free legal advice, assistance and representation to those who would otherwise be unable to access justice, while at the same time gaining valuable hands-on experience of the law in action.

Since the UEA Law Clinic was established in 2012, it has gained national recognition for its work, and won several awards. The impact of the Law Clinic in the local community is best exemplified by the Welfare Rights Advocacy and Representation Service (WRARS) which was established by two undergraduate students from the Law Clinic. The service, which is delivered via an innovative Pro Bono Partnership between the UEA Law Clinic and a local advice charity, Norfolk Community Law Service (NCLS), sees students from the Law Clinic representing clients in their appeals before the welfare benefits tribunals.

Since the service was first introduced in 2003, this student-team has seen over 1,400 clients, who are among the most vulnerable people in the local community, and has recovered over £7m in awards of benefits that were wrongly denied to them.

In 2017/18 alone, the team represented at 299 tribunals, an increase of 32% from the previous year. The success rate of the team in welfare benefits appeals is 85%, compared to a national rate of 65%, and their advocacy has been praised by the tribunal judges, and in speeches in the House of Lords.

Students from the Law Clinic also assist on NCLS's other specialist advice services (including debt, housing, employment, family, domestic abuse), with its twice-weekly free legal advice sessions, and with its administration. This contribution has enabled NCLS to expand its operation significantly – since the UEA/NCLS Partnership was formed, the number of clients seen annually has increased from 1233 to 2672 (a 217% increase), with a total of over 16,400 clients seen over that period.

In October 2018, the Law Clinic moved into new, purpose-built premises at Earlham Hall, part-funded by the generous support of Law School alumni. This new facility, which includes a large, open-plan student office, and fully-accessible consultation rooms for meetings with clients, has enabled the Clinic to see clients at UEA for the first time, and to plan for a further expansion of the advice services that it is able to offer.

ECONOMIC IMPACT

INNOVATION AND ENTERPRISE

UEA works in a variety of different ways to commercialise our research, support the regional economy and collaborate with businesses, whether you are a multi-national, SME, start-up or not-for-profit organisation. We can help you:

- Engage an academic expert to help with a project or business challenge
- Host a member of our staff at your organisation
- Recruit a student or graduate intern
- Commission a professional development course
- Access funding.

Find out more at www.uea.ac.uk/business

UEA also supports the business community via collaboration with local business networks, many of which UEA also has Board representation on. These include the Cambridge-Norwich Tech Corridor, CBI, New Anglia LEP Innovation Board, Norfolk Chamber of Commerce, Norfolk Network and Tech East.

INTELLECTUAL PROPERTY

OVER

100

PATENTS FILED FOR INVENTIONS ORIGINATING FROM INTELLECTUAL PROPERTY FROM ACROSS UEA

14

COMPANIES SPUN OUT FROM UEA RESEARCH

5TH

FOR LICENSES GRANTED*

1,574

LICENSES GRANTED

15TH

FOR IP INCOME

£921k

INCOME GENERATED

CONSULTANCY

11TH

FOR CONSULTANCY INCOME AND CONTRACTS*

1,631

CONTRACTS

£8.7m

INCOME GENERATED

UEA's consultancy clients include: Anglian Water | Aviva | Centre for Environment Fisheries and Aquaculture Sciences | Department for Business, Energy and Industrial Strategy | Department for Environment, Food, and Rural Affairs | Foreign & Commonwealth Office | IQVIA | Met Office | Natural England | NHS | Norfolk County Council | Sport England | UN Environment World Conservation Monitoring Centre | World Bank | World Health Organisation

FUNDING OPPORTUNITIES FOR BUSINESS

Companies who have benefitted from funding in their projects with UEA include Abellio, Adnams, Anglian Water, Barclays, East of England Co-Op, the History of Advertising Trust, IBM, Marsh, Price Bailey and Santander – to name just a few.

UEA works with a range of external funding organisations to secure support for our research, knowledge transfer and commercialisation activities. Some of these funds are available to businesses and other organisations who wish to partner with staff at the University, perhaps on a research or commercial project. Current funding opportunities are:

- EIRA – Enabling Innovation: Research to Application
- Innovate UK – Innovation Vouchers
- Invest East – Investment Readiness Programme
- The Low Carbon Innovation Fund
- Ceres – an Agri-Tech Knowledge Exchange Partnership.

If you have a project in mind, please get in touch, as we may be able to help with funding:

business@uea.ac.uk

uea.ac.uk/business/funding-opportunities



THE LOW CARBON INNOVATION FUND (LCIF)

Since 2010, LCIF has invested into companies across a wide range of sectors working in innovative technologies to contribute towards lowering carbon emissions.

Examples include AI software for electric vehicles to enable more efficient use of their batteries, water mains pipe monitoring to reduce leakage and water waste; and home energy management systems which improve energy efficiency and energy efficient lighting and control systems.

LCIF HAS INVESTED INTO

48

COMPANIES ACROSS THE EAST OF ENGLAND

£21.4m

INVESTED IN EAST OF ENGLAND BUSINESSES

£864,000

INVESTED IN 2017-18 THROUGH THE LEGACY FUND

(Fund made up of exits from the original LCIF 1 which ran 2010-2015. This leveraged £51.5m in private co-investment)

THE ENTERPRISE CENTRE (TEC)

The Enterprise Centre (TEC) is the thriving business hub on UEA's campus. Also one of the UK's greenest buildings, TEC brings innovative businesses together with the academic and student communities to encourage business growth.

At the time of writing, there are 34 member businesses operating in the building plus an additional 61 virtual tenants. The 42-seater co-working area has dedicated desks for start-ups, sole-traders and micro SMEs. The seven office suites vary in size for larger companies, or as a growth pathway for start-ups, and there are a range of virtual tenancy options to suit flexible working needs.

TEC is a vibrant community with regular events and networking sessions, and the impressive space can also be hired for meetings, events, conferences and exhibitions.

Since opening in 2015, the building has been recognised as an inspiring and dynamic workspace, having won awards including the British Council

for Offices (BCO) 2016 Regional Corporate Workplace Innovation Award, and the BCO National 'Best of the Best' and Corporate Workplace Awards.

In 2017-18, over 33 public events were hosted in TEC by organisations ranging from the Institute of Directors to the Royal Institute of British Architects, from the Law Society to the UK Green Film Festival.

To find out more about hiring The Enterprise Centre or using it as your workspace, email business@uea.ac.uk.

34

MEMBER
BUSINESSES

61

VIRTUAL
TENANTS



STUDENT / GRADUATE ENTERPRISE

TEC is also home to UEA's Student Enterprise support. The space was designed for flexible use to work around aspiring entrepreneurs.

The Enterprise Fund, established with the generous support of UEA alumni, is approaching £250,000 of investment awarded through the "Grow It" and "Scale It" schemes to make a project commercially viable. In addition to providing the financial support, these alumni also support applicants with their considerable skills and experience.

Significant funding support from Santander Universities has been awarded to student and graduate start-ups in both the "Try It" and "Do It" seed funding schemes to help them explore an idea or launch a venture.

114

STUDENT/GRADUATE
COMPANIES FUNDED BY UEA

THIS EQUATES TO
£385,527
TOTAL FUNDING AWARDED

“The programme has already shown itself to be effective, and is just the type of initiative that should be adopted more widely by other medical schools. It is to be applauded.”

NIALL DICKSON, CHIEF EXECUTIVE AT
THE GENERAL MEDICAL COUNCIL

31,000

STUDENTS ENGAGED IN OUR
WORK LAST YEAR

120

SCHOOLS ENGAGED IN
OUR WORK LAST YEAR

76%

OF STUDENTS
INCREASED THEIR
KNOWLEDGE EITHER
OF HE OR THE SUBJECT

A NOTEWORTHY PERFORMANCE

Over 100 primary school children from four schools in Norfolk were treated to a musical performance by UEA's Student Symphony Orchestra. The children, from neighbourhoods with low proportions of progression into higher education, were given the opportunity to listen to six symphony pieces that included music by Beethoven, Dvorak and Bernstein.

Led by UEA's Music Centre, the performance hopes to broaden their horizons and potentially spark a lifelong love of the arts in the children – some of whom may never have seen a string quartet or an oboe trio before.

SCHOLARSHIPS

TOTAL VALUE OF SCHOLARSHIPS
AWARDED SINCE 2009

£3,843,505

TOTAL NUMBER OF SCHOLARSHIPS
AWARDED SINCE 2009

553

DONOR SUPPORT RAISED FOR
THE ACADEMIC YEAR 2018/19

£700,000

CIVIC IMPACT

WIDENING PARTICIPATION AND PARTNERSHIPS

UEA has a proud record of widening participation to higher education. The programme aims to enable motivated and able students from under-represented groups, particularly from East Anglia, to gain the advantages of higher education irrespective of their background.

Working in partnership with external stakeholders, UEA collaborates with schools and colleges, local authorities, NHS trusts and other educational stakeholders across the region, including: Brooksby

Melton College; City College Norwich and our neighbouring school, City Academy Norwich; the International Aviation Academy; INTO UEA; Mountview; Royal Marsden School; and University Technical College Norfolk.

UEA staff also play a valuable role within the local education system, with a number working as school governors, and others at a trustee and MAT (multi-academy trust) board level.

MEDICAL ASPIRATIONS

Medical Aspirations is a hugely successful scheme breaking down social barriers to help students into a career in medicine. The programme, commended by the General Medical Council, offers 40 spaces for 16 and 17 year-olds from Norfolk and North Suffolk to attend a three-day residential course.

The students who take part are all from a background traditionally under-represented in the field of medicine, for example students whose parents had not gone to university, who come from a low-income household, or from a school with low progression into higher education.

The course gives students the opportunity to learn about the medical profession,

experience taster sessions from the Norwich Medical School, spend time in a hospital setting, and experience a taste of university life. It also includes guaranteed interviews for those who meet the academic criteria.

Successful participants progress on to scholarship places worth between 50% and 100% of full course fees for the first four years, these scholarships are generously funded by entrepreneur, philanthropist and UEA-alumnus, David Tibble.

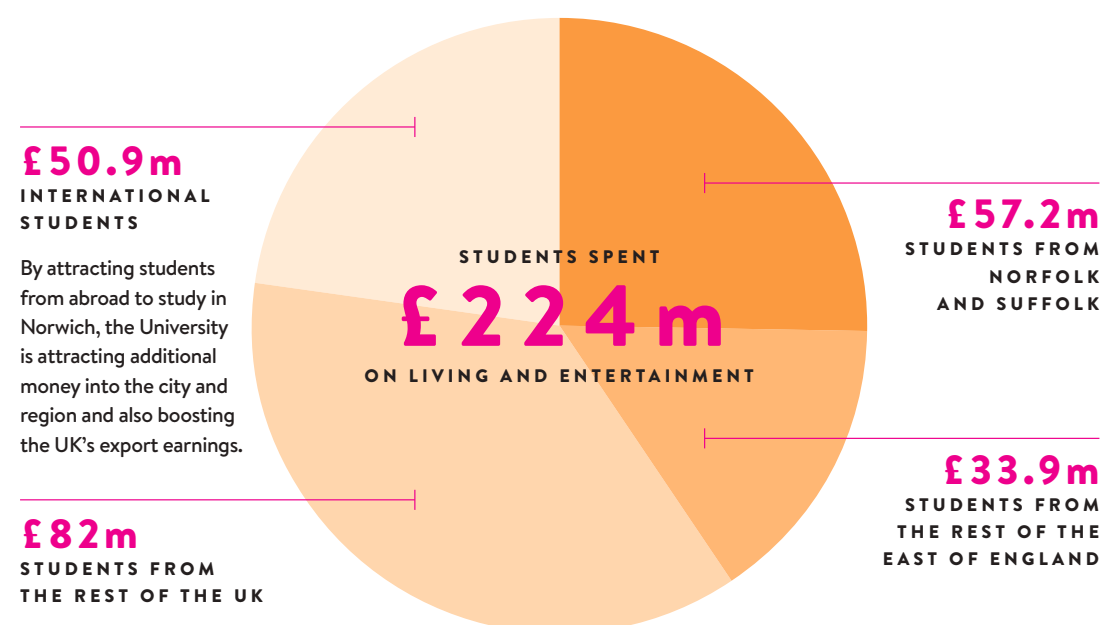
The course is entirely funded by donations, so all places are free. Students who have been successful in previous years also visit local schools to encourage more young people to follow in their footsteps.

STUDENT IMPACT

STUDENT SPENDING IN NORWICH

All student expenditure, domestic as well as international, can be very important to the local economy and is seen by local businesses as a core part of their own revenue stream. The off-campus expenditure of domestic students who come from other parts of the UK outside the East of England is not additional to the UK economy as a whole, but it can be regarded as an injection into the city and regional economy.

The expenditure of more local students is also important. It can be argued that UEA helped retain the expenditure of these students in the East of England and – particularly in the areas most immediately surrounding the University – the expenditure of local students generates jobs and output.



NNUH Youth Volunteers is a UEA student society working closely with the Voluntary Services department at the Norfolk and Norwich University Hospital.

The society is one of 30 UEA student societies that focus on charity, campaigning and volunteering work to do good in the community, including the award-winning social enterprise, Enactus.



THE VALUE CHALLENGE

Students in UEA's Norwich Business School undertake the 'Value Challenge' as part of the MSc Enterprise and Business Creation course. The challenge, now in its third year, puts students through their paces by encouraging them to set up a business with the goal of creating the most 'value' as possible in a semester. Value can be measured in simple financial terms, or also social value, for example, by benefitting a disadvantaged group.

Since its establishment in 2016, the programme has raised £2,000 for local charity groups and donated the proceeds generated in 2018 to the Wymondham Dementia Support Group.

SPORTSPARK

Funded primarily by the Lottery and Sport England, Sportspark opened its doors in 2000 and has since become one of the most successful community sport facilities in the UK.

The facilities at Sportspark offer the opportunity for everyone in the community to stay fit and healthy, offering a diverse range of activities, from fitness and a 50m swimming pool, to a climbing wall, squash courts, football pitches and 400m athletics track.

The community can enjoy a wide-ranging programme of sporting, recreational and health-promoting activities for family-members of all ages, ranging from Sportsamps, children's birthday parties, and inclusive sports sessions, to 'Fitness in Later Life' activities aimed at the over-fifties.

Working closely with the Young Norfolk Sports Academy, Norfolk Sports Academy, and UEA's sports scholars, Sportspark identifies and supports talented athletes within the county so they have the

opportunity to reach their potential as outstanding sportsmen and sportswomen.

Sportspark also works within the wider community in an effort to positively impact people's lives, and to develop wider participation in sports. Collaboration with Sport England, Active Norfolk, district councils, and schools and colleges in the region have led to a number of new programming opportunities with sport's National Governing Bodies as part of the facility's support for sport in the community.

Key areas of focus:

**WELLBEING
BROADENING PARTICIPATION
SERVING THE COMMUNITY**

With amazing facilities at Sportspark, an active sport development team, an Elite athlete programme, plus the British Universities and Colleges Sport Participation Programme of the Year in 2017, UEA has a lot to offer the region's sporting communities.

www.sportspark.co.uk

WELLBEING

The impact of participation in sports on wellbeing is known to be incredibly positive, and UEA and Sportspark are looking at ways to promote better mental health beyond the provision of traditional sporting opportunities.

The new 'Active Campus' campaign is exploring ways of improving wellbeing for the whole community through

better use of the natural environment around us, as well as the role technology has to play. UEA's campus boasts large expanses of grass and woodland, as well as the river Yare, and the approach will be to open this up for numerous outdoor activities for the whole community. In addition, the campaign will encourage green travel – walking, running or cycling – to Sportspark.

SPORTSPARK AT A GLANCE

OVER

1.3m

VISITS A YEAR

3,899

SPORTS ASSOCIATION
MEMBERSHIP HOLDERS

AN AVERAGE SURPLUS
OF OVER

£500K

FOR THE LAST FIVE
YEARS, ALL OF WHICH
IS RING-FENCED TO
REINVEST IN SPORTSPARK'S
FACILITIES AND COMMUNITY
PROGRAMMES

VOTED QUESTS'

TOP

PERFORMING FACILITY
MANAGED CENTRE 2018

FIRST EVER

WINNER

OF THE BRITISH UNIVERSITIES
& COLLEGES SPORT
PARTICIPATION PROGRAMME
OF THE YEAR AWARD

463

STUDENTS COMPETE
IN SPORTS TEAMS
ACROSS NORFOLK

CIVIC AND ECONOMIC IMPACT

“The Learning Programmes at the Centre are in many ways at its very heart. To see the thousands of school children, for example, drawing the works of art, and listening to talks, is to realise the role of the Centre in our region. The family programmes seek to inculcate the idea of art into the lives of the region’s citizens, and the artist-led activities bring the public into close contact with many of the region’s most important artistic spirits.”

DOMINIC CHRISTIAN,
CHAIR OF THE SAINSBURY CENTRE

BREAK GOGOHARES PROJECT

Break is a Norfolk-based charity working with vulnerable children and their families to help young people in care and moving on, children with disabilities, children at risk, and families who need support. The GoGoHares city and county sculpture trail celebrated 50 years of the charity and was visited by over 380,000 people between June and September 2018.

UEA and the Sainsbury Centre took part in the trail, selecting West Earlham Infant and Nursery School as a partner for the project. Artist educators Ian Brownlie and Kaitlin Ferguson worked with 120 children aged 5-7 from the school, exploring themes of habitats and mapping inspired by the bronze Roman hare in the Sainsbury Centre collection.

The project included multiple visits to the gallery, workshops in the studio and an artist residency in the school. The year-long project culminated in the unveiling of the ‘Roamin’ Hare’ sculpture outside the Sainsbury Centre in June 2018, as well as a display of the children’s work in the gallery entrance, and a film documenting the project. Roamin’ Hare is now on display in UEA’s main visitor reception in the Registry building.



2017-18 AT A GLANCE

99,770
VISITORS

9,996
PARTICIPANTS FOR LEARNING EVENTS

5,719
SCHOOL CHILDREN VISITS

913
VOLUNTEER EVENTS

377
LEARNING EVENTS

8
EXHIBITIONS AND DISPLAYS

SAINSBURY CENTRE

The Sainsbury Centre is a world-leading art museum on UEA’s campus, which in 2018 celebrated its 40th anniversary. The Centre was founded to display and care for the publicly-gifted collections of Sir Robert and Lady Lisa Sainsbury, who commissioned Sir Norman Foster to create a building to house the collections.

In the spirit of the then still new UEA, Sir Robert and Lady Sainsbury envisaged the Centre as a meeting place between science and art, where students of all disciplines could gather and exchange ideas. It was radical in its intention to perform functions well beyond those expected of a museum at the time, including teaching, research, display, and relaxation.

This is how the building still functions today. At 40, it is as spectacular as ever, still a potent symbol of modernity. The Sainsbury Centre welcomes everyone in the community to enjoy its programme of talks, courses, films, tours, studios and family activities, sharing the art in both the permanent collections and in the temporary exhibitions that are created or hosted in the building.

The permanent collection boasts important works of art from the likes of Alberto Giacometti, Edgar Degas, Francis Bacon, Henry Moore and Pablo Picasso.

Recent visiting collections include: Brian Clarke: The Art of Light; Elisabeth Frink: Humans and Other Animals; Roger Law: From Satire to Ceramics; Royal Fabergé; as well as the expansion of the Sculpture Park to feature Anthony Gormley: 3X Another Time, and Lynn Chadwick: Beasts.

The Centre loans works from the permanent collections both nationally and internationally, expanding visibility all over the world. In 2017-18 alone, works from the collections were seen by audiences from Zurich and Riga to Mexico City.

Cultures from across the world are presented in the Sainsbury Centre and every day visitors, students and researchers build relationships between art, people and ideas.

To find out more about visiting the Sainsbury Centre or hiring it for an event, visit www.scva.ac.uk.

CIVIC AND ECONOMIC IMPACT

NORWICH SCIENCE FESTIVAL

UEA coordinates participation from academics, students, researchers, clubs and societies (as well as the other Norwich Research Park institutions) in the annual Norwich Science Festival.

Coordinated by The Forum Trust, the Festival offers inspirational exhibitions and shows, and an abundance of hands-on STEMM activities for all ages and levels of knowledge. This immersive learning programme for children and young people takes place at The Forum and other venues in and around Norwich.

At the Norwich Science Festival in 2018 UEA coordinated:

35

EXHIBITS

53

TALKS AND
WORKSHOPS

2

FILM
SCREENINGS

2,372

TICKETS WERE BOOKED FOR TALKS AND
WORKSHOPS COORDINATED BY UEA

98,752

VISITORS TO THE FESTIVAL IN TOTAL

UEA EVENTS

GIGS

UEA and the UEA Students' Union manage two live music venues: The LCR on campus and The Waterfront in the city of Norwich.

BETWEEN 1963 AND JULY
2018, UEA HAS HOSTED

2,865

GIGS

IN 2018 UEA HOSTED

287

GIGS ACROSS BOTH VENUES

AND SOLD A TOTAL OF

100,679

TICKETS

DRAMA

UEA's drama studio is a purpose-built, professionally equipped facility, which seats around 200 in a variety of seating configurations.

OVER

80

SHOWS

40

IN-HOUSE PRODUCTIONS
BY STUDENTS

41

PRODUCTIONS FROM
VISITING OR AFFILIATED
COMPANIES

MUSIC

UEA's Music Centre puts on performances throughout the year from its choir, chamber choir and symphony orchestra. Events are held both on and off campus, including in Norwich in St Andrew's Hall and the St John the Baptist Roman Catholic Cathedral.

TOTAL NUMBER OF MUSICAL
PERFORMANCES 2017-18

27

TOTAL NUMBER OF ATTENDEES

5,808

EVENTS

UEA offers a huge range of community events open for all to attend. These range from the Inaugural Lectures and Dragon Hall Debates, to orchestra, choir and drama performances.

The University also regularly holds its 'London Lectures' at the Regent Street Cinema, and participates in exhibitions and events at: Ashmolean Museum, British Library, British Museum, Natural History Museum and Science Museum.

IN TOTAL

158,627

PEOPLE ATTENDED UEA
EVENTS IN THE 2017-18
ACADEMIC YEAR

To find out more about upcoming UEA events head to www.uea.ac.uk/events, or pick up a brochure from locations across the region.

CIVIC AND ECONOMIC IMPACT

487 **18,614**

AUTHORS WELCOMED
TO UEA SINCE 1991

ATTENDEES SINCE 2012
(Literary Festival attendance figures
do not exist from 1991-2012)

OVER
300

RECORDINGS
OF UEA LITERARY
FESTIVAL EVENTS
(available via the British Archive of
Contemporary Writing, housed at UEA)



UEA LITERARY FESTIVALS

UEA's School of Literature, Drama and Creative Writing has a long-established reputation for innovation and excellence in literary studies. The University has been a pioneer of Creative Writing in the UK, establishing the first MA in Creative Writing, which celebrates its 50th anniversary in 2020.

Still the most prestigious Creative Writing programme in the UK, UEA was awarded a Queen's Anniversary Prize for Higher and Further Education in recognition of continued excellence in delivering innovative courses at a world-class level.

UEA's first literary festival took place in 1991 and since then we have welcomed a host of award-winning authors, journalists, illustrators, scientists, economists, broadcasters and more to campus.

The University hosts two festivals each year; one in the spring and the other in the autumn. The Spring Literary Festival is hosted by the Centre for Creative and Performing Arts and the Autumn Literary Festival is hosted by the Arthur Miller Institute for American Studies.

Proceeds from the UEA Literary Festival go towards supporting student scholarships, bursaries and activities at UEA.

CENTRE FOR
CREATIVE AND
PERFORMING ARTS

LITERARY
FESTIVAL

NOIRWICH

5,545

PEOPLE HAVE ATTENDED
NOIRWICH CRIME
WRITING FESTIVAL
EVENTS SINCE 2014

43%

VISITED NORWICH
SPECIFICALLY FOR THE
FESTIVAL IN 2018

The Noirwich Crime Writing Festival is one of the fastest growing literary festivals in the UK. A partnership between the world-leading Crime Writing programme at UEA and the National Centre for Writing, the events form part of a city-wide celebration of activities in Norwich, England's first UNESCO City of Literature.

Using our expertise and research, the four-day event brings together new writing and new collaborations from writers, performers and producers who are defining and redefining the reach of this most dynamic, contemporary and engaging art form.

Previous speakers including Val McDermid, Nicci French, Paula Hawkins and Elizabeth Haynes.

VISITORS HAVE SPENT
AN ESTIMATED

£400K

IN NORWICH SINCE THE
FESTIVAL LAUNCHED

THE FESTIVAL
HAS WELCOMED

100+

AUTHORS TO NORWICH
SINCE 2014

SUSTAINABILITY



2017 SAW A
49%
REDUCTION IN CARBON
EMISSIONS PER M²
FROM LEVELS IN 1990

In 2018 UEA signed the United Nations Sustainable Development Accord, positioning it among a growing international consensus of organisations striving for sustainability in education.

This commitment is enacted through UEA's Environmental Sustainability Policy which influences environmental and campus management, operations and policy, as well as teaching and research at the University.

One aim of the Policy is to minimise the consumption of non-renewable energy, and greenhouse gas emissions. As the size of campus continues to grow, UEA's carbon emissions per m² of space continues to reduce. Two on-site low carbon Combined Heat and Power engines generate 72% of electricity used on site – increasing to 90% in the winter – and seven months after they were installed, UEA actually produced more electricity during one working day than it needed, exporting the excess to the National Grid.

This publication has been printed on FSC-certified paper using vegetable-based inks.



THE NUMBER OF STUDENTS, STAFF AND VISITORS USING REUSABLE CUPS FOR THEIR HOT DRINKS ON CAMPUS ROSE FROM
2 - 66%
FROM NOVEMBER 2017 TO JANUARY 2019

Students and staff are encouraged to take positive action towards resource efficiency and waste reduction, through campaigns such as the Big Holiday Switch Off, initiatives such as Green Impact Awards, and social media.

The number of students, staff and visitors using reusable cups for their hot drinks on campus rose from just 2% in the period November 2017 to January 2018, to 66% from November 2018 to January 2019.

In the 2016-17 winter Big Holiday Switch Off campaign, 578,487 kWh of energy was saved – the equivalent of 4,861 houses over the same two-week period. This was a 27% reduction of term-time electricity and heat.

UEA uses local recycling services wherever possible, as transporting waste can increase congestion and create air pollution. The majority of UEA's general waste is used to make energy, with very little waste going to landfill.



IN THE BIG HOLIDAY SWITCH OFF CAMPAIGN IN 2016-17
578,487 kWh
OF ENERGY WAS SAVED
=
4,861
HOUSES OVER THE SAME TWO-WEEK PERIOD

WORLD-LEADING RESEARCH

As pioneers of global climate research, UEA has been at the forefront of world-leading, future-shaping environmental research for 50 years. As well as making a significant impact on international strategies to tackle the challenge of climate change, the School of Environmental Sciences is recognised both nationally and internationally for its pioneering work on natural hazards, sustainable communities, oceans, rivers, meteorology and geophysics, as well as energy security and biodiversity conservation.

UEA also continues to lead in the study of International Development studies and other sustainability related fields.

UEA GREEN IMPACT STAFF TEAMS
IN 2017:

26,046 kg
CO₂ SAVED

£7,000
SAVED

1,455
STAFF ENGAGED

633

GREEN ACTIONS CARRIED OUT

(green actions include everything from putting up engagement posters to upcycling competitions to creating a herb wall)

78
TEAM MEMBERS AND

52
STUDENTS TRAINED
AS AUDITORS AND
PROJECT ASSISTANTS



CIVIC IMPACT

UNIVERSITY OF SANCTUARY

In January 2018, UEA was recognised as a University of Sanctuary – one of only nine universities in the UK and Ireland to be awarded this status to date.

This is in recognition of UEA's commitment to offer sanctuary seekers a culture of inclusivity, respect and safety. This is delivered through a broad range of schemes and activities, including scholarship programmes, educational activities and events, as well as collaboration with local organisations and groups.

There are currently 16 students at UEA identified as being from a forced migration background, including asylum seekers and refugees. The true number of sanctuary scholars at UEA is, however, believed to be higher, as some students prefer not to identify as sanctuary seekers.

UEA offers scholarships at undergraduate and postgraduate levels to help reduce the barriers to higher education faced by those seeking asylum in the UK. UEA is proud to have been able to offer 10 'Sanctuary Scholarships' since the inception of the Article 26/Sanctuary Initiative. Article 26 is a project aimed at supporting students who have sought sanctuary in the UK to access and succeed in higher education. The project takes its name from Article 26 of the Universal Declaration of Human Rights, which states that 'higher education shall be equally accessible to all on the basis of merit'.

UEA has also joined the Council for At-Risk Academics (CARA) UK Universities Network and financed a scholarship in connection with CARA. The Council helps academics who are at risk of imminent imprisonment, injury or death to find temporary refuge in universities and research institutions until they can one day return home.

THERE ARE
CURRENTLY

16

STUDENTS AT
UEA IDENTIFIED
AS BEING FROM
A FORCED
MIGRATION
BACKGROUND

“I was an undergraduate in Pharmacy at Aleppo University. When the war started, I began applying for different scholarships in the UK... I had dreamt of doing a PhD for a long time and UEA was very generous to offer me a scholarship to continue doing my degree. The day I heard the news was the happiest day of my life.”

ENANA ALASSAF

CONNECT WITH US

To find out more about the information in this report, or about collaborating with UEA, please email business@uea.ac.uk

 @UEAforBusiness  UEA for Business

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ENQUIRIES

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