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CHAPTER 1
INTRODUCTION

The local role of higher education is a matter of growing interest in the UK and internationally. This report presents a summary of findings from analysis of the impact of higher education on local economies in England. It updates a previous 2010 Universities UK report, *Making an economic impact: higher education and the English regions*, and its focus is on the impact of the institutions as enterprises in themselves and the higher education sector in each geographical region as an industry.

With 130 higher education institutions overall, in terms of turnover the higher education sector in England makes up 83% of all UK higher education. It has a total revenue of £23.3 billion (the UK as a whole has a revenue of £27.9 billion), employs over 262,700 staff and has over two million students spread across England.

Recent studies in the UK have highlighted that higher education is important to the national economy, with a graduate workforce raising productivity and contributing to economic growth.1 The university research base is also seen as vital in fostering innovation, with the research base considered an essential part of the framework supporting innovation and national economic competitiveness.2

However, the importance of higher education in the local economy is also attracting extensive attention. Across Europe the growing emphasis on regional ‘smart specialisation’ is encouraging business, government and universities to work collaboratively to help identify, develop and maintain the particular strengths that will make for regional economic success.

Universities can bring many benefits to their local areas. They provide educational opportunities, are a source of research and innovation support, and can work with local and regional businesses as well as playing an important role in civic society. As independent organisations with a non-profit-making educational mission, universities can provide civic leadership as well as being – literally and metaphorically – a ‘public space’ for debate and exchange of ideas. As a result, universities can be perfectly situated to help develop and support the necessary collaborations that can be important for regional success.3 Universities also operate globally and their international connections are a vital link – especially for peripheral regions – with the wider world.

The 2013 Witty review4 of the role of universities in their local communities focused on how universities can drive growth and contribute to society. Witty recognised that universities will be important players in the work of Local Enterprise Partnerships (LEPs), particularly in support for innovation. The review recommended that all universities should have a presence on their LEP Board to work together with other organisations to stimulate economic growth in their area.

The Witty review explored many of the other ways universities benefit their local areas, not only through education and research but also as economic actors in themselves, being a vital source of economic activity in a region, with a positive influence particularly during times of recession. Universities are substantial enterprises and are frequently among the largest employers in their localities. They are counter-cyclical. While they may not grow as fast as other enterprises during an economic boom, neither do they contract as much in a recession – thus being a source of stability, anchoring investment in the region.

The economic contribution of higher education institutions as businesses in their region is the subject of this report. The report highlights key economic characteristics of the higher education sector in each of the nine regions5 of England, including institutional income, employment and expenditure. The report also presents the results of modelled secondary or ‘knock-on’ effects of higher education expenditure on the regions, showing how many jobs are dependent on the universities and the contribution being made to GDP.

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5. Each region is defined as the former government office region.
In relation to the economic impact generated by students in a region, the impact of international (i.e. all non-UK) off-campus student expenditure is considered. Additional analysis is also made of the off-campus expenditure of domestic students from outside the region who are attracted there by the universities. While domestic student expenditure is not additional to the UK economy as a whole, it is legitimate at a regional level to consider the money being attracted into a region from the rest of the UK. Analysis is not included of the off-campus expenditure of local students (i.e. students from the specific region under analysis) on the basis that their personal expenditure is not additional to the region, but is likely to have occurred in the region in any event.

Analysis has been conducted and results presented at sectoral level for each region, examining the collective impact of the region’s universities rather than the individual impact of each university. Each region has different characteristics in terms of its business and industrial structure, and the composition of its higher education sector.

The analysis was conducted of each region separately, using a two-stage approach to the estimation of the economic impact of each regional higher education sector. The impact of the higher education institutions on the UK economy was modelled, using a purpose-designed economic input-output model of the UK. Analysis was then undertaken, using a Location Quotient approach, to estimate the share of the institutional impact on the UK likely to have accrued to the region. Fuller details of the methodological approach are given in Annexe A.

The institutions included are the 130 institutions in England that are included in the data collected by the Higher Education Statistics Agency. These include universities and colleges of higher education as well as conservatoires and other specialist institutions. In this report they will all be referred to as ‘universities’ or ‘higher education institutions’.
CHAPTER 2
SUMMARY OF RESULTS FOR EACH REGION

2.1 East of England

- Total revenue of East of England higher education institutions was £2.46 billion in 2011–12.
- International revenue amounted to £467 million which, together with the estimated off-campus expenditure of international (all non-UK) students (£369 million), represented a total of £836 million export earnings.
- Universities provided 21,123 full-time equivalent jobs across a range of occupations and skill levels.
- 33,148 full-time equivalent jobs were generated outside the universities, with most (30,494) based in the region.
- The universities’ own output was £2.46 billion. Through knock-on effects they generated an additional £3.35 billion in other industries throughout the UK, with the majority (£3.1 billion) in the region.
- Universities attracted 32,730 students from outside the UK to study in the region.
- International students’ off-campus expenditure (£369 million) generated £554 million of output and 4,691 full-time equivalent jobs throughout the UK.
- The East of England higher education institutions, together with the spending of international students and students from other parts of the UK, generated 62,840 jobs in the region, which was equivalent to 2.2% of the 2012 East of England workforce in employment.6
- The higher education institutions alone generated regional GVA of £2.9 billion (direct plus secondary), which was equivalent to around 2.6% of all 2011 East of England GVA.
- When combined with the impact of the spending of international students and students from other parts of the UK, a total regional GVA of over £3.5 billion was generated, equivalent to 3.1% of total East of England GVA.7

2.2 East Midlands

- Total revenue of East Midlands higher education institutions was £1.7 billion in 2011–12.
- International revenue amounted to £345 million which, together with the estimated off-campus expenditure of international students (£293 million), represented a total of £638 million of export earnings.
- Universities provided 21,478 full-time equivalent jobs across a range of occupations and skill levels.
- 23,118 full-time equivalent jobs were generated outside the universities, with most (19,240) based in the region.
- The universities’ own output was £1.7 billion. Through knock-on effects they generated an additional £2.3 billion in other industries throughout the UK, with the majority (£1.9 billion) in the region.
- Universities attracted 25,945 students from outside the UK to study in the region.
- International students’ off-campus expenditure (£293 million) generated £440 million of output and 3,719 full-time equivalent jobs throughout the UK.
- Universities attracted 84,695 students from other parts of the UK to study in the region.
- The off-campus expenditure of students from the rest of the UK (£938 million) generated £1.1 billion of output and 9,527 full-time equivalent jobs in the region.

6. ONS regional summary of labour market indicators for 2012 (2,907,000 people in employment in the East of England)
7. East of England regional GVA in 2011 was £114.1 billion. (ONS 2012)
The universities, together with the expenditure of their international students and students from the rest of the UK, generated 53,220 jobs in the region, equivalent to 2.5% of the 2012 workforce in employment.\(^8\)

The higher education institutions alone generated over £2 billion of regional GVA (direct and secondary), equivalent to around 2.5% of all 2011 East Midlands GVA.

When combined with the spending of international students and students from other parts of the UK, a total regional GVA of £2.7 billion was generated, equivalent to 3.3% of total 2011 East Midlands GVA.\(^9\)

2.3 London

Total revenue of London higher education institutions was £5.8 billion in 2011–12.

International revenue amounted to £1.3 billion which, together with the estimated off-campus expenditure of international students (£1.2 billion), represented a total of £2.5 billion in export earnings.

Universities provided 56,896 full-time equivalent jobs across a range of occupations and skill levels.

Over 78,380 full-time equivalent jobs were generated outside the universities, with most (64,241) based in London.

The universities’ own output was £5.8 billion. Through knock-on effects they generated an additional £7.9 billion in other industries throughout the UK, with the majority (£5.9 billion) in London.

Universities attracted 102,995 students from outside the UK to study in London.

International students’ off-campus expenditure (£1.2 billion) generated £1.7 billion of output and 14,763 full-time equivalent jobs throughout the UK.

Universities attracted 113,995 students from other parts of the UK to study in London.

The off-campus expenditure of students from the rest of the UK (£1.4 billion) generated £1.5 billion of output and 13,447 full-time equivalent jobs in London.

2.4 North East

Total revenue of North East higher education institutions was £1.1 billion in 2011–12.

International revenue amounted to £244 million which, together with the estimated off-campus expenditure of international students (£213 million), represented a total of £457 million of export earnings.

Universities provided 14,661 full-time equivalent jobs across a range of occupations and skill levels.

15,261 full-time equivalent jobs were generated outside the universities, with most (11,493) based in the region.

The universities’ own output was £1.1 billion. Through knock-on effects they generated an additional £1.5 billion in other industries throughout the UK, with the majority (£1.1 billion) in the region.

Universities attracted 18,860 students from outside the UK to study in the region.

International students’ off-campus expenditure (£213 million) generated £319 million of output and 2,703 full-time equivalent jobs throughout the UK.

Universities attracted 40,505 students from other parts of the UK to study in the region.

The off-campus expenditure of students from the rest of the UK (£457 million) generated £509 million of output and 14,763 full-time equivalent jobs in the region.

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8. ONS 2013 (East Midlands 2012 employment was 2,121,000)
9. East Midlands regional GVA in 2011 was £81.6 billion. (ONS 2012)
10. ONS regional summary of labour market indicators for 2012 (3,933,000 people in employment in London)
11. London GVA in 2011 was £283 billion. (ONS 2012)
million of output and 4,156 full-time equivalent jobs in the region.

- The universities, together with the expenditure of their international students and students from the rest of the UK, generated 32,246 jobs in the region. This was equivalent to 2.76% of the workforce in employment in 2012.  

- The universities alone generated £1.3 billion of regional GVA (direct plus secondary), equivalent to around 3% of all 2011 North East GVA.

- Combined with the spending of international students and students from other parts of the UK, regional GVA of nearly £1.6 billion was generated, equivalent to 3.8% of total 2011 North East GVA.

### 2.5 North West

- Total revenue of North West higher education institutions was £2.6 billion in 2011–12.

- International revenue amounted to £461 million which, together with the estimated off-campus expenditure of international students (£387 million), represented a total of £848 million of export earnings.

- Universities provided 31,085 full-time equivalent jobs across a range of occupations and skill levels.

- 34,617 full-time equivalent jobs were generated outside the universities, with most (29,795) based in the region.

- The universities’ own output was £2.61 billion. Through knock-on effects they generated an additional £3.48 billion in other industries throughout the UK, with the majority (£2.91 billion) in the region.

- Universities attracted 34,270 students from outside the UK to study in the region.

- International students’ off-campus expenditure (£387 million) generated £886 million of output and 9,286 full-time equivalent jobs in the region.

- The universities, together with the expenditure of their international students and students from the rest of the UK, generated 74,218 jobs in the region. This was equivalent to 2.3% of the 2012 North West workforce in employment.

- The higher education institutions alone generated £3.1 billion of regional GVA (direct plus secondary), equivalent to around 2.5% of all 2011 North West GVA.

- Combined with the spending of international students and students from the rest of the UK, regional GVA of £3.86 billion was generated, equivalent to 3.1% of total 2011 North West GVA.

### 2.6 South East

- Total revenue of South East higher education institutions was £3.8 billion in 2011–12.

- International revenue amounted to £707 million which, together with the estimated off-campus expenditure of international students (£549 million), represented a total of £1.26 billion of export earnings.

- Universities provided 45,982 full-time equivalent jobs across a range of occupations and skill levels.

- 50,920 full-time equivalent jobs were generated outside the universities, with most (45,515) based in the region.

- The universities’ own output was £3.8 billion. Through knock-on effects they generated an additional £5.1 billion in other industries throughout the UK, with the majority (£4.5 billion) in the region.

- Universities attracted 48,675 students from outside the UK to study in the region.

- International students’ off-campus expenditure (£549 million) generated £825 million of output and 6,977 full-time equivalent jobs in the region.

- Universities attracted 80,030 students from other parts of the UK to study in the region.

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12. ONS regional summary of labour market indicators for 2012
13. North East regional GVA in 2011 was £41.6 billion (ONS 2012)
14. ONS regional summary of labour market indicators for 2012
15. North West regional GVA in 2011 was £123.9 billion (ONS 2012)
• Universities attracted 98,170 students from other parts of the UK to study in the region.

• The off-campus expenditure of students from the rest of the UK (£1.1 billion) generated £1.4 billion of output and 12,591 full-time equivalent jobs in the region.

• The universities, together with the expenditure of their international students and students from the rest of the UK, generated 110,331 jobs in the region. This was equivalent to 2.6% of the South East workforce in employment in 2012.16

• The higher education institutions alone generated £4.7 billion of regional GVA (direct plus secondary), equivalent to around 2.4% of all regional GVA. Combined with the spending of international students and students from other parts of the UK, regional GVA of nearly £5.7 billion was generated, equivalent to around 3% of total 2011 South East region GVA.17

2.7 South West

• Total revenue of South West higher education institutions was £1.7 billion in 2011–12.

• International revenue amounted to £288 million which, together with the estimated off-campus expenditure of international students (£270 million), represented a total of £558 million of export earnings.

• Universities provided 20,522 full-time equivalent jobs across a range of occupations and skill levels.

• 22,207 full-time equivalent jobs were generated outside the universities, with most (19,677) based in the region.

• The universities’ own output was £1.7 billion. Through knock-on effects they generated an additional £2.2 billion in other industries throughout the UK, with the majority (£1.9 billion) in the region.

• Universities attracted 23,915 students from outside the UK to study in the region.

• International students’ off-campus expenditure (£270 million) generated £405 million of output and 3,428 full-time equivalent jobs throughout the UK.

2.8 West Midlands

• Total revenue of West Midlands higher education institutions was £1.95 billion in 2011–12.

• International revenue amounted to £394 million which, together with the estimated off-campus expenditure of international students (£408 million), represented a total of £802 million of export earnings.

• Universities provided 23,674 full-time equivalent jobs across a range of occupations and skill levels.

• 25,361 full-time equivalent jobs were generated outside the universities, with most (19,451) based in the region.

• The universities’ own output was £1.95 billion. Through knock-on effects they generated an additional £2.6 billion in other industries throughout the UK, with the majority (£1.9 billion) in the region.

• Universities attracted 36,140 students from outside the UK to study in the region.

• International students’ off-campus expenditure (£408 million) generated £612 million of output.

16. ONS regional summary of labour market indicators for 2012 (4,225,000 people in employment in the South East)
17. South East regional GVA in 2011 was £192.3 billion. (ONS 2012)
18. ONS regional summary of labour market indicators for 2012 (2,544,000 people in employment)
19. South West regional GVA in 2011 was £102 billion. (ONS 2012)
and 5,180 full-time equivalent jobs throughout the UK.

- Universities attracted 76,580 students from other parts of the UK to study in the region.
- The off-campus expenditure of students from the rest of the UK (£864 million) generated £981 million of output and 8,309 full-time equivalent jobs in the region.
- The universities, together with the expenditure of their international students and students from the rest of the UK, generated 55,355 jobs in the region. This was equivalent to 2.18% of the workforce in employment in 2012.20

- The higher education institutions alone generated £2.2 billion of regional GVA (direct plus secondary), equivalent to around 2.3% of 2011 West Midlands regional GVA.

- Combined with the spending of their international students and students from other parts of the UK, regional GVA of £2.9 billion was generated, equivalent to 3% of total 2011 West Midlands region GVA.21

2.9 Yorkshire and Humberside

- Total revenue of Yorkshire and Humberside higher education institutions was £2.2 billion in 2011–12.

- International revenue amounted to £422 million which, together with the estimated off-campus expenditure of international students (£380 million), represented a total of £802 million of export earnings.

- Universities provided 27,375 full-time equivalent jobs across a range of occupations and skill levels.

- 28,227 full-time equivalent jobs were generated outside the universities, with most (22,270) based in the region.

- The universities’ own output was £2.2 billion. Through knock-on effects they generated an additional £2.8 billion in other industries throughout the UK, with the majority (£2.1 billion) in the region.

- Universities attracted 33,655 students from outside the UK to study in the region.

- International students’ off-campus expenditure (£380 million) generated £570 million of output and 4,823 full-time equivalent jobs throughout the UK.

- Universities attracted 94,430 students from other parts of the UK to study in the region.

- The off-campus expenditure of students from the rest of the UK (£1 billion) generated over £1.1 billion of output and 9,677 full-time equivalent jobs in the region.

- The universities, together with the expenditure of their international students and students from the rest of the UK, generated 62,838 jobs in the region. This was equivalent to 2.5% of the region’s workforce in employment in 2012.22

- The higher education institutions alone generated £2.5 billion of regional GVA (direct plus secondary), equivalent to around 2.7% of all 2011 Yorkshire and Humberside GVA.

- Combined with the spending of international students and students from other parts of the UK, regional GVA of over £3.2 billion was generated, equivalent to 3.5% of total 2011 Yorkshire and Humberside GVA.23

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20. ONS regional summary of labour market indicators for 2012 (2,533,000 people in employment in the West Midlands)
21. West Midlands regional GVA in 2011 was £95.8 billion. (ONS 2012)
22. ONS regional summary of labour market indicators for 2012 (2,496,000 people in employment in Yorkshire and Humberside)
23. Yorkshire and Humberside GVA in 2011 was £91.04 billion. (ONS 2012)
ANNEXE A

METHODOLOGY AND DATA SOURCES

The primary focus of the study was the higher education sector in each region as an industry and the impact generated by sector activity during the academic and financial year 2011–12. The study examined the impact of the off-campus expenditure of international students who were studying at the higher education institutions in that year. It also analysed the additional injection into the regional economy of the expenditure of students from the rest of the UK (i.e. from outside the specific region being analysed). While domestic student expenditure is not additional to the UK economy as a whole, it is legitimate at a regional level to consider the money being attracted into a region from the rest of the UK.

The study utilised a two-stage approach to the estimation of the economic impact of each region’s higher education sector. The impact of the higher education institutions on the UK economy was modelled, using a purpose-designed economic model of the UK. Analysis was then undertaken, using a Location Quotient approach, to estimate the share of the institutional impact on the UK likely to have accrued to the region.

The model used was a ‘Type II’ input-output model based on actual UK data derived from the UK Input-Output Tables [Office for National Statistics] together with Labour Force Survey and Annual Business Inquiry data and the 2008 UK Blue Book. The modelling system was updated in 2013 to reflect productivity increases and related economic changes. Additional data sources include the Producers’ Prices Index, ONS Regional Accounts and Local Area Data from the ONS including the Business Register and Employment Survey and other regional labour market data from nomisweb.co.uk. The core modelling system is based on SOC 2000 and SIC 2003 classifications and this has been used for the one-digit aggregate presentation of results. The modelling system used was purpose-designed for UK higher education institutions and is the most recent version of the Universities UK modelling system. The technical specification for the model is included in The impact of universities on the UK economy [Kelly, McLellan and McNicoll, Universities UK, 2009].

Other data sources and issues arising

The main source of higher education data is the Higher Education Statistics Agency (HESA) publications on higher education finance, staffing and students. These do not, however, completely disaggregate higher education institutions’ revenue sources (for instance they do not separately identify EU student fees paid from domestic higher education student fees paid). Hence there needs to be additional analysis to estimate overall proportions of income from public, private and international sources. In these studies estimates were made of the EU student fee component of institutional international earnings on the basis of the average fee paid by the UK and EU student group in each region. Where data was not available from HESA, estimates were made of the pattern of public/private/international split of income based on tacit knowledge and observations from previous detailed studies of the income sources of individual universities (making the assumption that the broad pattern of other income sources, e.g. for residence and catering, is likely to be similar for most institutions).

24. In this context ‘international students’ refers to all students whose permanent domicile is recorded as outside the UK, including other parts of the EU as well as non-EU students.
ANNEXE B

INSTITUTIONS INCLUDED IN THE STUDIES

East of England
Anglia Ruskin University
University of Bedfordshire
University of Cambridge
Cranfield University
University of East Anglia
University of Essex
University of Hertfordshire
Norwich University College of the Arts
Writtle College

East Midlands
Bishop Grosseteste University College Lincoln
De Montfort University
University of Derby
University of Leicester
University of Lincoln
Loughborough University
The University of Northampton
The University of Nottingham
Nottingham Trent University

London
Birkbeck, University of London
Brunel University
The Institute of Cancer Research
Central School of Speech and Drama
City University London
Conservatoire for Dance and Drama
Courtauld Institute of Art
University of East London
Goldsmiths, University of London
University of Greenwich
Guildhall School of Music and Drama
Heythrop College
Imperial College London
Institute of Education
King’s College London
Kingston University
University of the Arts London
London Business School
University of London [institutes and activities]
London Metropolitan University
London South Bank University
London School of Economics and Political Science
London School of Hygiene and Tropical Medicine
Middlesex University
Queen Mary, University of London
Ravensbourne
University of Roehampton
Rose Bruford College
Royal Academy of Music
Royal College of Art
Royal College of Music
Royal Veterinary College
St George’s Hospital Medical School
St Mary’s University College, Twickenham
SOAS, University of London
Trinity Laban Conservatoire of Music and Dance
UCL School of Pharmacy
University College London
University of West London
University of Westminster

North East
Durham University
Newcastle University
Northumbria University
University of Sunderland
Teesside University

North West
University of Bolton
University of Central Lancashire
University of Chester
University of Cumbria
Edge Hill University
Lancaster University
Liverpool Hope University
Liverpool John Moores University
The Liverpool Institute for Performing Arts
University of Liverpool
Manchester Metropolitan University
The University of Manchester
Royal Northern College of Music
University of Salford

South East
University of Brighton
Buckinghamshire New University
The University of Buckingham
Canterbury Christ Church University
University of Chichester
University for the Creative Arts
University of Kent
The Open University
Oxford Brookes University
University of Oxford
University of Portsmouth
University of Reading
Royal Holloway, University of London
Southampton Solent University
University of Southampton
University of Surrey
University of Sussex
University of Winchester
South West
Bath Spa University
University of Bath
Arts University Bournemouth
Bournemouth University
University of Bristol
University of Exeter
University College Falmouth
University of Gloucestershire
University of St Mark & St John
Plymouth University
Royal Agricultural University
University of the West of England, Bristol

Yorkshire and Humberside
University of Bradford
University of Huddersfield
The University of Hull
Leeds College of Art
Leeds Metropolitan University
University of Leeds
Leeds Trinity University College
Sheffield Hallam University
The University of Sheffield
York St John University
The University of York

West Midlands
Aston University
Birmingham City University
University of Birmingham
University College Birmingham
Coventry University
Harper Adams University College
Keele University
Newman University College
Staffordshire University
The University of Warwick
University of Wolverhampton
University of Worcester
ANNEXE C

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Office for National Statistics Business Register and Employment Survey (BRES)

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