

MANCHESTER
1824

The University of Manchester



**MEASURING THE
DIFFERENCE**

**SOCIAL AND ECONOMIC
IMPACT REPORT
2016/2017**

VIEWFORTH CONSULTING LTD



05	FOREWORD
06	OUR COMMITMENT TO SOCIAL RESPONSIBILITY
08	OVERALL ECONOMIC IMPACT
16	IMPACT OF SOCIAL RESPONSIBILITY SIGNATURE PROGRAMMES
19	RESEARCH ADDRESSING INEQUALITIES IN GREATER MANCHESTER
21	ETHICAL GRAND CHALLENGES
23	THE UNIVERSITY SCHOOL GOVERNOR INITIATIVE
23	CULTURAL EXPLORERS
25	THE WORKS
27	10,000 ACTIONS
28	REFLECTION AND CONCLUSIONS



**MEASURING THE
DIFFERENCE**

FOREWORD

Unique among UK universities, social responsibility is one of our three core goals. This commits us to making a difference to the social and environmental wellbeing of our communities and wider society through our teaching, research and public events and activities.

Following a review and consultation in 2013, an Office for Social Responsibility was established to lead, coordinate and develop a strategy for social responsibility across five key areas: research with impact, socially responsible graduates, engaging our communities, responsible processes and environmental sustainability.

Recognising the broad range of impact the University has on wider society, we commissioned Viewforth Consulting – specialists in the analysis of economic and social impact of UK higher education institutions – to provide an independent assessment of our impact. This is the second *Measuring the Difference* report, updating and extending the previous analysis of the University's impact undertaken in 2013. This update places a new focus on the University's impact on the Greater Manchester city region, which is fast becoming one of the most important city regions in the UK and is integral to the development of a Northern Powerhouse.

The report provides an assessment of our impact across two key areas. Firstly, it establishes a measure of the University's overall economic impact. Secondly, it provides an overview of impact across six key 'signature programmes' established as part of our strategy for social responsibility.

The data provided by Viewforth not only demonstrates the significant social and economic impact created by The University of Manchester. Through the use of case studies of social impact, it points to ways we can further refine, prioritise and measure our impact across our burgeoning set of social responsibility signature programmes.



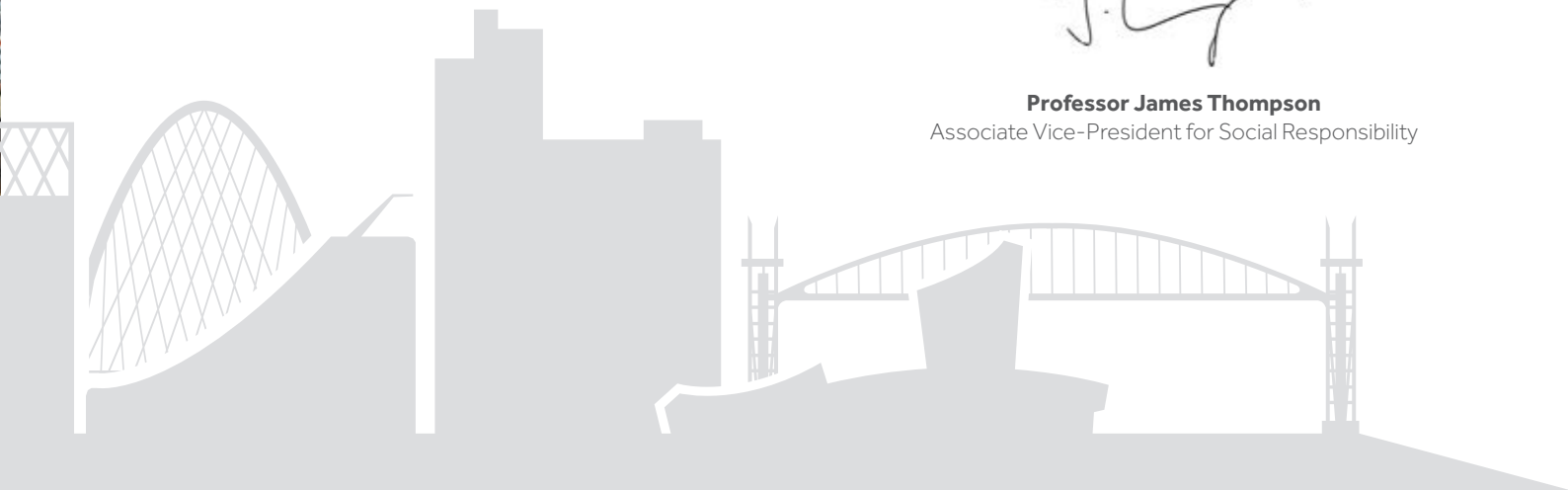
A handwritten signature in black ink that reads "Julian Skyrme".

Dr Julian Skyrme
Director of Social Responsibility



A handwritten signature in black ink that reads "J. Thompson".

Professor James Thompson
Associate Vice-President for Social Responsibility



OUR COMMITMENT TO SOCIAL RESPONSIBILITY

Social responsibility is one of The University of Manchester's core goals. No other UK university affords social responsibility this level of strategic priority.

Making a difference to society has been central to our purpose since our earliest roots in medical and technical education. One of our predecessor institutions, Owens College, widened access by removing the need for religious tests for entry. Another – the Manchester Mechanics' Institution – pushed to extend education to the working classes.

Our origins as England's first civic university are closely linked to Manchester's development as the world's first industrial city – a relationship that continues to thrive as the city takes on devolved powers from the national government. Today, we're the largest campus-based university in the UK. We have an international reputation for research and teaching, with a ranking of 35th in the 2016 Academic Ranking of World Universities.

Locally, our research power is set to benefit the region in areas including advanced materials and health-care innovation. We're one of Greater Manchester's biggest employers. Around 27% of our 39,700 students are from the north-west of England, whereas a similar proportion are international, extending the global reach of the University and the city.

The distinctive social origins and civic purpose of the University have been given substance through our prioritisation of social responsibility as one of our three core goals. Social responsibility sits equally alongside our commitment to world-class research and outstanding learning and student experience and challenges us to ask ourselves not only 'what are we good at?' but also 'what are we good for?' We make a significant contribution to our communities and wider society through our research, our education and a wide range of activities undertaken by our staff, students and alumni. We have prioritised a set of distinctive social responsibility 'signature programmes' to focus efforts where we think we can make the biggest difference.



The University of Manchester will be a world-leading university recognised globally for the excellence of its research, outstanding learning and student experience, and its social, economic and cultural impact.

(Manchester 2020)



THE IMPACT OF OUR COMMITMENT

In this report, we examine how we are having an impact on society and the economy. Viewforth Consulting was commissioned to undertake independent analysis, modelled using established techniques¹, on the impact of the University's expenditure, together with that of its students.

¹The expenditure analysis was undertaken using an input-output model of the UK with 12 regional extensions. It was purpose-designed for higher education analysis and was derived from official UK government statistics. A new 'gravity model', specific to the University and drawing on employment and population data, was used to model the flow of impact across Greater Manchester. The overview analysis of the broader economic and social value was generated by covering the most recent year for which higher education data was available from the Higher Education Statistics Agency. All data in this report was produced by Viewforth Consulting, unless otherwise indicated.

THE UNIVERSITY OF MANCHESTER

WORLD-CLASS RESEARCH
OUTSTANDING LEARNING AND STUDENT EXPERIENCE
SOCIAL RESPONSIBILITY



PHYSICAL/ ENVIRONMENTAL IMPACT

ACTIVITIES AND OUTPUTS	IMPACTS
Estates and buildings management	Energy efficiency Controlling carbon footprint
Provision of public art Maintenance of historic buildings	Wellbeing Heritage value
Gardens Green space provision	Amenity value Well-being
Provision of physical 'public space'	Well-being
Transport policies	Congestion and pollution reduction
Waste management and recycling	Sustainability



SOCIO-CULTURAL IMPACT

IMPACTS	ACTIVITIES AND OUTPUTS
Well-being Political stability Social capital	Graduate skills in society Civic leadership / social responsibility
Health Well-being Social advances	Research outputs leading to social, cultural or health advances
Heritage value	Heritage education and preservation
Social capital	Public service and outreach
Social capital and equality	Community outreach and partnerships
Equality	Widening participation
Cultural capital	Supporting creativity and innovation: conceptual 'public space'



FINANCIAL IMPACT

UNIVERSITY AS ENTERPRISE
(REVENUE, JOBS,
EXPENDITURE, OUTPUT,
EXPORT EARNING, GVA)

ACTIVITIES AND OUTPUTS	IMPACTS
Graduates in employment	Productivity
Business knowledge exchange and enterprise activity	Innovation and increased absorptive capacity of economy
Research outputs leading to inventions/patents/spin-outs	Jobs GDP

The value of the University's social responsibility programmes were based on an output-valuation approach. This drew on the theory of welfare economics and used cost-benefit analysis techniques to establish the value of each programme's output.



OVERALL ECONOMIC IMPACT

OVERALL ECONOMIC IMPACT

As the largest single-site university in the UK, The University of Manchester is of significant economic importance to the city and region, making a major contribution to wider social and economic development. The economic activity we generate creates jobs and output in the city, across the region and in the rest of the UK. Following the recent devolution from central government of a wide range of powers to the Greater Manchester Combined Authority, and the government's plans to

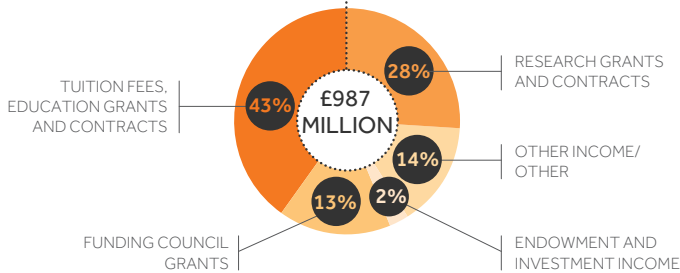
establish a Northern Powerhouse to rebalance the national economy, the Greater Manchester City Region is becoming even more important in the development of the north-west of England.

We now have new opportunities to build productive collaborations with local policymakers and play an even stronger role in supporting the city region's economic prosperity and its social, cultural and environmental well-being.

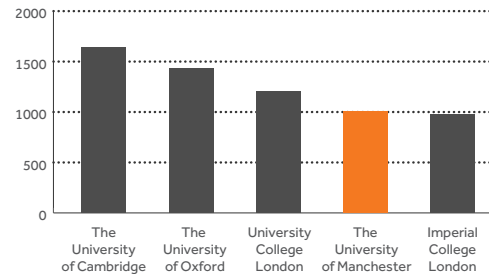
INCOME

With a total income of £987.2 million in 2015/16, we're the fourth largest university in the UK by turnover, 43% of this came from tuition fees and 28% from research grants and contracts. The £273 million attracted for research is the fourth largest share in the UK, behind only Oxford, Cambridge and University College London.

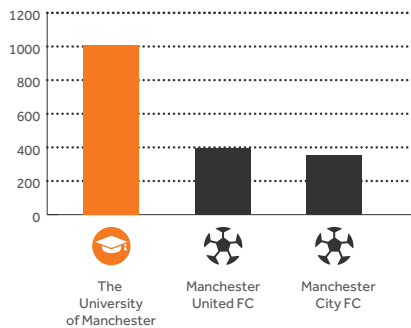
1 THE UNIVERSITY OF MANCHESTER 2015/16 TOTAL INCOME



2 TOP FIVE HIGHEST EARNING UK UNIVERSITIES 2015



3 COMPARATIVE SIZE OF IMPORTANT MANCHESTER ORGANISATIONS BY TURNOVER (2015) £M



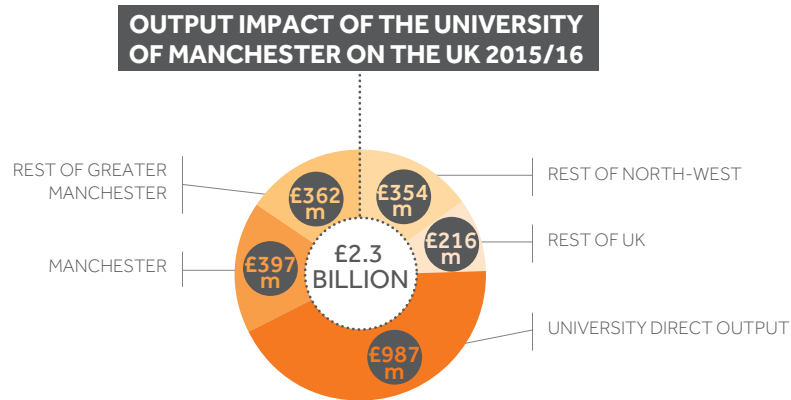
To put this in the context of the Greater Manchester area, our turnover is greater than the combined turnover of the region's biggest sports clubs, Manchester United and Manchester City.

SOURCE:

- 1 *Finances of Higher Education Providers 2014/15 (HESA 2016)*
- 2 *University of Manchester Financial Accounts 2015/16*
- 3 *HESA (2016) and annual reports for Manchester United FC, Manchester City FC (all for year ending 2015)*

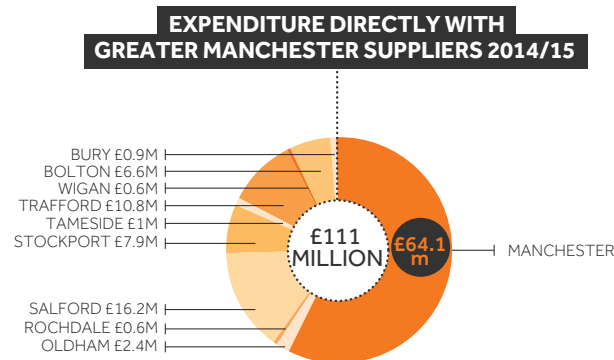
OUTPUT

As a non-profit organisation, we spend the majority of our turnover. Our total expenditure in 2015/16 was £943 million, covering expenses such as staff salaries and buying goods and services. This spurs output beyond the University, across the region and the UK.



MAXIMISING LOCAL IMPACT THROUGH PROCUREMENT

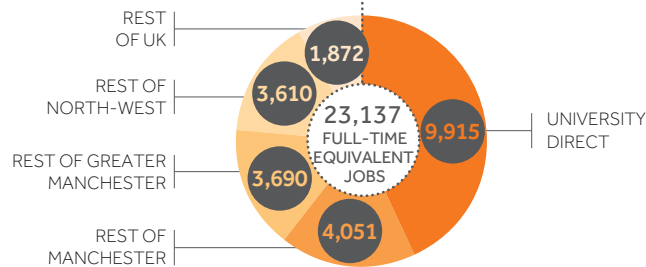
In 2014/15 we spent £383 million on goods and services across 300,000 individual purchases, large and small. Suppliers in Greater Manchester took £111 million of this – around 30% of our non-operational expenditure. We are committed to working closely with local businesses, hosting 'Meet the Buyer' events and setting up an online portal to help them register their interest in working with the University.



EMPLOYMENT

As one of the largest employers in the region, the University employed 9,915 full-time equivalent (FTE) jobs in 2015/16. Across the UK, a further 13,014 full-time equivalent jobs were created by the flow of our expenditure.

EMPLOYMENT IMPACT OF THE UNIVERSITY OF MANCHESTER ON THE UK 2015/16 - FULL-TIME EQUIVALENT ROLES (DIRECT AND SECONDARY)



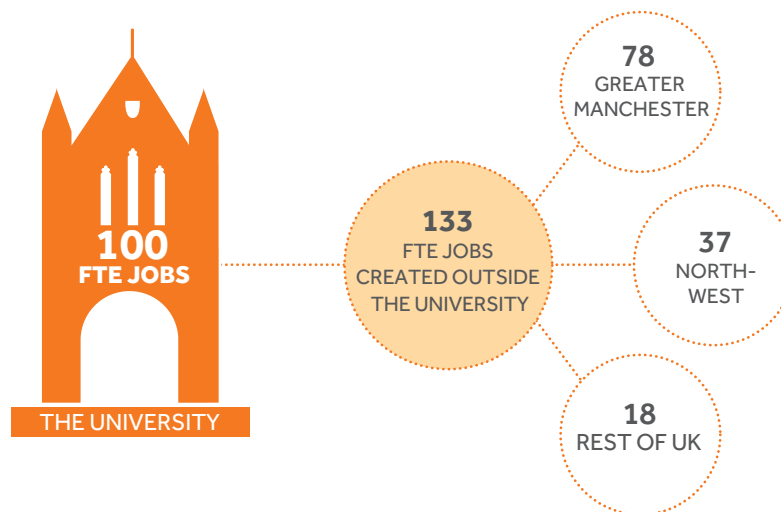
Viewforth Consulting developed a 'Type II employment multiplier' calculated as:

GREATER MANCHESTER: 1.77

NORTH WEST: 2.13

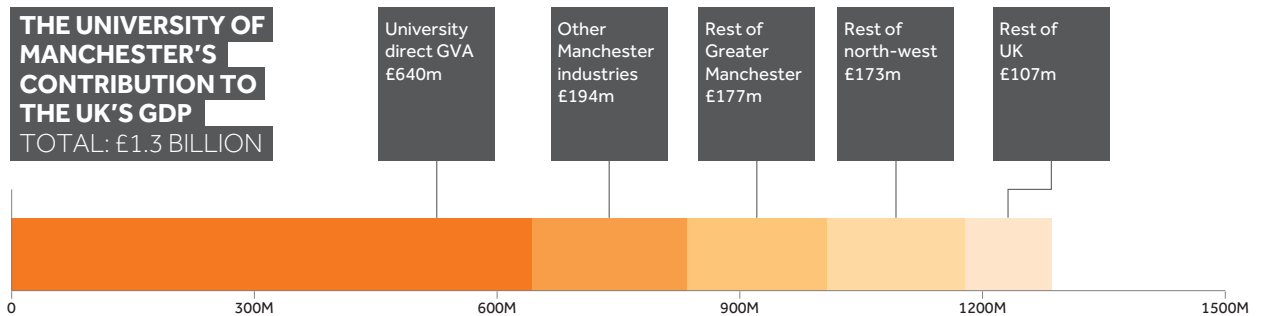
UK: 2.35

In other words, for every 100 FTE jobs inside the University there were 133 FTE jobs created outside the University in other UK industries; 78 in Greater Manchester, 37 in the rest of the north-west and a further 18 elsewhere in the UK.



GDP AND GVA

Nearly £1.3 billion of the UK's gross domestic product (GDP) can be traced back to the University. As a labour-intensive and high-skill organisation, we had a direct gross value added (GVA) of £640 million in 2015/16, generating a further £652 million in other industries.



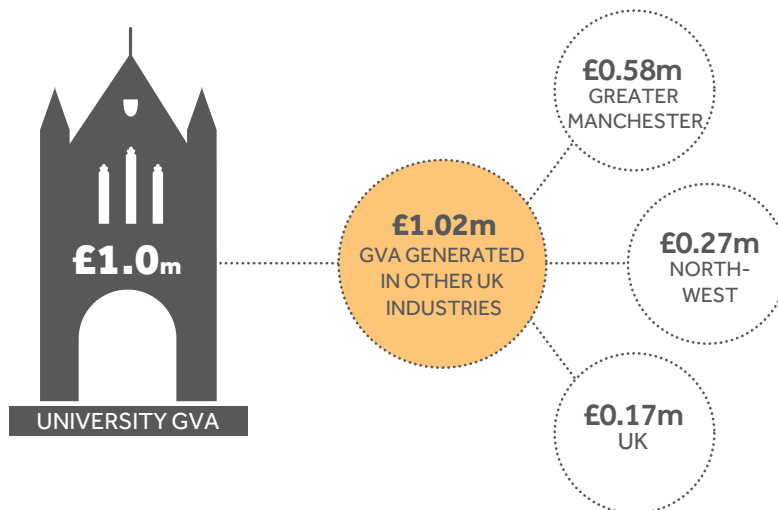
Viewforth Consulting developed a 'Type II GVA multipliers' calculated as:

GREATER MANCHESTER: 1.58

NORTH WEST: 1.85

UK: 2.02

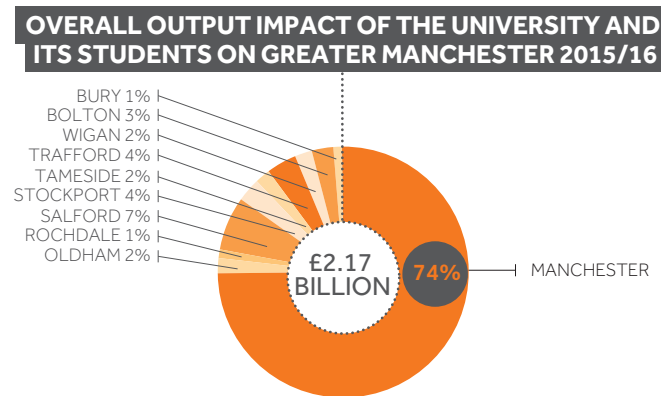
In other words, for every £1 million of University GVA, a further 1.02 million of GVA was generated in other UK industries, £0.58 million in Greater Manchester, a further £0.27 million in the rest of the North West and a further £0.17 million in the rest of the UK.



STUDENT IMPACT

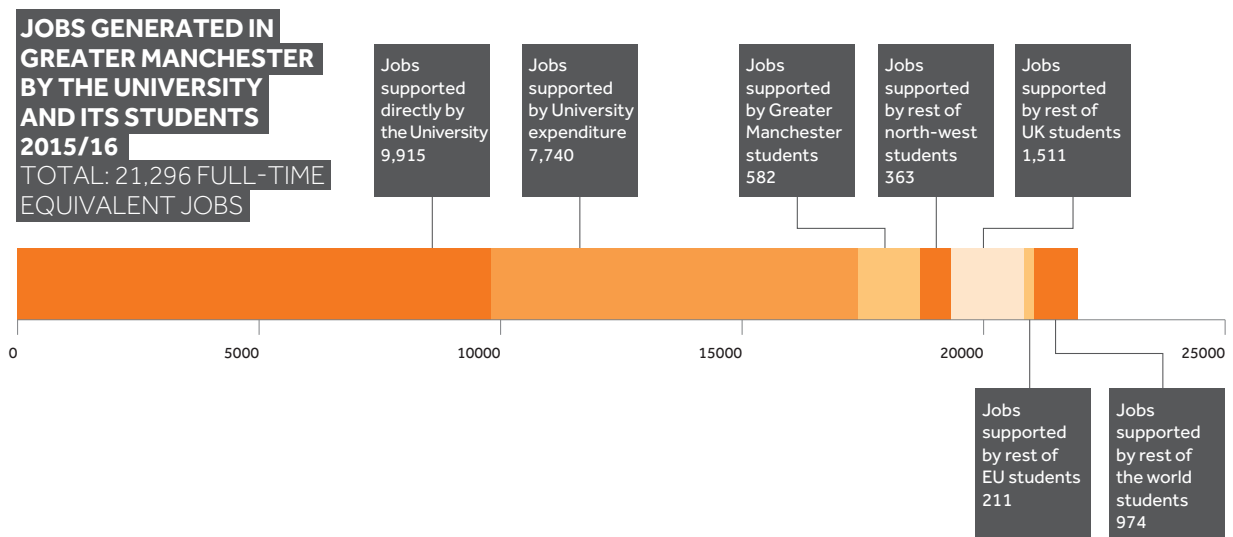
The University has the largest student population of any campus-based university in the UK. These students come from the UK and from across the world, generating expenditure of some £563 million per annum on areas such as airport travel, rent, the catering industry, clothing, retail and professional services.

The combined student and University expenditure in 2015/16 generated £2.17 billion of output across Greater Manchester and 21,300 jobs. There was a further £545 million of output across the rest of the north-west and 5,245 jobs.

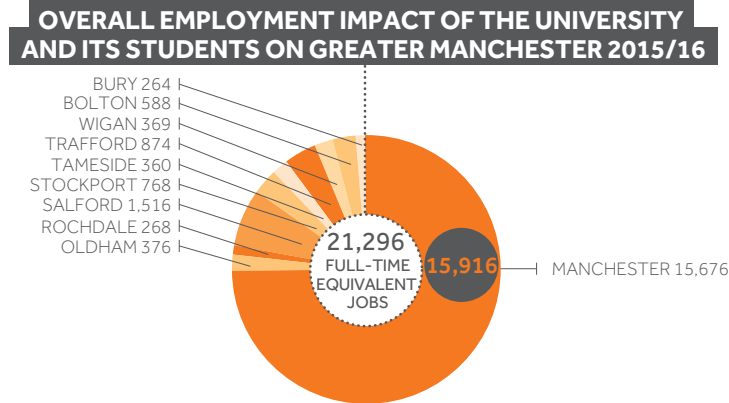


REGIONAL EMPLOYMENT GENERATED BY THE UNIVERSITY AND ITS STUDENTS

Nearly 21,300 FTE jobs in Greater Manchester were dependent on the University and its students. Across Manchester, this is equivalent to one in every 20 jobs in the city.



REGIONAL EMPLOYMENT GENERATED BY THE UNIVERSITY AND ITS STUDENTS CONTINUED



THE IMPACT OF THE UNIVERSITY ON CHESHIRE EAST

An additional element of University activity exists in Cheshire East, with the Jodrell Bank Observatory and the Jodrell Bank Discovery Centre. This includes academic research and teaching activity associated with the Observatory, as well as cultural and scientific engagement activity associated with the Discovery Centre. The international headquarters of the Square Kilometre Array (SKA) project is now based at Jodrell Bank. Activity around Jodrell Bank clearly has a particular impact on the immediate surrounding area through the spending of staff, students and visitors. In addition, nearly £3.3 million of expenditure has been spent with suppliers in the Cheshire East area. A modelling process has disaggregated the share of the overall impact of the University and its students that flows to the Cheshire East area.

- Output impact generated in Cheshire East (University and its students): £48.3 million
- Jobs generated in Cheshire East (University and its students): 465 FTE jobs
- GVA generated in Cheshire East (University and its students): £25.9 million

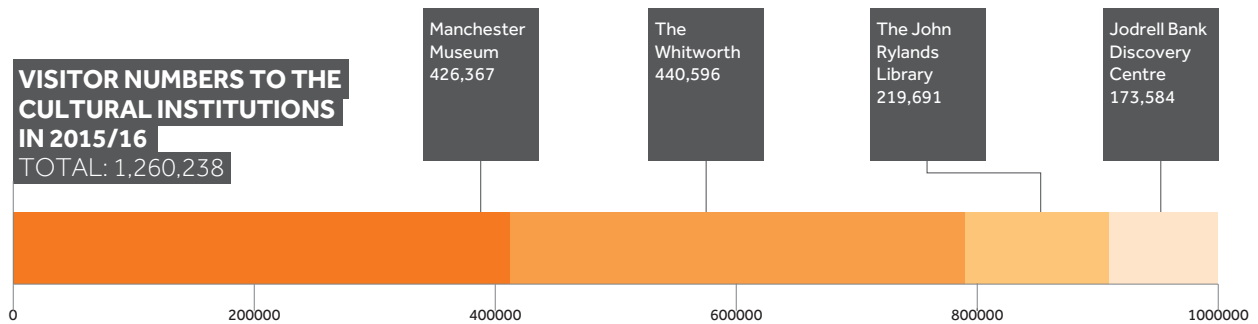
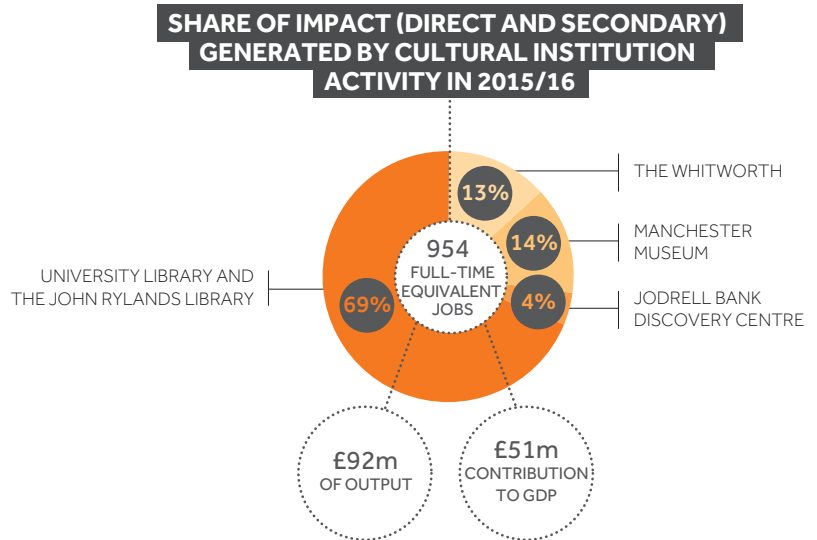
This relates to the secondary impact generated in Cheshire East as the University's direct output, employment and GVA remains attributed to Manchester, which is its main location (or 'head office'). Hence, people working for the University based at Jodrell Bank are still attributed to Manchester. This includes the secondary impact generated by Jodrell Bank Discovery Centre.

ECONOMIC IMPACT OF OUR CULTURAL INSTITUTIONS

We host four renowned cultural institutions with collections of national and international significance:

- Manchester Museum
- The Whitworth
- The John Rylands Library
- Jodrell Bank Discovery Centre

These institutions each have a measurable impact on society. Their spending on staff, equipment, materials and services generates economic activity, output and jobs.





IMPACT
OF SOCIAL
RESPONSIBILITY
SIGNATURE
PROGRAMMES

IMPACT OF SOCIAL RESPONSIBILITY SIGNATURE PROGRAMMES

We want to make a positive difference to the social, economic and environmental well-being of our communities. It's at the core of our mission as a university.

We have organised our approach into five themes to help us target resources to maximise our impact: research with impact, socially responsible graduates, engaging our communities, responsible processes and environmental sustainability.



Within these themes we have six 'signature programmes' that allow us to focus efforts on where we can make the biggest difference:

- Addressing Inequalities in Greater Manchester
- Ethical Grand Challenges
- School Governor Initiative
- Cultural Explorers Programme
- The Works
- 10,000 Actions

Each of these programmes are at different stages of maturity: some are already delivering significant social and economic value for our communities; others will in the future when they are scaled up and rolled out.

1 RESEARCH WITH IMPACT

1.5 million

women benefiting from breast cancer therapy developed by our researchers

335

staff working to address global inequalities

250+

researchers working on graphene and 2D structures to revolutionise future materials

Researchers developed an engine

25%

more fuel efficient than its closest competitor

650

staff researching energy solutions for the future

We aim to be a part of the

top 5

integrated cancer treatment systems in the world

£273.5m

research income received

£75m

devoted to energy research

500

local, regional and national stakeholders attended our Manchester Policy Week

We're a **leading European centre**

pioneering the bio-industrial future

55,000

people have engaged with our Policy@Manchester blogs

896

research partnerships with public, private and third-sector organisations

800+

people joined our Policy@Manchester network

£15.1m

of advertising value created by researchers through public media coverage

Our research is making a positive difference to society, addressing some of the major challenges we face in the 21st century.

RESEARCH ADDRESSING INEQUALITIES IN GREATER MANCHESTER

The Greater Manchester conurbation has some of the poorest areas in the country, with persistent inequalities of treatment, opportunities and experiences of different social groups.

We want to use our knowledge and expertise to help create a fairer Greater Manchester.

The devolution of significant policy and funding responsibility from central government has placed a renewed emphasis on promoting growth and prosperity in the Greater Manchester City Region. This has presented a new opportunity for the University to work together with the public and policymakers to address issues of equality and fairness.

A growing programme of research is aiming to address inequalities in Greater Manchester and maximise the benefits for the city region from our research through collaboration and engagement with the public and policymakers. A wide range of work has developed, many with large grants, to tackle these issues:

- £987,000 is being invested in a Greater Manchester Inclusive Growth Analysis Unit, with £400,000 of this coming from our partnership with the Joseph Rowntree Foundation.
- £800,000 is being invested in Jam and Justice - an Economic and Social Research Council research programme examining what makes for successful governance around social justice and innovation.
- £3.9 million is being invested from the Arts and Humanities Research Council's Open World Research Initiative in a national consortium led by The University of Manchester which will investigate the central role languages play in relation to key contemporary issues such as social cohesion, migration, business and diplomacy.
- We are working with a coalition of regional organisations and The Centre for Ageing Better. This independent foundation has a £50 million endowment from the Big Lottery Fund and will help build an evidence base for transforming attitudes and experiences of later life.
- A DevoManc Hub has been created to bring together the University's work on matters of devolution in Greater Manchester, covering projects on crime and policing, health and social care, austerity, the arts, economic development and inclusive governance.
- An Ardwick Anchor Institution project is being seeded through University discretionary funds to investigate the role of the University as an anchor institution in a neighbouring area.

Each of these research projects will have impact at their core and will be seeking to measure their impact on policies and practice around inequalities.

[www.socialresponsibility.manchester.ac.uk/
strategic-priorities/research-with-impact](http://www.socialresponsibility.manchester.ac.uk/strategic-priorities/research-with-impact)

2 SOCIALLY RESPONSIBLE GRADUATES



Our graduates are learning to exercise ethical, social and environmental responsibility.

ETHICAL GRAND CHALLENGES

Environmental sustainability, social justice and ethics in the workplace: these are just some of the areas of difficulty that await tomorrow's leaders.

We're committed to not only providing an outstanding teaching and learning experience, but also to developing socially responsible graduates who are equipped to tackle key societal challenges.

Our Ethical Grand Challenges programme aims to confront students with some of the key challenges facing 21st century societies.

It is providing every Manchester undergraduate with the opportunity to work in interdisciplinary teams to confront environmental sustainability, social justice and ethics in the workplace issues.

Advance pilots to test the content and scalability of the challenges were complete by October 2015, with more than 3,000 students participating.

The Sustainability Challenge was being offered to all 8,000 first-year undergraduates starting in September 2016. Working in interdisciplinary groups, students consider the challenges arising from a major new construction project – a new campus site for the hypothetical 'University of Millchester'. They tackle the complex mix of environmental, social and economic dilemmas in a realistic scenario.

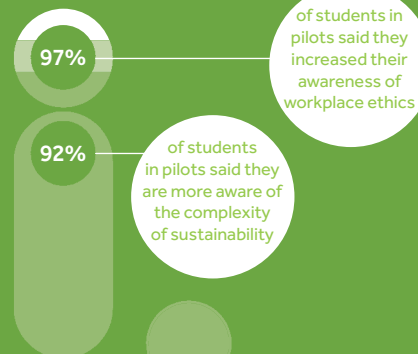
Pilots for the planned second-year Social Justice Challenge take place in 2016/17, with the aim of full implementation in 2017/18. Students will explore the concept of social justice through interactive workshops, exhibitions, performances and online experiences. Local third-sector and social enterprises and external speakers will be taking part, with the aim to engage students in practical action on social justice.

The third stage of the programme, which focuses on Workplace Ethics, is intended for final-year students and is due to be implemented after 2018. It will involve a range of interactive workshops and training scenarios that encourage students to consider ethical dilemmas in real-life work situations.

Initial feedback has been positive: 97% of students participating in the workplace ethics pilot indicated they had gained an increased awareness of their ethical responsibilities.

Impact of the Ethical Grand Challenges programme

- 3,000 students taken part in pilots to shape the programme
- All 8,000+ new students invited to take part in the Sustainability Challenge in 2016



www.socialresponsibility.manchester.ac.uk/signature-programmes/ethical-grand-challenges

3

ENGAGING OUR COMMUNITIES



514

staff and alumni volunteered as School Governors, impacting on **231,300** learners.



1,252

students volunteered in the community

379

voluntary and community sector organisations supported by student volunteers



1,245,236

people visited our cultural institutions



1,344

students enrolled from local schools on our Manchester Access Programme



We actively engage and involve the public, creating benefit for the University and wider society.

51,000
people attended our open days

403
care leavers and foster carers attended University activities

4,218
pupils attended Black History Month activities

14,395
visitors to the Bluedot science/music festival at Jodrell Bank

1.53 million

people visited the Children's University of Manchester website

Contact with **340,884** former students in over **200** countries and territories

1,492

people engaged with **181** University scientists through our Science Spectacular event

1,644

patients and the public shaped our medical research

£23.5m

invested in widening participation into higher education

£17.5m

donated by alumni and friends of the University towards our core activities

4.2 million

viewers tuned into *Stargazing Live 2016*

THE UNIVERSITY SCHOOL GOVERNOR INITIATIVE

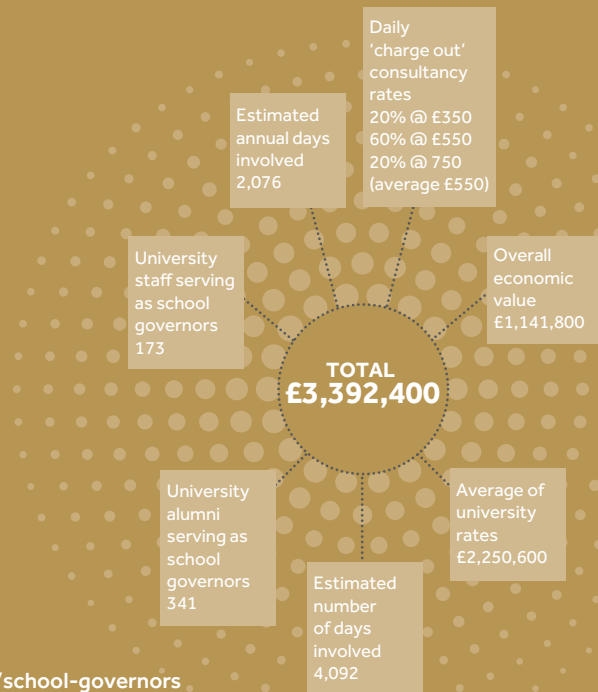
The University's School Governor Initiative is a pioneering programme to engage University staff and alumni in making a difference to the leadership across hundreds of state schools.

By combining the efforts of staff and our extensive alumni we have supported state schools with more new governors than any other UK employer. Schools where University staff are governors have also received higher than average inspection ratings, with many citing the quality of governance as being particularly notable.

514 staff and alumni give 6,168 days of support to schools each year, impacting on approximately 231,300 learners. The economic value of this support is £3,392,400 per annum.

The programme has been recognised nationally and internationally as an exemplar of public service and social impact. It has won a National and International Green Gown Award, a *Times Higher Education* Outstanding Contribution to the Community Award, a Business in the Community Big Tick Award, and a Queen's Award for Voluntary Service.

www.socialresponsibility.manchester.ac.uk/signature-programmes/school-governors



CULTURAL EXPLORERS

As the first civic university in the UK, we have a long-established tradition of encouraging public engagement with cultural collections and in promoting wider understanding of arts and science. We educate and entertain around a million visitors each year at our four cultural institutions.

We launched a Cultural Explorers Programme in 2014 to engage primary school pupils living in areas closest to the University with the rich cultural and scientific collections on their doorstep.

Over 900 pupils who live very close to the University take part in the programme. A range of workshops, from bookbinding to a pop-up planetarium, were attended by more than a thousand Year 5 pupils.

These free activities were designed to be relevant to the school curriculum and to provide an exciting learning experience for the children. Children were also given incentives to visit our cultural institutions with their families following their visit, for example through the offer of free sponsorship of a frog in our Museum.

The benefits delivered throughout 2015/16 were worth a socially modified value of £23,864.

Economic value generated by the Cultural Explorers Programme

	Numbers	Average entrance fee to alternative attraction	Total economic value generated	Additional social value	Total value generated (socially modified economic value)
Numbers of children	1,016	£18	£13,208	£9,504	£22,712
Numbers of accompanying adults	64	£18	£1,152	£0	£1,152
Total			£14,360	£9,504	£23,864

www.socialresponsibility.manchester.ac.uk/signature-programmes/cultural-access

4 RESPONSIBLE PROCESSES

100+
staff volunteered for
Give and Gain Day

3,000+
staff supported via
equality networks

5,500+
disabled staff and
students registered
with the University's
Disability Support
Office

1,000+
Dementia Friends
created

500+
suppliers supported to
develop their social
responsibility through
our free action
planning tool

2,941
local residents
supported back
into work, saving
£44m to the region
since 2011

15,676
jobs generated in
Manchester – **5%**
of all jobs in our city

Thousands
of garment industry
workers protected
through our membership
of the international
Workers Rights
Consortium

£75,000
raised for charities
by 1,114 staff and
students taking part
in the Great
Manchester Run

£131,855
a year given to
charities through staff
payroll giving scheme

Fairtrade status
maintained since
2005
giving farmers
a better deal

£295,600
worth of furniture
re-used, diverting
81 tonnes from landfill

4,646
local people have
engaged with our
employment and
guidance sessions

15
departments
achieved Athena SWAN
for gender equality in
recruitment and
progression

Our processes
and policies in areas
such as finance and
human resources aim
to balance efficiency
with opportunities to
create social and
environmental
benefit.

THE WORKS

The University is one of Manchester's largest employers with more than 10,000 people employed across the full spectrum of occupations.

However, we're surrounded by some of the most deprived areas of Manchester, with Moss Side and Ardwick ranking in the top 10% of areas in England for multiple deprivation and showing high levels of unemployment.

The Works is unique in British higher education and aims to improve the work and life chances of residents living closest to our campus by providing employment and training opportunities at the University and with other local employers.

The Works has a physical location in the neighbouring Moss Side area, bringing access to computing facilities, training and advice into the heart of the community. Senior University staff lead and coordinate the initiative, with the Manchester Growth Company providing additional financial support for other support staff, premises rental and utilities.

We fill many of the University's non-academic vacancies through The Works and have encouraged a number of other major local employers to advertise through this initiative. Additionally, we've encouraged our major suppliers, largely in the construction industry, to use The Works for recruitment to their university contracts and to help train potential recruits.

From 2011 to the end of 2015/16, a cumulative figure of 2,941 people had found employment via The Works, with 1,567 of these being at The University of Manchester. A further 52 apprenticeships were created.

The Works is one of the University's distinctive successes in terms of making an impact on the local community. It has been recognised for its pioneering approach through a *Times Higher Education* Outstanding Contribution to the Local Community Award and the *Guardian* Sustainable Business Awards 2016.

The broader social and economic value generated by The Works is equivalent to an estimated £35 million for every year the individuals helped into work remain in the workforce or in an apprenticeship.

Numbers taken out of unemployment	Public value generated by moving a person into employment (for each year of employment)	Economic and social value generated per year sustained
2,941	£14,610	£42,968,010
Apprenticeships created and apprentices placed in the University	Public value generated per apprentice	Value generated per year sustained
52	£1,925	£100,100
Total value		£43,068,110

5

ENVIRONMENTAL SUSTAINABILITY

£23k
spent on local organic seasonal vegetables, supporting local food growing around Manchester

Fairtrade status maintained since **2005** giving farmers a better deal

£670,000
saved annually through IT power management systems

£430,000
invested in energy-saving technology



10%
reduction to energy carbon emissions since 2007

1,000+
cyclists supporting sustainable travel

£295,600
worth of furniture re-used and a total of **159.9** tonnes of waste diverted from landfill

175
business trips using our electric pool car

77
Green Impact Teams driving sustainability in their building

1000+
staff and postgraduates make up the biggest bicycle user group in the HE sector

500+
of our small and medium sized suppliers have created a University-supported sustainability action plan

66.13
tonnes of unwanted student items diverted from landfill

We will use our full range of knowledge and influence to support a world that is environmentally sustainable.

10,000 ACTIONS

The University of Manchester is embarking on the biggest environmental sustainability initiative in the higher education sector, engaging every member of staff in collective, measurable improvement.

10,000 Actions aims to provide all 10,000+ members of University staff with the opportunity to engage in a programme of learning and positive action on sustainability.

Each member of staff will be given the opportunity to learn about the key issues of sustainability such as travel, purchasing and energy, and the actions they can take to make a big difference.

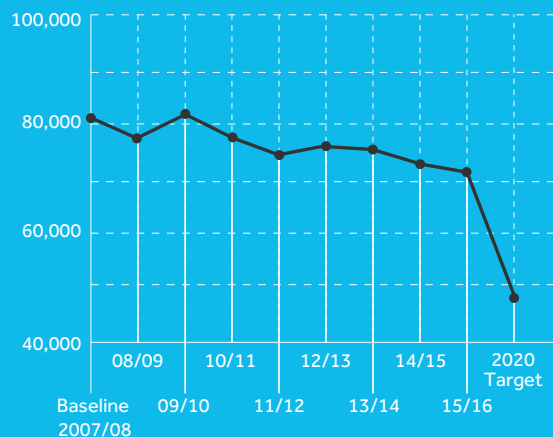
An online tool has been developed by our staff, based on the University's own research and experience, to enable all staff to develop a personal sustainability action plan. We've also made an online tool available to our 8,000 suppliers to encourage them to reflect on their own sustainability practices.

Environmental sustainability is a priority for the University, central to our core goal of social responsibility. The University campus is the size of a small town, stretching over 667 acres and with up to 50,000 people using its facilities every day, 4,500 tons of waste are produced each year and £50,000 a day is spent on energy consumption.

We've built environmental sustainability considerations into all of our campus development, with energy efficiency a priority in new buildings and in the refurbishment and renovation of existing buildings. Our goal is to reduce campus carbon emissions by 40% by 2020, from the baseline figures of 2008.

In addition to 10,000 Actions, we've brought staff on this journey through participation in the national Green Impact Awards scheme for teams of staff and students, and the establishment of the University campus as a 'living lab' for teaching and research around issues of sustainability and low carbon. We have proactive policies to encourage cycling and use of public transport, and to use energy and manage waste disposal responsibly.

REDUCTIONS IN CARBON EMISSIONS IN kg CO₂/m²





REFLECTIONS
AND
CONCLUSIONS

REFLECTIONS AND CONCLUSIONS

Social responsibility is intertwined with everything we do at the University: how we further knowledge, how we teach, the ways in which we engage with our communities and the processes that underpin our activities. It helps us to fulfil our mission to be a world-leading university, recognised globally for the excellence of our research, for outstanding learning and student experience, and for our social, economic and cultural impact.

The independent study by Viewforth Consulting affirms that we are meeting many of our commitments to social responsibility, both in terms of our overall impact and in our specific areas of focus. It shows us that:

- we play a vitally important role as a major enterprise in the economy of Manchester and in Greater Manchester, generating output and jobs across the city region and attracting investment and visitors to the city;
- our importance to the economy and society goes considerably further – as a not-for-profit institution with a long history of involvement with the city of Manchester, we've engaged in wider outreach and cultural and public engagement activities for many years;
- we take our civic role and responsibilities very seriously, seeking to maximise the benefits – economic, social, cultural and environmental – that are generated by our activities;
- as one of the largest universities in the UK, we make an impact of national and international significance.

It also outlines that there are, and will be, new opportunities for us to build on our successes so far and continue to impact on the local and national economy, as the Greater Manchester City Region takes on more responsibility for policy and planning, and the central government continues its plans for a Northern Powerhouse.

As we further develop and roll out more of our signature programmes for social responsibility, it will become even more important to seek independent analysis on our progress and find ways to measure the impact of our work. We'll reflect on the recommendations of the study and explore the opportunities for continuous improvement.



FIND OUT MORE

If you have any questions
about this report, or any of the
programmes covered, please get in touch.

Office for Social Responsibility

+44 (0)161 306 3044

socialresponsibility@manchester.ac.uk

www.manchester.ac.uk/socialresponsibility

Royal Charter Number RC000797
KD246 02.17

