

Change in SHAPE subjects' provision in the UK (2011/12 – 2022/23)

[Presentation created by the **Market and Student Insight Team**]

Analysis and considerations

This summary report has been created using the British Academy's SHAPE Observatory interactive tool to analyse the provision of SHAPE subjects in UK higher education institutions.

Key considerations:

1. Time Frame: The data covers the academic years from 2011/12 to 2022/23

2. Data Representation: The tool uses HESA data to show provision for first-year first degree UK-domiciled students aged 20 and under. The tool uses Full-Person Equivalent (FPE) rather than headcount to represent student engagement in courses. Data includes joint honours courses, with the equivalent FPE divided between relevant subjects.

3. The analysis covers two dimensions:

- **Higher education providers:** The maps show how the demand of SHAPE subjects has changed over time, highlighting providers recording low/no change in student FPE, providers recording an increase in student FPE, and providers recording a decrease.
- **Regional spread of provision:** The maps show how the regional distribution of SHAPE subject provision has changed over time, highlighting areas with multiple providers, single providers, and no provision within a 60km commutable distance.



The University of Manchester

English studies

'English studies' as a subject has recorded a significant decline in demand (-43% student FPE) with only a small increase in number of providers (+6) since 2011/12. However, very differing outlooks by sub-discipline.

| Change in demand of first-year degree UK-domiciled students aged 20 or under | 2011/12 | 2022/23 | Change in FPE (#) | Change in FPE (%) |
|--|---------------|--------------|-------------------|-------------------|
| Subject : English studies | 13,555 | 7,695 | -5,860 | -43% |
| Creative writing | 1,275 | 1,255 | -20 | -2% |
| English Language and Literature | 12,285 | 6,445 | -5,840 | -48% |

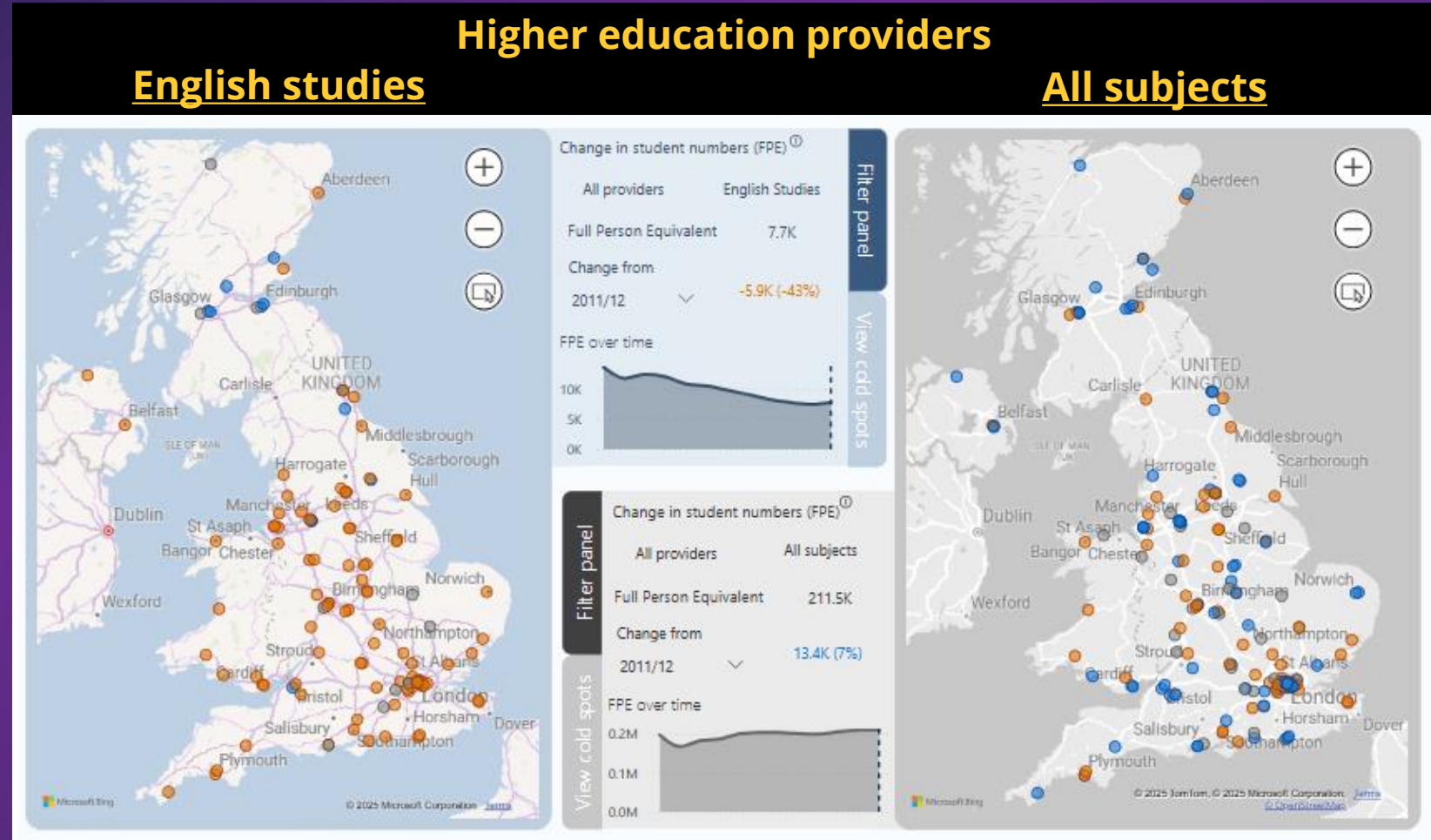
| Change in number of providers offering courses in subject | 2011/12 | 2022/23 | Change in providers (#) | Change in providers (%) |
|---|------------|------------|-------------------------|-------------------------|
| Subject : English studies | 112 | 118 | +6 | +5% |
| Creative writing | 56 | 86 | +30 | +54% |
| English Language and Literature | 111 | 107 | -4 | -4% |

- **Creative writing** recorded a low but steady demand since 2011/12 (~1,250 student FPE), whereas it has doubled the number of UK providers offering a course in this area (+30 new providers since 2011/12), highlighting the growing interest in this field. However, the increase in number of providers not paired with an increase in demand makes recruitment in this sub-discipline more challenging, a highly competitive market.
- **English language and literature** is a larger sub-discipline based on demand; however, it has recorded a significant decrease in student FPE since 2011/12 (-48% student FPE). Provision has remained largely steady, with a slight decrease in number of providers (-4) since 2011/12. This also relates to a challenging recruitment market, with a decreased demand with similar provision. It is likely the decline in demand is driven by the competition from other disciplines and changing student interests towards more career-oriented subjects.

Decrease in demand for 'English studies' has been generalised and recorded across most HE providers in England, with increase only recorded in Scotland

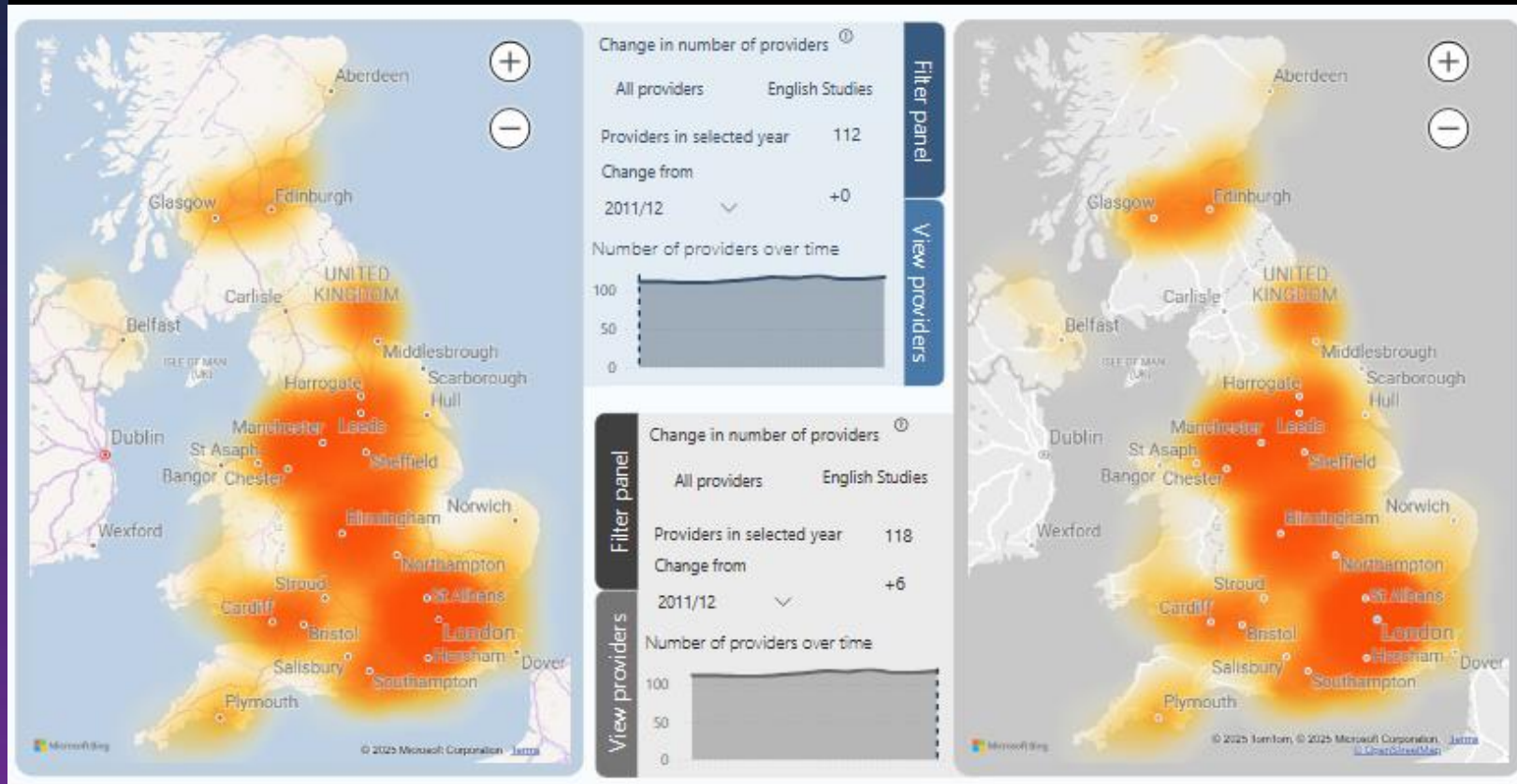
These maps show change in demand of first-year degree UK-domiciled students aged 20 and under by provider for the subject group 'English studies' vs. all.

- Most HE providers in England recorded a decrease in student FPE for 'English studies' despite a more generalised increase for all subjects. The only 4 providers recording an increase in student FPE in England for English Studies overall are: The University of Bristol, The University of York, Durham University and UoM.
- UoM recorded an increase of 45 student FPE (+31% since 2011/12).
- Focussing on English Language and Literature as a sub discipline-we see growth for the above named providers, and also specific growth at Scottish providers; Glasgow, Strathclyde, Stirling and Edinburgh.
- Focussing on Creative Writing as a sub-discipline, we see growth at more providers-namely non-RG (perhaps reflecting the distribution of provision?)



The regional spread of provision for 'English studies' has remained mostly constant since 2011/12, with majority of regions in the UK as hot spots

Regional spread of provision: English studies 2011/12 2022/23



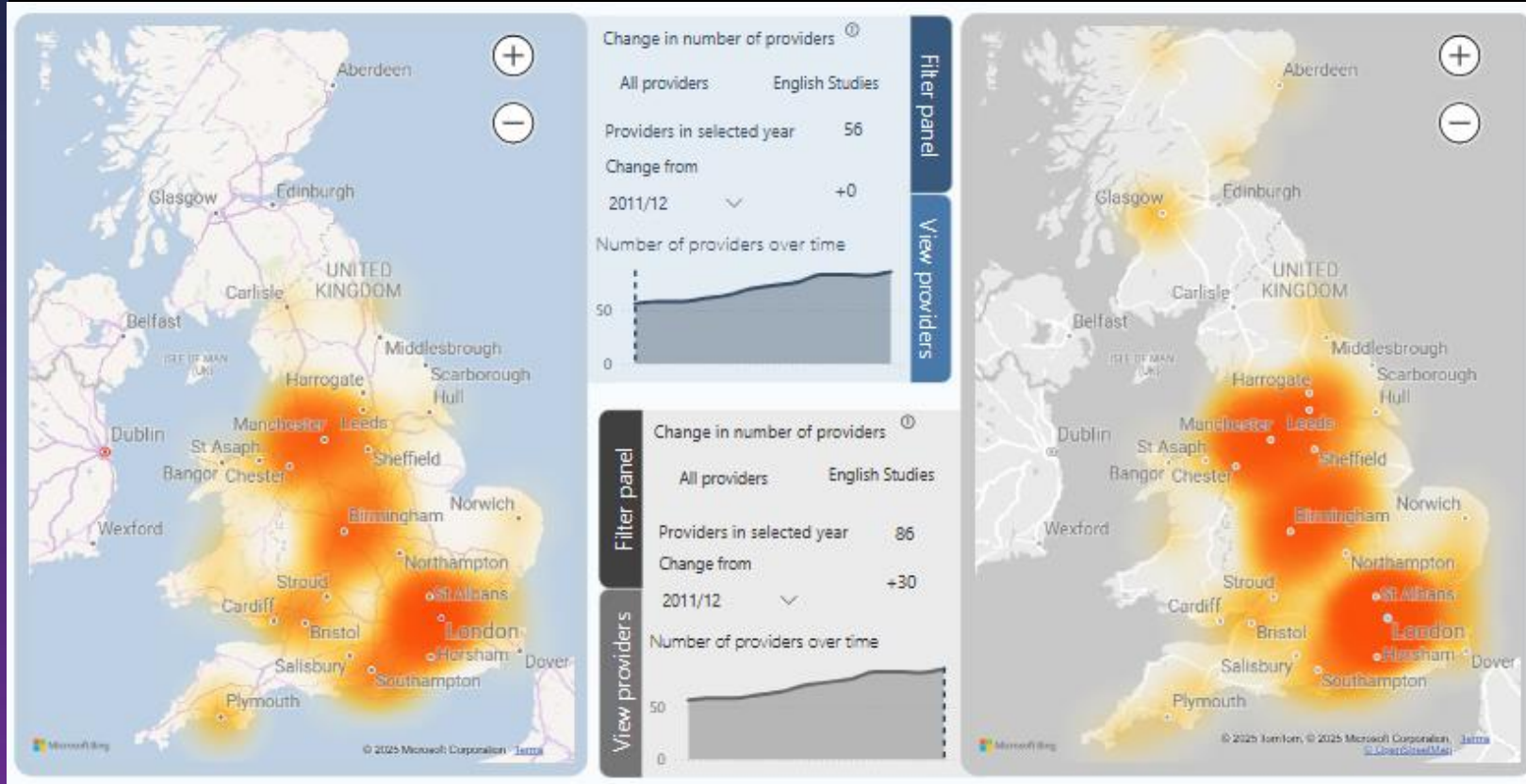
Key: multiple providers (orange), single providers (yellow), and no provision (white) within a 60km commutable distance

These maps show how the regional distribution of 'English studies' subject provision has changed over time for first-year degree UK-domiciled students aged 20 and under.

- Overall, 'English studies' provision has remained mostly constant (+6 providers in 2022/23 vs. 2011/12), meaning there has been little regional change to the spread of provision. However, significant change recorded for 'Creative writing' as sub-discipline (refer to next slide).
- Hot spots:** Majority of regions in England are hot spots with multiple providers offering courses in 'English studies': London and Southeast, The Midlands, North West and North East. In addition to areas of Scotland (Glasgow and Edinburgh) and South Wales.
- Cold spots:** 'English studies' is a widely taught subject therefore there are few cold spots in the UK, with only Cumbria and areas of Wales and Scotland having more limited provision, in line with the distribution of all subject provision overall.

The regional spread of provision for 'Creative writing' as sub-discipline has changed considerably, with more hot spots in 2022/23 than in 2011/12

Regional spread of provision: Creative writing (sub-discipline) 2011/12 2022/23



Key: multiple providers (orange), single providers (yellow), and no provision (white) within a 60km commutable distance

These maps show how the regional distribution of 'Creative writing' sub-discipline provision has changed over time for first-year degree UK-domiciled students aged 20 and under.

- **Hot spots:** London, Southeast England, North West, and The Midlands have been major hot spots for 'Creative writing' over time with multiple providers offering courses. The increase in number of providers (+30 more providers in 2022/23 vs. 2011/12) created further hot spots in these areas as well as in Yorkshire. In addition, there is now provision for 'Creative writing' courses in North East and Scotland vs. limited to no provision in 2011/12 and more widespread provision in the SW.
- **Cold spots:** Cumbria and areas of Scotland and Wales remain cold spots for 'Creative writing' with limited to no provision. In addition, provision in South Wales has reduced notably, with more cold spots in 2022/23 vs. 2011/12 making access to these courses harder in this area.

THANK YOU

MARKET AND STUDENT INSIGHT TEAM

For any questions, please contact: Alexandra Martin Hernandez alexandra.martinhernandez@manchester.ac.uk