

# ECONOMIC IMPACT OF THE UNIVERSITY OF THE WEST OF ENGLAND, BRISTOL

UWE Bristol wishes to commission a study of the economic contribution of the University to the West of England city-region and the wider South West, including the impacts of its students, staff and the full range of University activities.

## SCOPE

It is anticipated that the economic impacts of the University would include but not necessarily be limited to:

### **The direct impacts of the University in terms of:**

- Employment
- Supply chain purchasing
- Capital investment

### **Student-related impacts including:**

- Student spending including accommodation and other
- Student employment
- Student placements
- Student-related visitor expenditure

### **Research, business, innovation and enterprise including:**

- Project-based research and research outputs
- Innovation investment and support
- Knowledge Transfer Partnerships
- IP, Licensing, spin-outs and start-ups
- Business facilities and support including the University Enterprise Zone/Future Space

### **Skills and labour market impacts**

- Graduate destinations by sector and geography
- Graduate premium/productivity impact

### **Specific to UWE Bristol study**

The study should include a specific impact analysis and topic-based focus on a number of activities of particular relevance to UWE Bristol. These include:

- **University Enterprise Zone and Future Space:** one of the original four, government-sponsored, UEZs which incorporates Future Space, providing accommodation and support for business and innovation.
- **Graduate skills and business need:** like similar universities, UWE Bristol draws many of its students from the local area along with others from a further afield. A large proportion of graduates as a whole take up employment locally, the University playing a key role in meeting local needs for graduate skills. The study should include analysis of the geographical origin and destination on employment of UWE Bristol students.
- **Key workers – health, social work and education:** the University has a particular focus on the training and development of those working in key professions many of whom take up employment locally. The study should include a specific focus on the significance of the key worker supply chain.

- **Students from low participation communities:** the University recruits significant numbers of students from low participation neighbourhoods and communities. The study should identify the scale and impacts including subsequent employment outcomes of this.
- **Graduate Apprenticeships:** the University is one of the largest providers, nationally, of Graduate Apprentices with over 2,000 students currently registered across 26 programmes. The study should include the specific impact of the recruitment and subsequent employment of those on apprentice programmes.
- **Capital investment:** the University has invested over £300m capital over the last ten years including a new Business School, Engineering facility, the UEZ and on-campus student accommodation with major impacts in terms of employment and supply chain spend locally
- **Innovation and skills:** the University has secured a succession of EU and UK-funded innovation and skills projects with a local focus and significant local impact in terms of skills, jobs and GVA

## GEOGRAPHIES

Where possible analysis should distinguish impacts geographically in terms of:

- The West of England – defined as the four unitary authorities
- The South West Standard Region – including the West of England
- The UK – including the South West

The University estate and its main impacts within the West of England as a whole relate primarily to the areas of South Gloucestershire and City of Bristol UAs. The study should include, so far as possible, a breakdown of impacts on these two geographies in the form a summary table and key findings.

## METRICS

Where possible impacts should be identified in terms of GVA and employment, including absolute numbers and percentages where relevant.

## TIMEFRAME

The study as a whole should provide a snapshot of information relating to the single latest year for which comprehensive data is available. Where possible and relevant, time-series data should also be provided for selected topics to indicate trajectory.

## DATA AND INFORMATION

Data and information will be sourced from a range of external, official and HE-specific sources and from the records of the University. The quote should indicate so far as possible, the data that would be required from the University in order to be able to address the range of issues identified.

## DELIVERABLES

To include:

- Conventional Executive Summary – up to two sides of A4
- Infographics of key findings
- Power Point presentation of the study as a whole and key finding
- Technical Report including definitions, methodologies, findings in full, links to or files including all data used in the study in accessible format (Excel etc.)

## RESOURCES

There is a fixed budget for the work of **up to £30,000 plus VAT** – quotes and value for money will be evaluated against the criteria set out below.

## APPOINTMENT AND CRITERIA AND PROCESS

Quotes will be judged against the following criteria:

- Extent to which the proposals demonstrate a clear understanding of the project specification
- Coverage of the range of topics identified
- Specification of appropriate methodology and data sources
- Prior experience relevant expertise of the project team
- Clarity in terms of the project team, the nature and extent of their input to the study
- Consideration is given to sustainable and inclusive ways of working
- Any additional added value beyond that set out in the specification

**Process:** quotes will be assessed on the basis of written submissions along with an online interview with shortlisted proposers – these to include team members with overall responsibility for the proposed work and (if different) responsibility for active leadership of the project team.

Quotes should include:

- Proposals against the specification set out above
- Roles and inputs (time/rate) for all team members
- Brief CVs for all team members
- Links to or examples of previous relevant work

Quotes should be submitted to [kathryn2.sensier@uwe.ac.uk](mailto:kathryn2.sensier@uwe.ac.uk), cc-ing [uwebusiness@uwe.ac.uk](mailto:uwebusiness@uwe.ac.uk), **no later than 11.59pm on Sunday 18 June 2023.**

Queries should be addressed to Katy Sensier and emailed to [kathryn2.sensier@uwe.ac.uk](mailto:kathryn2.sensier@uwe.ac.uk) prior to midday on Monday 12 June 2023. Queries will be responded to by email and any clarifications will be shared on Contracts Finder.