



# University of Northampton Social Impact Report 2021-22

March 2023









# Foreword

The University of Northampton is a Changemaker University and therefore social impact lies at the heart of all the work that we do. Our four Changemaker Commitments that run through this report, alongside our focus on the United Nations Sustainable Development Goals, demonstrate the obligation that we feel to supporting our communities both locally and globally, through our role as an anchor institution. As our Vice-Chancellor Professor Anne-Marie Kilday states, “the University of Northampton is driven by a mission that is focused on ensuring that we have a positive impact on our students, staff, local community and wider society, in a way that is sustainable and inclusive. This report demonstrates the positive impact and value that the University is delivering, but we know there is more that we can do to increase our impact as an institution”.

This report represents the first time that we as a University have sought to holistically capture and monetise our economic, social and environmental impact across these four Changemaker Commitments, an endeavour that we will continue with annually as part of our wider work to increase the sustainability, inclusivity and growth of the University. This Social Impact Report is part of our desire to ensure that our strategic direction is informed by evidence, so that we can always understand what works and what needs revision. Dr Wray Irwin, Director for Enterprise and Employability argues, “ensuring that we as an institution can demonstrate as accurately as possible the benefits that we bring to society through our work both on and off campus, is essential

to our sustainability agenda, our work to support student learning and employability, and our desire to be a globally leading higher education institution for social innovation. This report represents an important part of this journey and is something that we have been working towards for several years now”.

The research and report has been undertaken by the University's Institute for Social Innovation and Impact, one of the University centres of research excellence that has a strong track record of conducting social impact measurement research globally. One of the report's authors, Professor Richard Hazenberg, Director of the Institute feels that “the need to measure on a report your social impact, whether positive or negative, is a crucial element in any organisation's approach to be sustainable. This report demonstrates that the University has generated over £17 million of positive value for society, but also that we still have areas where we can improve and increase our impact”.

The University recognises that growing its economic, social and environmental impact is a journey, and it is one that we are wholly committed to. This report will be the first of many and the research underpinning it will be an essential element in our mission of 'Transforming Lives and Inspiring Change'.



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# Executive Summary

The report presents the social impact of the University of Northampton, with focus on the outcomes and impacts delivered for students, staff and communities, and where possible monetises these to demonstrate the wider value for society. However, it is important to recognise that not all outcomes and impacts can be monetised and that the fiscal benefits of social impact are not the sole delineator of performance.

Just as important to the University are the wider social and environmental impacts delivered for people and communities, and the role that the University itself can play in driving positive change, and to quote previous University reports 'do good stuff'. This report outlines the social impact of the University of Northampton across our four Changemaker Commitments, namely:

## To enable young people to learn & flourish

The value of social impact delivered by UON in this area is over

**£9 Million**

## Strong Communities that promote good health and wellbeing

The value of social impact delivered by UON in this area is over

**£2.5 Million**

## Sustainable Culture, Heritage and Environment

The value of social impact delivered by UON in this area is over

**£5 Million**

## Enterprise Culture and Mindset

The value of social impact delivered by UON in this area is over

**£400,000**

**The total value of social impact delivered by UON is over**

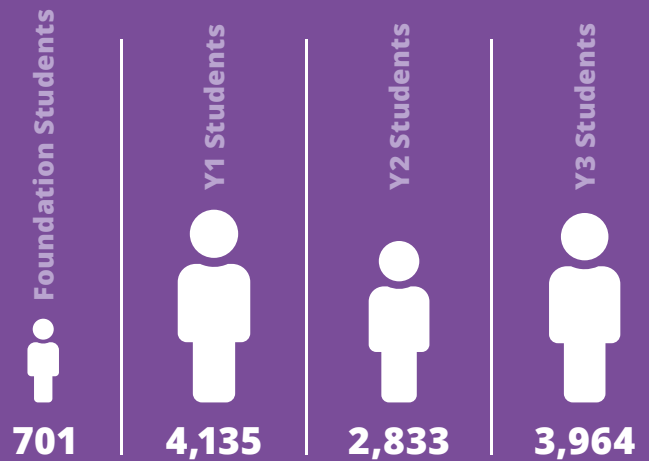
**£17 Million**

The findings presented in this report are based on data collected from August 2021 to July 2022. The data gathered in relation to the social impact of UON demonstrates that the total maximum impact created equates to over £17 million.

## Changemaker Commitment

# To enable young people to learn & flourish

The impact areas outlined in the Theory of Change under the 'to enable young people to learn and flourish' Changemaker Commitment, are student progression across Years 1, 2 & 3; degree obtained; General Self-efficacy (GSE); and wellbeing.



Student Numbers 2021-2022

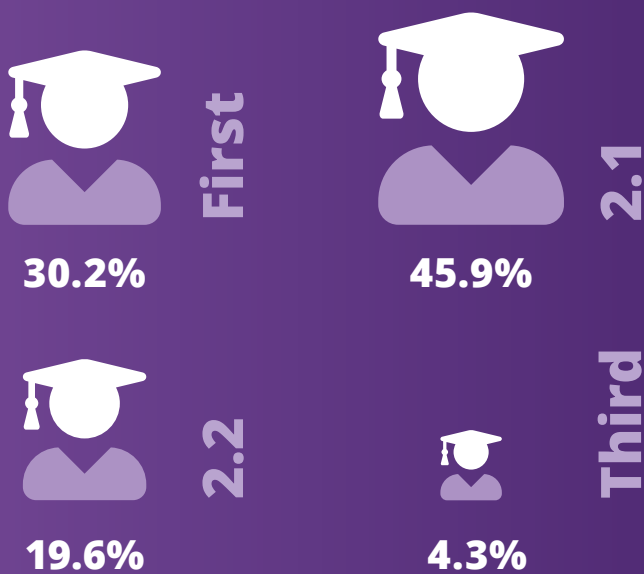
**70.5%**

of our Good Degrees are given to people from the top 40% most disadvantaged areas (IMD)



**74.5%**

are given to people from the bottom 20% areas for participation in HE



Degree Outcomes 2021-2022

The annual value from degree completion was over

**£2.5 million**

for 1,531 Postgraduates degree completions

**United Nations  
Sustainability  
Development Goals**



The gross additional lifetime value of supporting 1,710 undergraduate students to complete a degree is over

**£6.2 million**



The gross additional lifetime value of an undergraduate degree is on average nearly

**£241,000**

**Students reported an increase in mean General Self-efficacy of 3.19 - 3.42**

Average increase in General Self-efficacy of 4.6% across 351 students worth nearly

**£250,000**



The value of social impact delivered by UON in this area is over

**£9 Million**

## Changemaker Commitment

# Strong Communities that promote good health & wellbeing

The impact areas outlined in the ToC under the 'Strong Communities that promote good health and wellbeing' Changemaker Commitment, were increased impact of student financial support; physical health; and wellbeing.



Students receive financial support across several areas including support provided to students through vouchers

### This included:



Laptops



Halls of Residence



Catering Credits



In addition  
**1,831**  
bursaries  
bursaries were  
awarded

With a total net impact  
value of over

**£2 million**





## UON promote physical activity through walking practices around Northamptonshire



of walking for  
36% of people  
per month

With a total net impact  
value of nearly

**£180,000**

Total  
collective  
walking  
time of over



**8,957  
Hours**



UON have a range of support mechanisms for students including the Counselling and Mental Health Team, who provide free, confidential support to students in a safe space

With a total net impact  
value of over

**£200,000**

The value of social impact  
delivered by UON in this area  
is over

**£2.5 Million**

## Changemaker Commitment

# Sustainable Culture, Heritage & Environment

The impact areas outlined in the ToC under 'Sustainable Culture, Heritage and Environment' Changemaker Commitments were public engagement; radio listenership; students and staff heritage; employment growth; increased community cohesion; carbon reduction (scope 1 and 2 carbon emissions); achieve net zero carbon in scope 3 emissions by 2050; waste and recycling; travel; education for sustainability; to conserve and enhance biodiversity and to realise the wider benefits.

**UON are committed to achieving Net Zero Carbon in Scope 3 Emissions by 2050, with information suggesting this ambition is progressing positively:**



**UON are committed to reducing waste, with an increase in recycling**



**UON are committed to reducing the environmental impact of car-use**

**With a total net impact value of over**  
**£100,000**

United Nations  
Sustainability  
Development Goals



**Student employment  
tax revenue and  
welfare reductions**

With a total net impact value  
of over

**£3.2 million**

**Public engagement offered by UON in 2021-2022:**



**147**

**In-person events  
attended by  
8,505 people**



**248**

**Virtual events  
attended by  
10,351 people**

With a total net impact value of  
over

**£1.5 million**



**NLive Radio aims  
to serve the  
wider town of  
Northampton**

**UON provide support for  
Arts and Heritage through  
the provision of support  
for events and activities**



With a total net  
impact value of over

**£200,000**

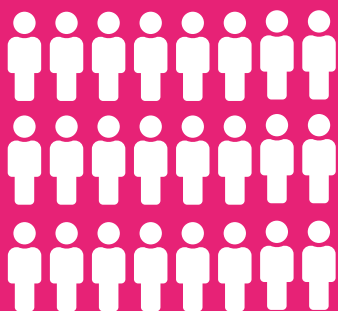
**The value of social impact  
delivered by UON in this area  
is over**

**£5 Million**

## Changemaker Commitment

# Enterprise Culture and Mindset

The impact areas outlined in the ToC under 'Enterprise Culture and Mindset' Changemaker Commitments were recruitment (improving diversity); closing wage gaps; career progression; economic growth; and staff training and development.



**24 new staff member positions were created, illustrating the employment growth at UON**

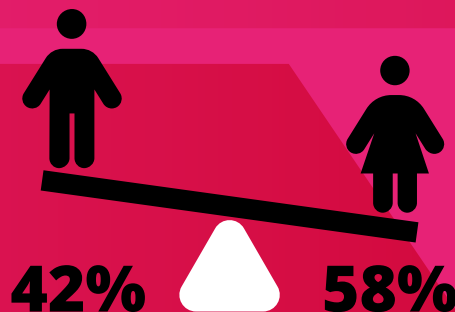
**With a total net impact value of over**

**£200,000**

## Information on UON staffing



**The gender pay gap of academic staff has narrowed to just 1.5% compared to a national average of 8.3% as of April 2022**



**The breakdown of staff members by ethnicity, shows that the majority of staff members were White**

**73.1%**  
White



**9.7%**  
Not known



**6.7%**  
Asian or Asian British



**6.1%**  
Black, African, Caribbean or Black British



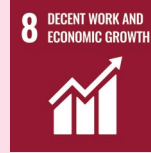
**2.7%**  
Multiple ethnic groups



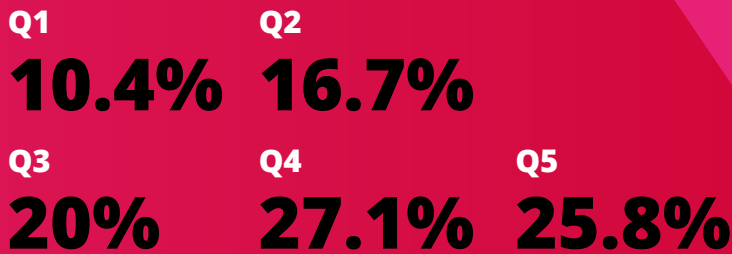
**1.7%**  
Other ethnic groups







The breakdown of staff members by IMD Q1-Q5 areas was recorded based on their home postcode. Over a quarter of staff are from the top 40% most deprived areas.



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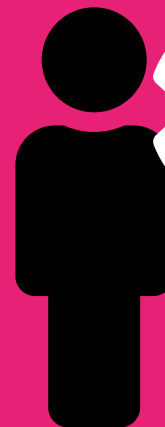
start-ups

were supported in 21/22 through the SEMSUP and Growth Curve funds



The University upskilled **77 staff**

with NVQ equivalent qualifications ranging from NVQ Level 2 through to NVQ Level 8.



79%

of eligible staff undertook and completed personal development through PDR plans

Nearly **£125k** Value

The value of social impact delivered by UON in this area is over

**£400,000**

# Summary

The data gathered in relation to the social impact of UON, demonstrates that the total maximum net impact created equates to over

**£17 Million**

Sustainable Culture, Heritage and Environment

**£5 Million**

To enable young people to learn & flourish

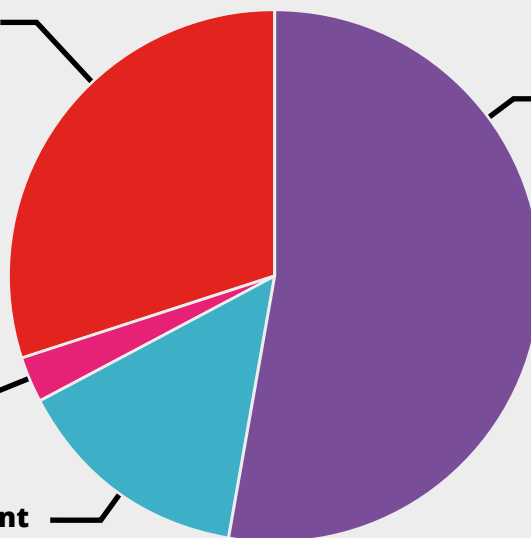
**£9 Million**

Enterprise Culture and Mindset

**£400,000**

Sustainable Culture, Heritage and Environment

**£5 Million**



View the report by scanning the following QR code.



Whilst it is not reported in the above overall impact figures, the University identified that its Covid-19 related support for the community during

2020/2021 amounted to over **£2.8 million.**

# Recommendations

As noted in the Foreword, the University of Northampton is committed to producing these impact reports annually, as part of an evidence-based approach to our sustainability agenda. Within this we

are also committed to improving our data capture, so that we can constantly refine our impact reporting and better understand our social impact. With this in mind the following recommendations are made:



## 1. Sports & Activity

To better capture data from our Elite Athlete Scholarship programme, student sports clubs and through our partnership with Trilogy leisure, whilst also better understanding the impact that our open-access policy for the public to our sports lab services, sports injury rehab clinic and sports facilities has in the community.



## 2. Carbon Emissions Reductions

Utilise additional data points within our environmental sustainability agenda, especially in capturing our reductions in Scope 3 Carbon emissions.



## 3. Changemaker

Our Changemaker Commitments, Changemaker Hub and incubation work allow the University to support the community across both the private and third sectors. We aim to better understand our economic impact on the region in the future, as well as calculating the impact our student and staff volunteers have in the community.



## 4. Student Support & Wellbeing

To develop more integrated student monitoring so that we can better support student wellbeing and link this to progression and attainment.

The University is proud of the work that we have done in creating impact across our local and global communities, through our role as an anchor

institution. We believe that we can grow our impact in future years, through innovative delivery and better evidence-gathering systems.

View more about the Institute and its work at <https://www.northampton.ac.uk/research/research-institutes-and-centres/institute-for-social-innovation-and-impact-isii/>

**Authors:**

**Professor Richard Hazenberg, Dr Claire Paterson-Young & Dr Michael Maher**

You can download a copy of the full report by clicking here or by scanning the QR code on the right

