



University of Northampton Social Impact Report 2021-2022

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1. 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:

1. To enable young people to learn and flourish
2. Strong Communities that promote good health and wellbeing
3. Sustainable Culture, Heritage and Environment
4. Enterprise Culture and Mindset

The findings presented in this report are based on data collected from April 2021 to March 2022. The data gathered in relation to the social impact of UON and reported in Section 4 (see also Appendix B), demonstrates that the total maximum impact created equates to over £17 million¹.

1.1. To enable young people to learn & flourish

The impact areas outlined in the ToC 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. Overall, the value of social impact delivered by UON in this area is equal to **£9,029,001.91** when attribution and deadweight are accounted for. A summary of findings is presented below:

- Students in 2021-2022 shows the numbers of students in the foundation year ($N = 701$), students in year 1 ($N = 4,135$), students in year 2 ($N = 2,833$) and students in year 3 ($N = 3,964$).
- Student progress, recorded for 2019-2020, shows positive progression for students from year 1 to year 2 ($N = 2,275$); however, there is limited information on progressions from year 2 to year 3.

¹ Net impact of £17,135,471.23 (gross impact of £23,490,775.77 without deadweight and attribution accounted for).

- The number of students completing a degree was 1,710; however, information on the award received is limited except for information for 2016-2017. For the 2021-2022 academic year 689 students received a first-class degree (30.2%), 1,045 received a 2:1 (45.9%), 447 receiving a 2:2 (19.6%) and 98 received a third-class degree (4.3%).
- For the students receiving Good Degrees, 70.5% were from IMD Q1-Q2 and 74.5% were from POLAR Q1.
- UON students are supported to bolster their General Self-efficacy², an individual's belief in their ability to complete a task and the strength of this belief.
 - Students reported a GSE mean total score of 3.19 at T1 ($N = 2,609$) and 3.42 at T2 ($N = 875$), an overall increase of +0.23 (equivalent to nearly 6%).
- Health and well-being are measured as *general well-being* defined as one's perception of their satisfaction of life and life stability. Although, well-being scales were not captured for all students and staff, there was information to suggest students have accessed the University's well-being support.
 - Ensuring some longitudinal capture of wellbeing across staff and students will be a core focus of the 2022-2023 report data gathering, as this can evidence a potentially significant wider impact to society.

1.2. 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 increase impact of student financial support; physical health; and wellbeing. Overall, the value of social impact delivered by UON in this area is equal to **£2,560,937.02** when attribution and deadweight are accounted for. A summary of findings is presented below:

- Students receive financial support across several areas including support provided to students through vouchers ($n = 2,472$) [split between laptops ($n = 1,563$ @ £570.62 each), halls of residence discounts ($n = 664$ @ £500 each), catering credits ($n = 245$ @ £500 each). In addition, there were also 1,831 bursaries given out (£449 each).

² Responses to the questions were on a 4-point Likert Scale (1 = not at all true, 2 = hardly true, 3 = moderately true, 4 = exactly true (Schwarzer, R. & Jerusalem, M. (1995). *Generalized Self-Efficacy Scale*. In Weinman, J., Wright, S. and Johnston, M. (Eds.). *Measures in Health Psychology: A User's Portfolio*, 35-37).

- UON promote physical activity through walking practices around Northamptonshire, with the creation of 3km walking routes (i.e., Delapre Abbey walking route) that was found to have added a new walk to 13% of people’s normal weekly walks and added an extra day of walking for 36% of people. The overall number of people supported to access physical activity through walking or running was 178 with an estimated uplift in walking of 3km per week per person delivered at 3.1km/h for a total collective walking time of over 8,957 walking hours (27,768km per year). Based upon the World Health Organisation’s HEAT methodology³, this equates to approximately £86,904.88 of value per year.
- Supporting students plays a role not only in improving wellbeing, but in improving student outcomes (Dooris et al., 2010; Chi Baik, 2019). 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 who need help in managing their emotional and mental wellbeing. Overall, 2,000 students accessed support at UON for wellbeing.

1.3. 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; increase 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; and to conserve and enhance biodiversity and to realise the wider benefits. Overall, the value of social impact delivered by UON in this CMC area is equal to **£5,101,468.21** when attribution and deadweight are accounted for. A summary of findings is presented below:

- UON are committed to achieving Net Zero Carbon in Scope 3 Emissions by 2050, with information suggesting this ambition is progressing positively. Information on environmental impact illustrates that UON have reduced electricity consumption by 20% across the estate in comparison to 2019/2020, reduced Scope 1 and 2 emissions of CO₂e by 46%, reduced gas consumption across the estate by 44% in comparison to 2019/2020 and increased biomass heat output by 73% in comparison to 2019/20. This has equated to an average reduction in Scope 1 and 2 carbon emissions that is equivalent to 0.26 tonnes per student, or 2,330.90 tonnes less CO₂e emitted.

³ <https://www.heatwalkingcycling.org/tool/>

- UON are committed to reducing waste, with an increase in recycling of 68%, which means that only 4.94 tonnes of waste are sent to landfill. The CO₂e reductions can be calculated here also, both with regards to the reduction in landfill waste, which stands at 10.5 tonnes based upon the above figures, alongside the CO₂e reduction through the recycling (and hence reduced manufacturing costs) of different raw materials. This means that overall UON has prevented 3.045 tonnes of CO₂e emissions from landfill, and over 753 tonnes of CO₂e emissions through recycling.
- UON are committed to reducing the environmental impact of car-use through a 40% increase in electric vehicles. To date the University has five electric vehicles that do an average of 10,000 miles per year.
- Other areas of environmental impact for UON includes arranging litter picking events ($N = 3$) and project AWESOME activities ($N = 1$).
- Public engagement was offered by UON in 2021-2022 through 147 in-person events and 248 virtual events, with participation of 8,505 members of the public at in-person events and 10,351 at virtual events.
- Public engagement with UON is offered not only through specific events, but through NLive Radio. NLive Radio is a licensed radio station which is owned and operated by the University of Northampton with a mission to “to serve the wider town of Northampton”.
- UON provide support for Arts and Heritage through the provision of support for events and activities under the umbrella of Arts and Heritage. This includes support and resources for Music, Acting and ACPD shows (i.e. room hire, funding for programmes, props, costumes, student transport to shows), Sponsorship of Northampton Music Festival, support for student engagement with NN Contemporary and Graduate Fashion Week.

1.4. Enterprise Culture & 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. Overall, the value of social impact delivered by UON in this area is equal to **£444,064.09** when attribution and deadweight is accounted for. A summary of the findings is presented below:

- Information on UON staffing illustrates a gender-imbalance, with 42% of staff members recorded as male and 58% of staff members recorded as female. The gender-imbalance is impactful on the salaries with female staff members (£35,801) earning on average £3,158 less

than their male counterparts (£38,959). Drawing from the University's 'Gender, Ethnicity, Disability Pay Gap and Equal Pay Report 2022', the mean gender pay gap by hourly rate is 8.5%, with a median of 11.1%.

- Currently, the University employs 1,499 female staff members and 1,089 male members across all pay grades, with the senior management team gender split being 9 male to 8 female members. In each grade from scales 2 to 8, female staff members hold the majority of roles (average split of 70.92% females to 29.08% males), with grades 9-10 and senior staff beyond this having male majorities (average split of 40.23% females to 59.77% males).
- The breakdown of staff members by ethnicity, shows that the majority of staff members were White (73.1%) followed by 6.7% Asian or Asian British, 6.1% Black, African, Caribbean or Black British, 2.7% Multiple ethnic groups, and 1.7% other ethnic groups.
 - There are some differences in salaries for staff by ethnic group, with Black, African, Caribbean or Black British staff members earning less than members of staff from other groups. Specifically, Asian or Asian British members earn around £37,646, Black, African, Caribbean or Black British staff members earn around £34,254, Mixed or Multiple ethnic groups earn around £37,194, White staff members earn around £37,206 and staff in other ethnic groups earn £39,797.
- The breakdown of staff members by IMD Q1-Q5 areas was recorded based on their home postcode, with 245 staff members in Q1 (10.4%), 410 staff members in Q2 (16.7%), 491 staff members in Q3 (20.0%), 664 staff members in Q4 (27.1%), and 634 staff members in Q5 (25.8%).
- Staff development is promoted by UON through the development of the Associate Professor Development Scheme (APDS) and Professoriate. Overall, 16 staff members were approved for APDS in 2021-2022 and 7 staff members received their Chair. In addition, the University's HR department promotes staff development through PDR plans (see further on in this section), and has staff support programmes such as the [C@N-DO](#) programme of support for all staff.
- UON created new positions for 24 staff members, illustrating the employment growth at UON. Based on the average salary for staff⁴ of £37,066, the total contribution to the economy through income tax, National Insurance and welfare savings from these new jobs is £204,404.93.
- With regards to enterprise support and business start-up and growth, the University is working to increase the depth of data captured from businesses supported, so that the impact on

⁴ Average staff salary provided by HR.

enterprise start-up and growth can be better captured. However, data held by the UON business support teams shows that a total of 51 businesses (eight of which were start-ups) were supported in 21/22 through the SEMSUP and Growth Curve funds, with a total funding provision of £255,046 of grant funding (£127,523 of direct match from the University’s funds). We also supported students to start 24 businesses and our delivery of the West and North Northants funded KE4BB programme provided 63 businesses with grants worth £203,270⁵. Finally, a further 96 ARG grants were also managed by UON, with a combined value of £203,270.

- Staff upskilling is central to UON ethos with data for 2021-2022 showing that in total the University upskilled 77 staff with NVQ equivalent qualifications ranging from NVQ Level 2 through to NVQ Level 8. The data shows that overall, this can be broken down to an annual impact of over £125,000, with lifetime earnings across these qualifications totalling nearly £6.5 million⁶.
- UON also supported 827 staff with personal development through PDR plans, with 79% of eligible staff completing them and 72% of these staff completing most/all of their objectives.
- Another area of Enterprise, Culture and Mindset related to UON Social Impact is volunteering, but unfortunately, data for volunteering is unavailable for 2021-2022. However, there are plans to collect this data through the ‘Everyone a Changemaker’ campaign commencing in November 2022.

1.5. Recommendations

Based upon the findings in this report, the following six recommendation are considered to be key in improving social impact reporting at the University of Northampton (Table 1.1).

<i>Recommendation One</i>	Information on physical activity is limited for UON despite the opportunities available to students and staff as stated online “the University provides sporting services for students, staff and the public, striving to be the heart of sport in Northampton. We have student and staff offers for recreational activities via our active campus project and our partner gym and pool at Trilogy leisure. Our student sports clubs
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⁵ The figures for KE4BB are not included in the overall impact figures as it’s not direct funding from the University. However, consideration is being given for the 22-23 report as to whether a percentage of UON managed grant funds can be claimed by the University as impact, based upon attribution.

⁶ All figures obtained from BIS (2011) for NV Levels 2-3 and Universities UK (2007) for NVQ Levels 4-8. Figures from those reports adjusted for inflation to August 2022 levels.

	offer free sports clubs to students, both recreational and competitive. For our elite athletes, we host four super teams and offer our Elite athlete scholarship, with the aims of nurturing sporting talent to compete at the highest level. Even if you are not a member of the university, we offer opportunities for public access to our sports lab services, sports injury rehab clinic and sports facilities.”
<i>Recommendation Two</i>	There is a missed opportunity to collect wellbeing data, as if longitudinal data were captured in this area for staff and students then UON would be able to demonstrate distance travelled and hence quantify how many staff and students had been supported from lower wellbeing scores to average or higher wellbeing scores. This is essential giving UON’s focus on health and wellbeing. When combined with the fiscal costs of low wellbeing, supporting 100 individuals to improve their wellbeing could be worth as much as £1.056 million ⁷ in monetised social impact (prior to attribution and deadweight being applied).
<i>Recommendation Three</i>	Ensure that we are able to report reductions in our Scope 3 emissions in future SIM reports to as to accurately assess the reductions in CO2e that we are delivering as a university ⁸ .
<i>Recommendation Four</i>	Ensure that we capture data for enterprise and employment growth at UON. This includes capturing accurate information on employment growth, gross added value, business support including growth and survival rates for 3 years, and jobs created. This can also feed off/into the new Economic Impact Assessments that the University is currently producing (data not available at the time of writing this report).
<i>Recommendation Five</i>	Volunteering has a beneficial impact on health outcomes, with research evidencing the effects of volunteering on mental and physical health (McDougle et al., 2014; Piliavin and Siegel, 2007), life satisfaction (Thoits and Hewitt, 2001), self-esteem (Morrow-Howell et al., 2003) and functional ability (Greenfield et al., 2004). Capturing accurate information on volunteering (i.e., number of staff volunteering based on allocated volunteering hours) would enable

⁷ Based on a wellbeing financial proxy of £10,560 (Cox, Bowen and Kempton, 2012; Maccagnan et al., 2019).

⁸ This is already in place through our Estates team who will be tracking this moving forwards with 2021-2022 as the baseline year.

	<p>UON to demonstrate value within volunteering. Indeed, data suggests that volunteering can provide added value to as much as £8.21 per hour of volunteering delivered. This data will be available from 22-23 as part of the University’s Everyone a Changemaker campaign.</p>
<p><i>Recommendation Six</i></p>	<p>Information on student progression from year 2 to year 3 was limited (as was information on the award received except for information for 2016-2017). This information is vital for understanding students’ progression for the report and, more importantly, for ensuring students are receiving the <i>right</i> support for progressing their studies. This is an area that the University should reflect on for future iterations of the report.</p>

Table 1.1. Key Recommendations

2. Overview

Increased scrutiny of public spending (Prowle, Murphy and Prowle, 2014) has increased expectations by funders and commissioners on organisations to provide information on the social impact of funded and commissioned activities (Clifford and Hazenberg, 2015). Demonstrating value for money⁹ is pivotal, not only for securing future funding, but for demonstrating and understanding effective service delivery (ibid). Identifying social impact, allows organisations to constantly refine social interventions and undertake evidence-based organisational development, which is critical for developing effective and sustainable services (Hazenberg, Seddon and Denny, 2014). This social impact report identifies the areas in which The University of Northampton (UON) are most successful in producing and measuring positive outcomes for students, staff, and communities (See Appendix A). In doing so the report outlines 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:

1. To enable young people to learn and flourish
2. Strong Communities that promote good health and wellbeing
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In doing so it builds upon the Theory of Change developed by the University to underpin this research (see Appendix A), which also links our four Changemaker Commitments to the United Nation’s Sustainable Development Goal (SDG) framework. This report represents the start of a social impact measurement journey that the University views as iterative, in which we will test and refine our data capture methodologies around impact to continuously improve the reliability and validity of our social impact reporting over the coming years. In this way we aim to be able to use the data gathered to inform University decision-making in a way that helps to ensure strategic decisions are made with full consideration of the economic, social and environmental consequences of said decisions. This report represents the first step on that journey.

⁹ Maximising the impact of each pound spent to improve people’s lives.

3. Methodology

Impact measurement allows organisations to understand the value of services and activities for individuals, organisations and society. While there are many different types of Social Impact (SI) measurement tools including Social Return on Investment (SROI) (Hall & Arvidson, 2013), the ‘Balance Scorecard’ (Bull, 2007), or ‘practical toolkits’ such as ‘Prove and Improve’ and ‘Outcomes Star’, the use of these tools in different sectors of the social economy may prove problematic if used in isolation (Denny, Seddon and Hazenberg, 2011). Evaluation frameworks based on such tools, generally only provide organisations with surface-level data on their performance. To overcome this problem, an approach is required that combines a singular approach to understanding the social impact created, but that within this allows for multiple data-points that allow for bespoke measurement for an organisation to take place.

The Social Impact Matrix© developed by the University of Northampton fills this gap by providing a holistic Social Impact Measurement (SIM) approach that can be used to develop a bespoke measurement framework. The Social Impact Matrix© largely builds on McLoughlin et al.’s (2009) SIMPLE methodology, which focuses upon the measurement of outputs, outcomes and impact. According to this framework, an *output* can be defined as the direct and easily identifiable outputs of a programme (i.e. the number of people supported). Outputs are augmented with longer-term benefits called *outcomes* that represent positive changes to participants’ states of mind that will enhance their lives and psychological well-being in the long run (i.e. improved wellbeing, greater self-efficacy). The framework also seeks to articulate *impact*, an even longer-term benefit relating to the wider impact on society resulting from the activities (i.e. savings through financial support). While *impact*’s focus on the wider and less tangible aspects of an intervention programme is the most difficult element to measure, its inclusion in the evaluation is essential for understanding the effectiveness of an intervention programme, especially for government and other funding bodies. Indeed, such an approach allows for the calculation of fiscal proxies that can be attached to social impacts, hence allowing organisations to demonstrate to stakeholders the fiscal savings that their work provides society. However, as noted above, this is not always possible and in some areas of SIM it should be accepted that the benefits accrued have value in and of themselves, even if that value cannot be monetised.

The framework also utilises elements from SROI, so as to quantify the value stakeholders attach to the social, environmental and economic changes they experience because of the organisation’s products, services and/or operations. This allows for an approach that focuses on what truly matters for the organisation and society, and provides a bottom-up approach involving stakeholders at every

stage of the journey. This also allows the organisation to look at fiscal proxy calculations of its impact and compare this with its programme costs, to see what the ‘return on investment’ ratio is.

Furthermore, the University of Northampton’s ‘Social Impact Matrix’© combines the framework of McLoughlin et al. (2009) with the ‘triple-bottom line’ that is present in the business models of social enterprises and the delivery of public services. The triple-bottom line consists of economic, social, and environmental impacts that are delivered by organisations and used as a proxy for social value. The organisation first decides what specific areas of impact it has in the economic, social and environmental spheres in relation to its programmes, then once these areas have been defined, the organisation must then identify what its specific outputs, outcomes, and impacts are for these areas of impact. The organisation can then develop or identify tools or formula that can be used to measure these specific outputs, outcomes and impacts. This process is outlined in Figure 3.1 below.

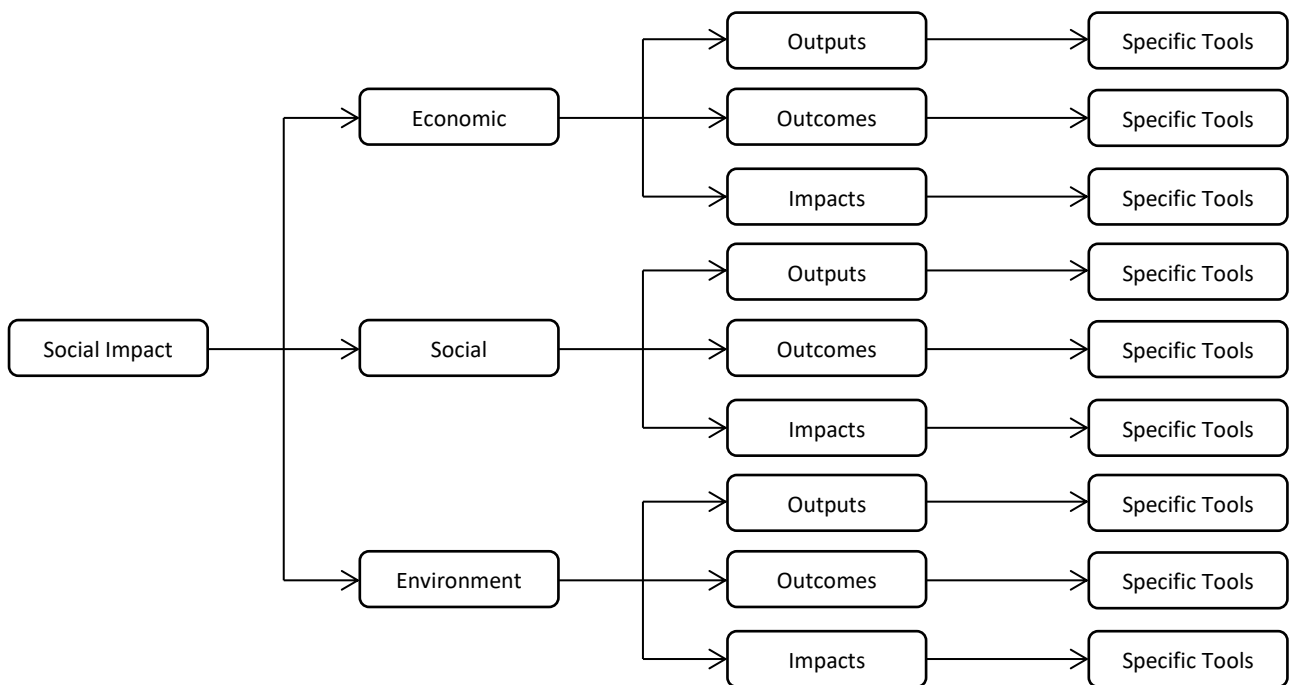


Figure 3.1. Social Impact Matrix ©

4. Establishing Impact

Calculating the overall social impact, UON requires an understanding of the *specific* and *direct* impact from the activities, support and services. SROI requires application of accounting principles to address questions such as:

- What would have happened anyway (deadweight)?
- What is the contribution of others (attribution)?
- Have the activities displaced value from elsewhere (displacement)?
- If an outcome is projected to have lasting impact, what is the rate at which value reduces over time (drop-off)?

Applying these measures enables identification of the total value of outcomes to ensure organisations avoid over-claiming.

4.1. Deadweight

Deadweight is a measure of the outcomes that would have occurred regardless of the activities and services delivered (Social Value UK, 2016). Identifying the information required for deadweight is often challenging (and potentially expensive if live control groups are required) thus using detailed reviews of existing service literature, enable the identification of what could have happened anyway. It is important to note that measuring deadweight is based on estimations, as identifying an identical comparison group is challenging (Social Value UK, 2016). Students (and other stakeholders) have access to other programmes at universities in the UK; however, UON are committed to investing in the Changemaker Commitments, so deadweight will not always be applicable. Levels of deadweight are applied using the rates, with examples below:

- Low = 10%
- Medium = 50%
- High = 90%

Through reviewing literature, estimations for deadweight are identified. Where deadweight cannot be attributed, either one of the estimate figures above is utilised, or where deadweight is not applicable then it is not placed into the impact calculations.

4.2. Attribution

Attribution is a measure of the extent to which the outcomes were caused by the contribution of other activities. It is calculated as a percentage (i.e. the proportion of the outcome that is attributable to your

organisation) (Social Value UK, 2016). It is important to note that achieving an accurate measure of attribution at this stage is an attempt to acknowledge that changes may be associated with other activities. Identifying the information required for attribution is often challenging, and SEs need to identify a suitable approach (Social Value UK, 2016). Services can request specific information from beneficiaries, for example, information on other activities offered and the benefit of such activities (Social Value UK, 2016). Identifying the information required for attribution is often challenging (and potentially expensive if live control groups are required) thus, where attribution is required, 10%-30% attribution will be used.

4.3. Displacement

Displacement recognises how the outcomes may displace other outcomes. For example, if UON support students to enter employment, are they taking away a job opportunity from another person. UON offer innovative wrap-around support focused on the Changemaker Commitments by creating opportunities for students. In the main, it is unlikely that UON support and/or activities would displace any other activity locally or nationally. However, UON have supported students into stable full-time employment (impacting on decreasing benefit payments and increasing taxes) thus considering displacement for those denied this employment opportunity is essential. For employment outcomes around Tax, National Insurance and Benefits, displacement ranges of 20% - 80% have been outlined by New Economics Foundation (2009). This analysis will therefore apply the lower range of 20% where applicable.

4.4. Duration & Drop-off

Drop-off is a measure used to account for a reduction in impact over a specific period (usually calculated for outcomes lasting one year or more) (Social Value UK, 2016). It is usually calculated by deducting a “fixed percentage from the remaining level of outcome at the end of each year. For example, an outcome of 100 that lasts for three years but drops off by 10% per annum would be 100 in the first year, 90 in the second (100 less 10%) and 80 in the third (90 less 10%)” (Social Value UK, 2016: 61). Once impact measurement is embedded, UON should have a system that manages this information, by tracking participants to establish accurate information on drop-off (e.g. completing follow-up questionnaires and/or interviews to establish the length of time until the outcomes reduced (Social Value UK, 2016). However, at this stage, with impact being tracked only for one calendar year, this is not a calculation that needs to be embedded. If UON move towards longitudinal data capture with beneficiaries over multiple years, then drop-off calculations may need to be included.

5. Impact Areas

Impact areas were identified through the UON's Theory of Change (see Appendix A), with core areas focused on the Changemaker Commitments, namely: To enable young people to learn and flourish; Strong Communities that promote good health and wellbeing; Sustainable Culture, Heritage and Environment; and Enterprise Culture and Mindset. Added value is calculated from actual costs and proxy costs with attribution, displacement and deadweight applied in the summary where applicable.

5.1. To enable young people to learn & flourish

The impact areas outlined in the ToC under the 'to enable young people to learn & flourish' Changemaker Commitment were student progression across Years 1, 2 & 3; degree obtained, general self-efficacy (GSE), and wellbeing. Information for students in 2021-2022 shows the numbers of students in the foundation year ($N = 701$), students in year 1 ($N = 4,135$), students in year 2 ($N = 2,833$) and students in year 3 ($N = 3,964$) (Figure 5.1.)

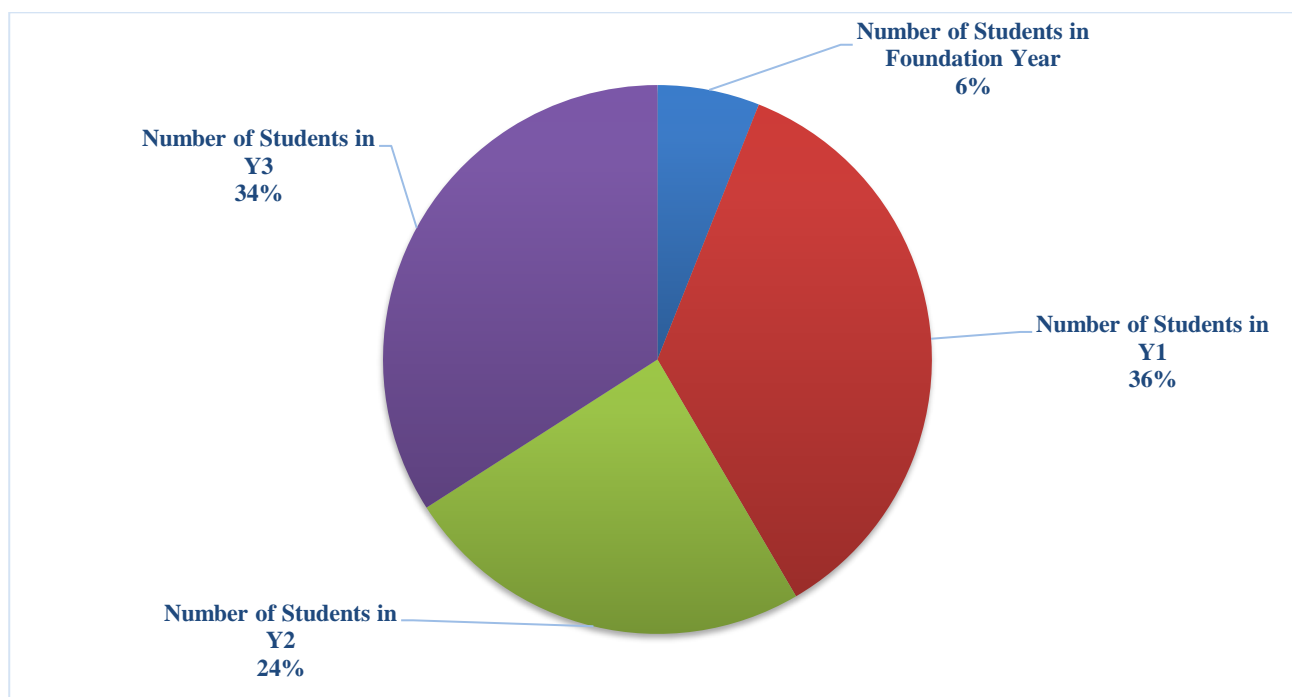


Figure 5.1. Number of students at UON in 2021-2022 (by year)

Student progress, recorded for 2019-2020, shows positive progression for students from year 1 to year 2 ($N = 2,275$) however there is limited information on progressions from year 2 to year 3. The number of students completing a degree was 1,710; however, information on the award received is limited except for information for 2016-2017. For the 2021-2022 academic year 689 students received

a first-class degree (30.2%), 1,045 received a 2:1 (45.9%), 447 receiving a 2:2 (19.6%) and 98 received a third-class degree (4.3%). The number of students not completing their studies was recorded as 9. For the students receiving Good Degrees, 70.5% were from IMD Q1-Q2 and 74.5% POLAR Q1. There are challenges around identifying the annual social impact of degree completion; however, research has shown that, combining income and employment, the gross additional lifetime value of an undergraduate degree (over two or more A-levels) is on average nearly £241,000 (Universities UK, 2007)¹⁰. This would mean that the additional lifetime value of supporting 1,710 undergraduate students to complete a degree is £411.96 million¹¹, whilst for supporting 1,531 postgraduate students the figure is £161.37 million (postgraduate additional lifetime earnings are lower at over £105,000)¹². Acknowledging that students may have obtained a degree from another University, a deadweight value of 30% was applied and as this relates to lifetime benefits these figures were divided by the potential 45-year length of a person's career post-graduation to produce an annual equivalent figure (see table 5.1).

UON students are supported to bolster their General Self-efficacy¹³, an individual's belief in their ability to complete a task and the strength of this belief. An individual with high self-efficacy will attempt to complete a task even after repeated failures; whilst a person with low self-efficacy will be easily deterred by failure. Self-efficacy scores were collected from students at the beginning of the academic year (October) and again at the end of the second term of the same academic year (March) using the 10-item Schwarzer and Jerusalem (1995) Generalized Self-Efficacy (GSE) Scale, scored on a 4-point Likert scale. This GSE scale was embedded into online forms that were completed by students engaging with our Changemaker Hub and Employability Plus scheme. Students reported a general self-efficacy mean total score of 3.19 at T1 ($N = 2,609$) and 3.42 at T2 ($N = 875$), an overall increase of +0.23 (equivalent to nearly 6%). A breakdown of the general self-efficacy at T2 has shown that general self-efficacy remained stable for 244 students, increased for 491 students and decreased for 140 students. Thus, a figure of 351 is used for calculation general self-efficacy to account for negative outcomes. Based upon data showing the average cost of improving an individual's GSE through an intervention as being £1,017 this means that the overall benefit of UON's work to bolster student GSE equates to £249,876.90 when deadweight is accounted for. Research also shows that

¹⁰ Adjusted for inflation from 2007 (£160,000) to August 2022 levels (£240,913.10): <https://londoneconomics.co.uk/wp-content/uploads/2011/09/67-The-economic-benefits-of-a-degree.pdf>

¹¹ This figure differs for students entering UON through non-traditional routes (+£9,000), mature students (+£3,000-£4,000).

¹² Adjusted for inflation from 2007 (£70,000) to August 2022 levels (£105,399.48): <https://londoneconomics.co.uk/wp-content/uploads/2011/09/67-The-economic-benefits-of-a-degree.pdf>

¹³ Responses to the questions were on a 4-point Likert Scale (1 = not at all true, 2 = hardly true, 3 = moderately true, 4 = exactly true (Schwarzer, R. & Jerusalem, M. (1995). *Generalized Self-Efficacy Scale*. In Weinman, J., Wright, S. and Johnston, M. (Eds.). *Measures in Health Psychology: A User's Portfolio*, 35-37).

self-efficacy is strongly linked to employment, with the lack of gaining and maintaining employment implying a reduced self-efficacy (Scherbaum *et al.*, 2006).

The value of social impact delivered by UON in this area is equal to **£9,029,001.91** when attribution and deadweight is accounted for (Table 5.1). Please note, the * symbol denotes multiplication.

Support	Gross Impact	Costs, Attribution, Displacement & Deadweight	Net Impact
Annual value from degree completion (Undergraduate)	£8,955,682.63	1,710 (degree completion) £160,000 (Universities UK, 2007) / 46 years estimates working lifespan [30% Deadweight applied].	£6,268,977.84
Annual value from degree completion (Postgraduate Degree)	£3,585,924.53	1,531 (degree completion) * £70,000 (Universities UK, 2007) / 45 years estimated working lifespan [30% Deadweight applied].	£2,510,147.17
Student Self-efficacy	£356,967.00	351 students had their self-efficacy improved on average x £1,017 (average cost of improvements in self-efficacy) [30% Deadweight applied].	£249,876.90
Total	£12,898,574.16		£9,029,001.91

Table 5.1. To enable young people to learn & flourish

Health and well-being are measured as *general well-being* defined as one’s perception of their satisfaction of life and life stability. Research (Cox, Bowen and Kempton, 2012; Maccagnan et al., 2019) has suggested that improving an individual’s well-being could be valued at £10,560 per individual, which illustrates the importance of capturing detailed information on the role of UON in improving staff and student well-being. Although, well-being scales were not captured for all students and staff, there was information to suggest students have accessed the University’s well-being support (see Section 4.2). Ensuring some longitudinal capture of wellbeing across staff and students will be a core focus of the 2022-2023 report data gathering, as this can evidence a potentially significant wider impact to society.

5.2. Strong Communities that promote good health & wellbeing

The impact areas outlined in the ToC under the ‘Strong Communities that promote good health & wellbeing’ Changemaker Commitments were increase impact of student financial support, physical health and wellbeing. Information was available from UON on student financial support, with actual figures provided by UON on the support provided to students through vouchers ($n = 2,472$), [split between laptops ($n = 1,563 @ £570.62$ each), halls of residence discounts ($n = 664 @ £500$ each), catering credits ($n = 245 @ £500$ each). In addition, there were also 1,831 bursaries given out (£449 each). This support is invaluable in ensuring students, especially students experiencing financial difficulty, can continue with their education. Indeed, data exploring the impact of the University’s bursary support can be used to explore the University’s impact in this area on social mobility, particularly around progression and completion rates for disadvantaged students.

Physical activity improves health and wellbeing for the general population, with the CDC (2022, p.1) stating that “*Being physically active can improve your brain health, help manage weight, reduce the risk of disease, strengthen bones and muscles, and improve your ability to do everyday activities.*” The benefits of walking can be significant for long-term health outcomes, with World Health Organisation (WHO) research identifying that regular walking and/or cycling (2 x 20 minutes per week) can reduce morbidity rates by up to 10%¹⁴. UON promote walking practices around Northamptonshire, with the creation of 3km walking routes (i.e., Delapre Abbey walking route) that was found to have added a new walk to 13% of people’s normal weekly walks and added an extra day of walking for 36% of people. Through examination of survey information by Dr Declan Ryan, there was a median increase of 7 people participating in physical activity in comparison to summer 2021 (footfall ranges from median 14 to 156 people per day depending on counter location). The overall number of people supported to access physical activity through walking or running was 178 with an estimated uplift in walking of 3km per week per person delivered at 3.1km/h for a total collective walking time of over 8,957 walking hours (27,768km per year). Based upon the World Health Organisation’s (WHO) ‘Health Economic Assessment Tool’ (HEAT) methodology, this equates to approximately £86,904.88 of value per year. Physical activity is calculated using proxy values based on the average cost of a yearly gym membership (£227.88)¹⁵, average cost of joining a walking club or organisations (£38.50)¹⁶ and the average cost of participating in a supported programme through coaching (£300)¹⁷.

¹⁴ WHO, (2018), *Health Economic Assessment Tool (HEAT) 5.0*, available online at <http://www.heatwalkingcycling.org>

¹⁵ <https://www.puregym.com/membership-options/>

¹⁶ <https://www.ramblers.org.uk/get-involved/join-the-ramblers.aspx?area=NP>

¹⁷ <http://www.associationforcoaching.com/memb/UKcrs104.pdf>

Student wellbeing is a global concern, with research showing that students in university are a high risk group for psychological distress and mental ill-health (Eisenberg, Hunt, & Speer, 2013; Larcombe et al., 2016; Orygen, 2017). Supporting students plays a role not only in improving wellbeing, but in improving student outcomes (Dooris et al., 2010; Chi Baik, 2019). Research found that the entire university ecosystem has a role to play in improving student health and wellbeing (Dooris et al., 2010; Chi Baik, 2019) however academic teachers, in particular, play a critical role in reducing stressors and promoting wellbeing. 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 who need help in managing their emotional and mental wellbeing. Overall, 2,000 students accessed support at UON for wellbeing. The Unit Cost Database (2021)¹⁸ attached an annual cost of £156 to mental health community provisions, which was used to calculate the *potential* impact of support delivered to students by trained staff at UON.

The value of social impact delivered by UON in this area is equal to **£2,560,937.02** when attribution and deadweight is accounted for (Table 5.2).

Support	Gross Impact	Costs, Attribution, Displacement & Deadweight	Net Impact
Laptops	£891,879.06	1,563 students provided with laptops * £570.62 (cost of laptops).	£891,879.06
Bursaries	£822,119.00	1,831 students provided with bursaries * £449 (average cost of bursaries).	£822,119.00
Halls of Residence Discount	£332,000.00	664 students receiving residence discount * £500 (cost of discount).	£332,000.00
Catering Credit	£122,500.00	245 students receiving catering credit * £500 (cost of credit).	£122,500.00
Physical Activity Savings	£100,815.64	93 people participating in physical activity *£5966.38 [£227.88 (average cost of	£90,734.08

¹⁸ <https://www.pssru.ac.uk/project-pages/unit-costs/>

		yearly gym membership) + £38.50 (average cost of joining walking club range from free - £200) + £300 (average coaching cost) [10% Deadweight applied].	
Walking Health Benefits	£96,560.98	Calculated by the WHO's HEAT Tool ¹⁹ based upon 178 people x 3km walked per week = (27,768km per annum / 3.1km/h) x £10.78 benefit / hour [10% Deadweight applied].	£86,904.88
Student Access to Well- being Services	£358,000.00	2,000 students accessing services * Average cost of Mental health community provision - average cost per contact- fiscal and economic costs (Unit Cost) [30% Attribution applied ²⁰ ; 10% Deadweight applied]	£214,800.00
Total	£2,723,874.68	N/A	£2,560,937.02

Table 5.2. Strong Communities that promote good health & wellbeing

5.3. Sustainable Culture, Heritage & Environment

The impact areas outlined in the ToC under ‘Sustainable Culture, Heritage & Environment’ Changemaker Commitments were public engagement; radio listenership; students and staff heritage; employment growth; increase community cohesion; carbon reduction (reduce 1 & 2 carbon emissions); achieve net zero carbon in scope 3 emissions by 2050; waste and recycling; travel;

¹⁹ Online at: <https://www.heatwalkingcycling.org/#homepage>

²⁰ Reductions in students accessing community mental health support could be attributed to other sources, albeit support from UON would be pivotal.

education for sustainability; and 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 positive. Information on environmental impact illustrate that UON have reduced electricity consumption by 20% across the estate in comparison to 2019/2020, reduced Scope 1 and 2 emissions of CO₂e by 46%, reduced gas consumption across the estate by 44% in comparison to 2019/2020 and increased biomass heat output by 73% in comparison to 2019/20. This has equated to an average reduction in Scope 1 and 2 carbon emissions that is equivalent to 0.26 tonnes per student, or 2,330.90 tonnes less CO₂e emitted. This can be monetised through carbon pricing to show that this provides an equivalent impact of £27,458 in Scope 1 and 2 carbon emission savings²¹.

Furthermore, UON are committed to reducing waste, with an increase in recycling of 68% which means than only 4.94 tonnes of waste are sent to landfill. The CO₂e reductions can be calculated here also, both with regards to the reduction in landfill waste, which stands at 10.5 tonnes based upon the above figures, alongside the CO₂e reduction through the recycling (and hence reduced manufacturing costs) of different raw materials. This means that overall UON has prevented 3.045 tonnes of CO₂e emissions from landfill (worth £35.87), and over 753 tonnes of CO₂e emissions through recycling (worth £3,384.54). Together, this equates to a total fiscal value related to the social costs of CO₂ emissions of £3,420.41.

Finally, UON are committed to reducing the environmental impact of car use through a 40% increase in electric vehicles. To date the University has five electric vehicles that do an average of 10,000 miles per year. Therefore, the environmental benefit of the University's increasingly electrified fleet is £59,000. Other areas of environmental impact for UON includes arranging litter picking events ($N = 3$) and project AWESOME activities ($N = 1$).

Public engagement was offered by UON in 2021-2022 through 147 in-person events and 248 virtual events, with participation of 8,505 members of the public at in-person events and 10,351 at virtual events. Although events were offered in-person, UON provided opportunities for members of the public, staff and students to attend virtually. These events are attended by members of the public as

²¹ This is based upon a minimum social cost carbon pricing value of \$13/tonne (see: [Gold Standard](#)). The minimum value is used in these calculations here, however, the costs could be as high as \$212/tonne, representing a 16-fold increase in the carbon social cost – this would be equivalent in UON's figures to nearly £448,000. Data on Scope 3 emissions is not yet available as the University does not have baseline data for the period before 21/22.

well as staff and students (Figure 5.2). Public engagement events are subsidised by UON with the average cost of events around £2,500 for in-person events and £2,259.59 for virtual events²².

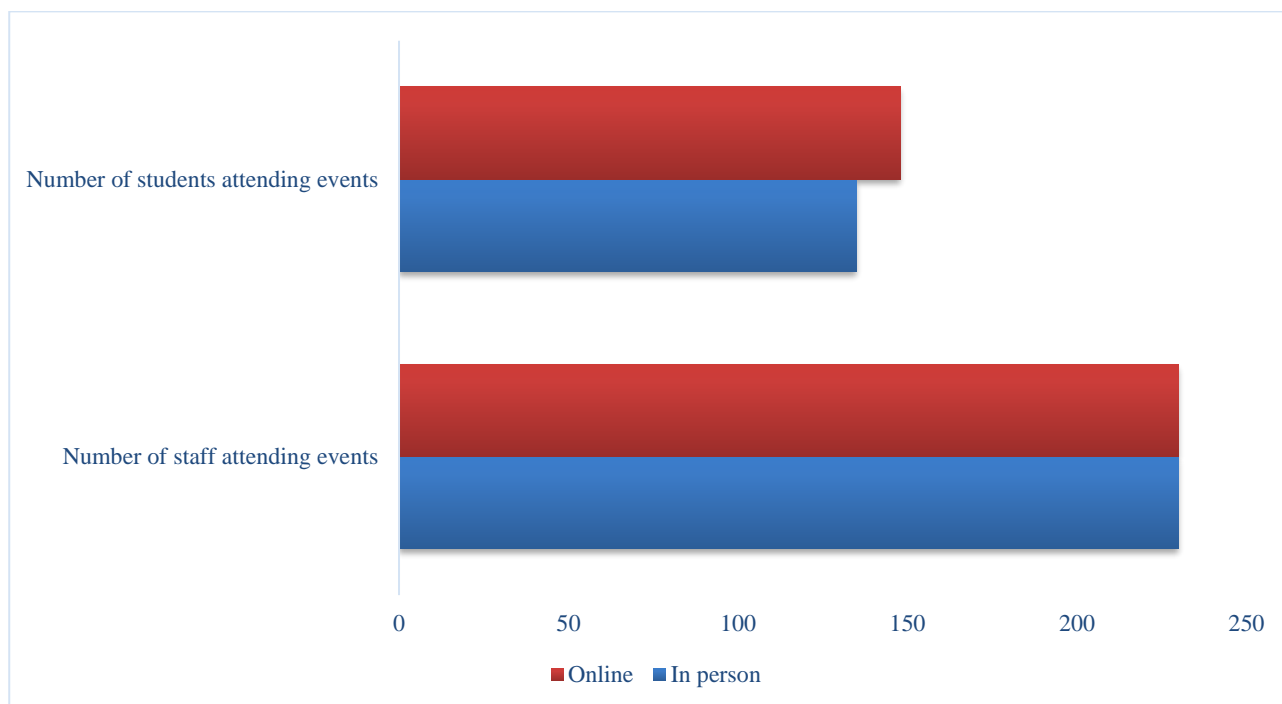


Figure 5.2. Number of staff and students attending public events

Public engagement with UON is offered not only through specific events, but through NLive Radio. NLive Radio is a licensed radio station which is owned and operated by the University of Northampton with a mission to “to serve the wider town of Northampton”. Social impacts associated with radio listenership can be calculated based on the average cost of subscriptions to online radio services (i.e., Spotify)²³ and brand value (i.e., average cost of brand value per 1,000 listeners is £18.40). Finally, UON provide support for Arts and Heritage through the provision of support for events and activities under the umbrella of Arts and Heritage. This includes support and resources for Music, Acting and ACPD shows (i.e. room hire, funding for programmes, props, costumes, student transport to shows), Sponsorship of Northampton Music Festival, support for student engagement with NN Contemporary and Graduate Fashion Week. Further examples are outlined in Table 5.3. Additional impact for review in future reports is based on the University’s commitment to open-access resources.

²² Average price of virtual event \$2,500-10,000. This is the price range for Zoom or WebEx to host a single virtual event or managed webinar (see: <https://raffertyweiss.com/average-cost-of-hosting-a-virtual-event-and-how-to-budget/>).

²³ Applying a 50% deadweight given the fact listeners may choose to only access free radio stations.

The value of social impact delivered by UON in this CMC area is equal to **£5,101,468.21** when attribution and deadweight is accounted for (Table 5.3).

Support	Gross Impact	Costs, Attribution, Displacement & Deadweight	Net Impact
Scope 1 & 2 CO2e Emission Reductions	£27,493.87	2,330.90 tonnes reduction * £11.78/tonne social cost saving.	£27,493.87
Waste & Recycling Reductions	£3,420.41	Landfill CO2e saving of £35.87 + Recycling CO2e saving of £	£3,420.41
Electric Vehicle Fleet	£59,000	5 Vehicles x 10,000 miles (Average Mileage) x £1.18/mile benefit	£59,000
Number of events (in person)	£51,450.00	147 events * £375 (average cost of event space at UON)	£51,450.00
Catering costs (events)	£164,095.00	8,870 events catered * £18.50 ²⁴ (average catering per person)	£164,095.00
Number of events (online)	£515,052.00	228 events * £2,259.59 (average cost of online events - \$2,500 (£2,259.50)- £10,000 (£9,036.75): This is the price range if you're using a provider like Zoom or WebEx to host a single virtual event or managed webinar [https://raffertyweiss.com/average-cost-of-hosting-a-virtual-event-and-how-to-budget/)]	£515,052.00
Radio (Brand Value)	£248.40	Per 1,000 listeners *£18.40 (brand value - https://www.cloudrad.io/membership-radio) [10% Deadweight applied].	£223.56
Radio (Subscriptions)	£1,618,380.00	Number of listeners * £119.88 (Spotify subscription cost) [50% Deadweight applied].	£809,190.00

²⁴ Average cost of £18.50 for catering per person at in-person events (<https://nyfta.org/blog/catering-costs-complete-pricing-guide>).

Graduate Employment ²⁵ - Tax and National Insurance	£1,313,254.88	National Insurance and Tax for graduate employees ($n = 382$) @ salary of £22,300.00 (Average student salary) x students. [Displacement of 20% applied; Deadweight of 10% applied]	£919,278.42
Non-Graduate Employment - Tax and National Insurance	£804,697.36	National Insurance and Tax for non-graduate employees ($n = 254$) @ salary of £18,139.68 (Average minimum wage salary) x students. [Displacement of 20% applied; Deadweight of 10% applied]	£563,288.15
Secured Employment (Graduated and Non-Graduates) - Reduction in benefits	£2,546,544.00	Benefit payment (i.e. JSA) for students securing employment ($n = 636$) @ benefit rate of £77.00 per week x students. [Displacement of 20% applied; Deadweight of 10% applied]	£1,782,580.80
Music, Acting and ACDP Shows (room hire, funding for programmes, props, costumes, student transport to shows)	£31,000.00	Actual Data from the University	£31,000.00
Sponsorship of Northampton Music Festival	£3,000.00	Actual Data from the University	£3,000.00
Support for student engagement with NN Contemporary	£20,000.00	Actual Data from the University	£20,000.00

²⁵ Taken from the HESA destinations dataset. The latest data available shows that UON had 2,251 students, but data is only held for 842 students, of which 769 have positive destinations including further study (91.3%) success rate. This is broken down into 382 alumni in graduate employment and 254 alumni in non-graduate employment, for a total of 636 positive employment destinations (75.5%). Those in positive further study destinations are not included, as we can ascertain the qualifications gained. As there is no destination data for the missing 1,409 students within the HESA dataset, we can include these students in the analysis.

Degree Show (costs of operation)	£8,000.00	Actual Data from the University	£8,000.00
Graduate Fashion Week (costs of participation)	£18,000.00	Actual Data from the University	£18,000.00
Cultural Compact Liaison staff costs	£3,376.00	Actual Data from the University	£3,376.00
Music Tuition for students	£6,500.00	Actual Data from the University	£6,500.00
NLIVE operating costs	£57,720.00	Actual Data from the University	£57,720.00
Engine shed rent paid for SU	£58,800.00	Actual Data from the University	£58,800.00
Total	£7,310,031.92	N/A	£5,101,468.21

Table 5.3. Sustainable Culture, Heritage & Environment

5.4. Enterprise Culture & 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. Information on UON staffing illustrates a gender-imbalance, with 42% of staff members recorded as male and 58% of staff members recorded as female (Figure 5.3).

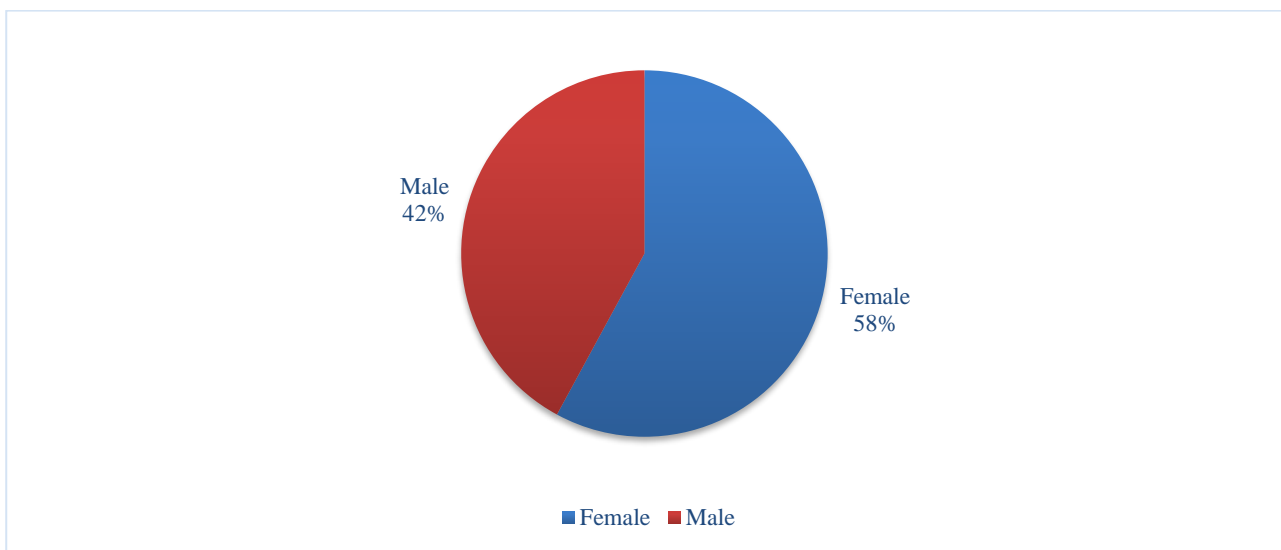


Figure 5.3. Staff breakdown by gender

The gender-imbalance is impactful on the salaries with female staff members (£35,801) earning on average £3,158 less than their male counterparts (£38,959). Drawing from the University’s ‘Gender, Ethnicity, Disability Pay Gap and Equal Pay Report 2022’, the mean gender pay gap by hourly rate is 8.5%, with a median of 11.1%. By category, the gender pay gap has dropped for academic staff to 1.5%, whilst increasing in professional services to 17.1%. This latter figure is likely driven by an increase in female staff members in Grades 3-5 roles. Currently, the University employs 1,499 female staff members and 1,089 male members across all pay grades, with the senior management team gender split being 9 male members to 8 female members. In each grade from scales 2 to 8, female staff members hold the majority of roles (average split of 70.92% females to 29.08% males), with grades 9-10 and senior staff beyond this having male majorities (average split of 40.23% females to 59.77% males).

The breakdown of staff members by ethnicity, with the majority of staff members (73.1%) White followed by 6.7% Asian or Asian British, 6.1% Black, African, Caribbean or Black British, 2.7% Multiple ethnic groups, and 1.7% other ethnic groups (Figure 5.4).

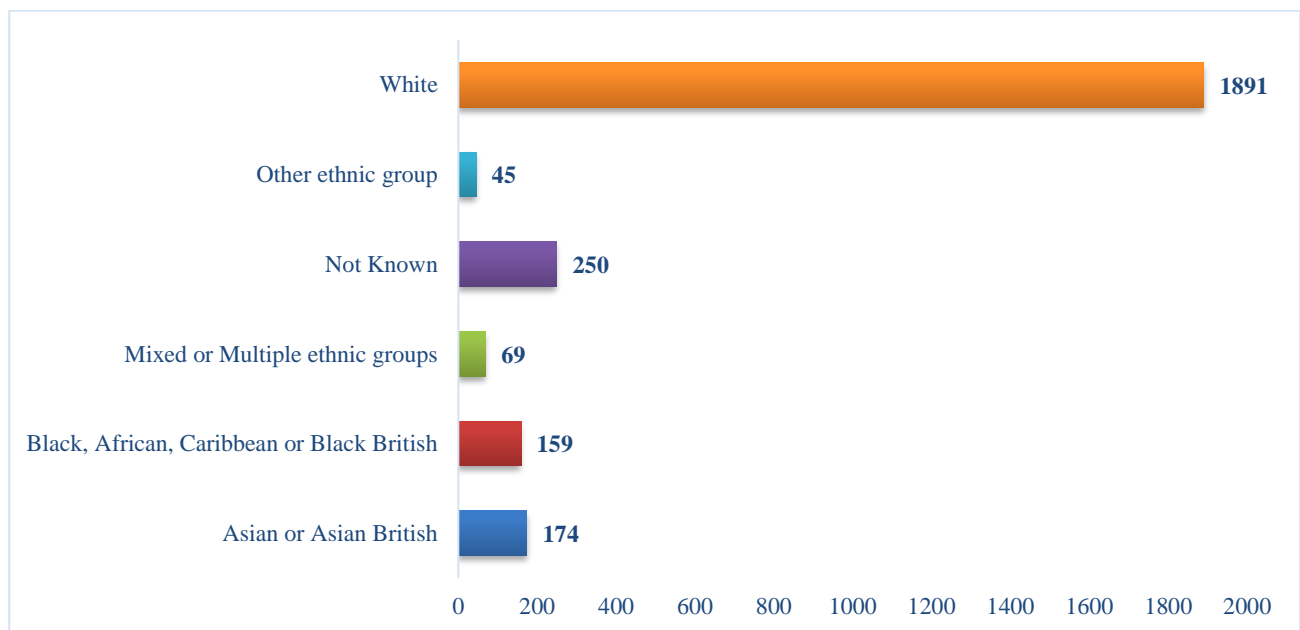


Figure 5.4. Breakdown of staff by ethnicity.

There are some differences in salaries for staff by ethnic group, with Black, African, Caribbean or Black British staff members earning less than members of staff from other groups. Full breakdown of average salaries in Table 5.4.

Ethnic Group	Salary
Asian or Asian British	£37,646
Black, African, Caribbean or Black British	£34,254
Mixed or Multiple ethnic groups	£37,194
Not Known	£36,008
Other ethnic group	£39,797
White	£37,206
Average	£37,066

Table 5.4. Education, Employment and Training

The breakdown of staff members by IMD Q1-Q5 areas was recorded based on their home postcode, with 245 staff members in Q1 (10.4%), 410 staff members in Q2 (16.7%), 491 staff members in Q3 (20.0%), 664 staff members in Q4 (27.1%), and 634 staff members in Q5 (25.8%). Staff development is promoted by UON through the development of the Associate Professor Development Scheme (APDS) and Professoriate. Overall, 16 staff members were approved for APDS in 2021-2022 and 7 staff members received Professoriate. In addition, the University's HR department promotes staff development through PDR plans (see further on in this section), and has staff support programmes such as the [C@N-DO](#) programme of support for all staff.

UON created new positions for 24 staff members, illustrating the employment growth at UON. The financial value to society of employment creation can be calculated in relation to increases in income tax and National Insurance contributions, as well as saving in JSA. The income tax rate is currently set at 20% at the basic level with a personal allowance of £12,750 per year²⁶ whilst the rate for National Insurance is 12% paid on earnings above a primary threshold of £9,568²⁷. Furthermore, the annual JSA payment for an individual is £4,004²⁸. Based on the average salary for staff²⁹ is £37,066, the total contribution to the economy through income tax, National Insurance and welfare savings is £204,404.93.

²⁶ HM Treasury data obtained from <https://www.gov.uk/income-tax-rates>.

²⁷ HMRC data obtained from <https://www.gov.uk/government/publications/rates-and-allowances-national-insurance-contributions/rates-and-allowances-national-insurance-contributions>.

²⁸ Obtained from <https://www.gov.uk/jobseekers-allowance>.

²⁹ Average staff salary provided by HR.

With regards to enterprise support and business start-up and growth, the University is working to increase the depth of data captured from businesses supported, so that the impact on enterprise start-up and growth can be better captured. However, data held by the UON business support teams shows that a total of 51 businesses (eight of which were start-ups) were supported in 21/22 through the SEMSUP and Growth Curve funds, with a total funding provision of £255,046 of grant funding (£127,523 of direct match from the University’s funds). We also supported students to start 24 businesses and our delivery of the West and North Northants funded KE4BB programme provided 63 businesses with grants worth £203,270³⁰. Finally, a further 96 ARG grants were also managed by UON, with a combined value of £203,270.

Upskilling of staff to higher NVQ level qualifications is also an area where the University creates social impact through increased lifetime earnings potential. Data for 2021-2022 shows that in total the University upskilled 77 staff with NVQ equivalent qualifications ranging from NVQ Level 2 through to NVQ Level 8. The breakdown of this data is presented below in Table 5.5, but the data shows that overall this can be broken down to an annual impact of over £125,000, with lifetime earnings across these qualifications totaling nearly £6.5 million³¹. Further, the University also supported 827 staff with personal development through PDR plans, with 79% of eligible staff completing them and 72% of these staff completing most/all of these objectives.

The value of social impact delivered by UON in this area is equal to **£444,064.09** when attribution and deadweight is accounted for (Table 5.5)³².

Support	Total Impact	Costs, Attribution, Displacement & Deadweight	Net Impact
New employment - Tax and National Insurance	£195,911.04	National Insurance and Tax for employees (<i>n</i> = 24) @ salary of £37,066 (Average salary UON) x staff in new jobs. [Displacement of 20% applied; Deadweight of 10% applied]	£137,137.73
Secured Employment -	£96,096.00	Benefit payment (i.e. JSA) for staff securing employment (<i>n</i> = 24) @ benefit rate of £77.00	£67,267.20

³⁰ The figures for KE4BB are not included in the overall impact figures as it’s not direct funding from the University. However, consideration is being given for the 22-23 report as to whether a percentage of UON managed grant funds can be claimed by the University as impact, based upon attribution.

³¹ All figures obtained from BIS (2011) for NV Levels 2-3 and Universities UK (2007) for NVQ Levels 4-8. Figures from those reports adjusted for inflation to August 2022 levels.

³² The working lifetime figures vary by qualification based upon the earliest they can be achieved (outside of exceptional circumstances). So an NVQ Level 2-3 won’t be achieved until at least 18 years of age, whilst a degree (Level 6) would be at least 21 years of age, and a Level 8 (i.e. PhD) at least 25 years. As we assume a retirement age of 67 years then the different work lifetimes are calculated on this basis e.g. 49 years for NVQ Level 3 (67 years – 18 years), through to 42 years at NVQ Level 8 (67 years – 25 years).

Reduction in Benefits		per week x staff in new jobs [Displacement of 20% applied; Deadweight of 10% applied]	
University Grant Match Funding	£127,523	Total grant funding distributed to 51 businesses (including 8 start-ups) with UON providing 50% of the match funding [Deadweight of 10% applied]	£114,770.70
NVQ L2 Upskilling	£3,961.65	Number * £27,731.56 over a lifetime / 49 years estimated working life-span [Deadweight of 10% applied]	£3,565.49
NVQ L3 Upskilling	£43,211.30	Number * £75,619.78 over a lifetime / 49 years estimated working life-span) [Deadweight of 10% applied]	£38,890.17
NVQ L4 Upskilling	£941.07	Number * £7,528.53 (Universities UK, 2007) / 48 years estimated working life-span). [Deadweight of 10% applied]	£846.96
NVQ L5 Upskilling	£16,819.07	Number * £52,699.74 (Universities UK, 2007) / 47 years estimated working life-span). [Deadweight of 10% applied]	£15,137.16
NVQ L6 Upskilling	£57,609.65	Number * £240,913.10 (Universities UK, 2007) / 46 years estimated working life-span). [Deadweight of 10% applied]	£51,848.69
NVQ L7 Upskilling	£6,222.22	Number * £105,399.48 (Universities UK, 2007) / 45 years estimated working life-span). [Deadweight of 10% applied]	£5,600.00
NVQ L8 Upskilling	£10,000.00	Number * £105,399.48 (Universities UK, 2007) / 42 years estimated working life-span). [Deadweight of 10% applied]	£9,000.00
Total	£558,295.00	N/A	£444,064.09

Table 5.5. Enterprise, Culture and Mindset

Another area of Enterprise, Culture and Mindset related to UON Social Impact is volunteering. Volunteering has a beneficial impact on mental and physical health (McDougle et al., 2014; Piliavin and Siegel, 2007), life satisfaction (Thoits and Hewitt, 2001), self-esteem (Morrow-Howell et al., 2003) and functional ability (Greenfield et al., 2004). The Community Works recommend calculating

the benefit of volunteering using total volunteer hours by an hourly wage rate. This could be the national minimum wage³³ or a median hourly wage. The minimum wage *probably* underestimates the value, while the median wage may overestimate it, thus the minimum wage is used here to calculate the volunteering value. Unfortunately, data for volunteering is unavailable for 2021-2022 but there are plans to collect this data through the Everyone a Changemaker campaign commencing in November 2022.

5.5. Covid-19

Covid-19 created challenges across the globe, with measures to prevent the spread of disease in the United Kingdom including physical isolation and social distancing. Physical isolation and social distancing result in long term social isolation which impact on wellbeing and mental health (Pierce, et al., 2020; Iob, Steptoe, and Fancourt, 2020). The impact on social isolation and well-being is intensified for individuals experiencing deprivation, poor health and financial insecurity. Research by Bell and Blanchflower (2020) shows that approximately 20% of people had lost at least half of their income due to Covid-19. During the pandemic the University decided to take proactive action to support students, staff and the community through the pandemic. The full impact of this work and the case-studies that underpin this are presented in full in the University's '[Supporting our Community](#)' Covid publication; however, we are summarising the monetised social impacts delivered here as part of this report. This support included:

- **Student Support:** Over £2.6 million to support students through the pandemic, including with rent reductions in halls of residence, grant funding from our Covid Hardship Fund, the provision of laptops to allow remote working, and support from corporate partners for students through tuition fee loans.
- **Supporting the NHS and Community:** The University has also provided the NHS and local organisations with £250,600 of free accommodation on campus, as well as facilitating 621 appointments (either virtual or in-person) through on-campus space, leading to 23 referrals to A&E for Covid patients.
- **Environmental Impacts:** By running our campus in a restricted mode during Covid, we also reduced our CO₂e by 55 tonnes, equivalent to £647.90 in social cost equivalent value.
- **Radio Advertising:** The University also supported local organisations during the pandemic with free radio advertising through our NLive radio station worth up to £2,000 in total, supporting small community organisation to get their message out during Covid.

³³ <https://www.gov.uk/national-minimum-wage>

Whilst this represents only a part of our activities during Covid to support students, staff and the community, it demonstrates that the University delivered strong impact to society worth as much as **£2,853,247.90**. This is not reported in our overall impact figures in this report as the data is from before the 2021-2022 period. However, as this is the first social impact report that the University has produced since the Covid-19 pandemic, it is important to acknowledge this impact in the report.

6. Summary and Recommendations

6.1. Impact Overview

The data gathered in relation to the social impact of UON and reported in Section 5 (see also Appendix B), demonstrates that the total maximum impact created equates to over £17 million³⁴. Figure 6.1 below illustrates the breakdown of these social impact figures across the four Changemaker Commitments.

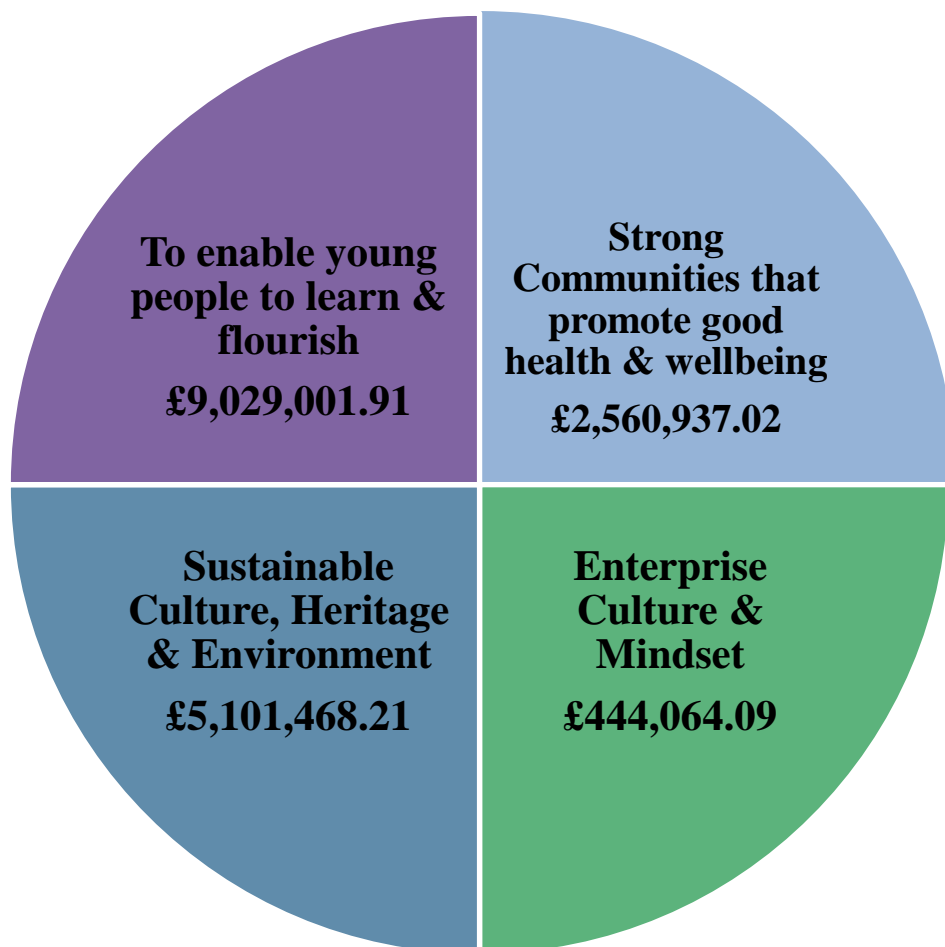


Figure 6.1. Social Impact Summary by Changemaker Commitments.

It should be noted that it is the research team's estimate that the figures reported here are underestimating the true social impact generated by UON, due to suboptimal data capture. This was highlighted in the previous sections in relation to a lack of longitudinal data capture around wellbeing,

³⁴ Net impact of £17,135,471.23 (gross impact of £23,490,775.77 without deadweight and attribution accounted for).

as well as the limited data held available on staff development, enterprise, business and students accessing services and volunteering. The aim of the research team is to seek to minimise these data gaps as much as possible in future annual reports.

6.2. Recommendations

Based upon the data gathered in this report, the following six recommendation are made (Table 6.1).

<p><i>Recommendation One</i></p>	<p>Information on physical activity is limited for UON despite the opportunities available to students and staff as stated online “the University provides sporting services for students, staff and the public, striving to be the heart of sport in Northampton. We have student and staff offers for recreational activities via our active campus project and our partner gym and pool at Trilogy leisure. Our student sports clubs offer free sports clubs to students, both recreational and competitive. For our elite athletes, we host four super teams and offer our Elite athlete scholarship, with the aims of nurturing sporting talent to compete at the highest level. Even if you are not a member of the university, we offer opportunities for public access to our sports lab services, sports injury rehab clinic and sports facilities.”</p>
<p><i>Recommendation Two</i></p>	<p>There is a missed opportunity to collect wellbeing data, as if longitudinal data were captured in this area for staff and students then UON would be able to demonstrate distance travelled and hence quantify how many staff and students had been supported from lower wellbeing scores to average or higher wellbeing scores. This is essential giving UON’s focus on health and wellbeing. When combined with the fiscal costs of low wellbeing, supporting 100 individuals to improve their wellbeing could be worth as much as £1.056 million³⁵ in monetised social impact (prior to attribution and deadweight being applied).</p>

³⁵ Based on a wellbeing financial proxy of £10,560 (Cox, Bowen and Kempton, 2012; Maccagnan et al., 2019).

<i>Recommendation Three</i>	Ensure that we are able to report reductions in our Scope 3 emissions in future SIM reports to as to accurately assess the reductions in CO2e that we are delivering as a university ³⁶ .
<i>Recommendation Four</i>	Ensure that we capture data for enterprise and employment growth at UON. This includes capturing accurate information on employment growth, gross added value, business support including growth and survival rates for 3 years, and jobs created. This can also feed off/into the new Economic Impact Assessments that the University is currently producing (data not available at the time of writing this report).
<i>Recommendation Five</i>	Volunteering has a beneficial impact on health outcomes, with research evidencing the effects of volunteering on mental and physical health (McDougle et al., 2014; Piliavin and Siegel, 2007), life satisfaction (Thoits and Hewitt, 2001), self-esteem (Morrow-Howell et al., 2003) and functional ability (Greenfield et al., 2004). Capturing accurate information on volunteering (i.e., number of staff volunteering based on allocated volunteering hours) would enable UON to demonstrate value within volunteering. Indeed, data suggests that volunteering can provide added value to as much as £8.21 per hour of volunteering delivered. This data will be available from 22-23 as part of the University's Everyone a Changemaker campaign.
<i>Recommendation Six</i>	Information on student progression from year 2 to year 3 was limited (as was information on the award received except for information for 2016-2017). This information is vital for understanding students' progression for the report and, more importantly, for ensuring students are receiving the <i>right</i> support for progressing their studies. This is an area that the University should reflect on for future iterations of the report.

Table 6.1. Key Recommendations

³⁶ This is already in place through our Estates team who will be tracking this moving forwards with 2021-2022 as the baseline year.

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Appendices

Appendix A: UON SIMF

Changemaker Challenge	Output			Outcome			Impact			Notes		
	Category	Sub-category (where applicable)	Data Input	Category	Sub-category (where applicable)	Data Input	Category	Sub-category (where applicable)	Data Input			
1. To enable young people to learn & flourish	Student numbers	N/A	N	Student Performance	Progression	% progression across Years 1, 2 & 3	Student Social mobility	Graduate Job Creation	Income Tax Receipts	<p>BIS (2013) University Degree Impact https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/229498/bis-13-899-the-impact-of-university-degrees-on-the-lifecycle-of-earnings-further-analysis.pdf</p> <p>Department of Education (n.d.) https://ifs.org.uk/uploads/R167-The-impact-of-undergraduate-degrees-on-lifetime-earnings.pdf</p>		
	Student demographics	White economically disadvantaged males (IMD – Q1-Q2)	N / %		Improved Self-efficacy	Attainment			% of 'Good Degrees' (2:1 or above)		NI Receipts	
		Care leavers	N / %	General Self-efficacy		GSE scale			Job-seeker allowance savings			
		Military families	N / %									
		Young people (IMD Q1/Q2)	N / %									
		UNIC	N / %									
	Other protected characteristics	N / %										
	Access through clearing	N/A	N / %	Improved Well-being	Young person well-being	ONS-4		Index of Multiple Deprivation	Good Degree Outcomes for IMD Q1/Q2 x value of degree in future earnings			
	Learning Needs Support (i.e. Dyslexia)	Family Friendly Learning Policies	N / %									
		Integrated student support	N / %									
Specialist Personal Tutor Support		N / %										
N.O. Early Years students trained	N/A	N	Empowerment	Proactive Coping	Proactive coping inventory	Student's NVQ Equivalent Future Earnings	NVQ L4 Rated Future Earnings					
							NVQ L5 Rated Future Earnings					
							NVQ L6 Rated Future Earnings					
2. Strong Communities that promote good health & wellbeing	Financial Support spend	Vouchers	£	FS Student Performance	Progression	% progression across Years 1, 2 & 3	Debt Reduction Impact	N/A	Social Impact of Debt Reduction	<p>HEAT tool available at https://www.euro.who.int/_data/assets/pdf_file/0010/352963/Heat.pdf</p>		
		Laptops	£		Calorie Burn	N/A					Kcals per week	
		Bursaries	£									
	Physical Health	Physical Activity per week	Hrs / Mins / Km	Improved Well-being	Individual well-being	ONS-4	Health Economic Assessment Tool (HEAT)	WHO tool	£ value of increased walking/exercise per person			
		UoN Spend on community leisure/sports	£						NHS savings		Obesity	Reduced NHS spend on obesity
		Access to leisure/sports activities	N / Hrs								GP savings	Reduced demand on GP services
	Students/staff accessing wellbeing services	Mental Health First Aid	N / %	Reduced Depression	N/A	Depression scale	Active Ageing Impact	Waterside Meadows	Residential Care savings			
		ASSIST	N / %						Care staff training savings			
	Active Ageing	N.O. Elderly People	N						Improved Well-being		Individual well-being	ONS-4
		Dementia support	N									
Care staff trained		N										

Changemaker Challenge	Output			Outcome			Impact			Notes													
	Category	Sub-category (where applicable)	Data Input	Category	Sub-category (where applicable)	Data Input	Category	Sub-category (where applicable)	Data Input														
3. Sustainable Culture, Heritage & Environment	Digital Skills training	IT Skills training	N	Digital Social Capital	Bridging Social Capital	Bridging social capital scale	Community Cohesion & Social Mobility	Digital Learners NVQ Equivalent Future Earnings	NVQ L1 Rated Future Earnings	Need to update £ figures for recycling values from www.letsrecycle.com https://www.conserve-energy-future.com/advantages-and-disadvantages-of-recycling.php													
		IT Security training	N	Digital Capability	N/A	Digital Capability scale			NVQ L2 Rated Future Earnings														
	Heritage & Culture	N/A	£	Cultural Motivation & Authenticity	N/A	CMA scale			NVQ L3 Rated Future Earnings														
	Homes Built/Enabled	Total Housing	N / E	Improved Well-being	Individual well-being	ONS-4			Improved Community Cohesion		Enhanced social capital												
		Social Housing	N / E				Social Mobility	% of home-owners															
	Infrastructure spend	On-campus	£				Campus Aesthetic	N/A	Improved Perceptions of Campus		Economic Growth Leveraged by UoN	Home-owners in IMD Q1-4											
		Northampton	£								Gross Value Added £												
		Cambridge/Oxford Arc	£	Carbon Reduction Value	£																		
	Climate Change	Campus Carbon Net-Zero	CO2 Emitted (Tonnes)	Cleaner Air	N/A	Air Quality Index	Trees Saved Equivalent	N.O. Trees Saved															
		Campus Renewable Energy Usage	% / E / kWh				Plastic Recycling	(Tonnage recycled x 1.19) = CO2															
		On-site Energy Production (Biomass)	% / E / kWh					(Tonnage recycled x 1.8) = CO2 reduction in tonnes															
	Recycling	Plastic	Tonnes	Reduce Water Pollution	N/A	Landfill Water Pollution Index	Wood Recycling	(Tonnage recycled x 1.95) + [(Tonnage recycled x 2) x 5] = CO2 reduction in tonnes															
								Steel	Tonnes		Copper Recycling	(Tonnes recycled x 19) = CO2 reduction in tonnes											
		Aluminium	Tonnes				Landfill Reduction					(Tonnes recycled x £2700) = Copper recycling benefit (SRBx) (£)											
								Copper	Tonnes		Landfill Reduction	(Tonnes recycled x £700) = Aluminium recycling benefit (ARBx) (£)											
		Landfill Reduction	Tonnes				Landfill Reduction					(Tonnes recycled x £2700) = Copper recycling benefit (SRBx) (£)											
								Landfill Reduction	Tonnes		Landfill Reduction	[Landfill savings (tonnes) x £64] = Landfill cost-saving (LCSx)											
	Landfill Reduction	Tonnes	Landfill Reduction	(Landfill savings (tonnes) x 0.014] = Methane emission reduction (MERx) (Tonnes)																			
				4. Enterprise Culture & Mindset	Recruitment	Gender balance	N / %	Staff Retention	Contract Length		Years/months	Equality & Diversity	BAME wage spend	£ / %									
	IMD Q1-4	N / %	Improved Wellbeing			Individual Wellbeing	ONS-4								Female wage spend	£ / %							
BAME staff	N / %	Staff Survey								IMD Q1-4 wage spend							£ / %						
Avg. Advert Duration	Days				Staff Training & Development			Accredited Qualifications Gained	Improved Self-efficacy		General Self-efficacy	GSE scale	Improving Lives	Staff Training NVQ Equivalent Future Earnings				NVQ L1 Rated Future Earnings					
SMT representation	BAME		N / %			NVQ L2 Rated Future Earnings																	
Career Progression	Female	N / %	NVQ L3 Rated Future Earnings																				
	Internal Promotions	N / %	NVQ L4 Rated Future Earnings																				
Enterprise Support	APDS / Professoriate	BAME %	Improved Attitude to Enterprise			N/A	ATE scale			Growth Leveraged by UoN					Business Growth £	Gross Value Added £	Jobs Created	Corporation Tax Receipts £					
	Incubator	Startups (N)																	Scaling (£)	Scaling (Jobs)	£		
		Accelerator																				In-kind Support	Hrs / £
		Investment																					
In-kind Support	Hrs / £	Hrs / £																					

Appendix B: SIM Costings Breakdown for UON

Changemaker Challenge	ToC Area	Impact Area	Output	Value	Figure	Attribution	Attribution Amount	Displacement	Displacement Amount	Deadweight	Deadweight Amount	Total
1. To enable young people to learn & flourish	% progression across Years 1, 2 & 3	Number students Y1	4135	£0.00	Not monetising progression to avoid double-counting.	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Number students Y2	2833	£0.00	Not monetising progression to avoid double-counting.	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Number students in Y3	3964	£0.00	Not monetising progression to avoid double-counting.	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Progression Y1 to Y2	2275	£0.00	Not monetising progression to avoid double-counting. However, we could monetise this if we were able to identify at what NVQ Level each of the 1,592 students that didn't complete their degrees achieved, we could then use the NVQ lifetime earnings data to monetise this.	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Progression Y2 to Y3	0	£0.00	Not monetising progression to avoid double-counting. However, we could monetise this if we were able to identify at what NVQ Level each of the 1,592 students that didn't complete their degrees achieved, we could then use the NVQ lifetime earnings data to monetise this.	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Progression for POLAR4 students	0	£0.00	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Progression for students from IMD Q1-2	1025	£0.00	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
	Total Impact			£0.00		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00	£0.00
	% of 'Good Degrees' (2:1 or above)	Students completing degree (undergraduate)	1,710	£8,955,682.63	Degree completion * £160,000 (Universities UK, 2007) / 46 years estimates working life-span. Adjusted for inflation to £240,913.10 (2007-2022)	N/A	N/A	N/A	N/A	30%	£2,686,704.79	£6,268,977.84
		Students completing degree (Postgraduate Degree)	1,531	£3,585,924.53	Degree completion * £70,000 (Universities UK, 2007) / 45 years estimates working life-span. Adjusted for inflation to £105,399.48 (2007-2022)	N/A	N/A	N/A	N/A	30%	£1,075,777.36	£2,510,147.17
		Students completing degree (Postgraduate Certificate)	0	£0.00	Degree completion * £30,000 (Universities UK, 2007) / 45 years estimates working life-span. Adjusted for inflation to £45,171.21 (2007-2022)	N/A	N/A	N/A	N/A	30%	£0.00	£0.00
		Students receiving 1st	689	£0.00	Not counted as part of above calculations on UG/PG degree outcomes (2021-2022 Data)	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Students receiving 2:1	1045	£0.00	Not counted as part of above calculations on UG/PG degree outcomes (2021-2022 Data)	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Students receiving 2:2	447	£0.00	Not counted as part of above calculations on UG/PG degree outcomes (2021-2022 Data)	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Students receiving third	98	£0.00	Not counted as part of above calculations on UG/PG degree outcomes (2021-2022 Data)	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Students not completing	1592	£0.00	Not counted as part of above calculations on UG/PG degree outcomes (2021-2022 Data)	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Good degrees for IMD Q1-2	559	£0.00	Not counted as part of above calculations on UG/PG degree outcomes (2021-2022 Data)	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Good degrees for POLAR4	233	£0.00	Not counted as part of above calculations on UG/PG degree outcomes (2021-2022 Data)	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
	Total Impact			£12,541,607.16		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£3,762,482.15	£8,779,125.01
	General Self-Efficacy Scale	GSE T1	3.19	£0.00	2609 students at T1	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		GSE T2	3.42	£0.00	875 students at T2	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		GSE Improved	351	£356,967.00	Improvement in self-efficacy * £1,017 (average cost of improvements in self-efficacy)	N/A	N/A	N/A	N/A	30%	£107,090.10	£249,876.90
		Total Impact			£356,967.00		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£107,090.10
	Wellbeing	ONS-4 T1	0	£0.00	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		ONS-4 T2	0	£0.00	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		ONS-4 Improved	0	£0.00	Number with improvement in well-being * well-being financial proxy of £10,560 (Cox, Bowen and Kempton, 2012; Maccagnan et al., 2019).	35%	£0.00	N/A	N/A	10%	£0.00	£0.00
		Students signposted to wellbeing services	0	£0.00		N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Total Impact			£0.00		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00

Changemaker Challenge	ToC Area	Impact Area	Output	Value	Figure	Attribution	Attribution Amount	Displacement	Displacement Amount	Deadweight	Deadweight Amount	Total
2. Strong Communities that promote good health & wellbeing	Increase Impact of Student Financial Support (Spend)	Vouchers	2472	£0.00	Vouchers not costed here as they consist of the laptop, HoR discount and Catering Credits below	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Laptops	1563	£891,879.06	Number of laptops * £570.62 (cost of laptops)	N/A	N/A	N/A	N/A	N/A	N/A	£891,879.06
		Bursaries	1831	£822,119.00	Number of bursaries * £449 (average cost of buraries)	N/A	N/A	N/A	N/A	N/A	N/A	£822,119.00
		Halls of Residence Discount	664	£332,000.00	Number of students receiving residence discount * £500 (cost of discount)	N/A	N/A	N/A	N/A	N/A	N/A	£332,000.00
		Catering Credit	245	£122,500.00	Number of students receiving catering credit * £500 (cost of credit)	N/A	N/A	N/A	N/A	N/A	N/A	£122,500.00
		Total Impact			£2,168,498.06		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00
	Physical Health	Physical activity per week	178	£100,815.64	178 people participating in physical activity * £578.50 [£227.88 (average cost of yearly gym membership) + £38.50 (cost of ramblers membership) + £300 (average coaching cost)]	N/A	N/A	N/A	N/A	10%	£10,081.56	£90,734.08
		Miles walked per annum	27768	£96,560.98	Use HEAT Tool when data known (https://www.heatwalkingcycling.org/#homepage)	N/A	N/A	N/A	N/A	10%	£9,656.10	£86,904.88
		Leisure activities offered/paid for by UON for students	0	£0.00	No data	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Leisure activities offered/paid for by UON for community	0	£0.00	No data	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Other access to activities/sports	0	£0.00	No data	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Total Impact			£197,376.62		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£19,737.66
	Wellbeing	Number of students accessing wellbeing servies (i.e. ASPIRE)	2000	£358,000.00	Number * Average cost of Mental health community provision - average cost per contact- fiscal and economic costs (Unit Cost)	30%	£107,400.00	N/A	N/A	10%	£35,800.00	£214,800.00
		Number of students accessing student support	0	£0.00	No data	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Reduction in self-harm incidents	0	£0.00	No data	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Number of students signposted for financial support	0	£0.00	No data	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Total Impact			£358,000.00		Total Attribution	£107,400.00	Total Displacement	N/A	Total Deadweight	£35,800.00

Changemaker Challenge	ToC Area	Impact Area	Output	Value	Figure	Attribution	Attribution Amount	Displacement	Displacement Amount	Deadweight	Deadweight Amount	Total	
3. Sustainable Culture, Heritage & Environment	Public Engagement	Number of events (in person)	147	£51,450.00	Number of events * £375 (average cost of event space at UCN)	N/A	N/A	N/A	N/A	N/A	N/A	£51,450.00	
		Catering costs (in person events)	8870	£164,095.00	Number of event attendees * £18.50 (average catering per person)	N/A	N/A	N/A	N/A	N/A	N/A	£164,095.00	
		Number of events (online)	228	£515,052.00	Number of events * £2259.59 (average cost of online events - \$2,500-10,000: This is the price range if you're using a provider like Zoom or WebEx to host a single virtual event or managed webinar [https://raffertyweiss.com/average-cost-of-hosting-a-virtual-event-and-how-to-budget/])	N/A	N/A	N/A	N/A	N/A	N/A	£515,052.00	
		Number of staff attending events (in person)	230	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
		Number of staff attending events (total inc. online)	230	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
		Number of students attending events (in person)	135	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
		Number of students attending events (total inc. online)	143	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
		Number of public attending events (in person)	8505	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
		Number of public attending (total inc. online)	10351	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
		Total Impact			£730,597.00			Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00
	Radio Listenerhip and Public Engagement	Brand Value	13500	£248.40	Per 1,000 listeners * £18.40 (brand value - https://www.cloudrad.io/membership-radio)	N/A	N/A	N/A	N/A	10%	£24.84	£223.56	
		Spotify Subscription Cost	13500	£1,618,380.00	Number of listeners * £119.88 (spotify subscription cost)	N/A	N/A	N/A	N/A	50%	£809,190.00	£809,190.00	
		Total Impact		£1,618,628.40			Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£809,214.84	£809,413.56
	Student and Staff Heritage	Number of staff participating in heritage	N/A	£0.00	No data	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	
		Number of hours staff participating in heritage	N/A	£0.00	No data	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	
		Number of student participating in heritage	N/A	£0.00	No data	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	
		Number of hours students participating in heritage	N/A	£0.00	No data	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	
		Total Impact		£0.00			Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00	£0.00
	Employment Growth	Number of students obtaining jobs	636	N/A	Professional, nonprofessional employment and employment without an SOC code	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
		Reduction in NEET	0	£0.00	Reduction in NEET * £97000 = Economic contribution to NEET	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	
		Secured Graduate Employment - Tax and National Insurance	382	£1,313,254.88	National Insurance and Tax for employed individuals @ salary of £22,300.00 (Average student graduate salary (3 years))	N/A	N/A	20%	£262,650.98	10%	£131,325.49	£919,278.42	
		Secured Non-Graduate Employment - Tax and National Insurance	254	£804,697.36	National Insurance and Tax for employed individuals @ salary of £18,139.68 (Average minimum wage salary)	N/A	N/A	20%	£160,939.47	10%	£80,469.74	£563,288.15	
		Secured Employment - Reduction in benefits	636	£2,546,544.00	Benefit payment (i.e. JSA) for those not in work @ salary of £77 per week	N/A	N/A	20%	£509,308.80	10%	£254,654.40	£1,782,580.80	
		Total Impact		£4,664,496.24			Total Attribution	£0.00	Total Displacement	£932,899.25	Total Deadweight	£466,449.62	£3,265,147.37
		Increase Community Cohesion	Community events held	N/A	£0.00	No data	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
	Community Cohesion T1		N/A	£0.00	No data	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
	Community Cohesion T2		N/A	£0.00	No data	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
	Increase in Community Cohesion		N/A	£0.00	No data	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
	Total Impact			£0.00			Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00	£0.00
	Carbon Reduction - reduce 1 & 2 carbon emissions	Annual target is to reduce electricity consumption across the estate by 8% compared to 2018/19 levels.	20%	£0.00	Costs embedded below in Normalised reductions.	N/A	N/A	N/A	N/A	0%	£0.00	£0.00	
		Annual reduction in scope 1 & 2 emissions tonnes CO2e achieving 0kgCO2e by 2030.	46%	£0.00	Costs embedded below in Normalised reductions.	N/A	N/A	N/A	N/A	0%	£0.00	£0.00	
		Normalised to annual percentage reduction in Carbon tonne CO2e per total number of FTE students.	0.26	£27,458.00	0.26 tonnes saved per student, a total of 8965 students and a social cost carbon pricing of \$13/tonne (£11.78) https://www.goldstandard.org/blog-item/carbon-pricing-what-carbon-credit-worth	N/A	N/A	N/A	N/A	0%	£0.00	£27,458.00	
		Reduce gas consumption in across the estate by 25% compared to 2018/19	44%	£0.00	Costs embedded above in Normalised reductions.	N/A	N/A	N/A	N/A	0%	£0.00	£0.00	
		Increase biomass heat output by 8% compared to 2018/2019 baseline.	73%	£0.00	Costs embedded above in Normalised reductions.	N/A	N/A	N/A	N/A	0%	£0.00	£0.00	
		KgCO2e arising per capita (FTE staff and students)	0.065	£0.00	Costs embedded above in Normalised reductions.	N/A	N/A	N/A	N/A	0%	£0.00	£0.00	
		Landfill Waste Reduction in Tonnes	10.5	£35.87	290kg CO2 saved per tonne of landfill.	N/A	N/A	N/A	N/A	0%	£0.00	£35.87	
		Total Impact		£27,493.87			Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00	£27,493.87

Changemaker Challenge	ToC Area	Impact Area	Output	Value	Figure	Attribution	Attribution Amount	Displacement	Displacement Amount	Deadweight	Deadweight Amount	Total
3. Sustainable Culture, Heritage & Environment	Achieve Net Zero Carbon in Scope 3 Emissions by 2050	Annual reduction in scope 3 emissions tonnes CO2e achieving 0kgCO2e by 2050	0	£0.00	Tonnage x 1.19 = CO2 UON does not have this data at this time as no baseline for before 21/22	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Normalised to annual percentage reduction in Carbon tonne CO2e per total number of FTE students	0	£0.00	Tonnage x 1.19 = CO2 UON does not have this data at this time as no baseline for before 21/22	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Total Impact		£0.00		Total Attribution	#REF!	Total Displacement	£0.00	Total Deadweight	#REF!	£0.00
	Waste	To increase recycling rates to 80% by weight of total waste arising (currently at 67%)	67%	£0.00	Data below	N/A	N/A	N/A	N/A	0%	£0.00	£0.00
		Plastics (tonnes)	53.4	£748.71	63.55 tonnes of CO2e prevented	N/A	N/A	N/A	N/A	0%	£0.00	£748.71
		Paper & Board Waste (Wood) (tonnes)	5.0	£118.27	10 tonnes of CO2e prevented	N/A	N/A	N/A	N/A	0%	£0.00	£118.27
		Trees saved	10.0	£0.00	N/A	N/A	N/A	N/A	N/A	0%	£0.00	£0.00
		Food Waste (tonnes)	155.4	£1,372.96	582.75 tonnes of CO2e prevented	N/A	N/A	N/A	N/A	0%	£0.00	£1,372.96
		General Waste (tonnes)	221.7	£757.29	64.29 tonnes of CO2e prevented	N/A	N/A	N/A	N/A	0%	£0.00	£757.29
		Steel recycling (tonnes)	3.1	£387.30	32.88 tonnes of CO2e prevented	N/A	N/A	N/A	N/A	0%	£0.00	£387.30
		Aluminium recycling (tonnes)				N/A	N/A	N/A	N/A	0%	£0.00	
		Copper recycling (tonnes)				N/A	N/A	N/A	N/A	0%	£0.00	
		Reduce Waste to Landfill	10.5	£35.87	0.29 tonnes of CO2e per tonne of waste to landfill prevented	N/A	N/A	N/A	N/A	0%	£0.00	£35.87
		Increase segregation of food waste by 10% compared to 2019/2020	0	£0.00	Awaiting data	N/A	N/A	N/A	N/A	0%	£0.00	£0.00
	10% reduction in waste arising per capita (FTE staff and students)	0	£0.00	Awaiting data	N/A	N/A	N/A	N/A	0%	£0.00	£0.00	
	10% reduction in waste arising per student in HoR	0	£0.00	Awaiting data	N/A	N/A	N/A	N/A	0%	£0.00	£0.00	
	Total Impact		£3,420.41		Total Attribution	#REF!	Total Displacement	£0.00	Total Deadweight	£0.00	£3,420.41	
	Travel	Reduce the proportion of staff and non-residential students commuting to the University by single-occupancy car by 20% in 5 years (2023). This is a 4% annual reduction target compared to 2016 baseline	0	£0.00	Data shows no decrease here.	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Increase electric vehicles in fleet to 80% by 2028	5	£59,000.00	No. electric miles * £1.18 = Electric Car Environmental (ECEx)	N/A	N/A	N/A	N/A	0%	£0.00	£59,000.00
		Total Impact		£59,000.00		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00	£59,000.00
	Education for Sustainability	Proportion of courses / faculties that environmental sustainability has been integrated into the curriculum	0	£0.00		N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Percentage of undergraduate and postgraduate courses that cover at least one issue related to the SDGs.	0	£0.00		N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Total Impact		£0.00		Total Attribution	#REF!	Total Displacement	£0.00	Total Deadweight	£0.00	£0.00
	Arts and Heritage	Music, Acting and ACDP Shows (room hire, funding for programmes, props, costumes, student transport to shows)	N/A	£31,000.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£31,000.00
		Sponsorship of Northampton Music Festival	N/A	£3,000.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£3,000.00
		Support for student engagement with NN Contemporary	N/A	£20,000.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£20,000.00
		Degree Show (costs of organisation)	N/A	£8,000.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£8,000.00
Graduate Fashion Week (costs of participation)		N/A	£18,000.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£18,000.00	
Cultural Compact Liaison staff costs		N/A	£3,376.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£3,376.00	
Music Tuition for students		N/A	£6,500.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£6,500.00	
NLIVE operating costs		N/A	£57,720.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£57,720.00	
Engine shed rent paid for SU		N/A	£58,800.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£58,800.00	
Total Impact		£206,396.00		Total Attribution	#REF!	Total Displacement	£0.00	Total Deadweight	£0.00	£206,396.00		
To conserve and enhance biodiversity and to realise the wider benefits	Produce a Management Plan for Biodiversity for the UON estate	0	£0.00		N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
	Annual number of litter picks	0	£0.00		N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
	Annual number of Project AWESOME activities (Hedgehog Award for example)	0	£0.00		N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
	10% increase in number of agreed key species (as part of our Management Plan for Biodiversity to be completed by March 2022)	0	£0.00		N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
	Annual number of clean-up events of the River Nene	0	£0.00		N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
	Number of species in the River Nene next to Waterside remains constant	0	£0.00		N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
Total Impact		£0.00		Total Attribution	#REF!	Total Displacement	£0.00	Total Deadweight	£0.00	£0.00		

Changemaker Challenge	ToC Area	Impact Area	Output	Value	Figure	Attribution	Attribution Amount	Displacement	Displacement Amount	Deadweight	Deadweight Amount	Total	
4. Enterprise Culture & Mindsat	Recruitment and Improving Diversity	Number of Recruitment Adverts	422	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
		Numbers of Days Advert Live (Ave)	21	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
		Number of re-advertisements	50	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
		BAME Staff	447	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Female Staff	1,499	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		IMD Q1-4 Staff	1,819	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Total Impact		£0.00			Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00	£0.00
	Closing wage gaps	BAME Staff	447	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Female Staff	1,499	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Total Impact		£0.00			Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00	£0.00
	Career Progression	Staff APD	16	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Staff Professorship	7	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		IMD Q1-4 Staff	1,819	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Total Impact		£0.00			Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00	£0.00
	Economic Growth	Number of new staff	696	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		UON Growth £ t/o	0	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Graduate Earnings 3 Years (£)	22,300	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Graduate Earnings 5 Years (£)	24,800	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Gross Value Added £	0	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Jobs Created	24	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		New employment - Tax and National insurance	24	£195,911.04	National insurance and Tax for employed individuals @ salary of £37,066 (Average minimum wage salary)	N/A	N/A	20%	£39,182.21	10%	£19,591.10	£137,137.73	
		Secured Employment Reduction in benefits	24	£96,096.00	Benefit payment (i.e. JSA) for those not in work @ £77 per week	N/A	N/A	20%	£19,219.20	10%	£9,609.60	£67,267.20	
	Research and Enterprise Income £	0	£127,523.00	SEMSUP/Growth Fund match funding provided by UON in 21/22	N/A	N/A	N/A	N/A	10%	£12,752.30	£114,770.70		
	Total Impact		£419,530.04			Total Attribution	£0.00	Total Displacement	£58,401.41	Total Deadweight	£41,953.00	£319,175.63	
	Staff Training and Development	Training (NVQ L2)	7	£3,961.65	Number * NVQ L2 qualification to be worth an additional £27,731.56 over a lifetime / 49 years estimates working life-span)	N/A	N/A	N/A	N/A	10%	£396.17	£3,565.49	
		Training (NVQ L3)	28	£43,211.30	Number * NVQ L3 qualification to be worth between £75,619.78 over a lifetime / 49 years estimates working life-span)	N/A	N/A	N/A	N/A	10%	£4,321.13	£38,890.17	
		Training (NVQ L4)	6	£941.07	Number * NVQ L4 qualification (Diploma completion * £5,000 (Universities UK, 2007) / 48 years estimates working life-span). Adjusted for inflation to £7,528.53 (2007-2022)	N/A	N/A	N/A	N/A	10%	£94.11	£846.96	
		Training (NVQ L5)	15	£16,819.07	Number * NVQ L5 qualification (HNC/HND completion * £35,000 (Universities UK, 2007) / 47 years estimates working life-span). Adjusted for inflation to £52,699.74 (2007-2022)	N/A	N/A	N/A	N/A	10%	£1,681.91	£15,137.16	
		Training (NVQ L6)	11	£57,609.65	Number * NVQ L6 qualification (Degree completion * £160,000 (Universities UK, 2007) / 46 years estimates working life-span). Adjusted for inflation to £240,913.10 (2007-2022)	N/A	N/A	N/A	N/A	10%	£5,760.97	£51,848.69	
		Training (NVQ L7)	4	£6,222.22	Number * NVQ L7 qualification (Degree completion * £70,000 (Universities UK, 2007) / 44 years estimates working life-span). Adjusted for inflation to £105,399.48 (2007-2022)	N/A	N/A	N/A	N/A	10%	£622.22	£5,600.00	
		Training (NVQ L8)	6	£10,000.00	Number * NVQ L7 qualification (Degree completion * £70,000 (Universities UK, 2007) / 42 years estimates working life-span). Adjusted for inflation to £105,399.48 (2007-2022)	N/A	N/A	N/A	N/A	10%	£1,000.00	£9,000.00	
		Total Impact		£138,764.96			Total Attribution	£0.00	Total Displacement	£116,802.82	Total Deadweight	£13,876.50	£124,888.47
	Staff Wellbeing	Sickness and Absence Reduction	0	£0.00	No. staff sickness reductions (Y1-Y2) * wages/agency costs = Sickness and Absence (SAx)	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	
		Recruitment Reduction	0	£0.00	No. reduction in recruitment (compare to previous year * recruitment costs) = Recruitment Cost (RCx)	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	
		Improved Wellbeing (Staff)	0	£0.00	No. staff with improved wellbeing = wellbeing proxy - Wellbeing Added Value (WAVx)	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	
		Total Impact		£0.00			Total Attribution	£0.00	Total Displacement	£116,802.82	Total Deadweight	£0.00	£0.00
	Volunteering	Volunteering (Front-Line)	0	£0.00	Volunteer hours worked x £8.21 = Volunteering fiscal value (VFPVx)	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
		Volunteer value (Frequent volunteering)	0	£0.00	Number of volunteers * Volunteer Frequency per annum = £13,500 per year	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	
		Total Impact		£0.00			Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00	