



University of Northampton

Social Impact Report

2022-2023

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1. Executive Summary

The report presents the social impact of the University of Northampton for the academic year 2022/2023. The report focuses on the outcomes and impacts delivered for our community, whether that be internally (students and staff) or externally (local communities, partners and stakeholders). Where possible we have sought to monetise these impacts as accurately as possible, so as to demonstrate the wider value we create for society as a university. However, not all social impact can be monetised, and it is also critical to understand that monetised values are not the sole arbiter of performance. This report breaks the impact areas down across four main strategic drivers, 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 August 2022 through to July 2023. The data gathered in relation to the social impact of UON and reported in Section 5 (see also the Appendices), demonstrates that the total maximum impact created equates to over **£21 million**¹.

1.1. To enable young people to learn & flourish

Overall, the value of social impact delivered by UON for young people in this area was equal to nearly **£11.9 million** when attribution and deadweight are accounted for. A highlight of some of the key impact findings are presented below:

- In terms of educational qualifications, the University delivered:
 - 2,347 undergraduate degree completions with an annualised value in earnings uplift of £9.24 million.

¹ Net impact of £21,421,150.43 (gross impact of £29,827,501.08 without deadweight and attribution accounted for).

- 1,331 postgraduate degree completions with an annualised value in earnings uplift of £2.34 million.
- 1,331 Postgraduate Certificate (PgCert) completions with an annualised value in earnings uplift of nearly £170,000.
- 189 students had their self-efficacy improved on average, with an estimated monetary impact of nearly £145,000.

1.2. Strong Communities that promote good health & wellbeing

Overall, the value of social impact delivered by UON to student, staff and community health and wellbeing, was over **£2.4 million** when attribution and deadweight are accounted for. A highlight of some of the key impact findings are presented below:

- Financial support for students in the form of free laptops, residential discounts, catering credits and cash bursaries amounted to nearly £2.1 million.
- Uplift in physical activity through the creation of walking routes, access to gym and sports facilities was equal to nearly £103,000 of value per year.
- A total of 2,691 students were supported by the University through wellbeing and mental health services, resulting in an impact of nearly £252,000.

1.3. Sustainable Culture, Heritage & Environment

Overall, the value of social impact delivered by UON through culture, heritage and environmental focused initiatives, was nearly **£1.4 million** when attribution and deadweight are accounted for. A highlight of some of the key impact findings are presented below:

- Public engagement through in-person and online events, in terms of the space and staff time to deliver these, as well as catering and event costings was nearly £225,000 per year.
- Provision of NLive radio with regards to operating costs, brand/advertising value for community groups and listenership in the region was equivalent to nearly £782,000.

- Arts and heritage support through the provision of musical and drama performances, tuition, fashion events, degree shows and support for the Engine Shed and Student Union equated to nearly £252,000.
- Reductions in Scope 1, 2 and 3 CO2 emissions, alongside our waste and recycling work, provided a value of nearly £47,000.
- The ongoing electrification of our vehicle fleet created nearly £83,000 in value through reduced emissions.

1.4. Enterprise Culture & Mindset

Overall, the value of social impact delivered by UON through their support for enterprise and staff development, was over **£5.7 million** when attribution and deadweight are accounted for. A highlight of some of the key impact findings are presented below:

- The impact of employment growth at the University, with 60 new jobs created (48 full-time and 12 part-time) created a potential uplift in tax and national insurance payments, and a reduction in welfare payments, of nearly £483,000.
- The University provided £21,000 of match-funding for local enterprises.
- The University supported 83 staff to upskill their highest qualifications (NVQ equivalent), with a total annualised earnings uplift for these staff equivalent to nearly £175,000.
- The value of volunteering provided by the University's staff and students was equivalent to nearly £388,000.
- Employee benefit schemes saved staff nearly £56,000 in expenditure.
- The uplift in tax and national insurance payments, and a reduction in welfare payments, generated through the University's student alumni securing employment after graduation was worth over £4.6 million.

1.5. Overall Impact

Overall, when combined these four areas demonstrate a total maximum impact of **over £21 million**². This is an increase of over £4 million in impact from the 2021-2022 report³. Figure 1.1 below illustrates the breakdown of these social impact figures across the four areas.



Figure 1.1. Social Impact Summary.

² Net impact of £21,421,150.43 (gross impact of £29,827,501.08 without deadweight and attribution accounted for).

³ Net impact in 2021/2022 was £17,135,471.23 (gross impact of £23,490,775.77 without deadweight and attribution accounted for).

1.6. Recommendations

Based upon the data gathered in this report, the following four recommendations are made (Table 1.1).

<i>Recommendation One</i>	UON should invest in capturing the wellbeing of students and staff over time, with emphasis on improving wellbeing. Implementation of surveys that anonymously captured wellbeing at two points (start of the academic year and end of the academic year) would prove beneficial in ensuring students and staff are receiving the right support across the year in addition to illustrating UON wider social impact in this area.
<i>Recommendation Two</i>	UON should invest in thoroughly capturing volunteering by staff through a yearly volunteering survey that identifies volunteering hours and frequent volunteering.
<i>Recommendation Three</i>	UON should invest in capturing the impacts from its activities and interventions that increase physical activity and positive health outcomes for staff and students. Currently, the research team only gets access to aggregated data and not the raw datasets. The long-term benefits to society may be substantial.
<i>Recommendation Four</i>	UON should invest in capturing the impacts of activities or interventions held with the local community aimed at improving relationships with the local population. For example, when the campus first opened the University conducted 'town halls', capturing data on the engagement of local people to work on investment in or support for community groups, may be beneficial to capture.

Table 1.1. Key Recommendations

2. Overview

In recent decades, the focus on how public money is spent has increased. A decade ago, Clifford and Hazenberg (2015) identified that there were expectations on organisations to measure the social impact of their activities. Given the development since then of impact approaches, methodologies and the emergence of global frameworks like the United Nations Sustainable Development Goals (SDGs), this need has only increased. Being able to demonstrate value for money is not only pivotal for securing future funding, but it allows an organisation to promote and understand what makes service delivery effective (ibid). Diligent, reliable, and rigorous processes for measuring social impact allow for to the refinement of services and social interventions through undertaking evidence-based organisational development which is a critical aspect of developing both sustainable and effective socially focused organisations (Hazenberg, Seddon, and Denny, 2014).

This report presents the areas of social impact the University of Northampton (UON) produces and measures the positive outcomes across three key areas: students, staff, and the community. This report details the outcomes and impacts for these groups, and, where possible, monetises them to illustrate the wider value to society. It is important to note, that not all outcomes can be monetised, and even where they can be, fiscal value is not the sole delineator of performance. The wider social and environmental impacts that the institution delivers for communities are equally as important, as well as the central role the University has in driving positive change, both internal and external to the institution. This report outlines the social impact of UON, mapped across the four Changemaker Commitments that underpinned UON's strategy in 2022-2023⁴:

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

It also builds upon the Theory of Change developed by UON, which underpins this research and links these areas to the United Nation's SDG framework. This report makes up part of the social impact measurement journey that the University began last year with the 2021-2022 report and

⁴ It should be noted that from 2023-2024 the UON Social Impact Report will be realigned with the Institution's new strategy centred on our four values: Inclusivity; Sustainability; Aspiration; and Trust.

includes the development and refinement of the data capture methodology to ensure robust, reliable and valid results. The overarching goal of the report is for the data gathered to inform the institutes decision-making in a manner that helps to ensure strategic decisions can align with the full economic, social, and environmental consequences.

3. Methodology

Effective impact measurement allows an organisation to garner a greater understanding of the value their services, interventions, and activities provide to individuals, organisations, and the wider society. A variety of different types of Social Impact (SI) measurement tools exist, including the Social Return on Investment (SROI) (Hall and Arvidson, 2013), the 'Balance Scorecard' (Bull, 2007), and 'practical toolkits' such as 'Prove and Improve' and 'Outcomes Star'. These diverse tools have benefits; however, when used in isolation these tools may only provide part of the impact an organisation delivers. To overcome this problem, this research utilises a holistic Social Impact Measurement (SIM) approach that draws on the benefits of other tools, whilst allowing for the measurement of impact across multiple data-points.

The Social Impact Matrix© develop at UON provides a holistic approach to SIM, which allows for the creation of a bespoke measurement framework. The Social Impact Matrix© builds upon McLoughlin et al.'s (2009) SIMPLE methodology, focusing on the measurement of outputs, outcomes, and impact. *Outputs* are defined as the direct, and easily identifiable outputs of an activity or programme, for example, 'number of people supported'. These outputs are then augmented by *outcomes*, the longer-term positive changes to beneficiaries' states of mind that will enhance their future well-being. *Impacts* are the even longer-term benefits relating to the wider societal benefits of work carried out, such as savings on job seekers allowance when developing student employability. As the *impact* category focuses on the wider and less tangible results of any given intervention, they can be more difficult to measure; however, their inclusion is essential to understanding of the effectiveness of the programme. Taking this approach allows for the calculation of fiscal proxies that can be attached to social impact, allowing organisations to demonstrate to their stakeholders the fiscal savings that their work provides to their beneficiaries. As noted, this is not possible for all areas, and within some areas of SIM it should be assumed that whereas there are social benefits, monetisation may not be possible. It is crucial that this is not viewed as denoting a lack of value.

The Social Impact Matrix© approach also draws on elements derived from the Social Returns of Investment (SROI) methodology to quantify the value of the social, environmental, and economic changes experienced by those involved engaged with the organisation. It provides a bottom-up approach, involving stakeholders at every step of the journey to help focus on what matters. It

also encourages the organisation to look at fiscal proxy calculations of impact and compare its programme costs to see what the 'return on investment' ratio is.

Finally, the Social Impact Matrix[©] combines the framework of McLoughlin et al. (2009), and elements from SROI, with a 'triple-bottom line' that is present within the business models of social enterprises and the delivery of public services. The triple-bottom line, itself, consists of economic, social, and environmental spheres of impact that are used as a proxy for social value. The first stage is for the organisation to decide what specific areas of impact it has in the economic, social, and environmental spheres that can be tied to its programmes, then once these are defined, to identify the specific *outputs*, *outcomes*, and *impacts*. The organisation can then develop tools and formulas to measure these areas. This process is outlined in Figure 3.1 below:

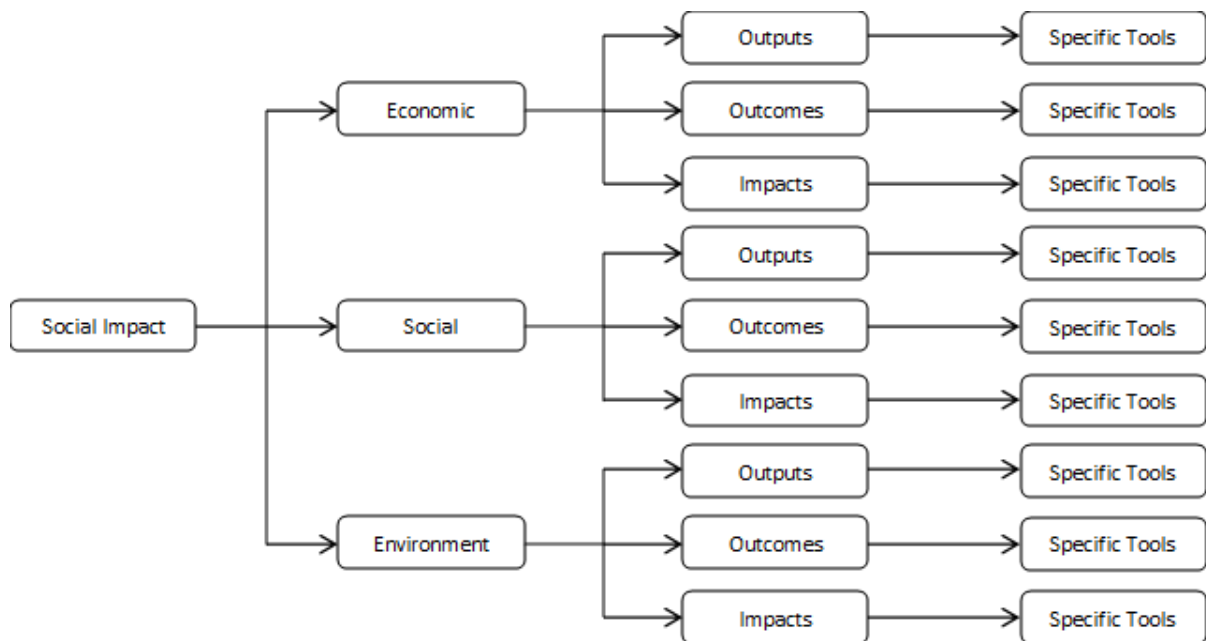


Figure 3.1: Social Impact Matrix

4. Establishing Impact

To calculate the overall social impact created by UON, it is important to understand the *specific* and *direct* impact from the activities it conducts, support it offers, and services it provides. The SROI additionally requires the application of accounting principles:

- **Deadweight:** Would the outcomes or impact of a specific intervention have occurred anyway?
- **Attribution:** What was the contribution of others who are not involved in the social impact assessment?
- **Displacement:** Has this intervention displaced value that would have been created elsewhere?
- **Drop-Off:** If an intervention occurs over a longer period, what is the rate in which value reduces?

4.1. Deadweight.

'Deadweight' is attributed when the measured outcome of an intervention would have occurred regardless of the activities an organisation provided (Social Value UK, 2016). It is based on estimations, and identifying an identical comparison group can be challenging (Social Value UK, 2016). Identifying the information required for applying deadweight can be challenging (as well as expensive if utilising live control groups), meaning it is important to use detailed reviews of existing literature to enable a rigorous process of identifying what could have happened anyway. Within the context of this report, although students (and other university stakeholders) may have access to other programmes at other universities that offer similar social impact, UON's values create a 'wrap around approach', which moves beyond the industry standard, meaning deadweight will not necessarily be applicable in all areas, if there is intrinsic benefit tied to their inclusion in programme design. Levels of deadweight are applied using the following rates:

- Low (10%)
- Medium (50%)
- High (90%)

Where deadweight cannot be applied, nor attributed elsewhere, it is deemed as not applicable and therefore, not included in the impact calculations.

4.2. Attribution.

'Attribution' is used to measure the extent in which the outcomes of an intervention may have been caused by the contribution of other activities, calculated as a percentage (Social Value UK, 2016). Achieving an accurate measure of attribution is to acknowledge that the change associated with an intervention may be associated with other interventions. Identifying this information can be challenging, and organisations need to identify suitable approaches, such as asking for information from beneficiaries and the benefits of their involvement in other 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 that the outcomes caused by one intervention, may displace outcomes in others, for example, a student entering employment may take a job opportunity from another. The wrap-around support offered by UON means that it is unlikely that activities would displace the impact of other styles of support offered locally or nationally; however, students entering stable and full-time employment does call for the consideration of displacement for those denied that opportunity. For employment outcomes around tax, national insurance, and benefits, displacement ranges of 20% to 80% have been outlined by the New Economics Foundation (2009), with this analysis applying the lower range of 20% where applicable due to the unique nature of UON support.

4.4. Duration and Drop-Off.

'Drop-off' measures the reduction in any given activities impact over a specific period (calculated for outcomes that last for over one year) (Social Value UK, 2016). It is calculated by a "fixed percentage from the remaining level of outcome at the end of each year. For example, an outcome of one hundred 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). Following the embedding of the impact measurement, UON should develop a system that manages this information, and tracks participants to establish accurate information on the potential drop-off (for example, follow up questionnaires).

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 that formed a core aspect of UON's strategy in 2022-2023 (subsequently changing to the University's four values for 2023-2024⁵). These areas are: 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 and flourish.

The impact areas identified in the Theory of Change for the category "to enable young people to learn and flourish" were student progression from one academic year to the next, degree completion, number of good degrees (2:1 or above), and General Self-efficacy⁶ (GSE). Data collected from UON shows 5,003 postgraduate students and 8,634 undergraduate students registered at the University in 2022-2023 (with 3,221 in the first year, 2,151 in the second year, and 2,824 in the third year). Additional student registrations included Foundation (N=346) and other (N=92) (Figure 5.1):

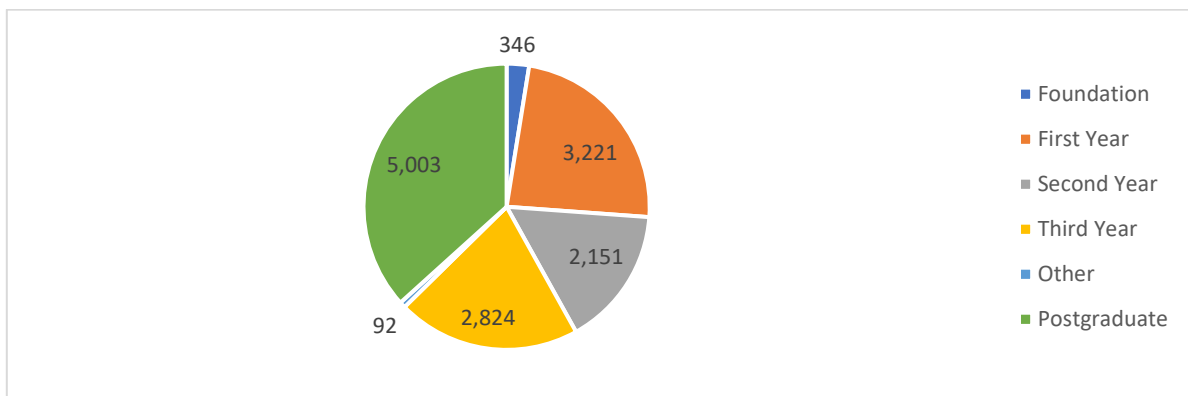


Figure 5.1. Number of students per year groups (2022-2023)

⁵ These being: Inclusivity; Sustainability; Aspiration; and Trust.

⁶ 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).

Student progress (from 2021-22) illustrates that 1,611 students moved from the first to second year, including 249 students from POLAR4 Quintile 1 and 633 from IMD Quintile 1 or 2 postcodes⁷. Similar progression was noted for students moving from year 2 to year 3 (N=1,619). During the reporting period, 2,347 undergraduate students completed their degrees, 1,331 postgraduate students completed their degrees, and 225 students completed a postgraduate certificate. Within the undergraduate cohort, 1,561 (66.51%) received a good degree (first or 2:1), with 609 (25.94%) earning a first, and 952 (40.56%) earning a 2:1. From those who achieved a good degree, 415 (28.89%) were from either IMD quintile 1 or 2⁸. For other degree awards, 573 (24.41%) students received a 2:2, 213 (9.07%) received a third, and 465 (19.81%) did not complete their programmes.

Identifying the social impact of degree completion can be challenging; 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 £258,621.43⁹ (Universities UK, 2007), whilst the postgraduate additional lifetime earnings £113,146.87¹⁰ and postgraduate certificate lifetime earnings are £48,491.52¹¹ (Universities UK, 2007). This means the additional lifetime value of UON supporting undergraduate students to complete a degree equates to £606,984,496.21, whilst supporting postgraduate students is valued at £150,598,483.97, and postgraduate certificate students an additional £242,457.60. As students may have completed a degree elsewhere, a deadweight of 30% was applied to the figure, which was then divided by 46 (or 45 years for postgraduate students) to represent the average length of a person's career to produce an annual equivalent monetised impact figure (see Table 5.1).

UON students are supported through wrap-around service provision, including the bolstering of General Self-Efficacy, an individual's belief in their own ability to complete a task, and the strength of this belief. When someone has high self-efficacy, they will attempt to complete tasks, even when they have previously experienced failure, whereas someone with low self-efficacy will be deterred. Self-efficacy scores were collected from students at the beginning of the academic year (October)

⁷ IMD refers to the Indices of Multiple Deprivation a government measure used to denote the postcodes of the UK with the highest levels of deprivation. It is measured in quintiles, with quintile 1 and 2 representing the bottom 40%.

⁸ Data was not available for POLAR4 students and degree results.

⁹ Adjusted for inflation from 2007 (£160,000) to August 2023 levels (£258,621.43):

<https://londoneconomics.co.uk/wp-content/uploads/2011/09/67-The-economic-benefits-of-a-degree.pdf>

¹⁰ Adjusted for inflation from 2007 (£70,000) to August 2023 levels (£113,146.87):

<https://londoneconomics.co.uk/wp-content/uploads/2011/09/67-The-economic-benefits-of-a-degree.pdf>

¹¹ Adjusted for inflation from 2007 (£30,000) to August 2023 levels (£48,491.52):

<https://londoneconomics.co.uk/wp-content/uploads/2011/09/67-The-economic-benefits-of-a-degree.pdf>

and again at another point throughout the academic year 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. This research looked at the first (T1) and the last time (T2) students completed the online form. There were 1,751 completions for students at T1, with an average General Self-efficacy score of 3.15. Of these, 638 students completed a T2, with an average score of 3.38. Overall, 361 (56.65%) students had an improvement in General Self-Efficacy, which remained stable for 105 students, and decreased for 172 students. A figure of 189 (361 student increases minus 172 student decreases) for improved general self-efficacy is used for the calculation to account for negative outcomes. Data shows that the average cost of improving an individual's General Self-efficacy is £1,093.92, meaning a total benefit of £206,750.88.

The total social impact delivered by UON in the category “To enable young people to learn and flourish” is equal to **£11,893,809.61** when attribution and deadweight is accounted for (Table 5.1).

Support	Gross Impact	Costs, Attribution, Displacement and Deadweight	Net Impact
Annual value from degree completion (Undergraduate)	£13,195,315.14	2,347 (degree completions) * £258,621.43 (Universities UK, 2007) / 46 year estimated working career [30% deadweight]	£9,236,720.59
Annual value from degree completion (Postgraduate)	£3,346,632.98	1,331 (degree completion) * £113,146.87 (Universities UK, 2007) / 45 years estimated working lifespan [30% Deadweight applied].	£2,342,643.08
Annual value from degree completion (Postgraduate certificate)	£242,457.60	1,331 (certificate completion) * £48,491.52 (Universities UK, 2007) / 45 years estimated working lifespan [30% Deadweight applied].	£169,720.32
Student Self-Efficacy	£206,750.88	A net number of 189 students had their self-efficacy improved on average x £1,093.92 (average cost of improvements in self-efficacy) [30% Deadweight applied].	£144,725.62
Total	£16,991,156.59		£11,893,809.61

Table 5.1 . Social value: “To enable young people to flourish and learn”.

Health and well-being are measured as *'general well-being'*, defined as an individual's perception of their own satisfaction with life and its stability. Research has shown that improving an individual's mental health could be valued at £10,560 per individual which illustrates the importance of capturing this data. Well-being scales were not captured for students or staff; however, there is sufficient information which supports the notion that well-being is actively supported by the University (section 5.2).

5.2. Strong communities that promote good health and wellbeing.

The impact areas identified within the Theory of Change for the category 'Strong Communities that promote good health and wellbeing' were the impact of student financial support, physical health, and wellbeing. Regarding student financial support, the University provided students a range of support through vouchers, split between laptops (N=1,540 at a cost of £570.62 each), halls of residence discount (N=615 at a value of £500 per voucher), and catering credit (N=297 at a value of £500 per voucher). In addition to the vouchers, 1,762 students received other bursaries at an average value of £407.92 per bursary. This support ensures that students, and particularly students who are experiencing financial difficulties, can continue with their education. The data explored in this area offers insight into the University's impact on social mobility around progression and completion rates for disadvantaged students. Indeed, UON's Access and Participation Plan financial report indicated that financial support is correlated with an increased likelihood of degree completion (Maher et al., 2022). The total value of this financial support is £2,053,509.84 (no deadweight or attribution applied to this area).

Health and wellbeing can be improved through physical activity, with the Centers for Disease Control and Prevention (CDC) stating, *"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"* (CDC, 2022, p.1). The active campus project has sought to encourage both staff and students to engage in physical activity. From May 2022 to August 2023, 198 employees have engaged in group exercise sessions, with classes ranging from 'Fitness Fusion', 'Deskercise', Yoga, and 'Cardio Funk'. The estimated monthly engagement is 12.38 (198/16) which would mean approximately 148.5 employees engaged in group exercise annually between August 2022 and July 2023. Physical activity is calculated using proxy values based on the average cost of a yearly

gym membership (£251.88)¹². On average, the value of engagement in group physical activity is £37,404.18 (yearly cost of a gym membership).

In relation to student physical activity, a survey of students across the University collected 590 responses with self-reported physical activity levels, based on Sport England guidelines, reported. Overall, 61% of students (N=360) considered themselves active and 28% (N=168) considered themselves inactive. Other information showed that 55% of respondents were unaware of physical activity guidelines, and 48% (N=284) believed there were barriers to participation in physical activity. As part of its engagement with the Student Union, UON provides access to its sports facilities for students, with 887 students participating in sports through the Student Union. Involvement in sports is valued at £113 per year according to the Department for Culture, Media and Sport (2014). This creates a total value of £100,231.00. Finally, the impact of a new walking path created as part of a heritage project was found to have led to an increase in walking by 5,959 miles for those who had added the walk to their weekly routine, valued at £32,000.00¹³.

Student wellbeing is a global concern, with university students at an elevated risk of suffering psychological distress and mental ill-health (Eisenberg, Hunt, and Speer, 2013; Larcombe et al., 2016; Orygen, 2017; Chi Baik, 2019). Effective support for students not only improves wellbeing, but also improves student outcomes (Dooris et al., 2010; Chi Baik, 2019). This requires a full institutional approach to be successful, with academic teachers playing a particularly critical role in reducing stressors and promoting wellbeing. UON has a range of support mechanisms in place to support students, including the Counselling and Mental Health Team who offer free confidential support to students who require assistance or help managing their emotional and mental wellbeing. In total, 2,691 students accessed a wellbeing service. The Unit Cost Database (2021) estimates the value of mental health community provisions at £156, which has been used to calculate the *potential* impact of support offered to students, which equals £419,796.00.

The value of social impact delivered by UON in this area is equal to **£2,407,943.60** after accounting for attribution and deadweight (Table 5.2).

¹² <https://www.puregym.com/membership-options/>

¹³ Calculated using the WHO's HEAT online tool (see: <https://www.heatwalkingcycling.org/#homepage>).

Support	Gross Impact	Costs, Attribution, Displacement, and Deadweight	Net Impact
Laptops	£878,754.80	1,540 of laptops * £570.62 (cost of laptops)	£878,754.80
Bursaries	£718,755.04	1,762 of bursaries * £407.92 (average cost of bursaries)	£718,755.04
Halls of Residence Discount	£307,500.00	615 of students receiving residence discount * £500 (cost of discount)	£307,500.00
Catering Credit	£148,500.00	297 of students receiving catering credit * £500 (cost of credit)	£148,500.00
Physical Activity Savings	£37,404.18	148.5 people participating in physical activity * £ [££251.88 (average cost of yearly gym membership) [10% Deadweight Applied]	£33,663.76
Sports Activity Savings	£100,231.00	887 students' participation in sports activities * £113 social value of partaking in sports (Department for Culture, Media and Sport and Department for Digital, Culture, Media & Sport (2014)) [10% Deadweight Applied]	£40,092.40
Miles walked per annum	£32,000	HEAT Data Tool [10% Deadweight Applied]	£28,800.00
Student Access to Wellbeing services	£419,796.00	Number * Average cost of Mental health community provision [£156] - average cost per contact- fiscal and economic costs (Unit Cost) [30% Attribution and 10% Deadweight Applied]	£251,877.60
Total	£2,642,941.02	Net Total	£2,407,943.60

Table 5.2. Social value: "Strong communities that promote good health and wellbeing"

5.3. Sustainable culture, heritage, and environment

The impact areas outlined under the 'Sustainable culture, heritage, and environment' were public engagement, radio listenership and public engagement, student and staff heritage, increasing community cohesion, carbon reduction (reduced Scope 1 and 2 carbon emissions), achieve net zero carbon in Scope 3 emissions by 2050, waste, travel, education of sustainability, arts and heritage, and to conserve and enhance biodiversity and to realise the wider benefits.

Public engagement was offered by University of Northampton in 2022-2023 with the delivery of 126 in-person events (inclusive of 86 campus visits that did not require dedicated space) attended by approximately 3,000 staff members, 1,500 students, and 7,256 members of the public. UON also arranged 64 online events, with attendance from 130 staff members, 30 students, and 1,544 members of the public (Figure 5.2).

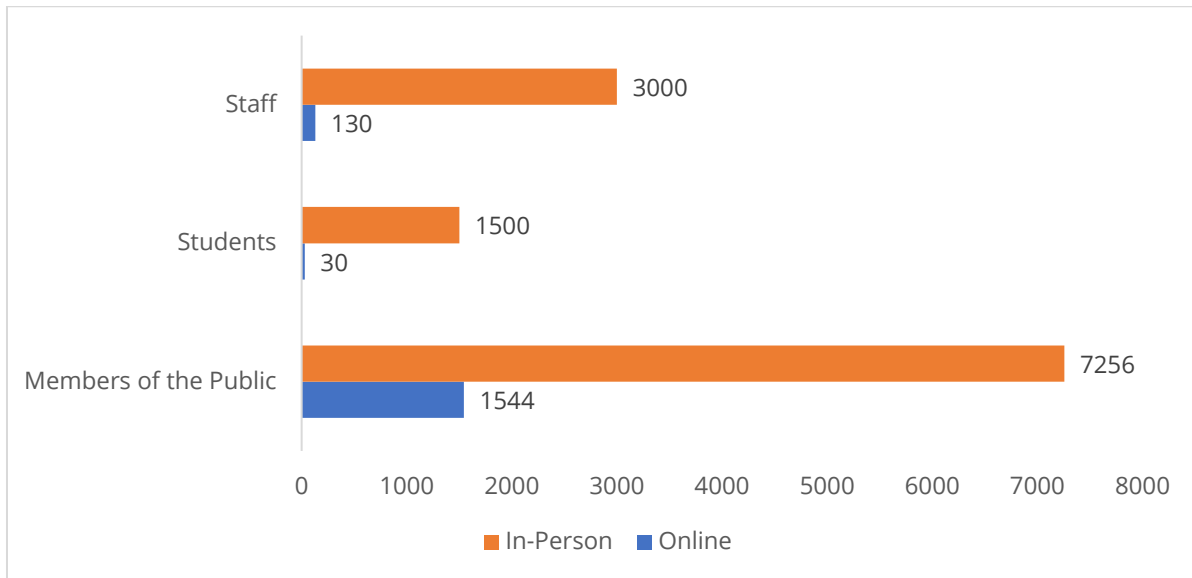


Figure 5.2. Number of staff, students, and members of public attending events.

Public engagement events are subsidised by UON, with an average cost of £375 for space on campus. In 2022-2023, UON hosted 40 in-person events which require dedicated space, with 5,256 members of the public in attendance, which equates to a social value of £15,000.00 for the space and an additional social value of £650 in catering costs for catered in-person events. Furthermore, in-person events required 2,500 hours of staff time, amounting to an average cost of £25.83¹⁴ per hour, amounting to a value of £64,550.00. In total, 64 online events were held, providing a value of £144,576.00 when taking into consideration the costs associated with hosting online events through staffing and video streaming costs. The total value through public engagement is £224,776.00.

Public engagement is also offered through NLive Radio, a licensed radio which is owned and operated by UON. NLive Radio’s organisational mission is ‘to serve the wider town of Northampton’. In 2022-2023, 228 community groups were interviewed on the radio, equating to a

¹⁴ Average cost of Grade 5 and Grade 7 staff.

total saving for these organisations of £5,321.52 in potential advertising costs. The social impact associated with radio listenership is calculated on the average cost of a subscription to an online radio service (i.e., Spotify), community groups interviews and brand value (i.e., the average brand value per 1,000 people is £18.40¹⁵). The total value of the radio listenership and public engagement is valued at £1,416,165.99.

UON has also developed support for Arts and Heritage, with potential social impact measured through public, staff, and student engagement in Arts and Heritage activities. In 2022-2023, £174,125.00 was spent on music, acting and ACDP shows including room hire, props, costumes, and student transport to shows. Sponsorship of the Northampton Music festival was £2,000.00, and support for student engagement with NN Contemporary was £3,000.00. Students received support for music tuition (£5,000.00) and degree show costs (£8,000.00). The rent for the Student Union Engine shed building was £58,800.00, and the operating cost for NLive was £71,605.00. In addition to this, six staff members contributed 37.5 hours (with an additional 120 hours of support from six students) toward a project on immersive technologies for an archaeological heritage site. This has an added value of £968.63 for staff, assuming an average cost of £25.83¹⁶ per hour for staff. Overall, this gives the category of Arts and Heritage a social impact value of £323,498.63.

UON is committed to achieving Net Zero Carbon in Scope 3 Emissions by 2050. UON has reduced electricity consumption on site by 19% in comparison to 2018-19, reduced Scope 1 and 2 emissions by 39%, and increased its biomass heat output by 45% compared to the 2018-19 baseline, which included a period of repair. This equates to a reduction of 0.265 tonnes per student, providing an equivalent of £42,570.62 in Scope 1 and 2 carbon emission savings, an improvement of 2% on the previous year. The annual reduction in Scope 3 emissions was calculated at 507 tonnes, at a value of £603.33 before the application of deadweight. Given that UON does not directly control this element (i.e., supplier choices) a 10% deadweight was applied in Table 5.3. The commitment to reduce waste resulted in a recycling rate of 63%, 85 tonnes of plastic were recycled, along with 6.6 tonnes of paper and board waste, 120.50 tonnes of food waste, and 3.4 tonnes of steel, aluminium, and copper. Reductions in waste being sent to landfill was 8.6 tonnes, valued at £29.38. This all equates to a social impact value of £3,730.17. Supporting the UON commitment to environmental

¹⁵ <https://www.cloudrad.io/membership-radio>

¹⁶ Average cost of Grade 5 and Grade 7 staff.

sustainability, 9% of courses cover at least one of the United Nations Sustainable Development Goals, and four have environmental sustainability integrated into the curriculum.

UON sees to reduce the environmental impact of car use, through a 40% increase in electric vehicles. Currently, 43% of the fleet is electric with two cargo bikes added this year. The environmental benefit of the University’s increasingly electrified fleet is £82,600.00. Supporting the area of environmental sustainability, four courses have integrated environmental sustainability into their curriculum, and 9% of postgraduate courses cover at least one issue related to the UN Sustainable Development Goals. Additionally, three litter picks were organised, three Project AWESOME biodiversity projects, and one clean-up of the River Nene were completed which contributed to UON’s commitment to the environment.

The value of social impact delivered by UON in this area is equal to **£1,388,016.69** after accounting for attribution, displacement and deadweight (Table 5.3).

Support	Gross Impact	Costs, Attribution, Displacement, & Deadweight	Net Impact
Number of Events (Online)	£144,576.00	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/)	£144,576.00
Number of Events (In-Person) and Catering for events	£15,650.00	Number of events * £375 (average cost of event space at UON) * staffing costs	£15,650.00
Staff support at in-person events	£64,550.00	Number of hours of staff time * average for staff between Grade 5 and Grade 7	£64,550.00
Radio (Brand Value)	£216.51	Per 1,000 listeners *£18.40 (brand value - https://www.cloudrad.io/me)	£194.86

Support	Gross Impact	Costs, Attribution, Displacement, & Deadweight	Net Impact
		membership-radio). [10% Deadweight Applied].	
Radio (Community Value)	£5,321.52	Radio advertising costs on average £2 per 1000 people. AdvertisingRow.com. [10% Deadweight Applied].	£4,789.37
Radio (Subscriptions)	£1,410,627.96	Number of listeners * £119.88 (Spotify subscription cost). [50% Deadweight Applied].	£705,313.98
Normalised to annual percentage reduction in Carbon tonne CO2e per total number of FTE students.	£42,570.62	0.265 tonnes saved per student, a total of 13,637 students registered at the UON and a social cost carbon pricing of \$13/tonne (£11.78) https://www.goldstandard.org/blog-item/carbon-pricing-what-carbon-credit-worth	£42,570.62
Annual reduction is Scope 3 emissions tonnes CO2e achieving 0kgCO2e by 2050 and annual percentage reduction in Carbon CO2e per total number of FTE students	£603.40	Tonnage x 1.19 = CO2. [10% Deadweight Applied]	£543.06
Plastics Recycled	£1,191.84	Tonnage x 1.19 = CO2	£1,191.84
Paper and Board Waste Recycled	£154.55	Tonnage x 2 = CO2	£154.55
Food Waste	£1,064.67	Tonnage x 0.75 = CO2	£1,064.67
General Waste	£866.66	Tonnage x 0.29 = CO2	£866.66
Steel, Aluminium, and Copper Recycling	£423.07	Tonnage x 10.4 = CO2	£423.07

Support	Gross Impact	Costs, Attribution, Displacement, & Deadweight	Net Impact
Reduce Waste to Landfill	£29.38	0.29 tonnes of CO ₂ e per tonne of waste to landfill prevented	£29.38
Increase electric vehicles in fleet to 80% by 2023.	£82,600.00	No. electric miles * £1.18 = Electric Car Environmental (ECEX)	£82,600.00
Music, Acting and ACDP Shows (room hire, funding for programmes, props, costumes, student transport to shows)	£174,125.00	Actual Data	£174,125.00
Staff support for arts and heritage activity	£968.63	Number of hours of staff time * average for staff between Grade 5 and Grade 7	£968.63
Sponsorship of Northampton Music Festival	£2,000.00	Actual Data	£2,000.00
Support for student engagement with NN Contemporary	£3,000.00	Actual Data	£3,000.00
Degree Show (costs of operation)	£8,000.00	Actual Data	£8,000.00
Music Tuition for students	£5,000.00	Actual Data	£5,000.00
NLIVE operating costs	£71,605.00	Actual Data	£71,605.00
Engine shed rent paid for SU	£58,800.00	Actual Data	£58,800.00
Total	£2,093,944.82	Net Total	£1,388,016.69

Table 5.3. Social value: "Sustainable Culture, Heritage, and Environment"

5.4. Enterprise culture and mindset

The impact areas in the Theory of Change category ‘Enterprise culture and mindset’ includes improving diversity in recruitment, closing the wage gap, career progression, economic growth, and staff training and development. Currently, the University employs 1,559 female staff, and 1,114 male staff. The available information for UON staffing illustrates a gender-imbalance with 41.68% of staff members being male and 58.32% staff members recorded as female (Figure 5.2).

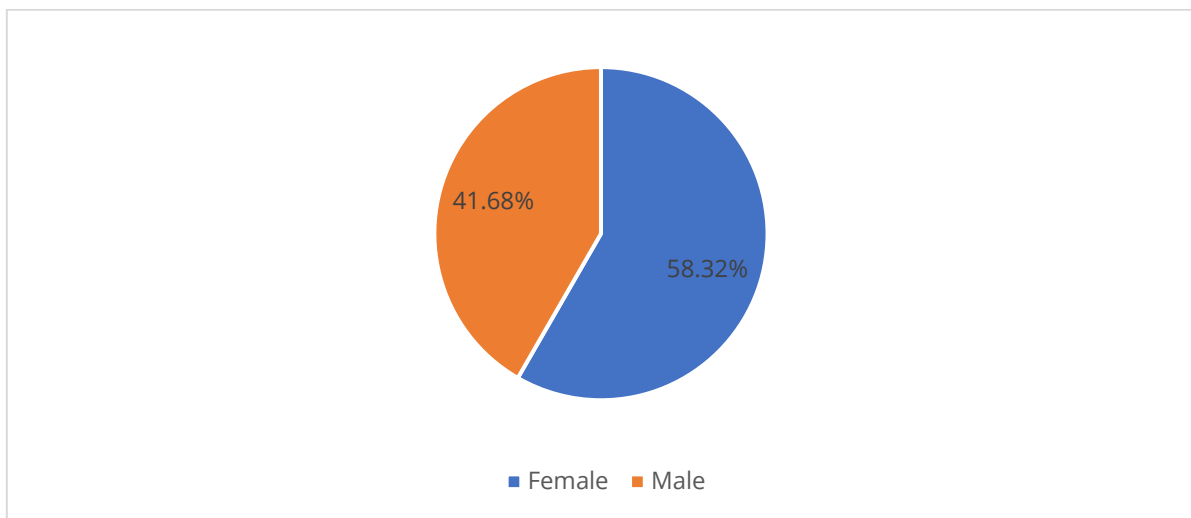


Figure 5.3. Staff breakdown by Gender

When split by role, the gender-imbalance differs by role type, with female representation higher across all role types, with the most significant disparity in support roles (Figure 5.3).

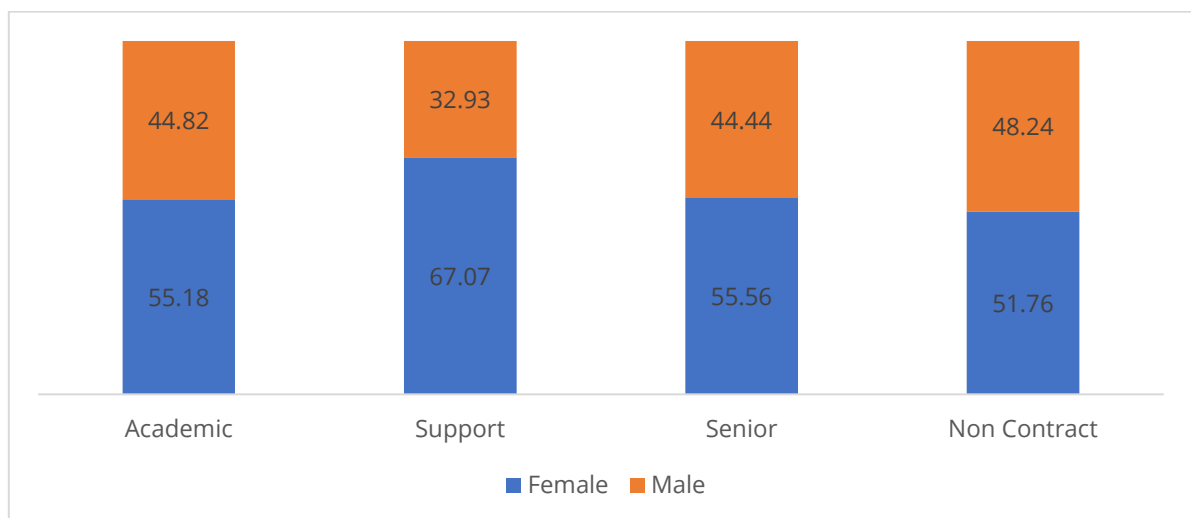


Figure 5.4. Staff representation by role and gender (%).

The gender-imbalance is evident on salaries, with female staff members earning an average of £38,157.37 compared to the average for male staff of £40,891.70. The University’s ‘Gender, Ethnicity, Disability Pay Gap & Equality Pay Report 2022’ identified the mean gender pay gap, by hourly rate, at 8.5%, with a median of 11.1%, with a drop in the gap for academic staff by 1.5% and an increase of 1.7% for professional services. The gender split in Senior Management shows a higher proportion of female staff members (n=10) than male staff member (n=8).

The breakdown of staff members by ethnicity shows that the majority of staff members (70.52%) are White, followed by Asian or British Asian (8.12%), Black, African, Caribbean, or Black British (7.26%), Mixed or Multiple ethnic groups (3.14%) and other ethnic groups (2.17%). Information was not available for 8.79% (Figure 5.4).

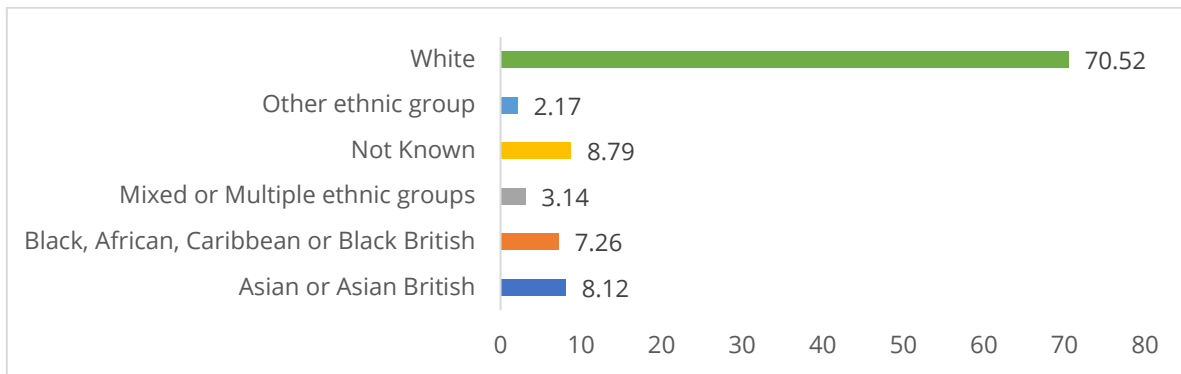


Figure 5.5: Staff breakdown by ethnicity.

There are differences in the average salaries received by staff, with Black, African, Caribbean, or Black British staff members earning less than other ethnicities, except for those whose ethnicity has not been recorded (Table 5.4).

Ethnic Group	Salary
Asian or Asian British	£40,216.56
Black, African, Caribbean or Black British	£37,087.28
Mixed or Multiple ethnic groups	£39,274.69
White	£39,329.89
Other ethnic group	£42,430.63
Not Known	£36,963.21
Average	£39,231.97

Table 5.3. Average salary split by ethnicity

Data was available for 2,507 staff members in relation to the Indices of Multiple Deprivation (IMD) based on their home postcode. This information shows that 258 staff members live in Quintile 1 (10.29%) [the most deprived area], 439 are in Quintile 2 (17.51%), 499 are in Quintile 3 (19.90%), 676 in Quintile 4 (26.97%) and 635 in Quintile 5 (25.33%).

Staff development is promoted by the institution through the Associate Professor Development Scheme (APDS) and Professoriate. In total, 28 staff members are currently progressing on the APDS, and three new professors were appointed. In addition, the University's HR department promotes staff development through Personal Development Plans (PDRS) and other staff support programmes such as C@N-Do.

Within the last academic year, UON increased its employee total by 60 with 48 FTE and 12 PTE positions. The financial value of these roles can be calculated through increases in income tax, and National Insurance contributions, as well as the savings in Job Seekers Allowance (JSA). Income tax rate is set at 20% at the basic level with a personal allowance of £12,570 per year. National Insurance is 12% paid on earnings above the primary threshold of £9,880. If a person were to claim for JSA over an entire year, the payments would equate to £4,004. The contribution to the economy for FTE staff members employed by the University therefore equates to £425,022.26. The contribution to the economy of PTE staff members is £24,473.21. The total savings through the reduction in 60 benefit claimants is £ £240,240.00. Finally, the University provided £21,000 in match-funding income through its SEMSUP/Growth Fund work. This gives a total economic contribution of £710,735.47.

The upskilling of staff to higher NVQ level qualifications is another area where the University has created social impact, measured through increased lifetime earnings potential. Data for 2022-2023 indicates that 83 members of staff completed and NVQ qualification from Level 2 to Level 8. The breakdown of data is provided in Table 5.4, with the total sum of social impact being £193,955.87. In addition to qualification, staff members receive access to a wealth of staff benefits including Costo membership, local retail discounts, and the Cycle to Work Salary sacrifice scheme. Extrapolating from the survey data, 689 staff members used the discount schemes, saving on average £6.72 a month, for a total annual saving of £55,560.96.

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). To measure the wider social impact of its staff within the voluntary and community sector, data was collected from a staff survey on the volunteering. The survey was shared with all staff members at UON, receiving a response from 109 staff. Over the last academic year, UON staff provided 6,500 voluntary hours, with an estimated hourly value of £10.42¹⁷. The Community Works report recommends the calculation of the benefit of volunteering by multiplying volunteer hours by an hourly wage. This report has selected the minimum wage, which is *likely* to underestimate its social value; however, the use of the median wage will *likely* overestimate it. This means an average social impact of £67,730.00. Frequent volunteering was reported by 36 staff members, with a frequent volunteer value being estimated at £13,500 per year (Fujiwara, Oroyemi and McKinnon, 2023). The social value of frequent volunteering of staff members was £486,000.00 per year.

Finally, The University received data on 2,360 graduate students, with 810 having employment information showing that 668 students were in professional, nonprofessional, or employment without an SOC code. Of these, 455 had secured graduate employment (with an average student graduate salary identified in HESA of £27,000.00¹⁸) leading to an increase in national insurance and tax to a value of £2,247,882.00. Whilst 213 students had attained non-graduate employment (with an average salary of £20,589.92 (average minimum wage salary)) leading to an impact of £1,314,574.35. Savings to the state regarding job seekers allowances (Benefit payment (i.e., JSA) for those not in work approximately £77 per week), equates to £3,023,020.00, for those 668 students who entered work or education.

The value of social impact delivered by UON in this area is equal to **£5,731,380.52** after accounting for attribution, displacement and deadweight (Table 5.5).

Support	Total Impact	Costs, Attributions, Displacement & Deadweight	Net Impact
New Full-Time employment – Tax and National Insurance	£425,022.26	National Insurance and Tax for employed individuals @ salary of £37,066	£297,515.58

¹⁷ Minimum wage per hour - <https://www.gov.uk/government/publications/minimum-wage-rates-for-2024>

¹⁸ The average wage for graduates in a high-skill level job is £27,000 - [Graduate Outcomes 2020/21: Summary Statistics - Graduate salaries and work locations | HESA](#)

Support	Total Impact	Costs, Attributions, Displacement & Deadweight	Net Impact
		(Average minimum wage salary) [Displacement 20% applied; 10% Deadweight Applied]	
New Part-Time employment – Tax and National Insurance	£24,473.21	National Insurance and Tax for employed individuals @ salary of £17,934.48 (Average salary: PTE for 16 hours) [Displacement 20% applied; 10% Deadweight Applied]	£17,131.25
Secured Employment – Reduction in Benefits	£240,240.00	Benefit payment (i.e., JSA) for those not in work @ £77 per week [Displacement 20% applied; 10% Deadweight Applied]	£168,168.00
University Grant Match Funding	£21,000	SEMSUP/Growth Fund match funding provided by UON in 21/22	£21,000
NVQ L2 Upskilling	£1,131.90	Number * NVQ L2 qualification to be worth an additional £27,731.56 over a lifetime / 49 years estimates working lifespan) [10% Deadweight Applied]	£1,018.71
NVQ L3 Upskilling	£43,211.30	Number * NVQ L3 qualification to be worth between £75,619.78 over a	£38,890.17

Support	Total Impact	Costs, Attributions, Displacement & Deadweight	Net Impact
		lifetime / 49 years estimates working lifespan) [10% Deadweight Applied]	
NVQ L4 Upskilling	£2,020.48	Number * NVQ L4 qualification (Diploma completion * £5,000 (Universities UK, 2007) / 48 years estimates working lifespan). Adjusted for inflation to £8,081.92 (2007-2023) [10% Deadweight Applied]	£1,818.43
NVQ L5 Upskilling	£9,629.52	Number * NVQ L5 qualification (HNC/HND completion * £35,000 (Universities UK, 2007) / 47 years estimates working lifespan). Adjusted for inflation to £56,573.44 (2007-2023) [10% Deadweight Applied]	£8,666.57
NVQ L6 Upskilling	£95,577.49	Number * NVQ L6 qualification (Degree completion * £160,000 (Universities UK, 2007) / 46 years estimates working lifespan). Adjusted for inflation to £258,621.43 (2007-2023) [10%	£86,019.74

Support	Total Impact	Costs, Attributions, Displacement & Deadweight	Net Impact
		Deadweight Applied]	
NVQ L7 Upskilling	£10,057.50	Number * NVQ L7 qualification (Degree completion * £70,000 (Universities UK, 2007) / 44 years estimates working lifespan). Adjusted for inflation to £113,146.87 (2007-2023) [10% Deadweight Applied]	£9,051.75
NVQ L8 Upskilling	£32,327.68	Number * NVQ L7 qualification (Degree completion * £70,000 (Universities UK, 2007) / 42 years estimates working lifespan). Adjusted for inflation to £113,146.87 (2007-2023) [10% Deadweight Applied]	£29,094.91
Employee Benefit	£55,560.96	(Staff Members using discounts*Monthly Savings)*12	£55,560.96
Volunteering (Front-Line)	£67,730.00	Volunteer hours worked x £10.42 = Volunteering fiscal value [30% Deadweight Applied]	£47,411.00
Volunteer Value (Frequent Volunteering)	£486,000.00	36 volunteers * Volunteer Frequency per annum = £13,500	£340,200.00

Support	Total Impact	Costs, Attributions, Displacement & Deadweight	Net Impact
		per year (Fujiwara, Oroyemi and McKinnon, 2023). [30% Deadweight Applied]	
Secured Graduate Employment - Tax and National Insurance	£2,247,882.00	National Insurance and Tax for employed individuals @ salary of £27,000.00 (Average student graduate salary [3 years]) [20% Displacement and 10% Deadweight Applied]	£1,573,517.40
Secured Non-Graduate Employment - Tax and National Insurance	£1,314,574.35	National Insurance and Tax for employed individuals @ salary of £20,589.92 (Average minimum wage salary) [20% Displacement and 10% Deadweight Applied]	£920,202.05
Secured Employment - Reduction in benefits	£3,023,020.00	Benefit payment (i.e., JSA) for those not in work @ salary of £77 per week	£2,116,114.00
Total Impact	£8,099,458.65	Net Impact	£5,731,380.52

Table 5.4. Social value: "Enterprise Culture and Mindset".

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 the tables in the Appendices), demonstrates that the total maximum impact created equates to **over £21 million**¹⁹. This represents an increase in overall impact of over £4 million, when compared with the 2021/2022 report²⁰. Figure 6.1 below illustrates the breakdown of these social impact figures.



Figure 6.1. Social Impact Summary.

¹⁹ Net impact of £21,421,150.43 (gross impact of £29,827,501.08 without deadweight and attribution accounted for).

²⁰ Net impact in 2021/2022 was £17,135,471.23 (gross impact of £23,490,775.77 without deadweight and attribution accounted for).

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, as well as the limited data held available on staff development, enterprise, business, and students accessing services.

6.2. Recommendations

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

<p><i>Recommendation One</i></p>	<p>UON should invest in capturing the wellbeing of students and staff over time, with emphasis on improving wellbeing. Implementation of surveys that anonymously captured wellbeing at two points (start of the academic year and end of the academic year) would prove beneficial in ensuring students and staff are receiving the right support across the year in addition to illustrating UON wider social impact in this area.</p>
<p><i>Recommendation Two</i></p>	<p>UON should invest in thoroughly capturing volunteering by staff through a yearly volunteering survey that identifies volunteering hours and frequent volunteering.</p>
<p><i>Recommendation Three</i></p>	<p>UON should invest in capturing the impacts from its activities and interventions that increase physical activity and positive health outcomes for staff and students. Currently, the research team only gets access to aggregated data and not the raw datasets. The long-term benefits to society may be substantial.</p>
<p><i>Recommendation Four</i></p>	<p>UON should invest in capturing the impacts of activities or interventions held with the local community aimed at improving relationships with the local population. For example, when the campus first opened the University conducted ‘town halls’, capturing data on the engagement of local people to work on investment in or support for community groups, may be beneficial to capture.</p>

Table 6.1. Key Recommendations

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Appendices

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	3221	£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	2151	£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	2824	£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	1611	£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	1619	£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	249	£0.00	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Progression for students from IMD Q1-2	633	£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)	2,347	£13,195,315.14	Degree completion * £258,621.43 (Universities UK, 2007 [original figure £160,000 adjusted for inflation]) / 46 years estimates working life-span.	N/A	N/A	N/A	N/A	30%	£3,958,594.54	£9,236,720.59
		Students completing degree (Postgraduate Degree)	1,331	£3,346,632.98	Degree completion * £113,146.87 (Universities UK, 2007 [original figure £70,000 adjusted for inflation]) / 45 years estimates working life-span.	N/A	N/A	N/A	N/A	30%	£1,003,989.89	£2,342,643.08
		Students completing degree (Postgraduate Certificate)	225	£242,457.60	Degree completion * £48,491.52 (Universities UK, 2007 [original figure £30,000 adjusted for inflation]) / 45 years estimates working life-span.	N/A	N/A	N/A	N/A	30%	£72,737.28	£169,720.32
		Students receiving 1st	609	£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	952	£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	573	£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	213	£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	465	£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	415	£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		£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			£16,784,405.71		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£5,035,321.71	£11,749,084.00
	General Self-Efficacy Scale	GSE T1	3.15	£0.00	1715 students at T1	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		GSE T2	3.38	£0.00	639 students at T2	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		GSE Improved	189	£206,750.88	Improvement in self-efficacy * £1,093.92 (average cost of improvements in self-efficacy)	N/A	N/A	N/A	N/A	30%	£62,025.26	£144,725.62
		Total Impact			£206,750.88		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£62,025.26

2. Strong Communities that promote good health & wellbeing	Increase Impact of Student Financial Support (Spend)	Vouchers	£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	1540	£878,754.80	Number of laptops * £570.62 (cost of laptops)	N/A	N/A	N/A	N/A	N/A	N/A	£878,754.80
		Bursaries	1762	£718,755.04	Number of bursaries * £407.92 (average cost of buraries)	N/A	N/A	N/A	N/A	N/A	N/A	£718,755.04
		Halls of Residence Discount	615	£307,500.00	Number of students receiving residence discount * £500 (cost of discount)	N/A	N/A	N/A	N/A	N/A	N/A	£307,500.00
		Catering Credit	297	£148,500.00	Number of students receiving catering credit * £500 (cost of credit)	N/A	N/A	N/A	N/A	N/A	N/A	£148,500.00
		Total Impact		£2,053,509.84		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00	£2,053,509.84
	Physical Health	Physical activity per week	148.5	£37,404.18	148.5 people participating in physical activity * £251.88 (average cost of yearly gym membership)	N/A	N/A	N/A	N/A	10%	£3,740.42	£33,663.76
		Miles walked per annum	5959	£32,000.00	Use HEAT Tool when data known (https://www.heatwalkingcycling.org/#homepage)	N/A	N/A	N/A	N/A	10%	£3,200.00	£28,800.00
		Leisure activities offered/paid for by UON for students		£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		£0.00	No data	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Other access to activities/sports	887	£100,231.00	887 students participation in sports activities * £113 social value of partaking in sports (Quantifying and valuing the Wellbeing impacts of Culture and Sport report (2014))	50%	£50,115.50	N/A	N/A	10%	£10,023.10	£40,092.40
		Total Impact		£169,635.18		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£16,963.52	£102,556.16
	Wellbeing	Number of students accessing wellbeing services (i.e. ASPIRE)	2691	£419,796.00	Number * Average cost of Mental health community provision - average cost per contact- fiscal and economic costs (Unit Cost)	30%	£125,938.80	N/A	N/A	10%	£41,979.60	£251,877.60
		Number of students accessing student support		£0.00	No data	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Reduction in self-harm incidents		£0.00	No data	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Number of students signposted for financial support		£0.00	No data	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Total Impact		£419,796.00		Total Attribution	£125,938.80	Total Displacement	N/A	Total Deadweight	£41,979.60	£251,877.60

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)	40	£15,000.00	Number of events * £375 (average cost of event space at UON)	N/A	N/A	N/A	N/A	N/A	N/A	£15,000.00
		Staff hours to support event	2500	£64,550.00	Number of hours of staff time * average for staff between Grade 5 and Grade 7	N/A	N/A	N/A	N/A	N/A	N/A	£64,550.00
		Catering costs (in person events)		£650.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£650.00
		Number of events (online)	64	£144,576.00	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	£144,576.00
		Total Impact		£224,776.00		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00	£224,776.00
	Radio Listenership and Public Engagement	Brand Value	11767	£216.51	Per 1,000 listeners * £18.40 (brand value - https://www.cloudrad.io/membership-radio)	N/A	N/A	N/A	N/A	10%	£21.65	£194.86
		Community groups interviewed	228	£5,321.52	Radio advertising costs on average £2 per 1000 people. AdvertisingFlow.com	N/A	N/A	N/A	N/A	10%	£532.15	£4,789.37
		Spotify Subscription Cost	11767	£1,410,627.96	Number of listeners * £119.88 (spotify subscription cost)	N/A	N/A	N/A	N/A	50%	£705,313.98	£705,313.98
		Total Impact		£1,416,165.99		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£705,867.78	£710,298.21
	Arts and Heritage	Music, Acting and ACDP Shows (room hire, funding for programmes, props, costumes, student transport to shows)		£174,125.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£174,125.00
		Sponsorship of Northampton Music Festival		£2,000.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£2,000.00
		Support for student engagement with NN Contemporary		£3,000.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£3,000.00
		Degree Show (costs of operation)		£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)			Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Cultural Compact Liaison staff costs			Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Music Tuition for students		£5,000.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£5,000.00
		NLIVE operating costs		£71,605.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£71,605.00
		Engine shed rent paid for SU		£58,800.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	£58,800.00
		Number of staff participating in heritage	6	£0.00	No data	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Number of hours staff participating in heritage	37.5	£968.63	Number of hours of staff time * average for staff between Grade 5 and Grade 7	N/A	N/A	N/A	N/A	N/A	N/A	£968.63
		Number of student participating in heritage	6	£0.00	No data	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Number of hours students participating in heritage	120	£0.00	No costs	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Total Impact		£323,498.63		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00	£323,498.63
	Carbon Reduction reduce 1 & 2 carbon emissions	Annual target is to reduce electricity consumption across the estate by 8% compared to 2018/19 levels.	19%	£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.	39%	£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	0.265	£42,570.62	0.265 tonnes saved per student, a total of 13,637 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	£42,570.62
		Reduce gas consumption in across the estate by 25% compared to 2018/19	37%	£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.	45%	£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)	0.38	£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		£0.00	290kg CO2 saved per tonne of landfill.	N/A	N/A	N/A	N/A	0%	£0.00	£0.00
	Total Impact		£42,570.62		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£0.00	£42,570.62	

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	507	£603.33	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%	£60.33	£543.00	
		Normalised to annual percentage reduction in Carbon tonne CO2e per total number of FTE students	0.06	£0.07	Tonnage x 1.19 = CO2	N/A	N/A	N/A	N/A	10%	£0.01	£0.06	
	Total Impact			£603.40		Total Attribution	#REF!	Total Displacement	£0.00	Total Deadweight	#REF!	£543.06	
	Waste	To increase recycling rates to 80% by weight of total waste arising (currently at 67%)	63%	£0.00	Data below	N/A	N/A	N/A	N/A	N/A	0%	£0.00	£0.00
		Plastics (tonnes)	85.0	£1,191.84	63.55 tonnes of CO2e prevented	N/A	N/A	N/A	N/A	N/A	0%	£0.00	£1,191.84
		Paper & Board Waste (Wood) (tonnes)	6.6	£154.55	10 tonnes of CO2e prevented	N/A	N/A	N/A	N/A	N/A	0%	£0.00	£154.55
		Trees Saved		£0.00	N/A	N/A	N/A	N/A	N/A	N/A	0%	£0.00	£0.00
		Food Waste (tonnes)	120.5	£1,064.67	582.75 tonnes of CO2e prevented	N/A	N/A	N/A	N/A	N/A	0%	£0.00	£1,064.67
		General Waste (tonnes)	253.7	£866.66	64.29 tonnes of CO2e prevented	N/A	N/A	N/A	N/A	N/A	0%	£0.00	£866.66
		Steel recycling (tonnes)				N/A	N/A	N/A	N/A	N/A	0%	£0.00	
		Aluminium recycling (tonnes)	3.4	£423.07	35.36 tonnes of CO2e prevented	N/A	N/A	N/A	N/A	N/A	0%	£0.00	£423.07
		Copper recycling (tonnes)				N/A	N/A	N/A	N/A	N/A	0%	£0.00	
		Reduce Waste to Landfill	8.6	£29.38	0.29 tonnes of CO2e per tonne of waste to landfill prevented	N/A	N/A	N/A	N/A	N/A	0%	£0.00	£29.38
		5% reduction in Food waste across campus	22%	£0.00	Awaiting data	N/A	N/A	N/A	N/A	N/A	0%	£0.00	£0.00
		10% reduction in waste arising per capita (FTE staff and students)	16%	£0.00	Awaiting data	N/A	N/A	N/A	N/A	N/A	0%	£0.00	£0.00
	10% reduction in waste arising per student in HOR		£0.00	Awaiting data	N/A	N/A	N/A	N/A	N/A	0%	£0.00	£0.00	
	Total Impact			£3,730.17		Total Attribution	#REF!	Total Displacement	£0.00	Total Deadweight	£0.00	£3,730.17	
	Travel	Reduce the proportion of staff 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.	26%	£0.00	Data shows no decrease here.	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Reduce the proportion of students commuting to the University by single occupancy car by 20% in 5 years, 4% reduction a year	12%	£0.00		N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00
		Increase electric vehicles in fleet to 80% by 2023	7	£82,600.00	No. electric miles * £1.18 = Electric Car Environmental (ECEx)	N/A	N/A	N/A	N/A	N/A	0%	£0.00	£82,600.00
		Total Impact			£82,600.00		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£60.33	£82,600.00
	Education for Sustainability	Proportion of courses / faculties that environmental sustainability has been integrated into the curriculum.	4	£0.00		N/A	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.	9	£0.00		N/A	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	
	To conserve and enhance biodiversity and to realise the wider benefits	Produce a Management Plan for Biodiversity for the UON estate	Complete	£0.00		N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Annual number of litter picks	3	£0.00	Actual Data	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Annual number of Project AWESOME activities (Hedgehog Award for example)	3	£0.00	Actual Data	N/A	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 2023)		£0.00		N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Annual number of clean-up events of the River Nene	1	£0.00	Actual Data	N/A	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		£0.00		N/A	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 & Mindset	Recruitment and Improving Diversity	Number of Recruitment Adverts	462	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
		Numbers of Days Advert Live (Ave)	22	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00	
		Number of re-advertisements	60-70	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		BAME Staff	788	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Female Staff	1,559	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		IMD Q1-4 Staff	1,872	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		<i>Total Impact</i>		£0.00		<i>Total Attribution</i>	<i>£0.00</i>	<i>Total Displacement</i>	<i>£0.00</i>	<i>Total Deadweight</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>
	Closing wage gaps	BAME Staff	£39,194.47	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		Female Staff	£38,157.37	£0.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£0.00
		<i>Total Impact</i>		£0.00		<i>Total Attribution</i>	<i>£0.00</i>	<i>Total Displacement</i>	<i>£0.00</i>	<i>Total Deadweight</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>
	Career Progression	Staff APD	28	£0.00	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	£0.00
		Staff Professorship	3	£0.00	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	£0.00
		IMD Q1-4 Staff		£0.00	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	£0.00
		<i>Total Impact</i>		£0.00		<i>Total Attribution</i>	<i>£0.00</i>	<i>Total Displacement</i>	<i>£0.00</i>	<i>Total Deadweight</i>	<i>£0.00</i>	<i>£0.00</i>	<i>£0.00</i>
	Economic Growth	Number of new staff	60	£0.00	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	£0.00
		UON Growth £ t/o		£0.00	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	£0.00
		Graduate Earnings 3 Years (£)		£0.00	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	£0.00
		Graduate Earnings 5 Years (£)		£0.00	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	£0.00
		Gross Value Added £		£0.00	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	£0.00
		Jobs Created		£0.00	N/A	N/A	N/A	N/A	N/A	10%	£0.00	£0.00	£0.00
		New employment - Tax and National Insurance (FTE)	48	£425,022.26	National Insurance and Tax for employed individuals @ salary of £39,231.97 (Average minimum wage salary)	N/A	N/A	20%	£85,004.45	10%	£42,502.23	£297,515.58	£297,515.58
		New employment - Tax and National Insurance (PTE)	12	£24,473.21	National Insurance and Tax for employed individuals @ salary of £17,934.48 (Average minimum wage salary: PTE for 16 hours)	N/A	N/A	20%	£4,894.64	10%	£2,447.32	£17,131.25	£17,131.25
		Secured Employment - Reduction in benefits	60	£240,240.00	Benefit payment (i.e. JSA) for those not in work @ £77 per week	N/A	N/A	20%	£48,048.00	10%	£24,024.00	£168,168.00	£168,168.00
		Research and Enterprise Income £	8	£21,000.00	SEMSUP/Growth Fund match funding provided by UON in 21/22	N/A	N/A	N/A	N/A	N/A	N/A	£21,000.00	£21,000.00
		<i>Total Impact</i>		£710,735.47		<i>Total Attribution</i>	<i>£0.00</i>	<i>Total Displacement</i>	<i>£137,947.09</i>	<i>Total Deadweight</i>	<i>£68,973.55</i>	<i>£503,814.83</i>	<i>£503,814.83</i>

Changemaker Challenge	ToC Area	Impact Area	Output	Value	Figure	Attribution	Attribution Amount	Displacement	Displacement Amount	Deadweight	Deadweight Amount	Total
4. Enterprise Culture & Mindset	Staff Training and Development	Training (NVQ L2)	2	£1,131.90	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%	£113.19	£1,018.71
		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)	12	£2,020.48	Number * NVQ L4 qualification (Diploma completion * £5,000 (Universities UK, 2007) / 48 years estimates working life-span). Adjusted for inflation to £8,081.92 (2007-2023)	N/A	N/A	N/A	N/A	10%	£202.05	£1,818.43
		Training (NVQ L5)	8	£9,629.52	Number * NVQ L5 qualification (HNC/HND completion * £35,000 (Universities UK, 2007) / 47 years estimates working life-span). Adjusted for inflation to £56,573.44 (2007-2023)	N/A	N/A	N/A	N/A	10%	£962.95	£8,666.57
		Training (NVQ L6)	17	£95,577.49	Number * NVQ L6 qualification (Degree completion * £150,000 (Universities UK, 2007) / 46 years estimates working life-span). Adjusted for inflation to £258,621.43 (2007-2023)	N/A	N/A	N/A	N/A	10%	£9,557.75	£86,019.74
		Training (NVQ L7)	4	£10,057.50	Number * NVQ L7 qualification (Degree completion * £70,000 (Universities UK, 2007) / 44 years estimates working life-span). Adjusted for inflation to £113,146.87 (2007-2023)	N/A	N/A	N/A	N/A	10%	£1,005.75	£9,051.75
		Training (NVQ L8)	12	£32,327.68	Number * NVQ L7 qualification (Degree completion * £70,000 (Universities UK, 2007) / 42 years estimates working life-span). Adjusted for inflation to £113,146.87 (2007-2023)	N/A	N/A	N/A	N/A	10%	£3,232.77	£29,094.91
		Total Impact			£193,955.87		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£19,395.59
	Staff Wellbeing	Sickness and Absence Reduction		£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		£0.00	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)		£0.00	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	£0.00	Total Deadweight	£0.00
	Volunteering	Volunteering (Front-Line)	6500	£67,730.00	Volunteer hours worked x £10.42 = Volunteering fiscal value (VFVx)	N/A	N/A	N/A	N/A	30%	£20,319.00	£47,411.00
		Volunteer value (Frequent volunteering)	36	£486,000.00	Number of volunteers * Volunteer Frequency per annum = £13,500 per year (Fujiwara, Oroyemi and McKinnon, 2023).	N/A	N/A	N/A	N/A	30%	£145,800.00	£340,200.00
		Total Impact			£553,730.00		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£20,319.00
	Employee Benefits	Employee Staff Discounts	689	£55,560.96	(Staff Members using discounts*Monthly Savings)*12	N/A	N/A	N/A	£0.00	N/A	£0.00	£55,560.96
		Total Impact			£55,560.96		Total Attribution	£0.00	Total Displacement	£0.00	Total Deadweight	£166,119.00
	Employment Growth	Number of students obtaining jobs	668	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
		Secured Graduate Employment - Tax and National Insurance	455	£2,247,882.00	National Insurance and Tax for employed individuals @ salary of £27,000.00 (Average student graduate salary [HESA])	N/A	N/A	20%	£449,576.40	10%	£224,788.20	£1,573,517.40
		Secured Non-Graduate Employment - Tax and National Insurance	213	£1,314,574.35	National Insurance and Tax for employed individuals @ salary of £20,589.92 (Average minimum wage salary)	N/A	N/A	20%	£262,914.87	10%	£131,457.44	£920,202.05
		Secured Employment - Reduction in benefits	755	£3,023,020.00	Benefit payment (i.e. JSA) for those not in work@ salary of £77 per week	N/A	N/A	20%	£604,604.00	10%	£302,302.00	£2,116,114.00
		Total Impact			£6,585,476.35		Total Attribution	£0.00	Total Displacement	£1,317,095.27	Total Deadweight	£658,547.64