

Thank you for visiting The Lanes

DE MONTFORT UNIVERSITY: OUR ECONOMIC IMPACT

INTRODUCTION



**PROFESSOR DAVID MBA,
PRO VICE-CHANCELLOR
(ENTERPRISE) AND
DEAN OF COMPUTING,
ENGINEERING AND MEDIA**

Why do we need universities? What do they add to a city? To a community? If you come to study, it's expensive. What do you get for all that money? The report you're reading is our answer to these questions and many others; questions which are very rightly being asked of higher education right now.

From the inception of the very first institution in Italy in the 11th century, universities were about progress. They were safe places for people to learn, debate and to challenge conventions, and as a result they became the birthplace of new ideas. Pick any major development of the last 500 years and you'll usually find that it first appeared at a university.

But they were also there to serve their communities, they were a concentration of energy, creativity and wisdom, which was used for the benefit of the world directly around them.

In the 21st century these aims are still true, but universities are able to do so much more. Such is the range of skill, experience and resource in a modern university like De Montfort University (DMU), it can be a real engine, at the heart of a city, powering economic growth.

We commissioned this report to see just how much DMU contributed to its local economy and some of the figures in here amazed us, others confirmed what we already knew and some pointed to how we can work better and more effectively in the future.

At DMU, we teach and we research. But as this report shows, we are proud to do much, much more.



**SIR PETER SOULSBY,
LEICESTER CITY MAYOR**



We're ambitious for the future of our city. We want to see Leicester grow and prosper, and we know our partners share this vision. Since 2016, when we formally agreed to join forces on a range of projects for DMU Local, our partnership with De Montfort University has also grown and prospered.

De Montfort University is a major resource for Leicester and I'm impressed with how deeply involved the university has already become in the life of our city.

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SUPPORTING START-UPS

DMU is committed to supporting entrepreneurs from their first lightbulb moment through to hiring office space, taking on staff and growing the business.

For entrepreneurial students and alumni there's The Crucible, a two-year programme of support, coaching and mentoring to help launch new businesses.

The Innovation Centre is the city's oldest co-working space, offering free space to work, think or hold meetings. It hosts free networking

events, inspiring talks by successful start-ups and offers free training on everything from marketing to legal advice on protecting your ideas.

Students are encouraged to think as entrepreneurs throughout their time at DMU, with competitions in the first, second and third years of study. Every month, our Pitch2Win competition offers students a £250

prize for a business idea, while an annual competition offers £1,000 and a business support package.

So it's no surprise that DMU has the **8th highest number of graduate start-ups in the UK.**

The Tech Nation 2018 Report ranked Leicester **1st** in the UK for the biggest number of new digital businesses started

8th highest number of graduate start-ups in UK universities over the past 3 years

568% growth in number of digital businesses in Leicester



Case study: Angry Pixie
Livia Jacquemin discovered her passion for ceramics while studying Design Crafts at DMU. Thanks to support from the university's campus enterprise opportunities team, she was able to launch Angry Pixie, a jewellery and home accessories company that sells her handmade products from her workshop in France. Her products are sold in stores in France, the UK and Holland and she has showcased her own designs in galleries around Europe.

OUR IMPACT – AT A GLANCE

DMU is worth
£500m
to the UK
economy each year

Student spending
supports
1,500
jobs in Leicester and
7,800
in the UK

1 in every **30**
Leicester jobs
can be traced
back to DMU

1 in **10**
working age
city residents
study here

33,400
hours of volunteering,
by students and staff

8th
highest number of
graduate start-ups
of all UK universities –
higher than any
Russell Group university

80%
of our Nursing
graduates start work
in the East Midlands

DMU spends
£11m
a year with
Leicestershire
businesses

3,400
international
students from
115
countries

Nearly
60%
of our research
is judged
world-leading

THE ECONOMY – DIRECT EFFECTS

With an annual income of more than £200m, DMU is a major part of Leicester's economy.

But how we spend that money is only part of the impact the university has.

We have more than 8,000 students a year arrive on campus to start their studies. Each of those will eat, drink and live in and around the city.

Our student population has grown by nearly a quarter in the past three years alone, attracting students from both the local area and further afield. Around 20 per cent of all students are from the city of Leicester, with 57 per cent from outside the East Midlands.

Statistically, this means one in every 10 working age residents in Leicester studies at the university.

Then there's our staff. 2,600 full-time equivalent colleagues - who travel to Leicester each day to work at the university, but who mostly live in the city and its surrounding areas.

Since 2010/11 the university staff headcount has increased by 17 per cent and those jobs include academics, professional services, management and administration, with an average salary of £36,000 – well in excess of the £31,000 local average.

Sir Peter Soulsby, Leicester City Mayor:

"De Montfort University is a major resource for Leicester and I'm impressed with how deeply involved the university has already become in the life of our city."

8,000
students a year

2,600
full-time
equivalent staff

Average
staff salary
£36,000



THE ECONOMY – INDIRECT EFFECTS

DMU's supply chain provides a significant injection into the economy. It is estimated that in 2016/17 DMU added £50m and 1,000 full-time equivalent jobs to the UK economy through its supply chain expenditure across the whole of the UK.

Staff contribution

With so many highly skilled jobs, and therefore well-paid roles, DMU employees, on average, have higher than average disposable income.

The economic impacts generated through their expenditure and those in the supply chain, are summarised below.

GVA impact	(£m, 2016/17 prices)	Jobs supported (FTE)
Leicester	< 10	100
Leicester and Leicestershire LEP	20	240
East Midlands	40	590
Midlands engine	50	740
UK	70	910

Graphic of key major capital expenses

Project	Total Cost
Vijay Patel Building (Art and Design)	£62,000,000
Campus Centre refurbishment	£3,000,000
Mill Lane redevelopment	£2,400,000
Leicester Castle Business School restoration	£3,500,000
Hugh Aston Building (Business and Law)	£35,000,000
The Venue@DMU	£5,500,000
The Watershed	£1,600,000

Alongside this capital investment, we buy large amounts of goods and services to support day-to-day operations. In 2016/17 we spent more than £58m on these from UK-based businesses (operating and capital purchases), of which £11m was spent in Leicester and Leicestershire. This, in turn, supports jobs in the local economy.



Economic impact across the UK

GVA impact	(£m, 2016/17 prices)	Jobs supported (FTE)
Leicester	< 10	100
Leicester and Leicestershire LEP	< 10	160
East Midlands	20	320
Midlands engine	20	540
UK	50	1,000

One of the key investments DMU has made in recent years is in its campus. We have spent more than £136m creating a learning environment.

This work has seen an annual average of £24m invested in Leicester since 2007, which represents an ongoing injection of investment into the construction sector and beyond.



MEETING SKILLS NEEDS

Interaction with the local community and an understanding of local need informs the university's strategic approach to skills development.

Course co-creation is a core element of this. Industry Advisory Boards ensure curricula are co-developed with business partners in industries most related to courses.

Following the government's increased focus on the cyber security threat, DMU introduced an MSc in Cyber Technology directly supported and steered by four industry giants: Airbus Group, Deloitte, BT and Rolls Royce.

These companies provide guest lectures, support the delivery of modules and advise the university on the curriculum to ensure it is kept up to date and that students are one step ahead of cyber criminals. Students also have the opportunity to undertake placements at these prestigious companies.

Similarly, DMU developed an Investigative Journalism MA with Channel 4. The course was designed with input from professional journalists to provide key skills, knowledge and contacts that help improve graduate prospects.

DMU and Curve: a joint performance

A partnership with Curve, one of the UK's leading independent producing theatres, resulted in the creation of a new module, Business of Performing Arts, offered to students on Business Management in the Creative Industries MSc and the Creative Enterprise MSc within the Leicester Castle Business School.

This was borne out of a strong relationship between Curve and the Faculty of Arts, Design and Humanities, a clear example of "a partnership that has been deepened and broadened by DMU to cover more than its initial purpose".

"Because of DMU's partnership with the NHS, I got plenty of experience working on wards while I studied. That helped me get the job I wanted and got me ready from day one. Now I'm doing exactly what I hoped I would in life."

Beatrice Gakpa, staff nurse, Leicester Royal Infirmary

PLACEMENTS AND INTERNSHIPS

DMU provides a wide range of placement opportunities for students with local, national and international employers. These placements lie at the heart of students' employability and career prospects.

For example, the Faculty of Health and Life Sciences provides numerous placement opportunities on healthcare courses, totalling more than **3.3 million hours of activity** in healthcare provider organisations across the three years 2016 - 2019.

Health Education England provides a placement tariff to organisations to offset the organisational cost of providing support to students on placement. Income from this is expected to total more than **£7.5m across the three years in question**, and healthcare providers use this funding in a variety of ways to benefit both the student and the patient experience.

In addition to contributing towards students' learning and development, the benefit of undertaking placement tasks are equivalent to those of Healthcare Assistant (HCA) staff. The equivalent HCA pay for these placement hours is estimated to be in the region of **£25m over the past three years**.

In addition to their placement hours, DMU Nursing students spend, on average, an estimated 15 hours per month of their own time undertaking paid bank work. This provides a vital source of up to 18,000 hours per annum (£133k) of scarce bank staffing to local healthcare providers.

Employability and placements: Nursing and Midwifery students

100 per cent of DMU's Nursing and Midwifery graduates are successful in gaining employment or enrolling in further study within six months of completing their course (DLHE report 2014/15), meaning many staff at Leicester hospitals will have come straight from DMU and into the workplace.



EMPLOYABILITY

DMU offers an innovative work experience programme known as DMU Works, which enhances the employability of its students.

This includes internships through the Frontrunners and Graduate Champions schemes, which help students to put skills learnt in their university studies into practice, fills skills gaps in local businesses and improves employability.

A key element of the programme is the short-term, bespoke approach for work experience. One example includes 10 students visiting the Sainsbury's IT team to understand the work that staff there undertake. This work inspired five of those who visited, and a number have since gone on to work in the team they visited.



Hanna Tounsend Ceramics & Print

The Graduate Champions Internship is a wonderful scheme that has allowed me to work with some very talented and committed Design Crafts graduates. I have taken part in the project three times now, and always found that my business has benefitted from the internship.

In 2017/18 DMU delivered 322 placements with industry, including partnering with top employers such as Rolls Royce, Volkswagen, Hewlett Packard, IBM and Siemens.

In addition to this there were 133 embedded placements.

In the same year, 484 graduates undertook internships through the graduate internship programme. These were provided through 172 separate organisations, many of which are located in Leicester and the East Midlands. In addition to this, eight companies provided internships through the Frontrunner programme.

Graduate internships are another way of developing employability skills for DMU graduates. The programme involves local businesses taking on a graduate intern from DMU for 6 weeks, with all costs met by DMU.

ENTREPRENEURSHIP

Encouraging entrepreneurship is a vital part of DMU's mission and it undertakes a wealth of activity to promote it.

The Crucible Project, run through the Innovation Centre, helps students with a business idea, product or service by providing a wide range of support. This involves guidance on accessing funding, mentoring, training, intellectual property advice, access to DMU's own expertise and facilities and free shared office space in the Innovation Centre.

The project is four years old and has been lauded since its inception, including by The Economist, which pointed to the Crucible Project and the Innovation Centre as part of Leicester's business success.

DMU's promotion of student and graduate entrepreneurship and enterprise is flowing through into real results.

Executive Education

Leicester Castle Business School has been recognised for its strong learning and employment successes, with more than 97 per cent of its students in work or further study six months after graduation. Its business programmes were highlighted in DMU's Teaching Excellence and Student Outcomes Framework (TEF) results as excellent.

In 2018, Leicester Castle Business School launched new Executive Education programmes covering short courses, degree programmes, student consultancy projects and degree apprenticeships. Around 100 of these are organised with local businesses per year. These are a highly effective method of knowledge transfer and skills development between HE and local businesses, which contributes directly towards business innovation and competitiveness.

Bespoke courses were developed to meet the needs of regional businesses, with a focus on enhancing management skills and knowledge across organisations in Leicester and Leicestershire. Courses focus on innovation, sustainability and social responsibility.



TOGETHER FOR OUR CITY

DMU works alongside a range of civic partners to promote the city as a place in which to study, live and work.

We have enjoyed a close working relationship with Leicester City Council for decades, and three years ago entered into a sector-leading formal agreement to work together on projects that tackle specific Leicester challenges in areas of health, education and regeneration.

In 2016/17, students contributed 33,400 hours to voluntary projects across Leicester, working alongside community partners to support a range of different projects.

They've driven up literacy rates in schools through paired reading, helped older people feel less alone by supporting community cafes and given a warm welcome to refugees and asylum seekers as they arrive in the city. Their work equates to £482,000 social value for Leicester*

*Using TOMs national calculation of national hourly wage paid to people doing similar work which works out at £14.43

Here's just some of the projects our students support:

BEAUMONT LEYS

- Youth club
- Weekly children's art club
- Food hub
- Digital training
- School volunteers
- Community fun days
- Homework club
- School coding club
- Pop-up cinema

BELGRAVE

Free adult art club every week, cancer support, school coding club, Belgrave Mela

THURNBY LODGE

- Youth club
- Weekly children's art club
- Drop-in café for the elderly and isolated
- Parents and toddlers' group
- School coding club
- Pop-up cinema

CITY CENTRE

- Computer skills for older people
- Donations for refugees
- Storybook Dads at HMP Leicester
- Homeless outreach and tackling social isolation

BRAUNSTONE

- Paired reading and mentoring at schools
- School coding club

HIGHFIELDS

- Free drawing classes every week
- School coding club
- Paired reading

Case study: Thurnby Lodge

DMU Local has worked with residents in Thurnby Lodge, Leicester, to introduce new community activities and volunteer at existing ones. Thanks to volunteers, a youth club was saved from closure and a weekly arts club has been established.

Case study: Leicester Prison

DMU works with Leicester Prison on projects ranging from a two-week arts festival, Talent Unlocked, to Learning Together which sees students learn alongside prison students. All projects are co-created by DMU and the prison, and the effect has been transformative. In less than a year HMP Leicester went from being the subject of a damning report which criticised levels of violence and drug taking inside the prison, to seeing a 21 per cent reduction in violence and a 50-place rise in the national league tables for UK jails.

CULTURAL IMPACT

DMU has been an integral part of the city's arts and culture sector since its beginnings as the School of Art in 1860.

Today, we collaborate with arts organisations across the city such as Curve Theatre, Spark Arts, Haymarket Theatre, the UK Asian Film Festival, LCB Depot and Serendipity Arts to stage and promote events which help raise the profile of Leicester as a cultural destination.

DMU attracts a significant volume of visitors to Leicester. This happens through public events on campus, open days and conferences. In 12 months more than **43,200 people** attended events on campus such as **Black History Month, States of Independence Literary Festival and Cultural eXchanges**, which all bring national and international artists, speakers and performers to Leicester. Cultural eXchanges alone attracts more than 3,000 people, 40 per cent of whom are visitors.

DMU's Confucius Institute also helps to stage **Leicester's Chinese New Year celebrations** and runs Chinese tea ceremonies, music, dance and craft activities for the public.

Our students are a key part of the city's thriving night-time economy, supporting shopping, restaurants, gigs and bars. Students are estimated to contribute **around £100m to the Leicestershire economy and £230m to the UK economy every year.**

Sport is an important part of DMU's contribution to culture in Leicester, through its links with Leicester City Football Club and Leicester Tigers, through to the QEII Leisure Centre which is open to the public. It has redeveloped Beaumont Park in Beaumont Leys in a £6m project which created new pitches for students and the public.



Jamal Edwards

Cultural eXchanges attracts **3,000** people a year to a week of discussions, performances and talks

Tourism, or the visitor economy, is a priority sector for the Leicester, Leicestershire Economic Partnership



Case study: Philharmonia Orchestra

DMU has a partnership with the internationally - renowned Philharmonia Orchestra, which includes the concert series Orchestra Unwrapped for children across Leicester.



Case study: UK Asian Film Festival

DMU works with producers Phizzical and not for profit Tongues on Fire on the UK Asian Film Festival, which brings a curated programme of South Asian films to Leicester.



Case study: Leicester City Football Club

DMU is the official higher education partner of Leicester City Football Club, which has created incredible opportunities for our students. For example, Journalism students file match reports alongside professional sports reporters.



FIGURES
Spending by friends and relatives visiting students contributes an estimated £2m to Leicester's economy



A COMMUNITY ASSET

DMU's campus is open to everyone – from entrepreneurs working in the co-working café at the Innovation Centre, to music lovers attending gigs at The Venue@DMU, or families visiting The Gallery for free art clubs.

By pedestrianising Mill Lane, the university's campus transformation programme has helped to extend the city centre and provided a new public space for people to enjoy.

Parts of the campus are among Leicester's most historic areas, such as Leicester Castle, Trinity Chapel and the remains of the arches which were once part of the medieval Church of the Annunciation.

DMU celebrates and conserves this through its heritage work. The university's museum, the Heritage Centre, is open to the

public and hosts exhibitions that tell the stories of Leicester's history. DMU opens buildings every month through Heritage Sundays and the students' union has recently opened a micropub in the area called the Castle Inn, which serves local ales.

The Gallery at DMU is open to the public six days a week and hosts exhibitions by contemporary artists, free arts workshops events for families and students' work. It has attracted 17,000 visitors since opening in 2016 and displayed work by the likes of Grayson Perry.

42,000
people attended
cultural events at
DMU in 12 months



£4.2m
spent on restoring
Leicester Castle



£8m
leisure centre,
open to the public



FIGURES
Since 2007, DMU has invested on average £24m a year into its buildings and estate

CREATING IMPACT THROUGH RESEARCH

Our research makes a real difference to people's lives through improvements to health and wellbeing, infrastructure, creativity, economic growth, business and civil society.

The United Nations' 17 Sustainable Development Goals are embedded into the teaching, learning and research at DMU as academics seek to answer some of the biggest challenges facing humanity, such as poverty, lack of housing and access to education.

DMU is the lead institute in the UN's #JoinTogether campaign – a global network of universities and organisations created to share ideas, projects and strategies on how to welcome refugees and asylum seekers to communities.

Research also links to the four Grand Challenges outlined in the Government's Industrial Strategy - artificial intelligence, clean energy, transport and healthcare for the elderly – ensuring that the UK takes advantage of major global challenges, improving people's lives and the country's productivity.

Almost 60 per cent of DMU's research was recognised as being world-leading or internationally excellent in the most recent assessment of research, Research Excellence Framework (REF).

End Street Homeless Campaign

Around 100 DMU student volunteers worked alongside Action Homeless and Leicester City Council to carry out a major survey of homeless people in Leicester. Volunteers spoke to people about their circumstances and their experiences, as well as letting them know about support available. It led to the creation of a new Leicester network of organisations working together to offer help and support.

The project has been highlighted by campaigners as an example of the best ideas and approaches to help people stay off the streets.



There are **815** research-active staff at DMU out of **1,300** academic staff

DMU is home to more than **60** specialist research groups and institutes



- MR - MOTOR
- MR - MOTOR
- 1 - LID
- 2 - INT
- 3 - IM
- B - BA
- 1 - Op
- 2 - Int

Wheel \emptyset



BACKING BUSINESS

DMU shares its expertise with businesses to help them innovate, grow and develop, which in turn creates new jobs and boosts the Leicester economy.

We spend £7m a year in Leicester on our goods and services, supporting city companies, and we're a champion for the new Business Improvement District which promotes Leicester as a destination for visitors, shoppers and businesses. **One in every 30 jobs in Leicester** can be traced back to DMU.

Our business services team work with companies of all sizes and in all sectors, helping them connect with university expertise. DMU Design Unit works with SMEs to bring new products to market while **more than 110 companies** have worked with us through Knowledge Transfer Partnerships to solve specific business problems and become more competitive.

DMU has strong relationships with **2,500 companies** and **130 community organisations** in Leicestershire,

led by its business services team. We are a member of several business networks and organisations, including Leicester, Leicestershire Economic Partnership (LLEP) and helped develop an industrial strategy for Leicester and Leicestershire, identifying opportunities for key sectors.

Since 2016, DMU has been the headline sponsor of the Leicester Business Festival, which celebrates and promotes businesses across the county on an **international stage**. The university is part of the Midlands Engine, a collective of universities, councils and businesses which work together to promote the region and **influence government policy**.

DMU spends
£60m
a year on goods and services
in the UK, supports
7,800
full-time jobs and adds
£500m
to the national economy

With an income of
more than
£200m,
DMU's turnover is
greater than most
Premier League clubs

DMU academics
have consulted for
companies such
as Airbus, NHS,
Next and PepsiCo

GLOBAL IMPACT

Our diversity is our strength. With 3,400 international students from more than 114 countries, our campus is a rich blend of cultural influences and we believe in being open and welcoming to all. This was recognised in 2018 when the Sunday Times named DMU as its first University of the Year for Social Inclusion.

This international focus has informed the university's strategy for years and we now have a strong network of global partnerships and relationships to offer mutual benefits in research, student experience and industry to the world.

Through DMU Global, we offer all our students subsidised international experiences. These can be small-scale trips to study architecture in Italy, or film in Los Angeles, or they can be mass trips, like flying 1,000 students to New York for a wide range of academic and employability experiences.

So far, about 12,000 students have enjoyed international experiences through DMU Global.

DMU maintains strong international relationships with global higher education providers, like Auston Institute of Management in Singapore, Daly Business School in India, and the Niels Brock Copenhagen Business College in Denmark.

On campus at DMU is the De Montfort University International College (DMUIC), an embedded institution which offers integrated programmes for non-UK students.

Campus is also home to DMU's Confucius Institute, which celebrates Chinese language and culture, offering cultural activities such as calligraphy workshops, dance and film, and Chinese tea ceremonies to DMU staff, students and residents of Leicestershire.

Internationally, DMU staff and students have been engaging with communities in India through DMU's

Square Mile India, supporting some of the poorest communities in Gujarat, through research activities, teaching, training, and health.

One key example of this work is that done by DMU Architecture students, who have worked in collaboration with a local architect to design measures for improving the flood resilience of homes, in communities where hundreds of residents have been forced to leave their homes for months due to heavy floods each year. Students, staff and friends of the university fundraise to cover the costs of this project.

Our international students come from 115 different countries

International students spend £40m a year in the UK economy supporting 540 jobs



DMU AND THE UNITED NATIONS

For the past few years, DMU has worked in partnership with the United Nations. The university has held a number of debates at the UN headquarters in New York, giving hundreds of students the opportunity to be part of public affairs and have the chance to speak on a global platform.

DMU supports the UN's 17 Sustainable Development Goals – global aims to address issues such as poverty, water supply and equality – and has built its strategy around furthering these aims.

In July 2018, DMU was selected as the global hub for the UN's Sustainable Development Goal 16 to promote peace, justice and strong institutions. The university's work to support refugees was identified as a key reason for this and DMU has subsequently set up a global network of more than 100 universities - including the University of Pennsylvania, Frederick University in Cyprus and Humboldt University, Berlin - to share ways to integrate refugees into communities successfully and sustainably.



Case study: Emily Fox, International Relations and Politics student

"It's an absolute honour to present at the United Nations, it's not the sort of thing you really ever think you would do. It's kind of a once in a lifetime opportunity."



"Through DMU's efforts, students from all six continents have found their voice and confidence in taking practical steps to sustainable goal 16 and other selected goals. The visibility given to the SDGs in DMU's strategic plan will undoubtedly spark curiosity. And curiosity in the hands of young people and nurtured within the walls of this university can help channel energy into activism, action and the creation of a better world."

Maher Nasser,
Director of the UN's Department of Public

INTERNATIONAL FACTS

- DMU aims to raise income from transnational activities by £5 million by 2023
- DMU has twice won International Strategy of the Year at the Times Higher Education Leadership and Management Awards
- DMU received a Mahatma Gandhi International Award for distinguished contribution to the public good
- International students' expenditure added about £40 million to the UK economy annually – the equivalent of around 540 full-time jobs

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