



UNIVERSITY OF
BATH

Making an impact

How the University of Bath
drives skills, investment,
jobs, innovation and growth



In **2023/24**, the University of Bath generated over **£500 million** for the local economy and nearly **£1 billion nationally**, supporting more than **7,000 local jobs** and **13,000 across the UK** (Oxford Economics, 2025).



Delivering prosperity locally and nationally

For 60 years we have been proud to call Bath our home. Through our education, research and innovation, we boost skills, create jobs, widen opportunities and support inclusive growth in the city and beyond.



Building skills, broadening access

We want the student experience at Bath to be the best it can be, equipping our graduates with the skills to succeed in work and life. Our students leave Bath confident, capable and work-ready — making a lasting contribution to society and the economy.



1 in 16

of all jobs in the local area supported by University activities and students



£11,000

average each student spends annually benefiting the local economy



£126 million

local economic boost from student and visitor spending

92%

of Bath undergraduates in high-skilled employment within 15 months



£387 million

expected contribution from 2023/24 graduates to long-term UK productivity



£80,000+

raised by Bath students for local and national causes

The University employs nearly 4,000 staff, making it the second-largest employer in the local area. For every 100 people we employ, a further 19 jobs are supported in the local economy. Our students and their visitors make a significant direct economic contribution.

Beyond the economy, our activities contribute to the social, environmental and cultural life of the area. Every year thousands of residents attend our community and cultural events and visit our Sports Training Village. Through student volunteering, outreach, research and skills we work with people across our local community.



+80%

students from the most deprived areas achieving a **First** or **2:1** degree

500+

scholarships and bursaries awarded to support access to higher education



54,300

local residents engaging in University community events



1.3 million

visits to the University's Sports Training Village annually

Over two-thirds of Bath undergraduates take placement or study abroad years, helping to build their confidence and work readiness. In the last year, more than 150 students also undertook 'Vertically Integrated Projects', working with local organisations to tackle real-world challenges.**

We are passionate about opening access to higher education. Each year, University-led outreach activities engage 60,000 young people. Through schools outreach, scholarships and tailored support we are breaking down barriers to opportunity.



1 million+

learners trained in digital skills through the University's Institute of Coding*



Powering local growth through partnership and purpose

Supporting success – from local schools to global careers



Creating solutions through research and innovation

From climate change to health innovation and digital inclusion, tackling society's greatest challenges is at the heart of our research mission.

Our applied research is improving lives through local partnerships and with the NHS, while delivering innovation regionally, nationally and globally.

92%

Bath research rated
'world-leading' or
'internationally excellent'



£50 million+

received in
research funding
(2022/23)



£20 million+

Bath research expected
to drive UK productivity
gains by 2040

Delivering results***



8 million+ rugby players safer due to
Bath-developed scrum engagement technique



£116 million saved by customers thanks to Bath
research making the energy grid more efficient



109,000 equivalent cars off the road as a result
of Bath research with Ford to reduce engine emissions

Discover



more

43 high-tech firms

supported by
SETsquared, generating

£15 million

in turnover



525 jobs

supported by
University-linked
enterprises

57

start-ups and spinouts
launched by Bath
students and academics

Turning bold ideas into real-world impact in Bath and beyond