OXFORD ECONOMICS

THE ECONOMIC IMPACT OF THE UNIVERSITY OF BATH

JULY 2025

ABOUT OXFORD ECONOMICS

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts, and analytical tools on more than 200 countries, 100 industries sectors, and 8,000 cities and regions. Our best-in-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social, and business impact.

Headquartered in Oxford, England, with regional centres in New York, London, Frankfurt, and Singapore, Oxford Economics has offices across the globe in Belfast, Boston, Cape Town, Chicago, Dubai, Dublin, Hong Kong, Los Angeles, Mexico City, Milan, Paris, Philadelphia, Stockholm, Sydney, Tokyo, and Toronto. We employ 700 staff, including more than 450 professional economists, industry experts, and business editors—one of the largest teams of macroeconomists and thought leadership specialists. Our global team is highly skilled in a full range of research techniques and thought leadership capabilities from econometric modelling, scenario framing, and economic impact analysis to market surveys, case studies, expert panels, and web analytics.

Oxford Economics is a key adviser to corporate, financial, and government decision-makers and thought leaders. Our worldwide client base now comprises over 2,500 international organisations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

July 2025

The modelling and results presented here are based on information provided by third parties, upon which Oxford Economics has relied in producing its report and forecasts in good faith.
Any subsequent revision or update of those data will affect the assessments and projections shown.

To discuss the report further please contact:

Neil McCullough: nmccullough@oxfordeconomics.com

Oxford Economics

91 Adelaide St, Belfast, BT2 8FE, UK

Tel: +44 (0)28 9263 5416

Patrick Deshpande: pdeshpande@oxfordeconomics.com

Oxford Economics

4 Millbank, London, SW1P 3JA, UK

Tel: +44 (0)20 3910 8109

FOREWORD

When the University of Bath was established in 1966, it was with a clear purpose: to advance knowledge and serve society through education and research. Nearly sixty years on, that mission continues to guide us—anchored in our city, connected to our region, and committed to making a positive difference locally, regionally, nationally, and globally.

We are proud to be part of the fabric of Bath and the wider region, a vibrant, welcoming place with a rich history. Whether through our student volunteering programmes, our innovation and commercial spin-outs, our cultural and sporting events, or our efforts to widen access to higher education, we strive to play an ever greater role in our communities. We are grateful to the many individuals and organisations with whom we work to help our city and region flourish.

This Economic Impact Report provides a detailed picture of the University's contribution to economic growth and to the social and cultural life of Bath & North East Somerset, across the wider West of England, and at a national level.

In 2023/24, the University supported over 7,000 jobs and contributed £510 million to the Bath & North East Somerset economy—equivalent to nearly 9% of the area's total Gross Value Added (GVA). Across the UK, our economic footprint extended to £986 million in gross value added and over 13,000 jobs, alongside £202 million in tax revenues.

These figures reflect the scale of our activity, but more importantly, they speak to the people, partnerships and shared ambitions we hold with our civic, regional, and national stakeholders.

As an institution we are focused on three research pillars: health and wellbeing, digital, and sustainability, each addressing some of the biggest challenges of our time. Through our research, innovation and education, we are generating knowledge that advances academic understanding and delivers positive impact at home and abroad. From supporting budding entrepreneurs, to working with the NHS to improve healthcare and delivering social and technological innovations in response to the climate emergency, our work is shaped by a strong sense of public purpose.

This report is a reflection of what we have achieved together and a reminder of what we can continue to accomplish in partnership, helping to drive economic growth and deliver impact at all levels.

Professor Phil Taylor, Vice-Chancellor and President, University of Bath

TABLE OF CONTENTS

EXECUTIVE SUMMARY

The University of Bath commissioned Oxford Economics to assess its economic impact. This report quantifies the University's economic footprint across local and national economies, through its activity and the spending it facilitates along the supply chain and through household spending, alongside the spending of students and visitors attracted to the local economy. We also explore the wider economic benefits arising from the University's economic activities—through its research, graduates, and facilitating entrepreneurial activity—alongside its social and environmental impact.

THE UNIVERSITY'S ECONOMIC FOOTPRINT

In the academic year 2023/24, we estimate that expenditure by the University of Bath, the students attracted to the area, and their visitors stimulated £510 million of GVA and facilitated 7,100 jobs across the Bath & North East Somerset economy. This equates to 8.9% of Bath & North East Somerset's entire GVA, and 6.3% of all jobs across the local workforce—the University's economic footprint would rank as the seventh-largest sector by employment across the Bath & North East Somerset economy.

The University directly contributed £352 million of GVA and employed 3,870 permanent workers in the academic year 2023/24. It spent £138 million procuring goods and services and £208 million on salaries and benefits to staff, which stimulated a further £38 million and 740 jobs through the indirect (supply chain) and induced (wage consumption) impacts. This equates to a local (Type II) employment multiplier of 1.19, or a further 19 indirect (supply chain) and induced (wage consumption) jobs created or sustained across the Bath & North East Somerset economy for every 100 permanent workers employed by the University.

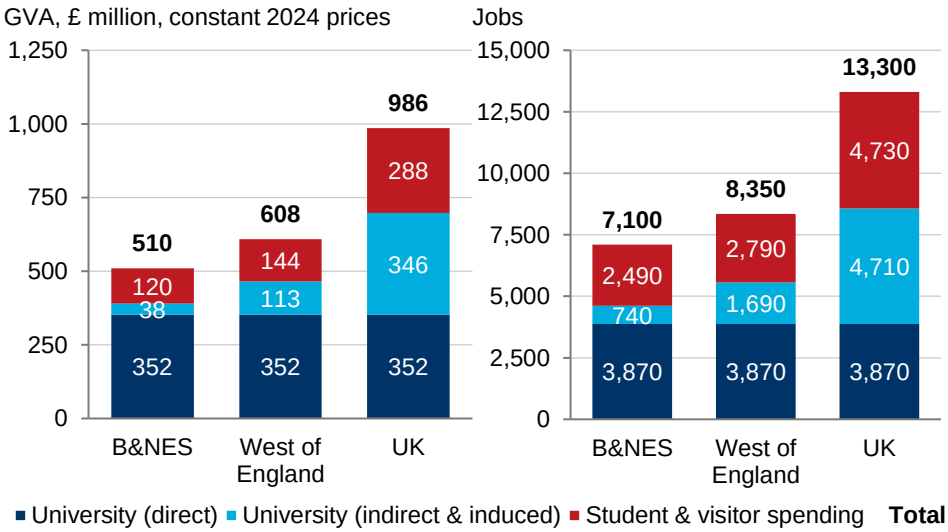
The more than 20,000 students that the University attracts to the local area spend money on housing, food, transport, leisure, and educational supplies. These students also attract visitors to the city, including to attend graduation ceremonies and open days, facilitating further spending in the Bath & North East Somerset economy. Taken together, we estimate that student subsistence and visitor spending generated an additional £120 million of GVA and 2,490 jobs across the city. The inclusion of student and visitor spending increases the local employment multiplier to 1.83, or five additional jobs created or sustained across the Bath & North East Somerset economy for every six permanent workers at the University.

Across the national economy, the University's economic footprint extends to a £986 million GVA contribution to UK GDP and 13,300 jobs across the UK workforce in the academic year 2023/24, generating £202 million in tax revenues.[1] This equates to a national (Type II) employment multiplier of 2.22, or 41 indirect (supply chain) and 81 induced (wage consumption) jobs created or sustained across the UK economy for

[1] Note that the national economic footprint includes domestic student subsistence and visitor spending. Excluding the economic impact associated with this spending would result in an economic impact of £796 million GVA contribution to UK GDP, 10,220 jobs across the UK workforce, and £166 million in tax revenues.

each 100 permanent workers employed at the University, which increases to 3.44 with the inclusion of student and visitor spending impacts, equivalent to almost five jobs created or sustained across the UK workforce for every two permanent employees of the University. The University's national economic footprint also includes a £98 million GVA contribution to UK GDP, 1,640 jobs, and £19 million in tax revenues arising from the student subsistence and visitor spending associated with the University's international students.

Fig. 1. The economic footprint of the University of Bath, 2023/24



Source: University of Bath, Oxford Economics. Note: may not sum due to rounding.

£510 million

The University of Bath's GVA contribution to the Bath & North East Somerset economy and 7,100 jobs in the academic year 2023/24.

THE WIDER ECONOMIC BENEFITS

The University of Bath facilitates a range of wider economic benefits across the local and national economies. The University is globally recognised for the quality of its research activity, and 93% of its research output is classified as 'World Leading' or 'Internationally Excellent' according to the Research Excellence Framework. Alongside the economic activity sustained by the University's £50.6 million investment in research & development (R&D) in the academic year 2023/24, we estimate that this activity will generate positive spillover effects across the UK economy, enabling an estimated £20.8 million increase in productivity across the UK economy by 2040. The University's sought-after graduates tend to find employment in highly-skilled occupations and in-demand sectors of the economy; we estimate that the University's graduates in the academic year 2023/24 alone added £387 million to the UK's human capital stock.

The University also facilitates a range of entrepreneurial activity through spin-out companies. According to HESA data, the 57 active companies originating from the University generated £37 million in turnover and supported over 500 full-time equivalent jobs in the academic year 2022/23. Through its contribution to the SETsquared Partnership, the University facilitates entrepreneurial activity through incubation programmes, mentorships, and access to funding, with 43 high-tech, high growth start-up and scale-up members generating over £15 million of turnover in 2024.

THE SOCIAL AND ENVIRONMENTAL IMPACT

The University of Bath facilitates a range of positive social impacts. The University attracts hundreds of students from among the most-deprived parts of the country, helping to tackle economic inequality by supporting skills and economic activity in these areas. Both the students enrolled at the University and its workforce are relatively ethnically diverse, while the University employs more female and full-time employees than economy-wide averages. The University makes a positive civic contribution through: its initiatives to improve access to higher education and digital skills for underrepresented groups; the volunteering activities promoted by the University and its Students' Union; promoting health & wellbeing; and providing the local community with access to world-class sporting facilities.

The University of Bath contributes significantly to the cultural fabric of Bath through its role in supporting local cultural institutions, including the Holburne Museum, the Bath Preservation Trust, and the Bath Festivals. Furthermore, almost 54,300 members of the public attended social, community, and cultural events hosted by the University.

The University of Bath has a positive impact on health and wellbeing, both locally through its policies and partnerships for staff and residents, and internationally through the outcomes of its health research. The University pays its staff a living wage, has a number of staff support groups, and is recognised by the West of England Combined Authority's Good Employment Charter accreditation on working conditions. The University works closely with Royal United Hospitals Bath NHS Foundation Trust (RUH), improving the provision of care to residents through medical placements and researchers in residence. The researchers in residence are advancing the understanding in several important medical fields, including life-saving cancer treatments and early detection of heart disease.

The University of Bath has committed to achieving net zero carbon emissions on Campus by 2040. The University generated 115 kilotonnes of CO_2-equivalent greenhouse gas emissions in the academic year 2022/23, mostly through its supply chain, with Scope 1 and 2 emissions (the University itself and the production of energy it uses) falling 40% since the academic year 2015/16. The University also used 65 million kilowatt hours of energy and 270,000 cubic metres of water in the academic year 2022/23. Initiatives to reduce gas consumption and promote sustainable consumption of food and drink contribute to the University's action to address the climate emergency, alongside a range of community and educational initiatives. The University is also a leading partner in research centred around improving water quality in the UK's rivers.

1. INTRODUCTION

1.1 INTRODUCTION

The University of Bath was established in 1966 and has since developed a strong reputation for its academic excellence and research innovation. The University consistently ranks among the top institutions in the UK, ranking seventh in The Guardian's 'University Guide' in 2025 and sixth in the Complete University Guide's graduate prospects league table.[2,3] The University attracts over 20,000 students from around the world, offering a diverse and vibrant academic community.[4] Its commitment to providing exceptional teaching and supporting a strong focus on employability has earned it a triple gold award in the Teaching Excellence Framework in 2023, reflecting high levels of student satisfaction and outcomes.[5]

The University of Bath makes a positive contribution to the local and national economies. It generates economic activity and supports employment, both directly and indirectly, through procurement, and the spending of staff, students, and visitors. It also serves as a valuable source of skilled graduates for local employers and enhances productivity through its research collaborations and enterprise partnerships. In this report we explore and quantify the University's economic and social impact on the Bath & North East Somerset (B&NES), West of England Combined Authority (CA),[6] and UK economies.

1.2 INTRODUCING ECONOMIC IMPACT ANALYSIS

This report quantifies the University of Bath's economic contribution in the academic year 2023/24 through the following channels:

(1) The **University's operations**, consisting of:
- The **direct impact** capturing the economic activity generated by the University itself;
- The **indirect (supply chain) impact**, which captures the economic activity supported through the University's supply chain, as a result of the procurement of goods and services from suppliers; and
- The **induced (wage consumption) impact**, as those employed both directly by the University and along its supply chain consume goods and services, stimulating a further round of economic activity.

(2) The economic impact of **student subsistence** spending, as students from elsewhere in the UK and abroad move to the local area and purchase goods and services in the local economy; and

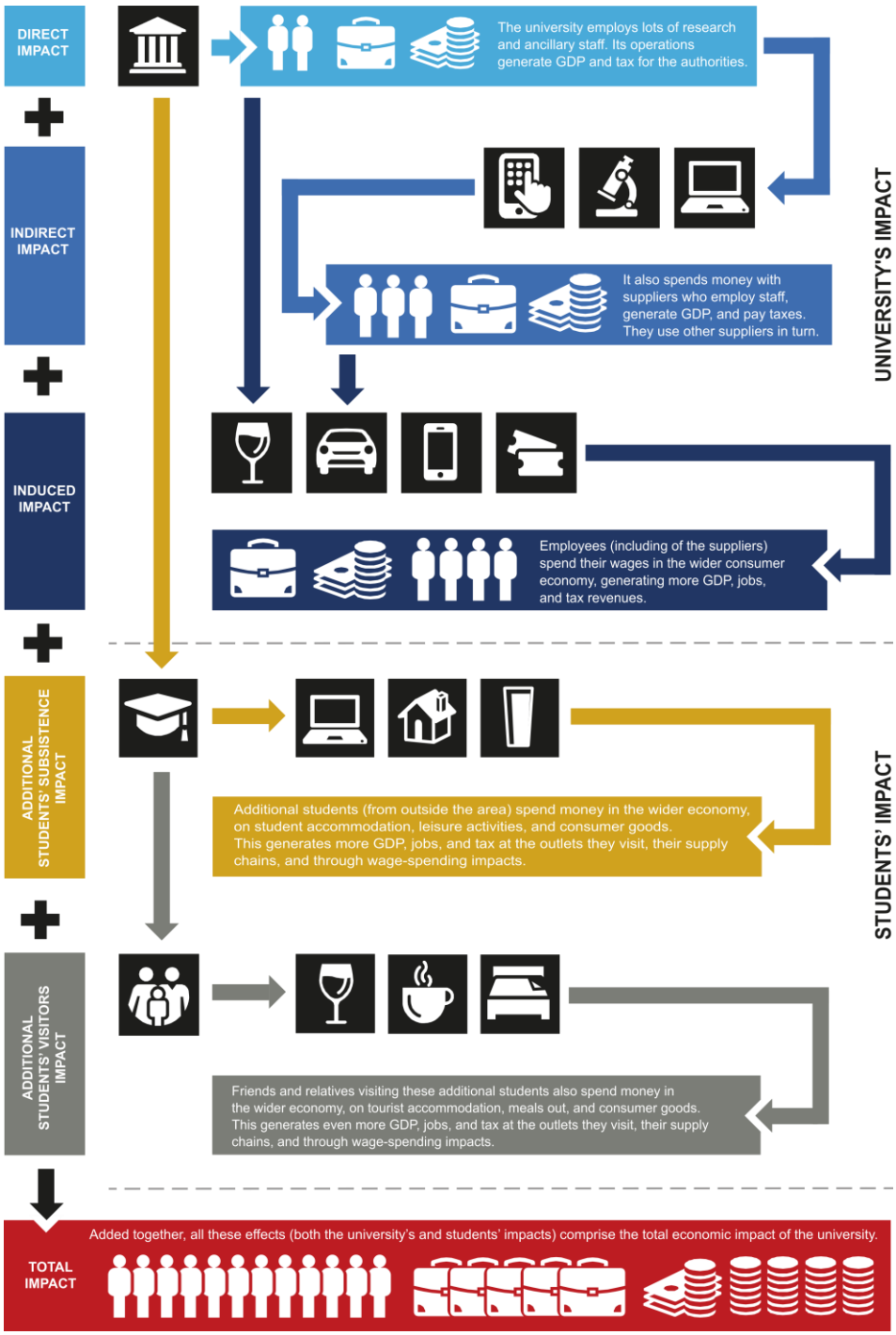
(3) The economic impact of **visitor spending** of friends and family visiting students, and attendees of graduations and open days, who spend money on tourism-related activities.

[2] The Guardian, The best UK universities 2025, 2024.
[3] Complete University Guide, University League Tables graduate prospects 2026, 2025.
[4] University of Bath, Facts and Figures, accessed 2025.
[5] University of Bath, University of Bath awarded triple Gold in the Teaching Excellence Framework in 2023, 2023.
[6] Consisting of Bath & North East Somerset, Bristol, and South Gloucestershire.

The economic impact, or 'economic footprint', of the University is quantified through:

- **Gross value added (GVA)**, the contribution an institution or company makes to Gross Domestic Product (GDP);
- **Employment**, measured on a headcount basis to facilitate comparison with ONS employment data; and
- **Tax revenue**, including labour taxes, corporation taxes, and other indirect taxes (such as VAT) attributable to the University's activities.

Fig. 2. The economic impact of the University of Bath



Source: Oxford Economics

Further to the University's economic footprint, this report explores the **wider economic benefits** facilitated by the University, through its academic expertise and the spillover benefits of R&D, the economic value of the University's graduates, and through the entrepreneurial activity facilitated by the University and its initiatives to foster innovation. In addition, this report considers the University's **social impact**, through facilitating economic prosperity, diversity & inclusion, and wellbeing.

Note that values are presented in constant 2024 prices throughout this report unless otherwise stated and may not necessarily sum in all instances due to rounding.[7]

1.3 STRUCTURE OF THIS REPORT

This report is structured as follows:

- **Chapter two** estimates the University's economic footprint, through its operations, student expenditure, and visitor expenditure, on the Bath & North East Somerset, West of England CA, South West, and UK economies;
- **Chapter three** identifies the wider economic benefits of the University, through its research, graduates, and entrepreneurial benefits;
- **Chapter four** explores the social impact of the University;
- **Chapter five** concludes; and
- **Technical annex** details our approach and method.

[7] The results are presented on a gross rather than net basis. It does not attempt to estimate what economic benefits could arise if the labour and capital resources employed by the University were put to alternative uses, as it is impossible to know what they would have produced if they were employed in their next most productive use. Nor does it address the activity that the University displaced from other institutions or sectors.

GLOSSARY OF TERMS

Compensation of employees: gross wages of employees in employment (excluding the self-employed), including the value of employees' and employers' social contributions and other costs to employers.

Direct impact: the economic activity that relates to a company or entity's own operations. In this study, the direct impact is taken to be all activity undertaken by the University.

Employment: the number of people employed, measured on a job or full-time equivalent (FTE) basis. For the University of Bath's direct employment, we consider both permanent (or 'main staff') and temporary workers throughout this report.

Gross Domestic Product (GDP): the total value of final goods and services produced in the economy within a given time period. The contribution of an individual producer, industry, or sector to GDP is measured in terms of gross value added, or GVA. GDP is GVA plus product taxes (like VAT) minus product subsidies.

Gross Value Added (GVA): measure of the value of goods and services produced in an area, industry, or sector of an economy. GVA can be understood as either: 1) the value of output (goods or services) less the value of intermediate inputs used in the production process; or 2) the sum of *compensation of employees* (gross wages) and *gross operating surplus* (profits).

Gross operating surplus: profits, defined as earnings before interest, taxes, depreciation, and amortisation (EBITDA).

Indirect (supply chain) impacts: the economic activity generated by the procurement of inputs of goods and services from suppliers.

Induced (wage consumption) impacts: the economic activity supported in the economy by all staff employed at the University (direct employment) and those employed along its supply chain spending their wage income.

Labour taxes: include Income Tax and both employee and employer National Insurance Contributions.

Leakage: the proportion of activity occurring outside of a particular study area (e.g., within other local or regional economies across the UK).

Multiplier: the further economic activity created or sustained by the University. A Type I multiplier reflects the direct and indirect (supply chain) activity associated with a direct effect, whereas a Type II multiplier also includes the induced (wage consumption) activity as a consequence of increased employment across both the direct and indirect effects.

Procurement: the purchases of goods and services made by a particular entity, which forms the initial basis of the indirect (supply chain) effect.

Productivity or **labour productivity:** a headline indicator of economic performance, measured as the ratio of GVA per person employed.

Spin-out companies: companies originating from a university's research, innovation or entrepreneurial activity and then developing into an independent business.

Taxes on products and production: payable by producers in relation to the production, sale, purchase, or use of goods and services (e.g., Value Added Tax, or VAT), or that do not vary with changes to production (e.g., Business Rates, Apprenticeship Levy).

2. THE ECONOMIC FOOTPRINT

2.1 INTRODUCTION

In this chapter we assess the economic footprint of the University of Bath in the academic year 2023/24. Our assessment evaluates the University's direct impact, its indirect (supply chain) impact through procurement spending, and its induced (wage consumption) impact through the expenditure of wages by employees at the University and along its supply chain. We also account for the broader economic impact of student subsistence and visitor spending in Bath & North East Somerset. Our calculations incorporate the activity of the University, its students, and IAAPS, the University's wholly-owned subsidiary, where information on the scale of activities are known.

2.2 THE UNIVERSITY OF BATH

2.2.1 The University's direct impact

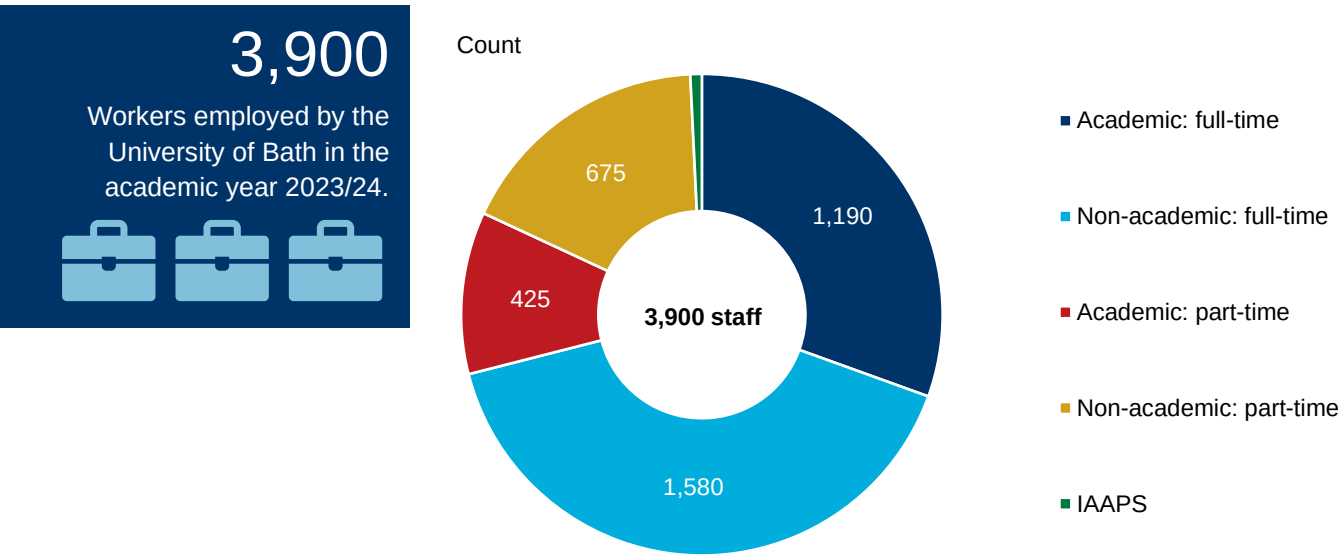
Through its teaching of students, research activities, and engagement with business, the University of Bath made a £352 million direct contribution to GDP in the academic year 2023/24.[8] This contribution is primarily through the approximately £208 million that the University paid to its staff in the academic year 2022/23, alongside £144 million generated through the University's gross operating surplus.[8] The University alone directly generated 6.1% of total GVA across the Bath & North East Somerset economy. Tuition fees and education contracts (£219 million) formed a majority of the University's turnover (£391 million),[8] and the Institute for Fiscal Studies estimate that Bath has the second-highest per capita higher education student funding across the UK.[9]

In the academic year 2023/24, the University of Bath employed an average of 3,900 workers. According to the Higher Education Statistics Authority (HESA), the University employed 2,770 full-time and 1,100 part-time permanent academic and non-academic staff,[10] while IAAPS, the University's wholly-owned subsidiary, employed a further approximately 30 workers.[8] The University alone accounted for 3.4% of all employment across Bath & North East Somerset, with labour productivity even including atypical (non-permanent) staff equating to £77,600 per job, almost 50% higher than the Bath & North East Somerset economy-wide average (£52,700 per job). The University is the second-largest single employer across Bath & North East Somerset.[11]

[8] University of Bath, Annual Accounts for the year ended 31 July 2024, 2024. Note that these totals include IAAPS, the University of Bath's wholly-owned subsidiary company.
[9] Institute for Fiscal Studies, Annual report on education spending in England: 2023, 2023.
[10] Higher Education Statistics Authority (HESA), HE staff by HE provider and activity standard occupational classification, 2025. The University also employed 665 atypical academic staff during the academic year 2023/24, although due to the temporary nature of this employment, we exclude it from our assessment of the University's economic footprint.
[11] Source: Office for National Statistics, Bath & North East Somerset Council, University of Bath.

In the academic year 2023/24, the University and its employees paid £63 million in tax. A substantial proportion was paid through labour taxes (£49 million), alongside £12 million in taxes on products (such as VAT) and taxes on production (e.g., Business Rates and the Apprenticeship Levy).

Fig. 3. Direct employment, University of Bath, 2023/24



Source: HESA, University of Bath, Oxford Economics. Note: may not sum due to rounding.

2.2.2 The University's indirect (supply chain) impact

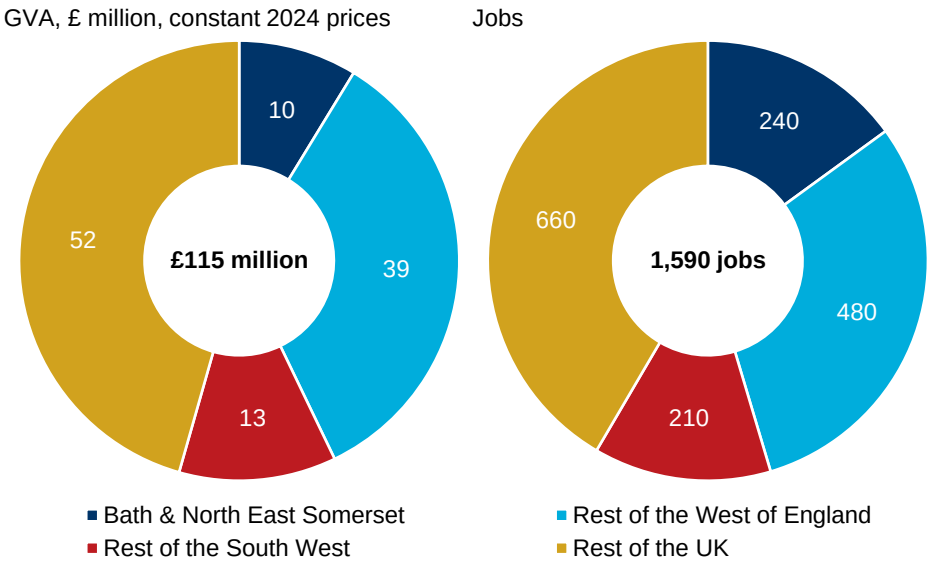
To facilitate its teaching, research, and other operations, the University of Bath procures goods and services from its suppliers. These purchases stimulate a network of supply chain activity stretching across the local and regional economies and further afield.

The University of Bath spent £138 million on the procurement of goods and services in the academic year 2023/24.[8] The University's procurement is highly concentrated among local firms: based on data provided by the University, we estimate just under half of spending is across firms based in or operating from the West of England CA (£64 million), including 12% of spending (£16 million) in Bath & North East Somerset.[12] These suppliers purchase from their own suppliers and so on, as spending ripples through the economy.

We estimate that the University's indirect (supply chain) impact contributed a £115 million to UK GDP and 1,590 jobs in the academic year 2023/24. Over half of the domestic indirect (supply chain) impact is retained within the South West, including £10 million and 240 jobs in Bath & North East Somerset itself, and £49 million and 720 jobs across the West of England CA. The proportion of activity retained locally is marginally lower than its share of the University's spending due to 'leakage' throughout various rounds of spending, as firms buy goods and services from other parts of the UK.

[12] The location of spending is based on company information provided by the University, which we use in turn to map to sectors of the economy. Where appropriate, we have amended the location of some spending categories where the value created in the economy is more likely to be at the University than the location of the firm's head office (e.g., Building Repairs & Maintenance Services, Cleaning Services including Window Cleaning).

Fig. 4. The indirect (supply chain) impact by location, University of Bath, 2023/24



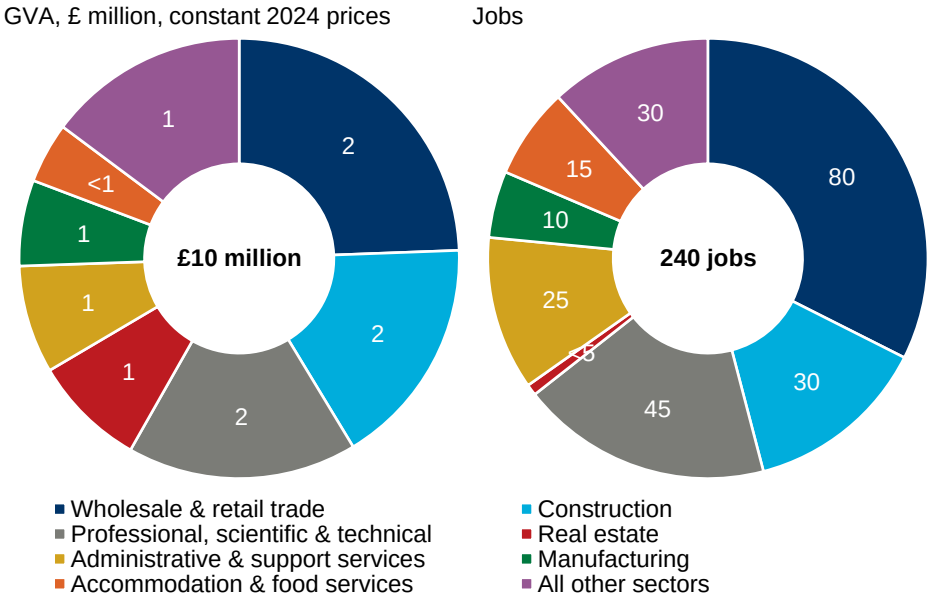
Source: University of Bath, Oxford Economics. Note: may not sum due to rounding.

£115 million

Indirect (supply chain) GVA contribution to UK GDP and 1,590 jobs in the academic year 2023/24.

The University of Bath's supply chain is spread across various sectors of the local economy. Wholesale & retail trade is the largest sector along the University's local supply chain, capturing £2 million of GVA and 80 jobs—more than a third of the total—as both the University and firms along its supply chain procure services from this sector. Construction and professional, scientific & technical activities are the next-largest sectors, facilitating £2 million of GVA each, and a further 75 jobs across the Bath & North East Somerset workforce.

Fig. 5. The indirect (supply chain) impact by sector, University of Bath, 2023/24



Source: University of Bath, Oxford Economics. Note: may not sum due to rounding.

£10 million

Indirect (supply chain) GVA generated across the Bath & North East Somerset economy and 240 jobs in the academic year 2023/24.

CASE STUDY: HOW THE UNIVERSITY OF BATH IS WORKING WITH LOCAL BUSINESSES THAT SHARE ITS VALUES

Pattersons has been proudly supplying the University of Bath with cleaning and janitorial products for several years. As a family-run business with deep roots in the South West, they greatly value the longstanding relationship with the University. They supply a wide range of essential cleaning chemicals, hygiene products, and equipment to help maintain the cleanliness, safety, and high standards across campus facilities.

Pattersons also shares a strong commitment to sustainability, which is reflected both in the University's strategic goals and in their own operations, from offering eco-friendly product alternatives to reducing their carbon footprint through greener logistics. Supporting the University in its sustainability efforts is a key part of the partnership and something Pattersons takes pride in.

The University's commitment to working with local businesses, like Pattersons, not only supports the regional economy, but also helps Pattersons reinvest in their staff, operations, and sustainability initiatives right here in the South West.

Craig Banwell, Key Account Manager, Pattersons, says: *"We're proud to support the University of Bath with reliable, responsive service and sustainable cleaning solutions. As a local family business, our partnership with the University allows us to grow alongside one of the region's most respected institutions, while reinvesting in local jobs, supply chains, and environmental practices. We also share a strong commitment to sustainability, and we're pleased to support the University's goals with eco-conscious product options and greener operations."*

2.2.3 The University's induced (wage consumption) impact

The direct and indirect (supply chain) activity facilitated by the University's operations sustain thousands of jobs. The spending of wages by those employed at the University and along its supply chain represents a further channel of economic impact.

To understand the extent to which this generates economic activity across the economies under consideration, we draw on anonymised data provided by the University on where its workers reside. This information provides an understanding of the extent to which local economies benefit from wage-financed consumption of the University's workers and the workers along the supply chain.[13]

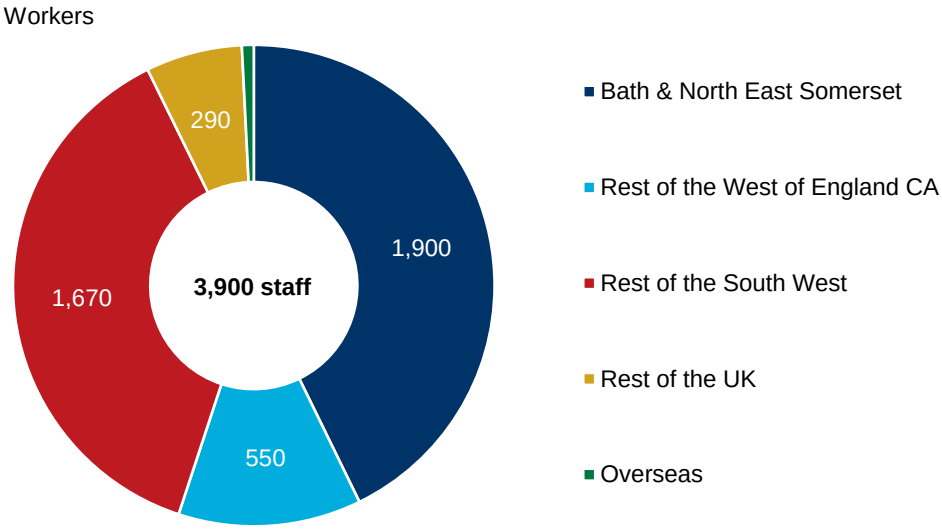
A majority of the permanent workforce live local to the University. Approximately 1,900 staff or two-fifths of the total workforce reside in Bath & North East Somerset. A further 550 workers (12%) live elsewhere in the West of England CA, while 1,670 workers (38%) live elsewhere in the South West.

[13] Implicit within this approach is the assumption that wage-financed consumption takes place in the location of a worker's residence. This is a simplistic assumption, as some degree of consumption spending from wages undoubtedly takes place at, for instance, local retail and leisure establishments close to the University. However, since the extent of this is subject to great uncertainty, for consistency's sake this calculation allocates spending according to residence.

1,900

Workers who live in Bath & North East Somerset in the academic year 2023/24, equivalent to 49% of the University's workforce.

Fig. 6. Location of residence of the workforce, University of Bath, 2023/24



Source: University of Bath, Oxford Economics. Note: may not sum due to rounding.

In the academic year 2023/24, the University of Bath spent £208 million on employee compensation.[8] This equates to an average gross wage of roughly £41,600 per employee, which is around 23% (£7,700) higher than the Bath & North East Somerset average (£33,900 per job).[14]

These salary payments, as well as those along the University's supply chains, support a sizeable consumption impact in the local and national economies. Mapping these sums to the goods and services typically purchased by households enables an estimate of the University's induced (wage consumption) impact on the economy. We estimate that the wage-financed consumption of the University's permanent workers, and those employed along its domestic supply chains, contributed £231 million in GVA contributions to UK GDP and 3,120 jobs across the national workforce in the academic year 2023/24.

We estimate that the induced (wage consumption) impact generated £28 million of GVA and facilitated 500 jobs across Bath & North East Somerset in the academic year 2023/24.[15] Across the West of England CA, the induced (wage consumption) impact generated £64 million and 970 jobs, while more than two-fifths of GVA (£95 million) and over half of employment (1,560 jobs) is retained within the South West economy.

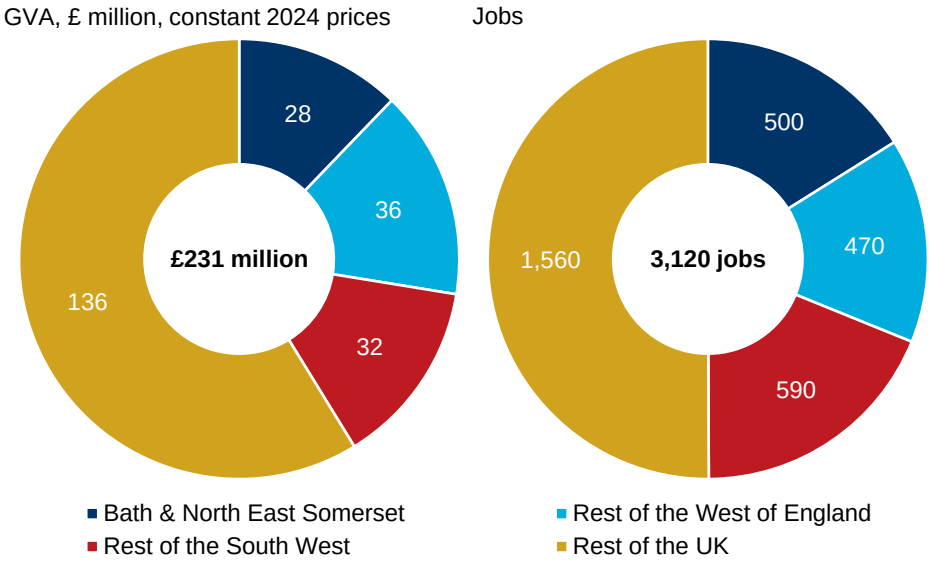
[14] Note that our calculations deduct non-wages & salaries expenditure (e.g., pension and social security contributions) made by the University.

[15] The relatively low proportion of the induced (wage consumption) impact retained within the local and subregional economies reflects both a high degree of leakage of spending to other parts of the economy, while our method considers the location of production likely stimulated to facilitate demand—rather than assuming that all household spending occurs in the local economy within which workers reside.

£231 million

Induced (wage consumption) GVA contribution to UK GDP and 3,120 jobs in the academic year 2023/24.

Fig. 7. The induced (wage consumption) impact by location, University of Bath, 2023/24



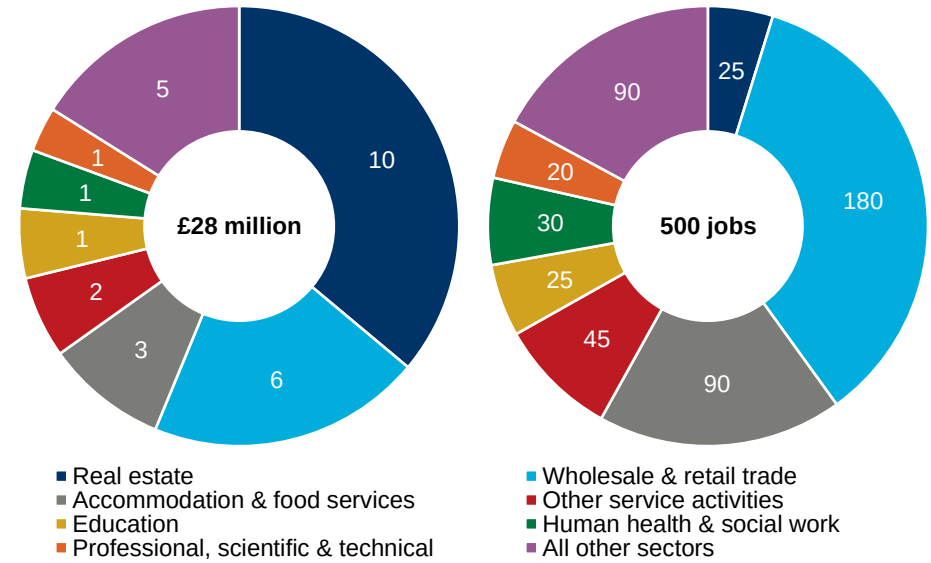
Source: University of Bath, Oxford Economics. Note: may not sum due to rounding.

The wage spending facilitates economic activity across the 'everyday economy' in Bath & North East Somerset. Real estate is the largest beneficiary in GVA terms, equating to £10 million or over a third of the total, although this is largely a reflection of high house prices through imputed rents[16]—indeed, the induced (wage consumption) impact supports just 25 real estate jobs across the local workforce. Wholesale & retail trade generates a further £6 million and 180 jobs, while accommodation & food services facilitate a further £3 million and 90 jobs.

£28 million

Induced (wage consumption) GVA contribution to the Bath & North East Somerset economy and 500 jobs in the academic year 2023/24.

Fig. 8. The induced (wage consumption) impact by sector, Bath & North East Somerset, University of Bath, 2023/24



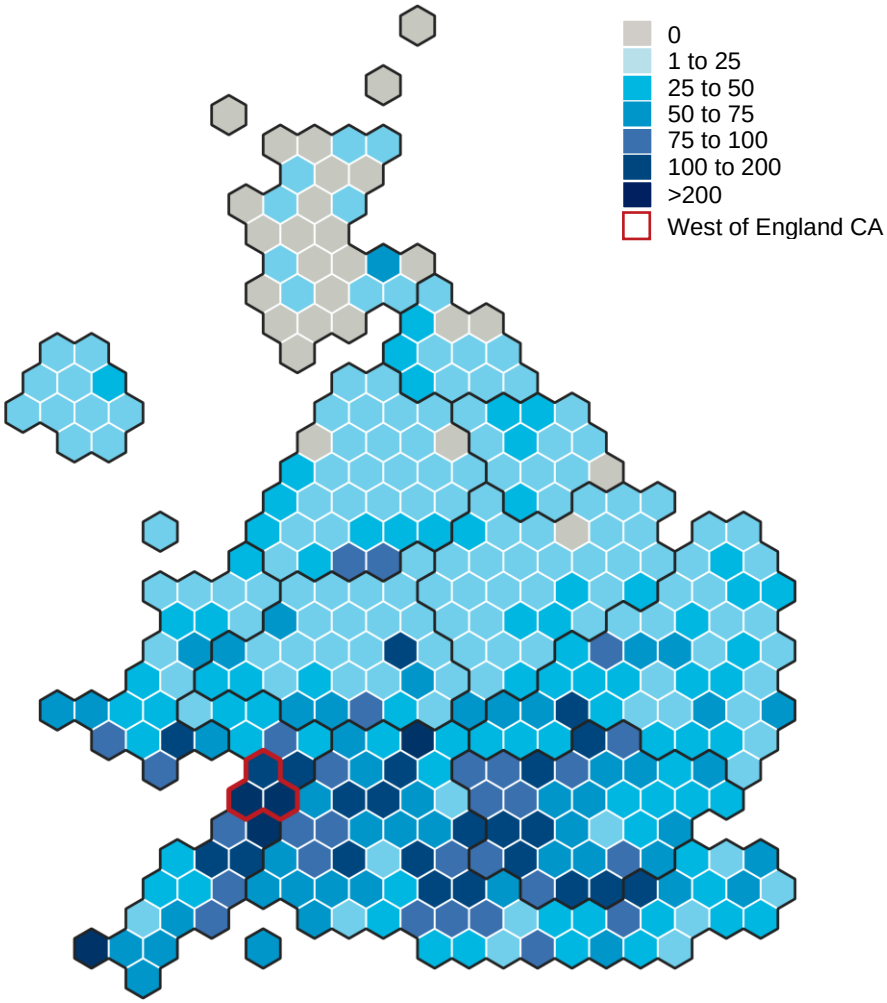
Source: University of Bath, Oxford Economics. Note: may not sum due to rounding.

[16] Imputed rents are an estimate of the housing services consumed by households not renting their homes.

2.3 THE ECONOMIC IMPACT OF STUDENTS' SUBSISTENCE SPENDING

The University of Bath's economic footprint extends beyond its operational impact. The high quality of its educational programmes, links with industry, and strong employment record attract students from across the UK and internationally.

Fig. 9. Domestic students by location of home residence, University of Bath, 2023/24



Source: University of Bath, Oxford Economics

20,820

Students attended the University of Bath in the academic year 2023/24, including 14,880 domestic and 5,940 international students.

In the academic year 2023/24, 20,820 full-time and part-time students were enrolled at the University of Bath. Through applying published data on the location of permanent residence of the cohort of students attending the University in the academic year 2022/23 to this total, we estimate that the registered permanent address of around 750 students (4%) was across the West of England CA, with more than 20,000 students moving to the local area to live and study from elsewhere in the UK and abroad, including 14,130 domestic students moving from other parts of the UK.[17,18]

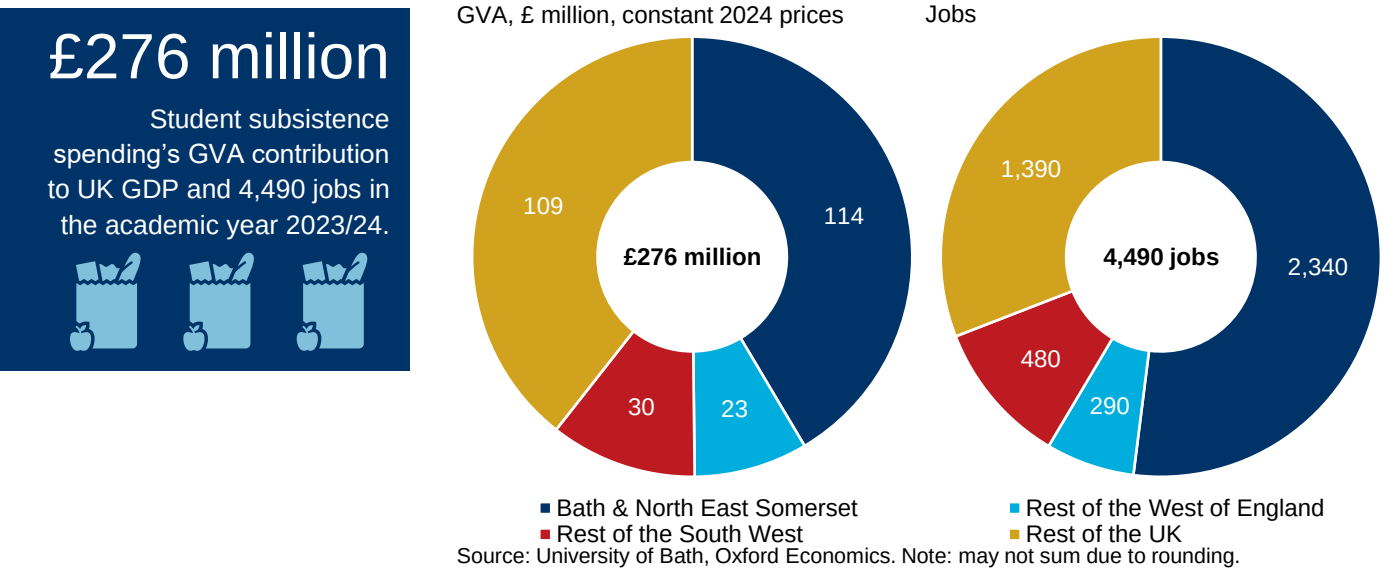
[17] Higher Education Statistics Authority (HESA), UK permanent address HE students by HE provider and permanent address, 2024.
[18] Higher Education Statistics Authority (HESA), Non-UK permanent address students by HE provider and country of permanent address, 2024.

As demonstrated in Fig. 9 on page 14, the University attracts students from 333 or more than 90% of the UK's 361 local authority areas. A further 5,940 international students move to the local area to study at the University, a majority of whom (4,200 students or 20% of the total) reside outside of the EU.[18,19]

In total, 20,060 (96%) of students studying at the University of Bath originate from outside of the West of England CA. These students move to the local area and spend money in the local economy on housing, food, transport, leisure, and educational supplies, which in turn creates a further multiplier effect. **We estimate that these students spent £230 million across the Bath & North East Somerset economy in the academic year 2023/24**, equivalent to approximately £11,400 per student moving to the local area. [20]

We estimate that student subsistence spending generated £114 million of GVA and 2,340 jobs across the Bath & North East Somerset economy in the academic year 2023/24, equivalent to 2.0% of GVA and 2.1% of employment across the local economy. The economic impact of student subsistence spending increases to £138 million of GVA and 2,630 jobs across the West of England CA. We estimate that student subsistence generated a £276 million GVA contribution to UK GDP and facilitated 4,490 jobs across the UK workforce in the academic year 2023/24.

Fig. 10. The student subsistence spending impact by location, University of Bath, 2023/24

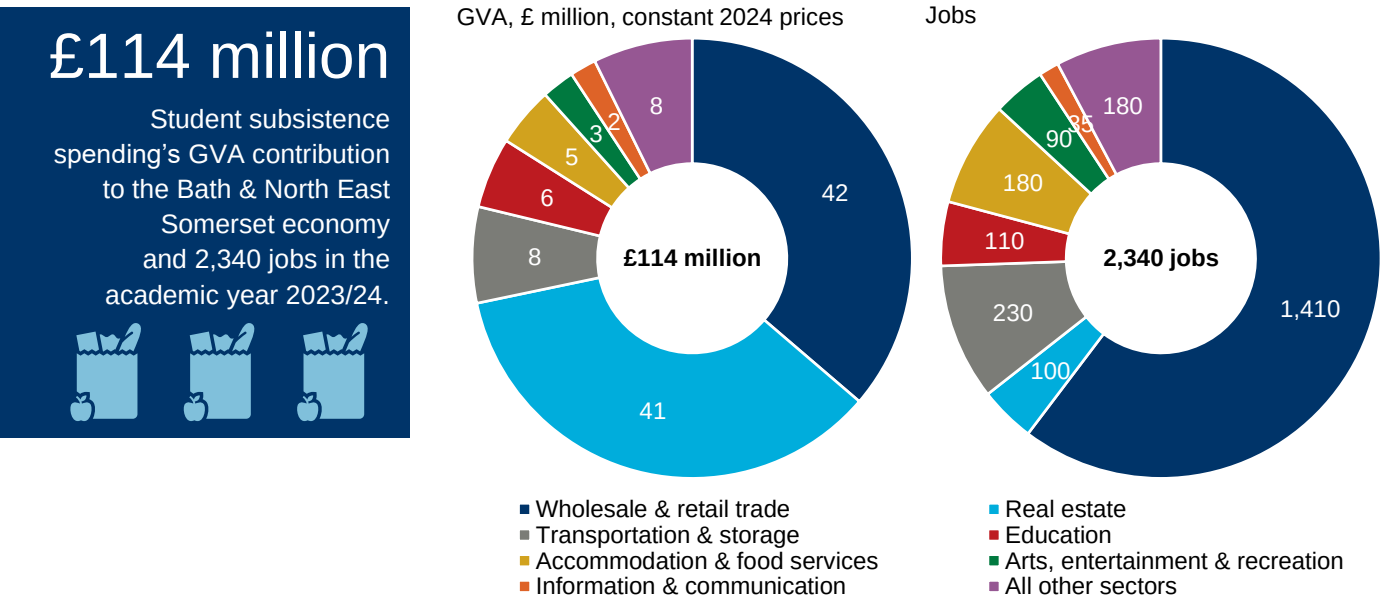


Source: University of Bath, Oxford Economics. Note: may not sum due to rounding.

[19] The economic footprint of international students specifically is presented on page 17.
[20] Students whose location of home residence is within the West of England CA are excluded as it is assumed that they would otherwise continue to spend money in the local economy. Our estimates also exclude tuition fees to avoid double-counting the University's revenues captured within the direct impact detailed in section 2.2.

Student subsistence spending tends favour the 'everyday' economy. Wholesale & retail trade is the largest beneficiary, generating £42 million of GVA and 1,410 jobs—almost two-thirds of the total. Real estate is the next-largest beneficiary in GVA terms (£41 million) largely as a consequence of housing costs, although as with the induced (wage consumption) impact this sector has a comparatively small employment footprint of 100 jobs.

Fig. 11. The student subsistence spending impact by sector, Bath & North East Somerset, University of Bath, 2023/24



Source: University of Bath, Oxford Economics. Note: may not sum due to rounding.

CASE STUDY: HOW THE UNIVERSITY'S STUDENTS CONTRIBUTE TO THE CITY OF BATH'S ECONOMIC, SOCIAL AND CULTURAL SUCCESS

Students of the University of Bath are integral to the city. Their involvement in community projects helps increase our agency as a community and many local companies wait for our students to graduate to fulfil their recruitment.

Allison Herbert, Chief Executive Officer, Bath BID (Business Improvement District), says: *"Students from the University of Bath bring fresh perspectives, innovation, and ambition to the city's business community, positively contributing to the economic, social and cultural success of the city and fostering a dynamic environment where ideas thrive. As members of the community, their opinions and preferences will also be shaping any consultation which is carried out, shifting the demographic profile of the city to a more representative age range.*

On an economic level, the presence of students is a huge regular customer base for many of our retail and hospitality businesses, and they also work in many of those businesses. Our high street businesses provide meaningful work experience and teach them 'how to be at work'—essential work skills like communication, managing expectations, and punctuality. In return, students bring a different perspective than someone who is a career hospitality professional."

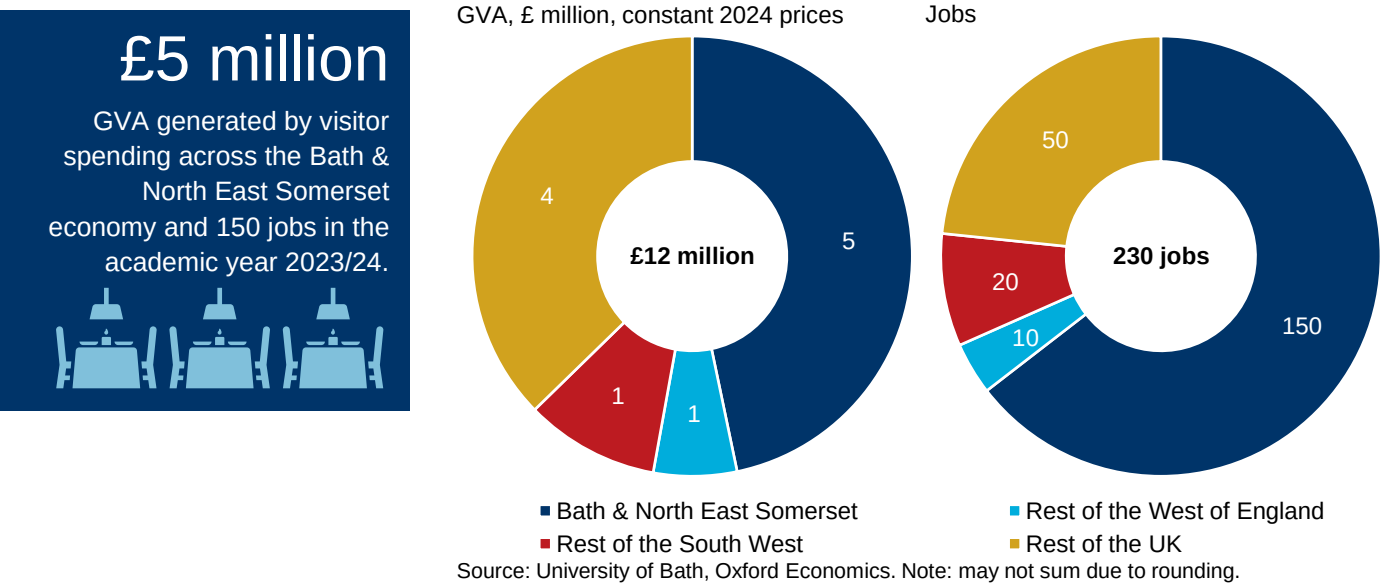
2.4 THE ECONOMIC IMPACT OF VISITORS

The University of Bath's students attract visitors to Bath & North East Somerset and the West of England CA. Friends and relatives from elsewhere in the UK and overseas, travel to help students move in-and-out of their accommodation and for visits during term-time. These visitors spend money in the area during their stay, stimulating economic activity across the local economy. In addition, the University of Bath attracts visitors attending graduation ceremonies or open days.

According to data provided by the University, 4,800 students attended graduation ceremonies in the academic year 2023/24, while 8,100 prospective students also attended open days at the University. These visitors and their spending can also be viewed as additional to the spending of students attending the University. Taken together, we estimate that visitors of students, and attendees of graduations and open days at the University spent an estimated £9 million across Bath & North East Somerset in the academic year 2023/24. Like the other channels of impact, this spending will cascade through the local and national economies, facilitating a multiplier effect.

We estimate that visitors' spending generated £5 million of GVA across the Bath & North East Somerset economy and 150 jobs in the academic year 2023/24. Accommodation & food services formed the largest proportion of the economic impact of visitors across the local economy (£2 million and 80 jobs), followed by transportation & storage (£1 million and 30 jobs). Across the UK economy, visitor spending generated a £12 million GVA contribution to UK GDP and 230 jobs in the academic year 2023/24.

Fig. 12. The visitor spending impact by location, University of Bath, 2022/23

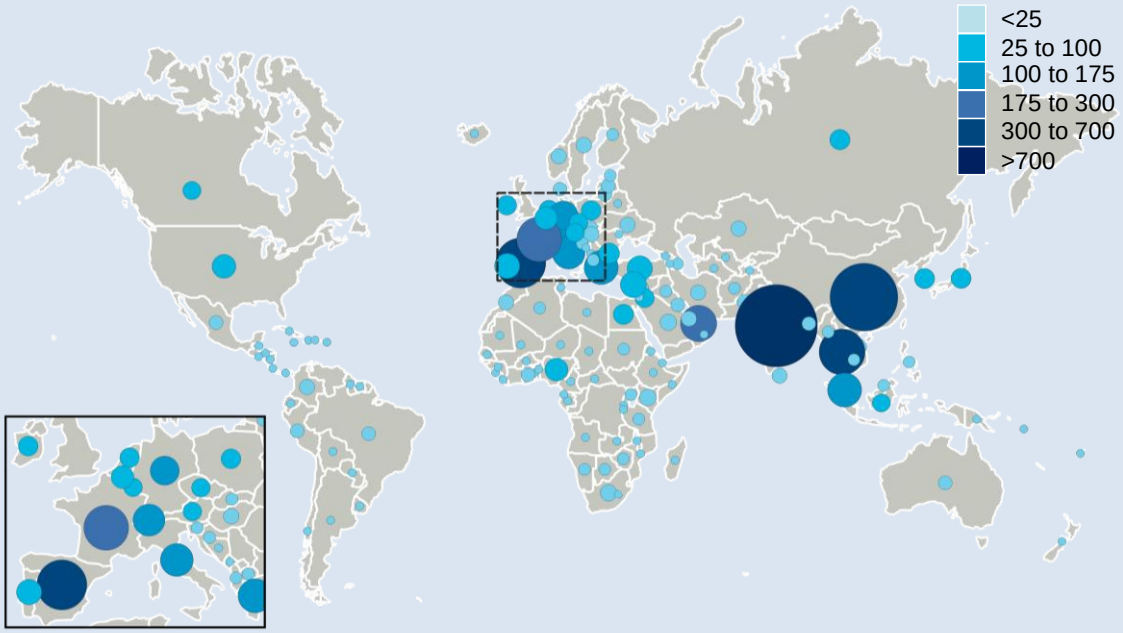


Source: University of Bath, Oxford Economics. Note: may not sum due to rounding.

THE ECONOMIC IMPACT OF INTERNATIONAL STUDENTS

The University of Bath attracted 5,930 international students to study in the UK in the academic year 2023/24. The University attracted students from almost 100 countries, with India (1,020 students), mainland China (700 students), Hong Kong (430 students), and Spain (370 students) the most common locations of permanent residence.[18] International students contribute to the economy through subsistence and visitor spending, and while domestic students may otherwise attend other universities across the UK, the economic activity associated with the international students that the University of Bath attracts can be considered additional to the UK economy.

Fig. 13. Location of permanent residence of international students, University of Bath, 2023/24



Source: HESA, Oxford Economics

We estimate that the University of Bath's international students generated £41 million of GVA and facilitated 880 jobs across the Bath & North East Somerset economy in the academic year 2023/24, which equates to 0.7% of total GVA and 0.8% of total employment across the Bath & North East Somerset economy. This is in addition to the £89.3 million that the University earned through full-time international students' tuition fees, which forms almost a quarter of the University's revenues and contributes to the University's direct economic impact as captured within the University's direct impact (see section 2.2).[8]

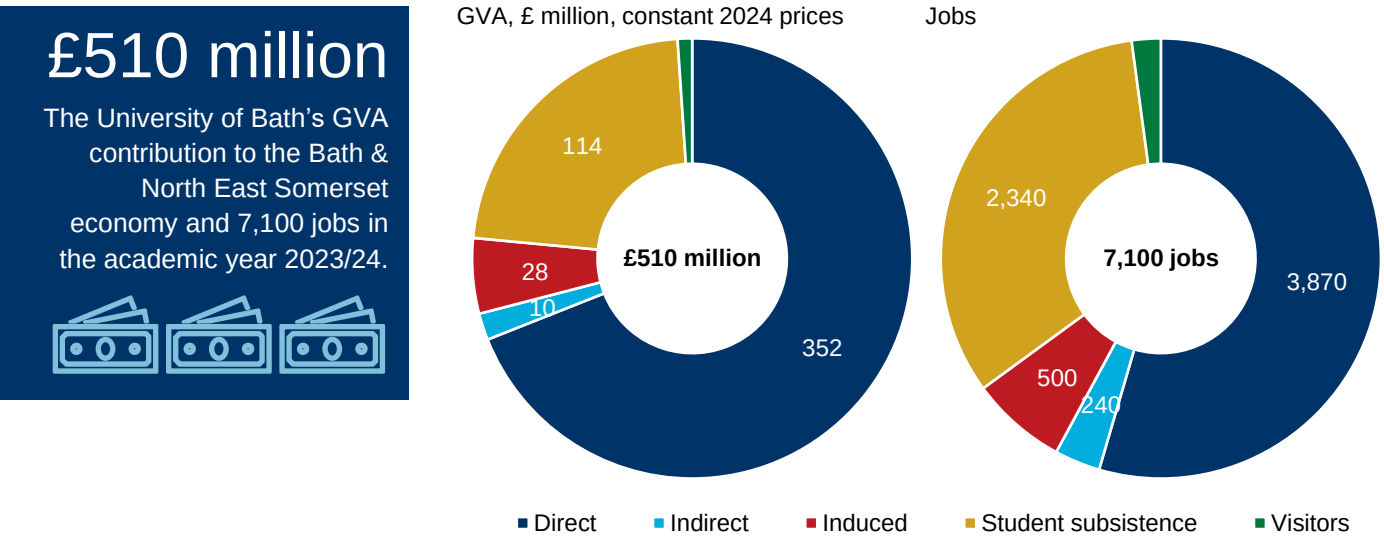
The University of Bath's international students contributed a £98 million GVA contribution to UK GDP and facilitated 1,640 jobs across the UK workforce in the academic year 2023/24. We estimate that the economic footprint of international students also generated £19 million in tax revenues in the academic year 2023/24.

2.5 THE UNIVERSITY OF BATH'S ECONOMIC FOOTPRINT

The University of Bath makes a substantial contribution to the local economy. The University itself contributed £352 million of GVA and 3,870 jobs in the academic year 2023/24. Almost half of the £138 million that the University spent procuring goods and services is spent with firms operating in the West of England CA, including £16 million that is spent in Bath & North East Somerset, generating a further £10 million of GVA and 240 jobs. In addition, the induced (wage consumption) impact contributed a further £28 million of GVA and 500 jobs across the local economy, alongside the economic impact of student subsistence (£114 million and 2,340 jobs) and visitor (£5 million and 150 jobs) spending. Taken together, this implies a local employment multiplier of 1.83: the University of Bath created or sustained five jobs across the Bath & North East Somerset economy for every six permanent employees of the University.

Taken together, we estimate that the University of Bath's economic footprint contributed £510 million of GVA and 7,100 jobs across the Bath & North East Somerset economy in the academic year 2023/24. This equates to 8.9% of Bath & North East Somerset's entire GVA and 6.3% of all jobs across the local economy. The University's economic footprint extends to £608 million and 8,350 jobs across the West of England CA.

Fig. 14. The economic impact of the University of Bath, UK, 2023/24



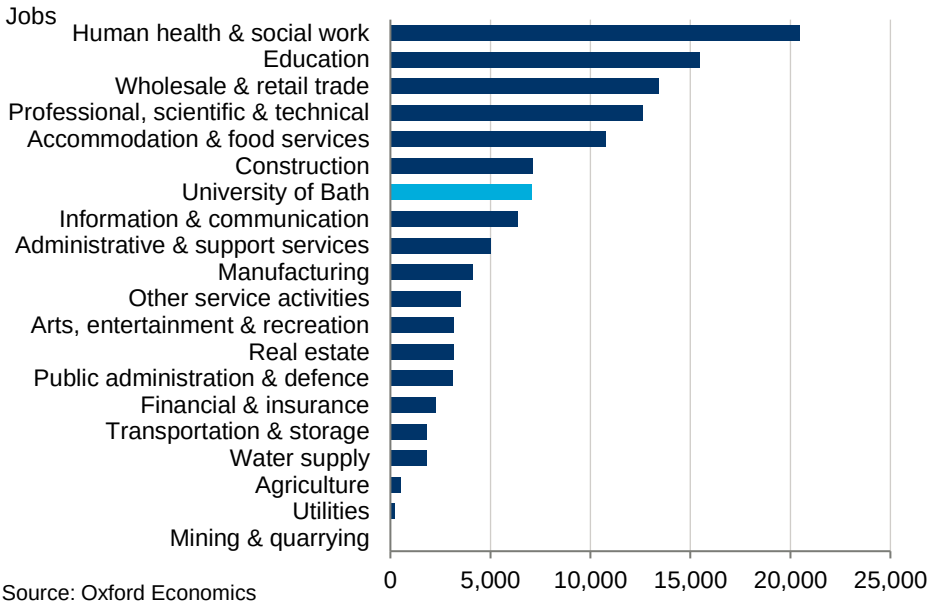
Source: University of Bath, Oxford Economics. Note: may not sum due to rounding.

When compared to the composition of jobs across the local economy, the employment sustained across the University of Bath's economic footprint is equivalent to the seventh-largest sector across the Bath & North East Somerset economy. The University of Bath supports more employment across the local economy than information & communication (6,400 jobs) or administrative & support services (5,000 jobs). In large part due to the highly productive nature of employment at the University itself, a comparison to the GVA generated by each sector is even more favourable: the University's economic footprint would rank fourth, forming a larger contribution than the wholesale & retail trade (£463 million), information & communication (£465 million), and professional, scientific & technical (£398 million) sectors.

7,100 jobs

The University of Bath's employment footprint would rank seventh among sectors of the local economy.

Fig. 15. A comparison of the local economic footprint and employment by sector, Bath & North East Somerset, 2024[21]



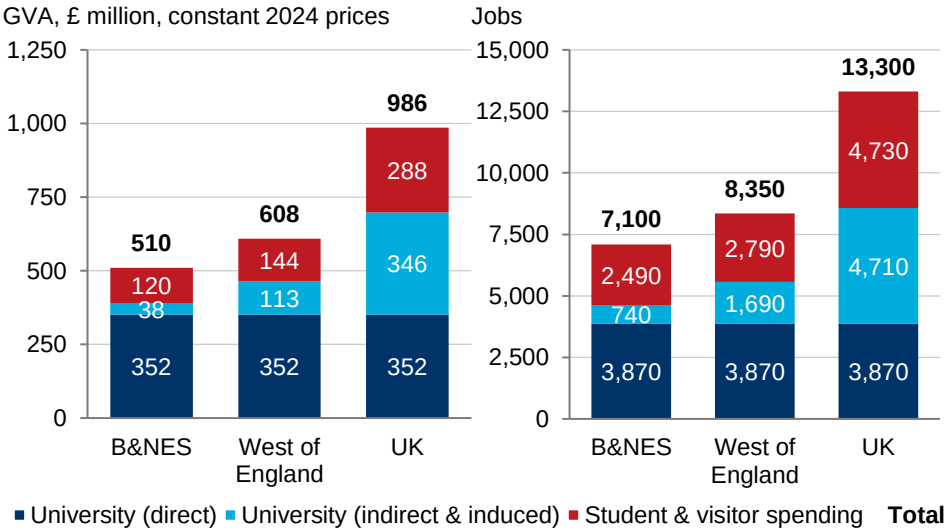
Source: Oxford Economics

Across the national economy, we estimate that the University of Bath's economic footprint generated a £986 million GVA contribution to UK GDP and 13,300 jobs across the UK workforce in the academic year 2023/24, alongside an estimated £202 million in tax revenues. This equates to a national (Type II) employment multiplier of 2.22, or 41 indirect (supply chain) and 81 induced (wage consumption) jobs created or sustained across the UK economy for each 100 workers employed at the University, which increases to 3.44 with the inclusion of student subsistence and visitor spending impacts.

£986 million

The University of Bath's GVA contribution to UK GDP and 13,300 jobs in the academic year 2023/24.

Fig. 16. The economic footprint of the University of Bath, 2023/24



Source: University of Bath, Oxford Economics. Note: may not sum due to rounding.

[21] Note that as the University's economic footprint partly draws from model-based estimates of where employment occurs, we do not deduct the University's footprint from sectors of the Bath & North East Somerset economy. Were we to do so the local employment facilitated by the University may rank even higher.

3. THE WIDER ECONOMIC BENEFITS

3.1 INTRODUCTION

We have demonstrated that the University of Bath supports hundreds of millions of pounds in GDP and thousands of jobs through its operational activities, alongside student and visitor spending. However, the economic benefits arising from the University extend beyond this. The University contributes to boosting the UK's productive capacity, or the 'supply-side' of the economy, through its leading research, the flow of highly-skilled graduates joining the labour market, and facilitating entrepreneurial activity. We consider the wider economic benefits of the University of Bath through:

(1) Academic expertise and the University's R&D capability;
(2) The economic value of graduates; and
(3) Entrepreneurial & innovation impacts.

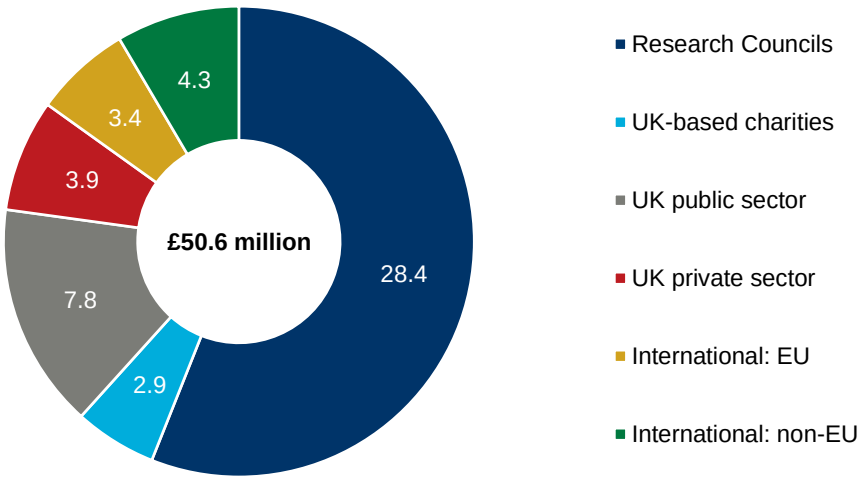
3.2 ACADEMIC EXPERTISE AND THE UNIVERSITY'S R&D CAPABILITY

Innovation levels in an economy have far-reaching implications for future economic growth through improved productivity and enhanced living standards for its people. Expenditure on research & development, and innovative activity more generally, can support a strong economic performance in the medium-to-long term.

The University of Bath received £50.6 million of research funding in the academic year 2022/23.[22] Over half of the funding (£28.4 million) comes from the UK Research Innovation agency, with the UK public sector (£7.8 million), international (non-EU) funders (£4.3 million), and the UK private sector (£3.9 million), and the next-largest sources of research funding.

Fig. 17. Research grants and contracts, University of Bath, 2023/24

£ million, constant 2024 prices



Source: HESA, Oxford Economics. Note: may not sum due to rounding.

£50.6 million
Research funding facilitated by the University of Bath in the academic year 2023/24.

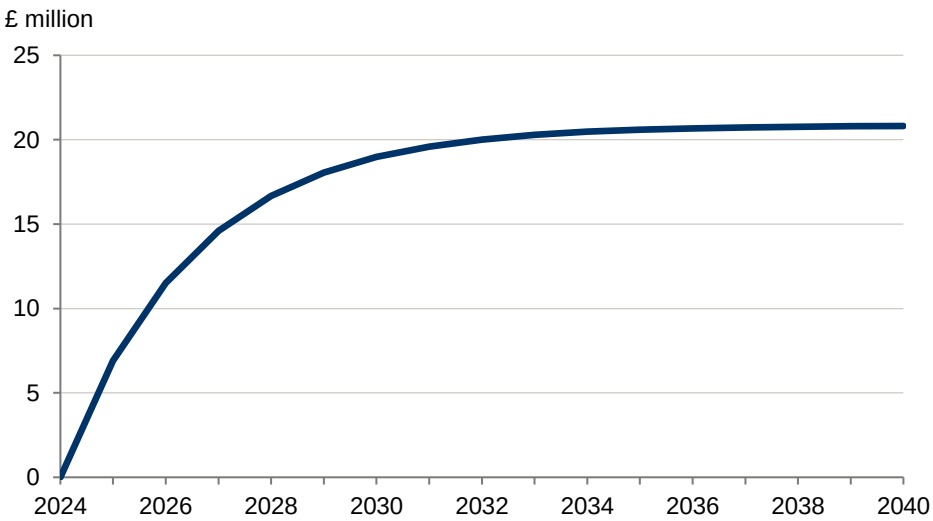
[22] Higher Education Statistics Authority (HESA), Research grants and contracts - breakdown of source income by HESA cost centre, 2025.

The gains from R&D spending are not limited to the sectors or products to which R&D spending is allocated. A large number of sectors benefit, both in the short term and the long term. These effects are called spillover effects. Spillover effects arise from the University's research via several channels including: sharing know-how with suppliers; research councils, funders, and customers benefiting from innovations; innovation information disseminated through publications; staff turnover; and graduates/researchers leaving to apply knowledge and skills across the economy.

Over the long run, these benefits combine to create new economic conditions in the UK. Oxford Economics has developed an econometric model to investigate how R&D spending is linked to productivity, controlling for other factors, such as the levels of investment and educational attainment in the economy. Our modelling also allows us to capture the spillover effects through detailed data on the interactions between various sectors in the UK economy.

We estimate that the University of Bath's £50.6 million R&D spend in the academic year 2023/24 is associated with increased productivity equivalent to £20.8 million in 2040. Overall, we estimate that each £1 that the University spends on R&D generates productivity benefits of approximately 40p in the long run. Over two-thirds (£14.6 million) accrue directly in the sectors where R&D spending is targeted, whereas the remaining £6.2 million is generated through spillovers of knowledge, technology, and skills to the rest of the economy. While the University's R&D spending generates long-term benefits for society at large, the productivity gains are most substantial in the short term and increase at a diminished rate over time.

Fig. 18. Total productivity impact across the UK of R&D expenditure in 2023/24, University of Bath, 2024 to 2040



Source: HESA, Oxford Economics

£20.8 million

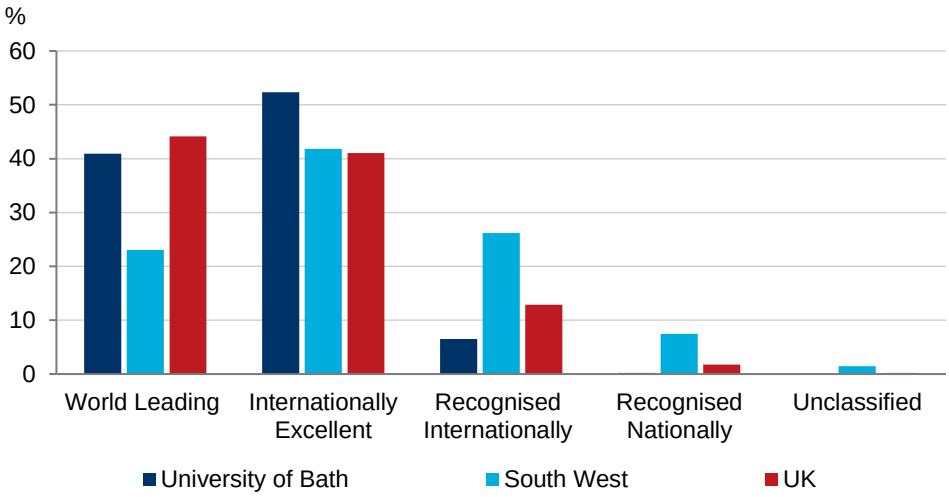
Productivity uplift to the UK economy in 2040 due to the University of Bath's R&D expenditure in the academic year 2023/24.

The University of Bath is renowned for the high quality of its research activity. Ninety-three percent of research produced by the University of Bath was rated as either 'World Leading' or 'Internationally Excellent' in the Research Excellence Framework (REF) 2021, outperforming the UK average of 85%. Forty-one percent was given the top rating of 'World Leading'.[23]

Fig. 19. Research Excellence Framework, University of Bath, 2021

93%

University of Bath's research classified as 'World Leading' or 'Internationally Excellent', according to the Research Excellence Framework.



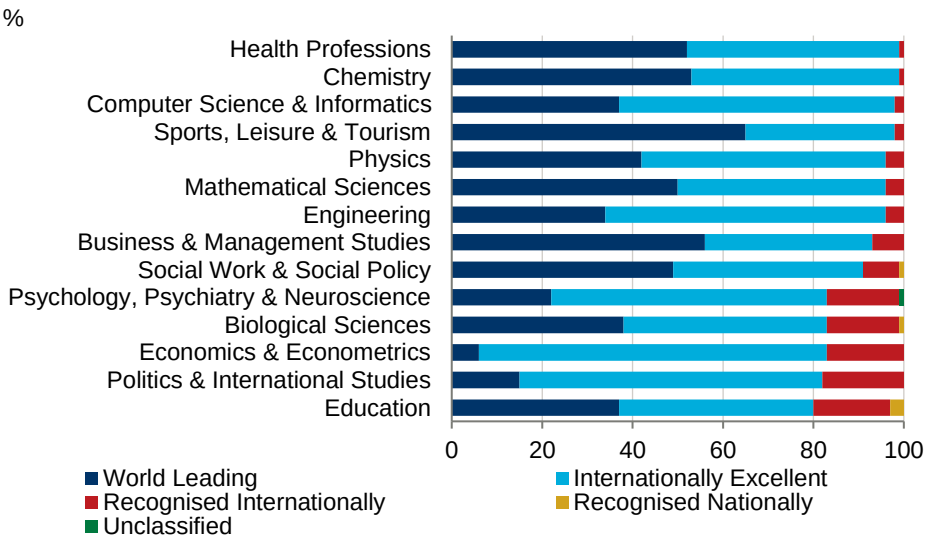
Source: Research Excellence Framework, Oxford Economics

The University of Bath has several subjects that are of exceptional research quality. Almost all of the University's research output in Health Professions, Chemistry (both 99%), Computer Science, and Sport, Leisure & Tourism (both 98%) was deemed either 'World Leading' or 'Internationally Excellent', with 80% or more of research meeting this quality across all subjects.

Fig. 20. Research Excellence Framework by subject, University of Bath, 2021

80%

Four-fifths of research across all subjects is deemed 'World Leading' or 'Internationally Excellent'.



Source: Research Excellence Framework, Oxford Economics

[23] Research Excellence Framework, Research Excellence Framework 2021, 2022.

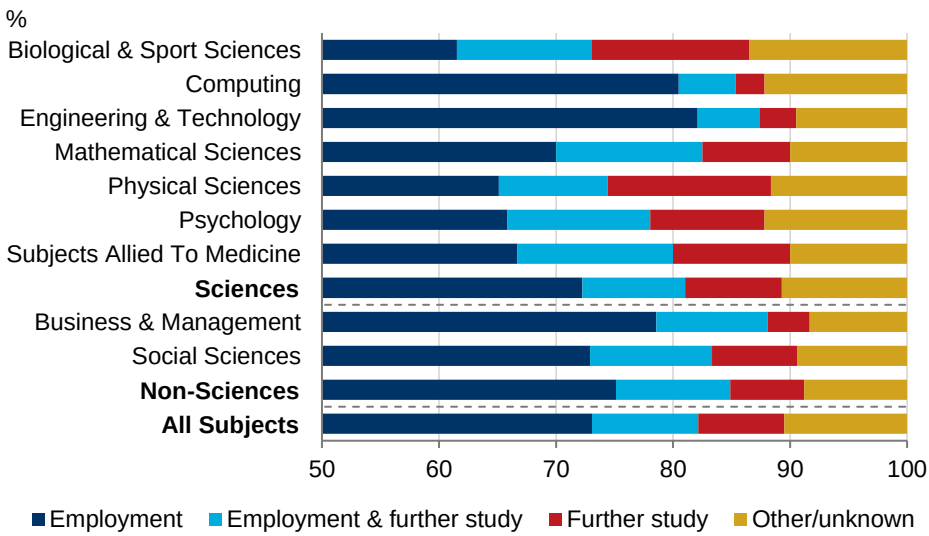
3.3 THE ECONOMIC VALUE OF GRADUATES

3.3.1 Graduate outcomes

The University of Bath provides students with a high-quality education to equip them with the knowledge and skills required for employment, further study, or research. Many of the University's graduates remain in the local and UK economies, providing employers with a flow of skilled labour. According to the 2025 national UK university rankings, Bath was ranked third for securing high-skilled jobs by the Daily Mail University Guide, and fifth for careers by The Guardian University Guide.[24]

According to the Graduate Outcomes survey conducted by the Higher Education Statistics Authority (HESA), 90% of the University's 2021/22 first degree graduate cohort were in employment and/or further study 15 months after completing their courses.[25] Employment and/or further study rates are higher among postgraduate (93%) than undergraduate (88%) students, although in both instances the University of Bath's students benefit from more favourable outcomes than across the UK (90% and 86%, respectively).
A marginally higher proportion of non-science graduates go on to find employment and/or further study (85%) than science graduates (81%), with particularly high rates among graduates in Business & Management (92%), Social Sciences, and Engineering & Technology (both 91%).

Fig. 21. Graduate outcomes by subject, University of Bath, 2023



Source: HESA, Oxford Economics

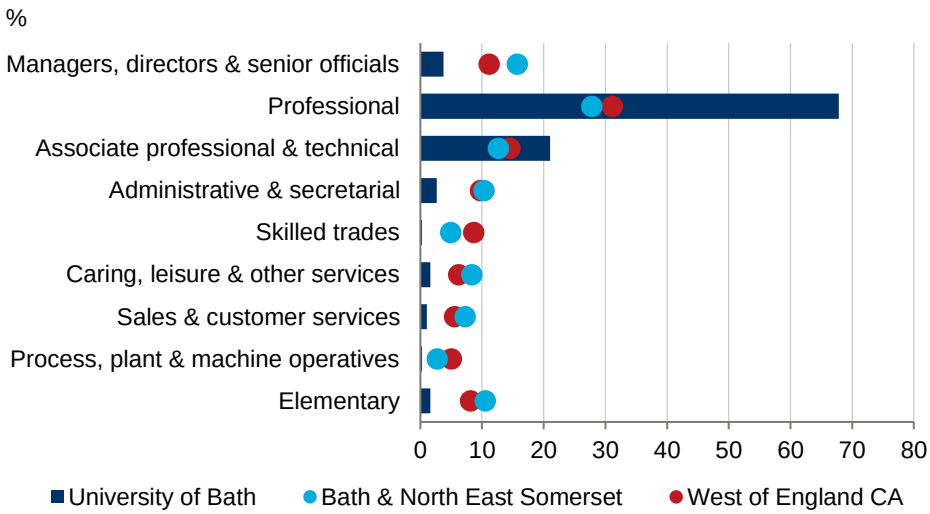
90%

Proportion of students who studied at the University of Bath in employment and/or further study 15 months after graduating.

[24] University of Bath, Placement and strong community ensure Bath graduates enjoy some of the best employability in the UK, 2024.
[25] Higher Education Statistics Authority (HESA), Graduate activities by provider and subject area of degree, 2024.

Graduates of the University of Bath tend to work in generally 'high skilled' occupations. Of those graduating in 2021/22 that found employment in the UK economy, 92% took up high skilled managerial, professional, or associate occupations. This proportion is somewhat higher than the economy-wide averages; according to ONS data, just 56% of residents of Bath & North East Somerset and 57% of residents of the West of England CA were employed in these occupations.[26] Employment was particularly high among professional occupations, which represent more than two-thirds of the University's graduates in employment.

Fig. 22. Estimated graduates by occupation and overall employment by occupation, 2023



Source: HESA, Oxford Economics

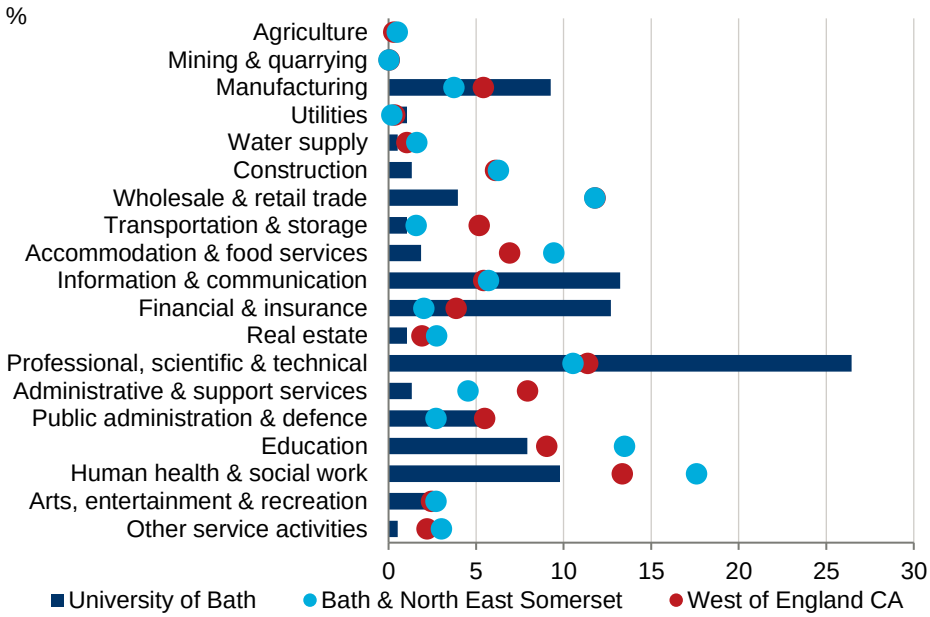
92%

Proportion of graduates in work that are employed in 'high skilled' managerial, professional, or technical occupations.

The University of Bath's graduates go on to work in industries that are increasingly prevalent across both the Bath & North East Somerset and West of England CA economies. According to HESA data, 26% of graduates in employment across the UK were employed in the professional, scientific & technical sector, which is the second-largest employer across the West of England CA and fourth-largest across Bath & North East Somerset.[27] A higher proportion of the University's graduates also find employment in typically highly-productive business service sectors, such as information & communication and finance & insurance (both 13%), than local economy-wide averages. An above-average proportion of graduates also go on to find employment in manufacturing (9%) and services typically provided by the public sector, such as human health & social work (10%) and education (8%)—these services are among the largest employers across both the Bath & North East Somerset and West of England CA economies. According to Oxford Economics' baseline forecast for the local economy, business and public service sectors represent almost two-thirds of additional employment that will be created across the Bath & North East Somerset economy throughout the rest of the decade.

[26] Office for National Statistics (ONS), Annual Population Survey, 2024.
[27] Higher Education Statistics Authority (HESA), Standard industrial classification of graduates entering work in the UK by provider, 2024.

Fig. 23. Estimated graduates by sector and overall employment by sector, 2023



Source: HESA, Oxford Economics

26%

Proportion of employed graduates that work in professional services, among the largest employers locally.

3.3.2 Boost to the UK's human capital stock

The University of Bath's graduates boost the UK's human capital stock. In the 2023/24 academic year, 5,740 students graduated from the University of Bath, including 3,300 undergraduates. The education they received deepens the pool of skills available within the UK workforce, which is a key driver of economic growth and prosperity in the long run.[28]

There is a strong body of literature on the economic benefits of higher education.[29] For the individual, the returns are an increased likelihood of being employed and receiving higher wages on average, while the wage premium also points towards benefits for employers in hiring university graduates.

- Given that wages align with the productivity of a worker over the long term, salary uplifts are evidence of the additional capabilities gained by graduates.
- A highly skilled workforce supports higher profits and increased competitiveness, since better-trained employees can undertake more complex tasks and also tend to diffuse their knowledge throughout the organisation.
- Higher average skill levels support greater technological innovation and adoption, increasing the returns to investment in R&D.

[28] Higher Education Statistics Authority (HESA), HE qualifiers by HE provider and level of qualification obtained, 2024.
[29] Walter McMahon, Higher Learning, Greater Good: The Private & Social Benefits of Higher Education, 2019.

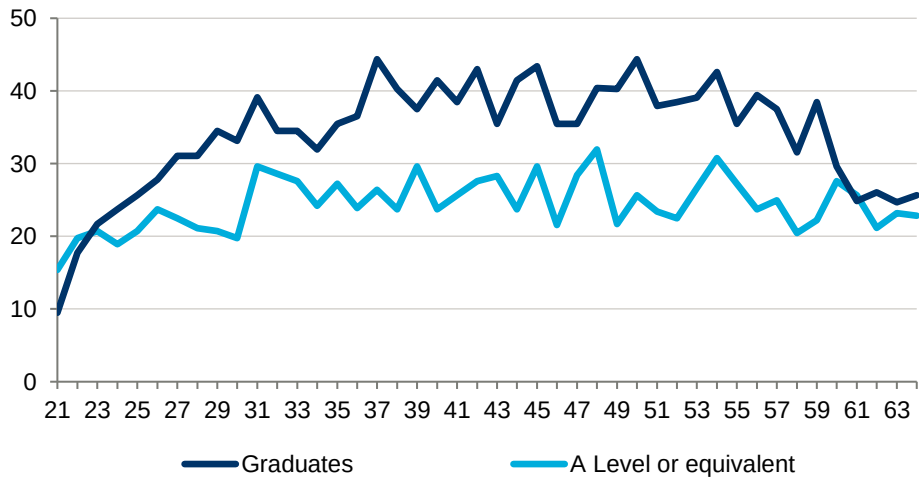
To estimate the value of education to students, we assessed the value of the University of Bath's contribution to the UK's human capital stock by estimating the difference the qualification gained makes to a student's lifetime income, which reflects the increase in productivity the University's graduates are able to achieve as a result of their qualifications. This approach follows the method used by the ONS' appraisals of the UK's human capital stock by estimating the discounted (present) value of individuals' future lifetime employment income.

According to HESA, approximately 58% of undergraduate students who graduated in the academic year 2022/23 both remained in the UK and found employment in 2023.[30] **Our assessment of the graduate earnings premium implies that the University of Bath's graduates in 2023/24 increased the UK's human capital stock by £387 million.**[31]

This calculation does not capture the wage premium associated with the University of Bath's 2,440 postgraduate students achieving their qualifications in 2023/24. Many of these students will find high-value employment that will reflect a further increase in lifetime earnings, although owing to data availability this wage premium cannot be quantified. Our estimates therefore likely understate the true contribution to the UK's human capital stock.

Fig. 24. Gross annual salary by age and highest level of education, UK, 2021

£, thousand, constant 2024 prices



Source: HESA, ONS, Oxford Economics

£387 million

Boost to the UK's human capital stock from University of Bath graduates in the academic year 2022/23.

[30] Higher Education Statistics Authority (HESA), Graduate activities by provider and subject of degree, 2023.
[31] While the difference in the lifetime earnings of graduates and non-graduates is assumed to reflect the value of education delivered by the higher education institution, as proxied by the award of a degree, other structural variations between these two groups (such as their aspirations, expectations, motivation, etc.) may also influence some of the observed divergence in lifetime earnings.

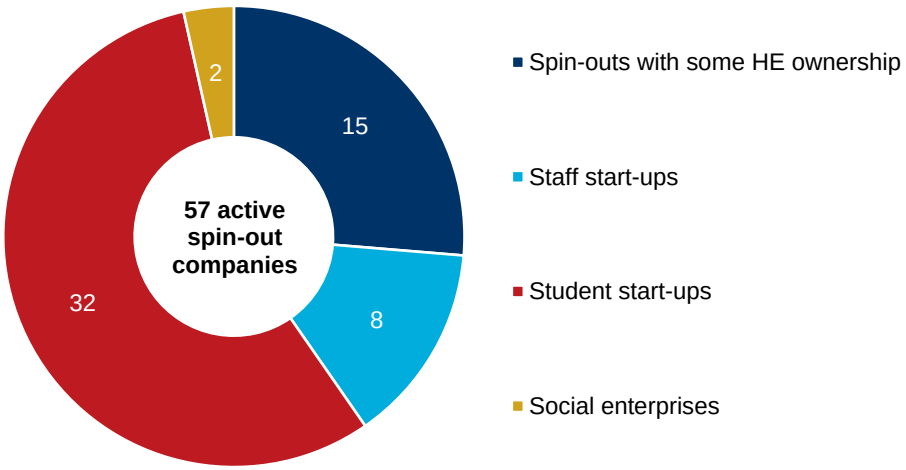
3.4 ENTREPRENEURIAL AND INNOVATION IMPACTS

In addition to its research output enabling economic benefits, the University of Bath has a range of other impacts on business activity. The skills graduates acquire at university enable them to create new business ventures, and these are often in sectors with high productivity and higher levels of innovation. These impacts are beneficial to the area local to the University and work to create an ecosystem beneficial to start-ups. Research has shown that knowledge spillovers from universities is positively correlated with the creation of innovative start-ups, which tend to cluster around one another, and around higher education institutions, as they compete for the skilled graduates.

There were 57 active spin-out companies from the University of Bath in the academic year 2022/23. The majority of these companies are student start-ups (32 companies) followed by spin-outs with some University ownership (15 companies). Notably, the University of Bath's spin-out companies tend to be relatively successful: in the academic year 2022/23, 42 companies survived at least three years of operations,[32] equating to a 'survival rate' of 74% that exceeds the equivalent economy-wide rates across Bath & North East Somerset (65%), the West of England CA (62%), and the UK (58%).[33]

Fig. 25. Spin-out companies by category, University of Bath, 2022/23

Count



Source: HESA, Oxford Economics

57

Spin-out companies originating from the University of Bath that were active in the academic year 2022/23.

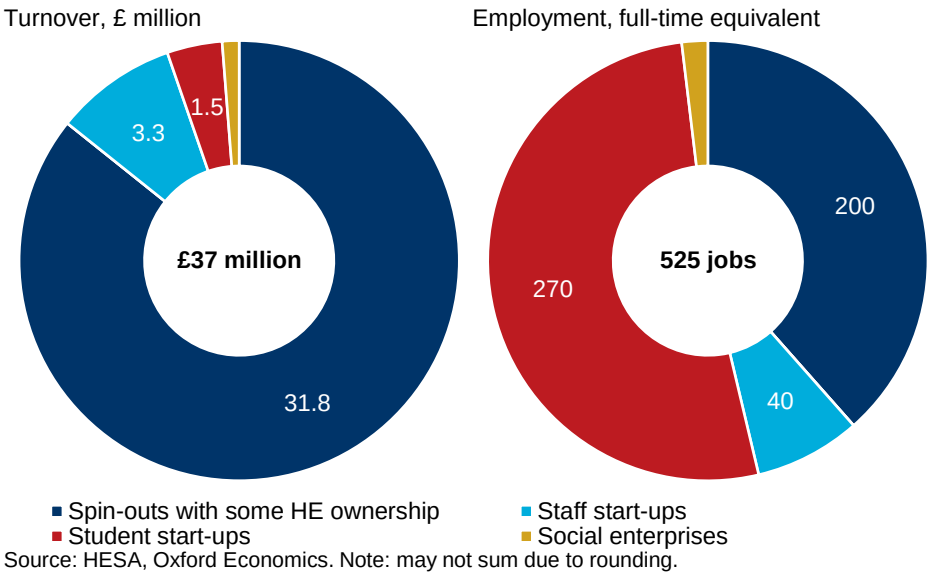
Spin-out companies from the University of Bath make a sizeable economic contribution. According to HESA data, the University's spin-out companies generated more than £37 million in turnover, facilitating the employment of 525 full-time equivalent (FTE) jobs. While the specific locations of these companies' activities are not known, many are likely concentrated in Bath and across the broader West of England CA economy—particularly as over 85% of turnover and around a half of employment are generated by spin-outs partly owned by the University. For instance, in 2024 the University of Bath successfully spun out Prothea Technologies, a medical technology firm pioneering an innovative approach to lung cancer diagnosis and treatment.[34]

[32] Higher Education Statistics Authority (HESA), Intellectual property: Spin-out activities by HE provider, 2024.
[33] Office for National Statistics, Business Demography 2023, 2024.
[34] University of Bath, Spin out companies from University of Bath research, 2025.

£37 million

Turnover generated by spin-out companies from the University of Bath in the academic year 2022/23, sustaining 525 full-time equivalent (FTE) jobs.

Fig. 26. Turnover and full-time equivalent (FTE) employment of spin-out companies, University of Bath, 2022/23



Source: HESA, Oxford Economics. Note: may not sum due to rounding.

The University of Bath's entrepreneurial initiatives are spearheaded by its SETsquared Partnership, an award-winning enterprise collaboration between the University of Bath and four other leading universities that is ranked the third-leading start-up hub in Europe.[35] SETsquared supports start-ups through incubation programmes, mentorship, and access to funding. In 2024, SETsquared Bath Innovation Centre supported 43 high-tech, high growth start-up and scale-up member companies which collectively generated £15 million in turnover and secured £1.3 million in equity investment and grant funding.[36] Further plans for a new innovation centre will also support start-ups in digital, engineering, and medical technology sectors.[37]

The University actively encourages the commercialisation of intellectual property developed through its world-leading research. Patents are a formal channel of dissemination of knowledge, processes, and products. The number of patents held by a university can be used as a measure of how well an institution is able to translate its research into commercial products which ultimately provide further economic benefit. The University of Bath filed 18 new patent applications in the academic year 2022/23, with its total granted portfolio rising to 186 patents held, over 60% higher than the UK average of 121 patents.[38]

[35] University of Bath, SETsquared ranked in the top three start-up hubs in Europe, 2024.
[36] University of Bath, Highlights of SETsquared Bath's 2024 success, 2024.
[37] Bath & North East Somerset Council, Building A fair, Green, Creative and Connected Bath with North East Somerset, 2024.
[38] Higher Education Statistics Authority (HESA), Intellectual property: Disclosures and patents filed by or on behalf of the HE provider, 2024.

CASE STUDY: HOW UNIVERSITY OF BATH AND RUH SPIN-OUT, INGENIUM AI, IS DRIVING HEALTHCARE INNOVATION

Ingenium AI, a spin-out company launched in February 2023 by Dr Andrew Cookson, Department of Mechanical Engineering, Dr Jeff Clark, former University of Bath postdoctoral Researcher, and the Royal United Hospitals Bath NHS Foundation Trust (RUH), is revolutionising the diagnosis of Pulmonary Hypertension (PH). This rare but potentially fatal heart and lung condition is difficult to detect early. Many patients aren't diagnosed until years later, from an expensive and invasive procedure, when the disease has already progressed. However, IngeniumAI is using AI to analyse routine chest CT scans to spot early signs of PH. In some cases, diagnosis could drop from two years to just a few weeks.

Ingenium AI is just one example of what can be achieved when academia and healthcare unite. RUH clinicians bring a deep understanding of patient needs, while University researchers provide cutting-edge technical expertise. Together, they create solutions that bridge the gap between research and real-world impact.

Professor Jay Suntharalingam, Consultant Respiratory Physician, RUH, says*: "Early diagnosis not only improves outcomes for patients—offering them an improved life expectancy as well as a better quality of life and a faster return to work—but also saves the NHS money by reducing long-term complications and hospital stays."*

The University of Bath goes beyond supporting students as it offers a variety of programmes aimed at supporting local businesses. The University runs a series of Continuing Professional Development (CPD) and Continuing Education (CE) courses, delivering almost 52,000 learner days of training in the academic year 2022/23—a third more than in 2014/15 (39,000 learner days)—earning the University £7.7 million in revenue.[39]

The entrepreneurial spirit is also channelled through Enterprise Bath, a department dedicated to facilitating opportunities to aspiring entrepreneurs.[40] Enterprise Bath offers advice, mentorship, placements, and networking opportunities to promote start-up and scale-up opportunities among students with business ideas. The Alumni Innovation Award programme offers students and researchers a chance to transform their innovative ideas into viable businesses.[41] In 2024, four recipients received funding of £20,000 to scale their enterprises. One recent beneficiary, Navjot Sawhney, described the University's financial support as "*crucial and vital"* in launching The Washing Machine Project, developing a crank-handled washing machine that can be operated off-grid, easing the burden of hand-washing clothes for many women, girls, and displaced people across the globe.[42] The University contributed its expertise in mechanical engineering and sustainable design, helping to refine and enhance the durability and cost-effectiveness of the design. The project now operates in 15 countries and aims to improve the lives of 150,000 more people over the next five years.

[39]Higher Education Statistics Authority (HESA), Continuing Professional Development (CPD) and Continuing Education (CE) courses for business and the community by HE provider, 2024.
[40] University of Bath: Enterprise Bath, accessed 2025.
[41] University of Bath, Alumni Innovation Awards, accessed 2025.
[42] University of Bath, Transforming Laundry: From Promise to Global Impact, 2023.

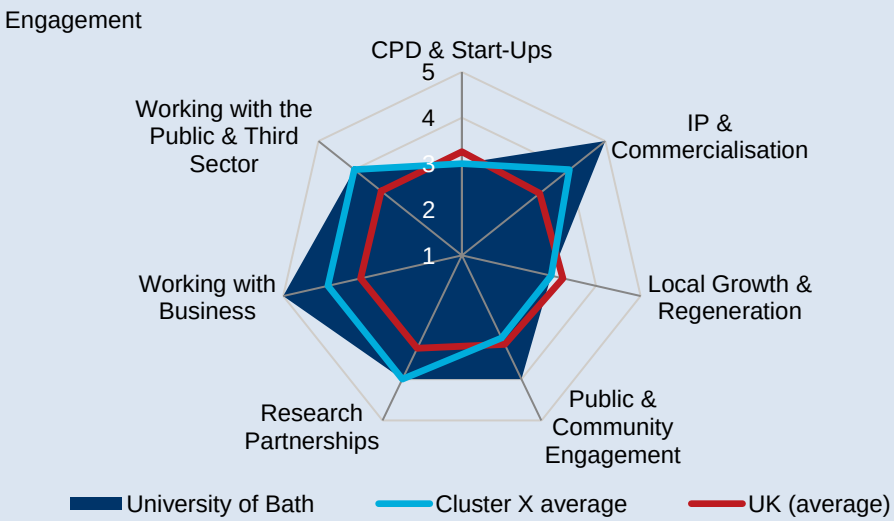
KNOWLEDGE EXCHANGE FRAMEWORK

The University of Bath's wider economic benefits are further reflected within the Knowledge Exchange Framework (KEF).[43] The KEF is a dataset created by Research England to provide an overview of the performance of higher education providers across different areas (described as *perspectives* in the KEF) of knowledge exchange activity, reflecting how well an institution is able to transfer its knowledge to other areas and actors across society and the economy. The University of Bath is placed within Cluster X of universities of a similar size and type by Research England. Cluster X universities are characterised as large and with a high research intensity and quality across a broad range of disciplines.

According to the KEF, the University of Bath scores above or in-line with the national average across five of the seven *perspectives*. The University of Bath receives a 'very high engagement' score for *Intellectual Property (IP) & commercialisation* as well as for *Working with business*—reflecting the success in producing thriving spin-outs as well as its extensive support for businesses.

The University also receives a 'high engagement' score for its *Research Partnerships*, while the work from the Public Engagement Unit and outreach activities contribute to a high *public and community engagement* and *Working with the Public & Third Sector* scores, respectively.[44]

Fig. 27. Knowledge Exchange Framework, University of Bath and UK average, 2023[45]



Source: Knowledge Exchange Framework, Oxford Economics

[43] Research England, Knowledge Exchange Framework, 2024.
[44] University of Bath, Public Engagement Unit, 2025.
[45] Scores range from 'Very low engagement' (1) and 'Low engagement' (2) through 'Medium engagement' (3) to 'High engagement' (4) and 'Very high engagement' (5).

The University has been actively involved in the START programme, designed to transform tech-based business ideas into fully operational start-ups. Running since April 2023, the programme supported 120 innovative business ideas, with 11 participants receiving membership bursaries to the Innovation Centre, providing them with access to resources and networks to further develop their ventures.[46] Through its collaboration on the Bath Quays North regeneration project, the University is also contributing its expertise and resources to create a vibrant ecosystem that supports start-ups, scale-ups, and research-driven enterprises.[47]

In addition, the University has played a key role in the FWD project focused on equipping businesses, staff and learners to be future-ready. This project, which targeted health and wellbeing start-ups in the West of England offered fully funded workshops, masterclasses and one-to-one support since its launch in July 2023. A total of 80 companies participated in these sessions, and several are now in the process of receiving membership bursaries at the SETsquared Bath Innovation Centre. These businesses are set to join the thriving community at the University, further strengthening the region's innovation ecosystem.

[46] University of Bath, Innovation Centre, accessed 2025.
[47] University of Bath, Bath Quays North regeneration partnership announced, 2024.

4. THE UNIVERSITY'S SOCIAL AND ENVIRONMENTAL IMPACT

4.1 INTRODUCTION

The University of Bath's impact goes beyond its economic contributions. This section explores the University's broader social influence, including economic prosperity, diversity & inclusion, promoting wellbeing, and its environmental impact. Through its substantial contribution to the local economy, and dedication to education, civic involvement, and sustainability, the University acts as an anchor institution for local businesses and communities.

In 2024, the University of Bath signed the Future Ambition Civic Agreement alongside Bath & North East Somerset Council and other local institutions.[48] This partnership provides a strong foundation for each organisation to work more closely together to deliver positive benefits across the local area. The Future Ambition Board has outlined five key themes to guide its goals—Climate & Nature; Inclusive Innovation; Opportunity for All; Creative Culture; and Connected—which we draw on as part of this assessment.

4.2 THE SOCIAL IMPACT

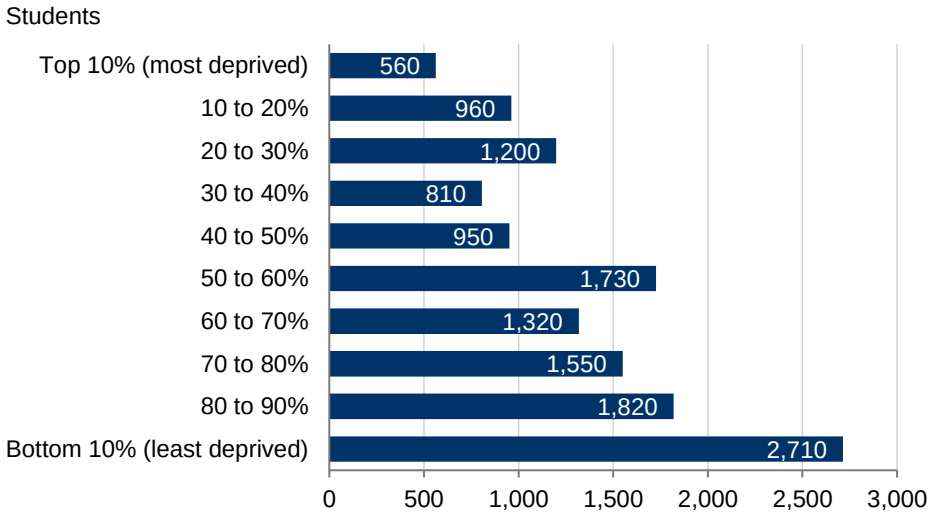
4.2.1 Economic prosperity

The University of Bath contributes to social wellbeing through providing education for students from deprived communities. The University supports the prosperity of many communities, both locally and further afield, by attracting students from areas with socio-economic challenges, and in doing so helping to tackle a key underlying driver of economic inequality. Comparing the location of home residence with the English Index of Multiple Deprivation shows that almost 4,480 students or one third of students come from local authority areas that are on average more deprived than the English average,[49] with 2,720 students (20%) coming from areas that are in the top-30% most-deprived, including 560 students (4%) coming from among the top-10% most-deprived parts of the country.

Graduate outcomes are strong for undergraduate students from more deprived backgrounds. According to data provided by the University of Bath, over 80% of students from the top-20% most deprived areas achieved a First or a 2:1 degree in the academic year 2023/24. Drawing on the Office for Students Graduate Outcomes Survey, the University also estimate that 85% of students from the most deprived backgrounds who graduated in 2020 progressed into graduate level careers or further.

[48] Civic University Network, Future Ambition Civic Agreement, 2024.
[49] Ministry for Housing, Communities and Local Government (MHCLG), English Indices of Deprivation, 2019. Note that equivalent, albeit not comparable, measures also exist to assess relative deprivation within Wales, Scotland, and Northern Ireland.

Fig. 28. Deprivation by local authority area of permanent residence of domestic students, University of Bath, 2023/24



Source: MHCLG, University of Bath, Oxford Economics. Note: may not sum due to rounding.

560

Students whose location of home residence is among the top-10% most deprived areas across England.

The University has a suite of over 500 scholarships and bursaries to allow students from a variety of backgrounds to access the University. Programmes of financial support exist for both home and overseas students at undergraduate, postgraduate taught and postgraduate research levels.
For home undergraduate students on low household incomes (under £30,000), students have access to bursaries including the Bath Bursary which is given automatically to students. The Claverton and Gold Scholarships provide financial support and an additional enrichment programme to students on low household income and who meet additional criteria.[50] The enrichment programme enhances personal development, including pastoral support networks and support with placement and internships. The University also supports with accommodation costs for undergraduate home students on low-household income and guarantees accommodation for care leavers, students estranged from their family, and students with disabilities.

The University also undertakes a range of initiatives to promote access to education across local communities. It leads the Wessex Inspiration Network, a UniConnect programme funded by the Office for Students which builds relationships with schools and colleges across the local area, providing support to address some of the challenges faced by socio-economically disadvantaged students.[51]

[50] University of Bath, The Gold Scholarship Programme from 2024 entry onwards, accessed 2025.
[51] Wessex Inspiration Network, Inspiration and information for young people, accessed 2025.

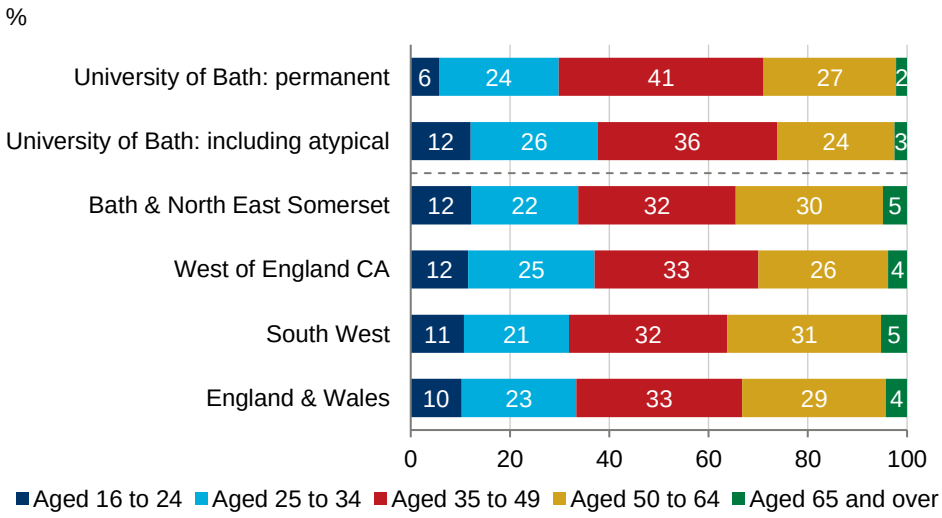
The University also offers mentoring to young people from disadvantaged backgrounds through the Brightside programme,[52] collaborates with the Villiers Park Educational Trust to increase participation in higher education from underrepresented and disadvantaged young people,[53] funds three IntoUniversity centres for young people,[54] and leads the CareerPilot programme, collaborating with universities across the South West to offer career support to over 500,000 people annually.[55]

4.2.2 Diversity & inclusion

One way to assess the University's contribution to diversity and equality is to benchmark the characteristics of its workforce against regional and national averages split by age, ethnicity, sex, and whether employment is on a full-time or part-time basis. To do so, we consider both the University's permanent staff and all workers employed in some form through the academic year 2023/24.

The University of Bath employs a comparatively middle-aged workforce. More than two-fifths of permanent staff are aged between 35 and 49, exceeding regional and national averages.[56,57] When accounting for all workers employed by the University, including atypical (temporary) staff, the age composition of the workforce is comparatively young, with nearly two-fifths of workers aged below 35.

Fig. 29. Employment by age, University of Bath and comparator areas, 2023/24



Source: HESA, ONS, Oxford Economics. Note: may not sum due to rounding.

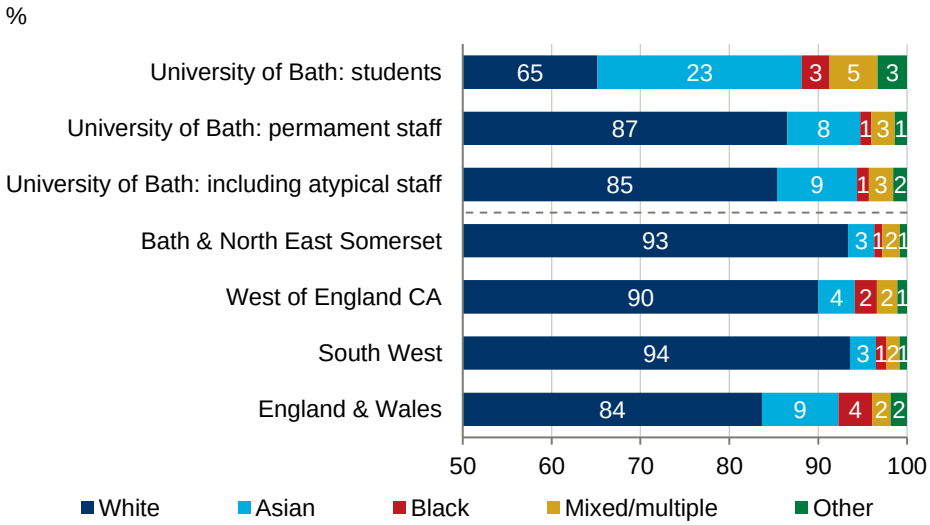
41%

Of the University of Bath's permanent staff are aged between 35 and 49, a higher proportion than in the general population.

[52] University of Bath, Bath Mentoring, accessed 2025.
[53] University of Bath, University of Bath and Villiers Park Educational Trust begin widening participation partnership, 2021.
[54] IntoUniversity, IntoUniversity, accessed 2025.
[55] CareerPilot, CareerPilot, accessed 2025.
[56] Higher Education Statistics Authority (HESA), HE staff by HE provider and personal characteristics, 2025.
[57] Office for National Statistics (ONS), Census 2021: RM062 Industry by age, accessed 2025.

The University of Bath's enrolled students tend to be relatively ethnically diverse. In the academic year 2023/24, approximately 7,100 students or 35% of the total belong to ethnic minority groups, with students from each ethnic minority group overrepresented relative to the local and regional population as a whole. The University also employs a relatively ethnically diverse workforce, with 13% of permanent staff and 15% of all those employed (including atypical staff) of ethnic minorities,[58] compared to 7% across the Bath & North East Somerset workforce as a whole, and 10% across the West of England CA.[59]

Fig. 30. Employment by ethnicity, University of Bath and comparator areas, 2023/24



Source: HESA, ONS, University of Bath, Oxford Economics. Note: may not sum due to rounding.

35%

More than one-in-three students at the University of Bath were from ethnic minority groups in the academic year 2023/24.

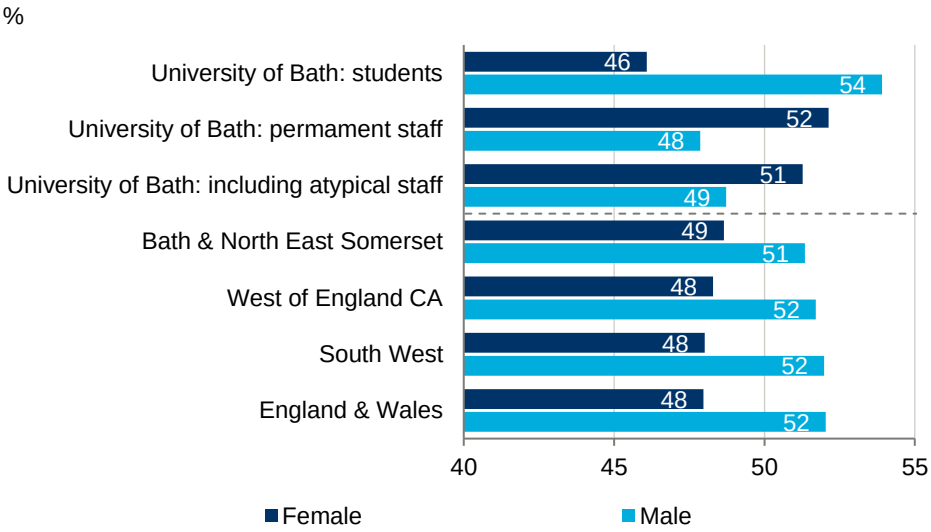
The University of Bath employs more women than men. In the academic year 2022/23, 52% of permanent staff and 51% of all those employed (including atypical staff) were women according to their legal sex, in contrast to male workers forming a majority of employment across local, regional, and national comparators.[56,60] The reverse is true for the University's students, where 54% are male according to their legal sex. According to the University's most recent Gender Pay Gap report for 2023, the median salary for women is 13.7% lower than for men—a decrease of 1.8% on the previous year, and narrower than the education sector (20.1%) and economy-wide average (14.2%) over the same period.[61,62] The University has identified a number of ways to improve progress in reducing the gender pay gap, including initiatives relating to recruitment, pay policy, and career progression.[61]

[58] Higher Education Statistics Authority (HESA), HE staff by HE provider and personal characteristics, 2025.
[59] Office for National Statistics (ONS), Census 2021: RM064 Industry by ethnic group, accessed 2025.
[60] Office for National Statistics (ONS), Census 2021: RM065 Industry by sex, accessed 2025.
[61] University of Bath, Gender Pay Gap 2023, accessed 2025.
[62] Office for National Statistics (ONS), Gender pay gap, 2024.

52%

A majority of permanent staff of the University of Bath, and 51% of all workers employed, were female in the academic year 2023/24.

Fig. 31. Employment by legal sex, University of Bath and comparator areas, 2023/24



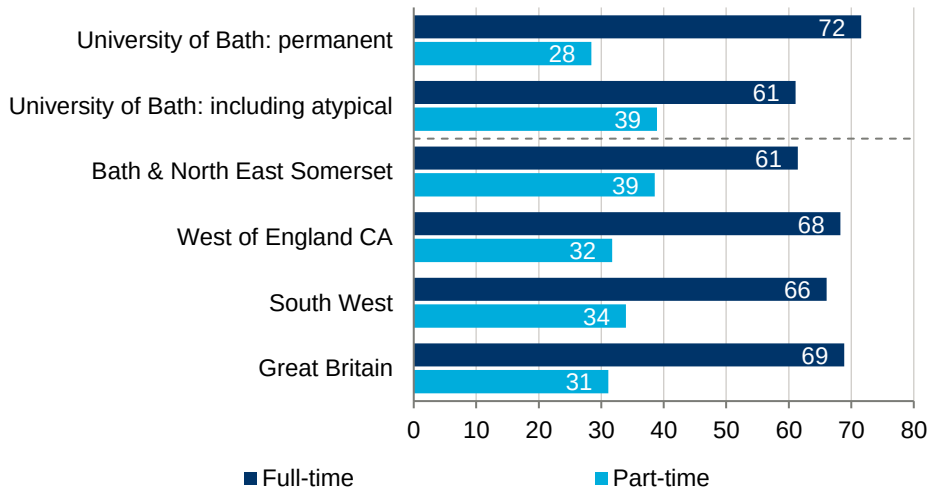
Source: HESA, University of Bath, Oxford Economics. Note: may not sum due to rounding.

A high proportion of permanent staff are employed on a full-time basis. In the academic year 2023/24, 72% of permanent staff were employed full-time, a rate higher than the averages for Bath & North East Somerset (61%), West of England CA (68%), South West (66%), and Great Britain (69%).[63,64] However, the inclusion of atypical staff—who by definition worked for the University on a part-time basis—brings the average down to 61%, in-line with the Bath & North East Somerset workforce as a whole.

72%

More than seven-in-ten permanent employees of the University of Bath were employed full time in the academic year 2023/24.

Fig. 32. Full-time and part-time employment, University of Bath and comparator areas, 2023/24



Source: HESA, Oxford Economics. Note: may not sum due to rounding.

[63] Higher Education Statistics Authority (HESA), HE staff by HE provider and activity standard occupational classification, 2025.
[64] Office for National Statistics (ONS), Census 2021: RM064 Industry by ethnic group, accessed 2025.

The University of Bath promotes inclusivity through its Equality, Diversity, and Inclusion Framework which drives initiatives that support fairness and representation.[65] As part of this, the University holds the Athena SWAN Charter for gender equality,[66] maintains Disability accreditation,[67] has developed an Access and Participation Plan with the Office for Students,[68] and is a recognised University of Sanctuary, supporting refugees and asylum seekers. [69] Partnerships with external organisations further strengthen its commitment to workplace inclusion and best practices in diversity.[70] The University also partners with the Brilliant Club to increase access to highly selective universities for students from under-represented backgrounds.[71]

The University of Bath undertakes a range of initiatives to facilitate and improve the benefits realised by local businesses and communities from its innovative activities.[72] A key focus is the development of the Riverside Innovation Corridor in collaboration with Bath & North East Somerset Council.[73] This project includes a new University of Bath Innovation Centre to support start-ups in digital, engineering and medical technology sectors, helping to retain local entrepreneurs and create high-value jobs. The University also promotes Bath & North East Somerset as a testbed for innovation, leveraging its strength in digital technologies to address challenges in transport, energy and the built environment, with the goal of driving economic and social inclusivity. In February 2023, the University of Bath's School of Management was awarded the Small Business Charter for its work in driving local productivity. The University also supports South West executives with financial aid for the Help to Grow programme and part scholarships for the Bath Executive MBA.[74]

In addition to these initiatives, the University of Bath leads the £40 million Institute of Coding (IoC), a national initiative to tackle the UK's digital skills shortage and improve access for underrepresented groups.[75] Over a period of just over two years, this collaboration with 56 public and private sectors partners has developed an accredited degree scheme and short courses for professionals across various industries. The IoC focuses on increasing participation among women, returns to work, and hard-to-reach communities, ensuring greater inclusivity in the digital sector. By addressing workforce shortages and promoting diversity, the University is driving sustainable national growth while equipping individuals with essential skills for the digital economy.

[65] University of Bath, Equality, Diversity and Inclusion, accessed 2025.
[66] University of Bath, Athena Swan, accessed 2025.
[67] University of Bath, University renews disability confident accreditation, accessed 2025.
[68] University of Bath, New Access and Participation Plan published, 2023.
[69] University of Bath, Sanctuary at Bath, accessed 2025.
[70] University of Bath, External ED&I partnerships, accessed 2025.
[71] The Brilliant Club, The Brilliant Club, accessed 2025.
[72] University of Bath, Innovation with Impact, accessed 2025.
[73] University of Bath, Building A Fair, Green, Creative and Connected Bath with North East Somerset. 2024.
[74] Research England, Institutional Context. 2024.
[75] University of Bath, Institute of Coding, accessed 2025.

The University of Bath provides support for students with disabilities, ensuring an inclusive learning environment for all. In the academic year 2023/24, The TASO Transitions Project enhanced the experience of disabled students entering higher education with the program hiring RSM UK Ltd (an independent regulator) to create a scalable blueprint that can be used more broadly at other institutions.[76]

4.2.3 Social wellbeing

The University of Bath contributes to social value through a wide range of volunteering opportunities that further contribute to community wellbeing. University-led outreach and partnerships with schools engage with around 60,000 young people across almost a thousand events each year. Through the Students' Union (SU) and University-led initiatives, students have engaged in meaningful projects that support local communities, environmental sustainability, and social inclusion. Student-led groups such as the V Team organise volunteering projects focused on education,[77] while the Bath Marrow initiative raises awareness about blood cancer and recruits potential stem cell donors among the local community.[78] Bath RAG (Raise and Give), the student-led fundraising group, has also engaged students in challenges and sponsored activities—such as Half Marathons—generating funds for charitable causes.[79] According to data provided by the University, fundraising activities from the Students' Union helped to raise £82,900 in the academic year 2023/24, a 190% increase compared to 2022/23.

Beyond the student-led groups, the University collaborates with local charities and organisations. Since 2019, a partnership with the volunteering group Share and Repair has inspired the repair and re-use of items.[80] Students and staff have participated in workshops helping to reduce carbon emissions and landfill waste by offering free mending and restoration services. The Pack for Good campaign, run in collaboration with the Student Community Partnership and the British Heart Foundation, has raised over £60,000 by encouraging students to donate unwanted items, reducing waste while funding life-saving medical research.[81]

[76] University of Bath, Transforming Access & Student Outcomes (TASO) Transitions Project 2023-2024, accessed 2025.
[77] The SU University of Bath, V Team, 2025.
[78] The SU University of Bath, Bath Marrow, 2025.
[79] The SU University of Bath, Start a fundraiser for Fundraise for charity, 2025.
[80] University of Bath, Visit the Repair Café, 2020.
[81] Student Community Partnership, Pack for Good Campaign Raises Over £60,000k To Fund Life-Saving British Foundation Research, 2024.

CASE STUDY: HEALTH AND WELLBEING

Part of the University's positive social impact comes through its focus on health and wellbeing. The University achieved the University Mental Health Charter Award to recognise its commitment to continuous improvement in the area of mental health and wellbeing for the entire University community,[82] including through its Be Well at Bath campaign to embed good practice around wellbeing across student and staff life.[83] The University of Bath is undertaking a range of research projects and initiatives to boost health and wellbeing.

The Healthy Later Living Network, founded by the University of Bath, is driving improvements in health policy and practice, with a focus on themes such as mobility and health.[84] One recent project, conducted in collaboration with the Research Institute for Care of the Elderly Centre in Bath, explored the feasibility of a 28-day home based 'exercise snacking' program for outpatients at a memory clinic.[85]

Additionally, psychologists at the University of Bath have developed a groundbreaking approach to early Alzheimer's diagnosis by passively measuring brain activity. The technique, known as 'Fastball EEG' is affordable, reliable and uses pre-existing hospital technology, making it easily scalable.[86] Researchers believe that the Fastball EEG could lower the age of diagnosis by up to five years, offering huge benefits for early intervention to health problems.

The University of Bath is advancing vaccine research, developing a technique known as 'ensilication' that aims to prevent vaccines from 'spoiling', even after they've been out of the fridge for three years.[87] When vaccines are sent to low- or middle-income countries, the 'cold chain' transportation process often fails at some point between vaccine manufacture and endpoint destination. As a result, 50% of vaccine doses are discarded and millions of children around the world miss out on life-saving inoculations. Spin-out company Ensilitech is paving a way for more accessible vaccine distribution globally.

The University of Bath was recently awarded £11 million to launch a mental health research group.[88] The group will aim to address the urgent mental health needs of the region and increase capacity for applied research, furthering the understanding of this field.

The University of Bath is also leading the development of a £13m Centre of Excellence in water-based community health monitoring to improve public and environmental health management.[89]

The University has a memorandum of understanding with the Royal United Hospitals Bath NHS Foundational Trust (RUH), and the University has staff members which sit on the Bath & North East Somerset Health and Wellbeing board. The University has researchers in residence at RUH Bath which are working with clinicians and managers at the hospital on projects to support healthcare innovation and improvement by employing advanced analytics and systems modelling.[90]

The University is also working with the RUH to improve early detection and treatments of heart disease, combining academic research with clinical expertise.[91] With the partnership aiming to develop personalised treatment that improve patient outcomes, the University can advance healthcare while contributing to broader medical research.

The University is collabarating with the RUH on a number of other medical research topics; including: lifeystyle impacts on cancer outcomes, oesophageal cancers, ovarian cancer diagnostics, novel probes in nuclear medicine, and improving patient experience in remote consultations.[92]

The University of Bath plays a central role in fostering sports excellence and broadening access to sport at all levels. The Team Bath Sports Training Village provides world-class facilities that support elite athletes, students and the wider community.[93] The University is home to a high-performance gym, an Olympic-sized swimming pool and multiple pitches and athletics tracks, offering the general public access to world-class facilities. It forms part of the University's commitment to promoting include sport and physical activity. The University estimate that its facilities attract 26,500 visits by school-age children throughout the year across term-time activities, school visits, holiday camps, and festivals. It gives young people the opportunity to engage in a variety of sports in a fun and supportive environment, encouraging lifelong participation in physical activity.[94] This is in addition to over 32,000 Sports Pass bookings by its students in the academic year 2023/24. The University also plays a key role in hosting major sporting events, including the 2023 Modern Pentathlon and laser Run World Championships, which brought international athletes to the city and provided opportunities for spectators and local businesses to engage with world-class sport.[95]

The University of Bath ensures the wellbeing of its staff through its policies and initiatives. The University is committed to paying a minimum living wage—choosing to pay lower skilled workers above the required national minimum wage, so that wages reflect the local cost of living. The University is also signed up to the West of England CA's Good Employment Charter.[96] The Charter is an accreditation recognising businesses which are committed to elevating working conditions, wages, employee wellbeing, and business success. The University also has staff support groups, and works with organisations including the Women's Work Lab,[97] which supports unemployed mothers on benefits back into the workplace.

[82] University of Bath, Bath receives the University Mental Health Charter Award, 2024.
[83] University of Bath, Be Well at Bath, accessed 2025.
[84] University of Bath, Healthy Later Living Network, 2025.
[85] National Library of Medicine, Exercise snaking to improve physical function in pre-frail older adult memory clinic patients: a 28-day pilot study, 2023.
[86] University of Bath, Pioneering EEG test could dramatically increase early diagnosis of Alzheimer's, 2023.
[87] University of Bath, Why tomorrow's vaccines will come with a pinch of sand, accessed 2025.
[88] University of Bath, University of Bath receives £11 million to launch a Mental Health Research Group, accessed 2025.
[89] University of Bath, New £13m Centre of Excellence in water-based community health monitoring to open, accessed 2025.
[90] University of Bath, Researchers in residence at the Royal United Hospitals Bath NHS Foundation Trust (RUH), 2025.
[91] University of Bath, University Health researchers team up with Royal United Hospital to tackle heart disease, 2024.
[92] University of Bath, Collaborative projects with the Royal United Hospitals of Bath, accessed 2025.
[93] University of Bath, Facilities, accessed 2025.
[94] University of Bath TEAMBATH, News, accessed 2025.
[95] University of Bath TEAMBATH, University of Bath to host 2023 UIPM Modern Pentathlon and Laser Run World Championships, a Paris 2024 Olympic qualifying event, 2022.
[96] West of England CA (WECA), Good Employment Charter, 2025.
[97] Womens Work Lab, About us, 2025.

The University of Bath helps to enrich the cultural fabric of the city of Bath. The University hosts a range of events that contribute towards its positive social impact, many of which are freely open to the public, contributing to enriching the lives of local residents. According to HESA data, almost 54,300 members of the public attended social, community, and cultural events run by the University of Bath in the academic year 2022/23.[98] This equates to more than one attendee for every four residents of Bath & North East Somerset. Almost all of these attendees were at free events (52,200 attendees), with 'other' events—including sporting events—the largest type of event run by the University (44,300 attendees). The organising of these events by the University equated to more than 470 days of academic staff time. According to the University's estimates, its Sports Training Village attracts on average 1.3 million visits each year.

The University of Bath also supports cultural institutions in the local area. The University makes its payroll system and HR support available to the Holburne Museum, the Bath Preservation Trust, and the Bath Royal Literary and Scientific Institute. Furthermore the University sponsors the Bath Digital Festival each year,[99] as well as The Bath Festivals for the past two years.[100]

The University of Bath leverages its position as a large civic institution to drive policy change with positive outcomes for the local area. This is exemplified by the University's contribution to the Bath & North East Somerset Economic Strategy, which sets out the strategy for sustainable economic development in Bath & North East Somerset to 2034.[101] The collaboration also involved the Council, Bath Spa University, Royal United Hospitals Bath, and Curo—a West of England housing association. The partnership came about through a recognition that the Council alone couldn't address the economic development needs of the region without collaboration from other civic partners. Furthermore, the University of Bath is a part of the Future Ambition Civic Agreement, working in a partnership with other local public institutions to support the ambitions of Bath & North East Somerset.[102] The University's staff also contribute their time to board positions, governor roles and trusteeships in the local area.

[98] Higher Education Statistics Authority (HESA), Social, community, and cultural engagement, 2024.
[99] techSPARK, Bath Digital Festival, accessed 2025.
[100] Bath Festivals, Bring Bath Alive with the Arts, accessed 2025.
[101] Bath & North East Somerset Council, Building A Fair, Green, Creative and Connected Bath with North East Somerset, 2024.
[102] Future Ambition Bath, Future Ambition Civic Agreement, 2024.

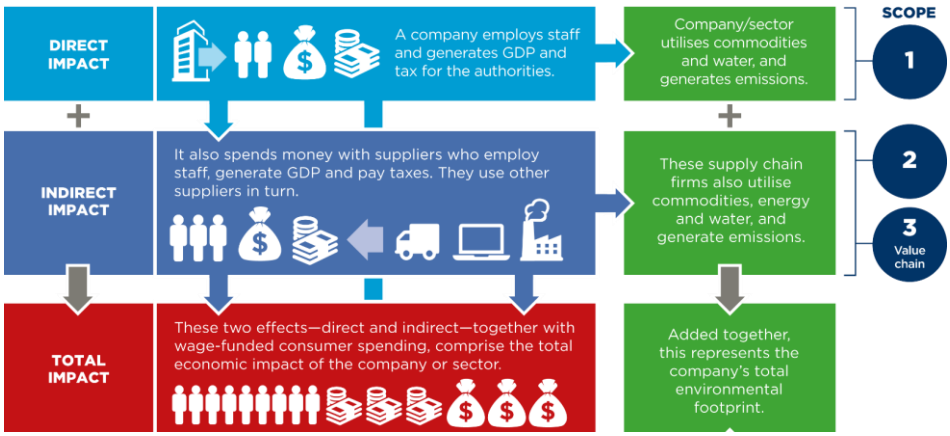
4.3 THE ENVIRONMENTAL IMPACT

The University of Bath generates a complex environmental footprint, through its own direct operations but also along its supply chain. These activities leave an environmental footprint through their generation of emissions and waste, as well as through their use of energy.

The Greenhouse Gas Protocol provides a comprehensive international standard for measuring, providing a framework for companies and industries to assess their carbon footprint using three scopes:[103]

- **Scope 1** refers to the direct emissions from the operation of an industry or sector's own facilities and assets.
- **Scope 2** refers to the indirect emissions that are made by other organisations that provide electricity and heat, i.e., the energy industry.
- **Scope 3** refers to the indirect emissions that occur in the University's value chain. This includes, for example, the emissions generated as a result of the goods and services it purchases, and from staff and student travel. It can be thought of as the emissions 'embedded' in the University's inputs of goods and services.

Fig. 33. Channels of environmental impact



Source: Oxford Economics

The University of Bath generated 115 kilotonnes of CO_2-equivalent greenhouse gas emissions in the academic year 2022/23.[104] A majority of these emissions, 102 kilotonnes (89%), are Scope 3—indirect emissions that arise along the University's value chain—with the remaining 13 kilotonnes (11%) falling within Scope 1 and Scope 2. The University's Scope 1 and Scope 2 emissions has fallen by 40% (8.4 kilotonnes) since the academic year 2015/16.[105]

[103] Greenhouse gas emissions (GHGs) are a collection of gases that absorb infrared radiation causing the greenhouse effect, including carbon dioxide, methane, nitrous oxide, and fluorinated gases. To facilitate comparisons, emissions can be expressed in terms of carbon dioxide-equivalency (CO_2-equivalent) based on their global warming potential. For instance, the effect of one tonne of methane is equivalent to 25 tonnes of CO_2.
[104] Higher Education Statistics Authority (HESA), HE Provider Data: Estates Management, 2024.
[105] Note that equivalent historical data for Scope 3 emissions are not available.

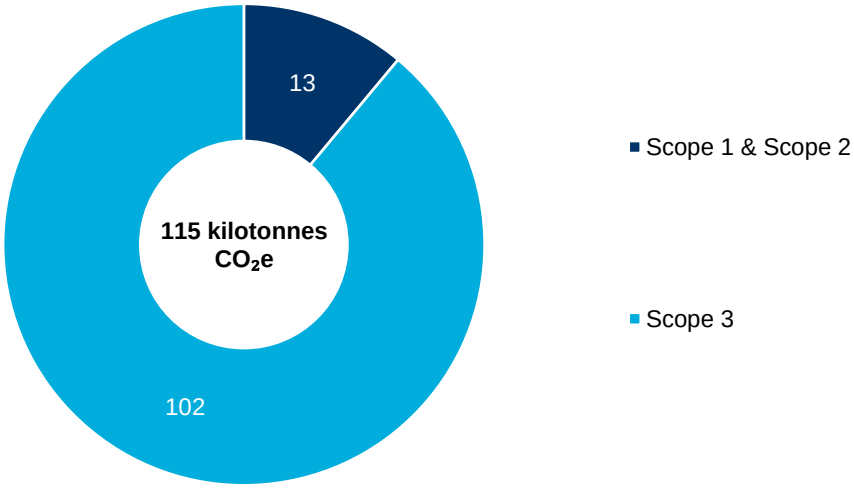
Scope 3 emissions are dominated by those generated in the University's supply chain (49 kilotonnes, or 48% of Scope 3 emissions) and by the commuting of the University's students (48 kilotonnes, or 47%). With a large number of international students studying at the University, particularly from outside the EU, 90% of its Scope 3 emissions from student commuting are a result of air travel.[104]

Fig. 34. Greenhouse Gas emissions by scope, University of Bath, 2022/23

115kt CO_2e

The University of Bath's greenhouse gas emissions in the academic year 2022/23.

CO_2-equivalent, kilotonnes



Source: HESA, Oxford Economics. Note: may not sum due to rounding

CASE STUDY: THE UNIVERSITY OF BATH'S POSITIVE LOCAL CONTRIBUTION THROUGH ENVIRONMENTAL RESEARCH

The University of Bath has worked with Bath & North East Somerset Council to help deliver new cutting-edge sustainable construction policies to tackle the climate emergency.[106] The Council launched new policies to address building emissions, including the first requirements for net zero operational energy across the UK. The University is working with the Council to monitor, analyse, and investigate both the implementation of and industry response to these policies. In addition, a review led by University of Bath researchers found that most planning applicants broadly support the intentions of the policy, while highlighting concerns about increased planning and construction costs, and awareness of the scheme.[107]

Councillor Sarah Warren, Deputy Leader and Cabinet Lead for Sustainable Bath & North East Somerset, said: *"I am delighted that the Council is working with the University of Bath's built environment experts, enhancing our existing partnership. This collaboration will help boost the delivery of our sustainable construction policies, which are so crucial in delivering the council's carbon net zero goals. This project will help us increase the energy performance of our local buildings, directly tackling the climate emergency. It is also an excellent example of our joint working and I very much welcome it."*[106]

[106] University of Bath, University of Bath and B&NES partner on ambitious sustainable construction policies, 2023.
[107] University of Bath, Bath's Net Zero Carbon planning policy likely to drive more efficient buildings and cut energy bills, 2024.

The University of Bath consumed a total of 65.4 million kilowatt hours (kWh) of energy in the academic year 2022/23.[104] More than half (58%) of this energy consumption was in the form of natural gas, with 36% from the use of electricity. University-owned vehicles also contribute to its total fossil fuel usage through the use of almost 19,200 litres of fuel. The University's energy use has fallen sharply since the preceding academic year, reducing by approximately 21 million kilowatt hours or 23% relative to the academic year 2021/22 (86 million kWh).

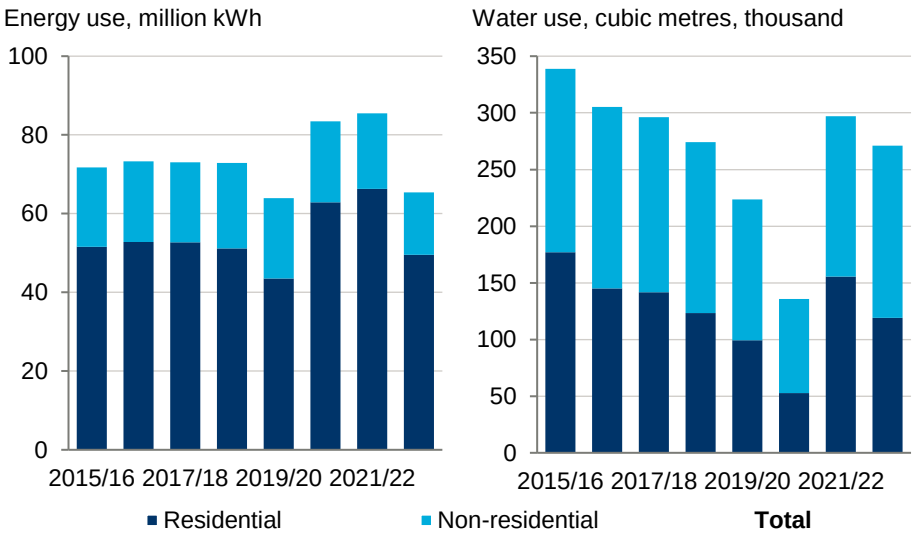
In comparison to the fossil fuels burned to generate energy, water is a relatively renewable resource, although an important metric to measure and monitor. **The University of Bath consumed 270,000 cubic metres of water in the academic year 2022/23.**[104,108] Approximately 152,000 cubic metres, or 56%, was consumed by residential premises, with the remaining 119,000 cubic metres (44%) consumed across the University's non-residential premises.

The University also produced 1.7 kilotonnes of waste mass in the academic year 2022/23. However, Scope 3 emissions from waste accounted for 0.1% of the total due to the nature of its disposal. None of its waste mass was sent to landfill, with 42% recycled, 26% used to create energy, 19% composted, and 13% of the waste was processed through anaerobic digestion.[104]

65 million

Total kWh of energy used by the University of Bath in the academic year 2022/23.

Fig. 35. Energy and water use, University of Bath, 2015/16 to 2022/23



Source: HESA, Oxford Economics. Note: may not sum due to rounding.

[108] A cubic metre is equal to 1,000 litres.

CASE STUDY: ADDRESSING THE CLIMATE EMERGENCY AND PROMOTING THE GREEN ECONOMY

The University of Bath is actively addressing the climate and ecological emergency through a range of initiatives that combine research and ambitious sustainability goals. As part of its Climate Action Framework, the University is committed to achieving net zero carbon emissions on campus by 2040.[109] An important part of achieving this target is achieving good management of gas and electricity. In November 2023, the University introduced its Thermal Comfort policy, designed to ensure buildings are not heated above necessary temperatures or for longer than required. The initiative has the potential to reduce the University's annual gas consumption by over 15%, curtailing emissions by up to 1,700 tonnes of CO_2-equivalent annually.[110]

The University's Sustainable Food Commitment aims to reduce the environmental impact of food provision across the campus, focusing on activities with the largest climate impact.[111] Outcomes of this initiative include 150,000 hot drinks sold in reusable cups, over 3,860 'Munch' boxes sold to reduce food waste, sourcing cows milk from a local dairy farm, and the sale of 548 'Too Good to Go' bags of short-dated food, equating to avoiding 1,370 kg of CO_2-equivalent emissions.

In addition to its operational efforts, the University is committed to a whole-institution response engaging its staff and students, through education and research programmes. Recent survey results show that 76% of respondents had adopted more sustainable behaviours as a result of the University's initiatives to embed climate change into the curriculum. The University also engaged its community through initiatives like Green Week, which in 2024 saw staff and students participate in webinars and competitions focused on sustainable living. The University has established a world-leading centre of excellence supporting the transport industry in the transition to net zero, IAAPS. It is fostering engineering innovation through the collaboration of industry, enterprise, and academia, aligning with the Council's aim to transition to net zero.[112]

The University of Bath also hosted Climate Fresk, a workshop hosted by the Faculty of Engineering and Design to empower students to take action on the climate crisis.[113] The workshop was attended by 400 students who learned about the science of climate change and were equipped with skills to drive real change. The University also contributes to climate education locally by hosting its annual One Young World Bath public event.[114] In March 2024, the event focused on climate action, justice, strong institutions, and good health and well-being serving as a platform for young people to collaborate, exchange ideas and explore solutions to the most pressing social issues. Featuring workshops and talks from international speakers, the event inspired participants to take action to drive positive change in the local area.

5. CONCLUSION

The University of Bath supports a range of positive economic and social impacts across the Bath & North East Somerset and UK economies. This report assesses the economic contribution the University's activities, including supply chain activity arising from procurement and spending wages paid to staff, and the spending of the students and visitors it attracts to the local economy. It details how GVA, employment, and tax receipts are positively impacted by the activity of the University.

We estimate that the University generated £510 million of GVA and sustained 7,100 jobs across Bath & North East Somerset through the academic year 2023/24. The University's economic footprint equates to 8.9% of local GVA, and 6.3% of employment across the local economy—it would rank as the seventh-largest employer across sectors of the Bath & North East Somerset economy. The economic footprint is centred on the University itself, which generated £352 million of GVA and employed 3,870 permanent workers, alongside the economic impact arising from spending of the University, its staff, its students, and visitors. Taken together, the University has a local employment multiplier of 1.83: a further five jobs are created or sustained across the Bath & North East Somerset economy for every six permanent staff employed. Across the national economy, the University generated a £986 million GVA contribution to UK GDP, sustaining 13,300 jobs across the UK workforce, and £202 million in taxes.

The economic benefits of the University of Bath extent beyond its economic footprint. The University is internationally recognised for its leading research, with 93% of research output classified as 'World Leading' or 'Internationally Excellent' according to the Research Excellence Framework, and we estimate that the £50.6 million invested in research & development (R&D) in the academic year 2023/24 will generate a productivity benefit equivalent to £20.8 million across the UK by 2040. The University's sought-after graduates tend to find employment in highly-skilled occupations, and in-demand sectors of the economy, such as business and public sector services. We estimate that the University's graduates in the academic year 2023/24 alone added £387 million to the UK's human capital stock.

The University also facilitates a range of entrepreneurial activity through spin-out companies. There were 57 active companies originating from the University in the academic year 2022/23, generating £37 million in turnover and supporting over 500 full-time equivalent (FTE) jobs according to HESA data. Through its contribution to the SETsquared Partnership, the University facilitates entrepreneurial activity through incubation programmes, mentorships, and access to funding, with 43 high-tech, high-growth start-up and scale-up members generating over £15 million of turnover in 2024.

[109] University of Bath, Climate Action Framework Principles, 2025.
[110] University of Bath, Climate Action Annual Report 2023-24, 2024.
[111] University of Bath, Top 10 sustainable food successes, 2023.
[112] IAAPS Advancing Propulsion, Moving the world towards zero emission, 2025.
[113] University of Bath, Biggest ever UK Climate Fresk workshops take place at University of Bath. 2024.
[114] University of Bath, One Young World Bath, accessed 2025.

The University of Bath facilitates a range of positive social impacts. The University attracts hundreds of students from among the most-deprived parts of the country, helping to tackle economic inequality by supporting skills and economic activity in these areas. Both the students enrolled at the University and its workforce are relatively ethnically diverse, employing more females and full-time employees than economy-wide averages. The University makes a positive civic contribution through its initiatives to improve access to digital skills for underrepresented groups, and the volunteering activities promoted by the University and its Students' Union. In the academic year 2023/24, initiatives run by the Students' Union and Student Community Partnership raised more than £150,000 for charities. The University supports positive health and wellbeing outcomes through its employment policies and through its health research and contribution to care provision. The University also adds to the cultural fabric of the city through supporting local cultural institutions and hosting cultural events. The University also helps to steer local policy by collaborating with local government and other civic institutions, as well as giving staff paid leave to engage in civic duties.

The University of Bath has committed to achieving net zero carbon emissions on Campus by 2040. The University generated 115 kilotonnes of CO_2-equivalent greenhouse gas emissions in the academic year 2022/23, mostly through its supply chain, with Scope 1 and 2 emissions (the University itself and the production of energy it uses) falling 40% since the academic year 2015/16. The University also used 65 million kilowatt hours of energy and 270,000 cubic metres of water in the academic year 2022/23. Initiatives to reduce gas consumption and promote sustainable consumption of food and drink contribute to the University's action to address the climate emergency, alongside a range of community and educational initiatives.

TECHNICAL ANNEX

THE UNIVERSITY'S ECONOMIC FOOTPRINT

Direct impact

Our estimate for the Gross Value Added (GVA) contribution to Gross Domestic Product (GDP) generated by the University of Bath is the sum of its surplus and employee compensation. This approach, the income method, is consistent with the principles of national accounting. Direct employment is the headcount of university staff, excluding non-payroll staff, such as contractors. Direct labour taxes, including Income Tax, and employee and employer National Insurance Contributions, and indirect taxes such as unrecoverable VAT and Business Rates have been supplied by the University.

Indirect (supply chain) impact

In order to quantify the multiplier effects arising from the University's operations, we have developed an economic impact model to assess the likely economic impact of the development and operational phases both locally and nationally. This model draws on a national input-output framework,[115] which tells us how much we expect firms to spend with domestic suppliers, and on what goods and services they are likely to purchase, across the UK economy. We adjust this input-output framework to reflect the industrial structure and productive capacity of the subnational geographies considered in our analysis, developing bespoke local and regional multipliers to capture the local economic impact of the University.[116] Our estimate of the indirect impact draws on data provided by the University on total purchases made by supplier. Mapping these to both locations and sectors within the UK economy.

Induced (wage consumption) impact

The induced impact is modelled in a similar way. Using compensation of employees and postcode data supplied by the University on the location of residence of its workforce, we can allocate spending to the location of residence. For workers in the supply chains, we used industry-specific ratios of employee compensation per unit of output, sourced from the input-output tables, to forecast how much household wages are supported among suppliers' workers. Both spending streams were fed into an economic impact model to calculate the total impact of this spending.

STUDENT SUBSISTENCE SPENDING

The University of Bath attracts students to the local area from other parts of the UK and abroad, and keeps students previously resident in the locality who would have otherwise gone elsewhere. The subsistence spending of these students would not otherwise occur in Bath & North East Somerset (or the West of England CA) and therefore forms part of the overall impact of the University.

Subsistence expenditure refers to all student spending on goods and services except for tuition fees. It includes, for example, the purchases of items required for facilitating their study—such as transport to the University and required books—as well as other consumer expenditure—including on food, leisure, and social activities. Payments to the University for accommodation, food, and other services are removed so as not to double count.

---

[115] Office for National Statistics (ONS), UK input-output analytical tables: industry by industry, 2025.

[116] Our methodology utilises so-called 'Flegg-adjusted Location Quotients (FLQs)', which are consistent with the latest approaches and evidence in regional input-output (I-O) modelling and regional science. Flegg & Tohmo, Estimating Regional Input Coefficients and Multipliers: Working Paper, 2013.

We draw on spending estimates from the Department for Education's Student Income and Expenditure Survey.[117] While this study focuses on domestically domiciled students, we assume that international students' spending is not significantly different in magnitude or composition. Students' expenditure in the survey is disaggregated into the following categories: living costs (including food, drink, and personal items), housing costs (including rent, mortgage costs, and Council Tax), participation costs (including books and stationery), and spending on children, if any. Our calculations reflect the differing scale and composition of spending by full-time and part-time students.

We adjust the spending to reflect the different lengths of academic years for undergraduate and postgraduate students, and the fact that international students are likely to go home less frequently than their UK equivalents. The Student Income and Expenditure Survey is based on an academic year of 39 weeks, while its methodology for valuing education exports assumes non-EU graduates spend 42 weeks at university, and postgraduate students 52 weeks.[118] To calculate how much expenditure the University of Bath brings into the area, it is necessary to calculate the number of 'additional' students. To do so, Oxford Economics compared students' term-time and home-time locations, allowing us to identify how many students live in the West of England CA, and how many of those are truly additional to the area.

VISITOR EXPENDITURE

The additional visitors the University attracts to the city and region come from other parts of the UK and overseas. The spending profile of the two types of visitors—domestic and international—differs by their origin. Therefore, two methods are used to calculate their spending impact. Additionally, alternative spending profiles are used for open day attendees and graduation ceremony guests, depending on their origin.

Domestic and overseas visitors

The University's home students also attract visitors. Although no information is available on how many visitors each additional student receives, data exists on the average spend of a visitor from each part of the UK to friends and relatives in each region. This study assumes that each student whose home domicile is outside of the West of England CA gets one visitor from their home region each year. With the likelihood that some students receive multiple family and friend visits during an academic year, and that parents are often involved in the transport of personal effects at the beginning and end of academic year, this is probably a somewhat conservative assumption. Estimates of domestic spending on overnight trips by region are drawn from VisitBritain estimates.[119]

A similar approach is taken for overseas visitors. While we do not have a full breakdown of international students by nationality for the academic year 2023/24, we draw on a combination of VisitBritain estimates derived from the International Passenger Survey and Tourism Satellite Accounts to estimate the amount and composition of spending by overseas visitors to friends and family from both EU and non-EU countries.[120] [121]

[117] Department for Education, Student Income and Expenditure Survey 2021 to 2022, 2023.
[118] Department for Business Innovation & Skills, Estimating the Value to the UK of Education Exports, 2011.
[119] VisitBritain, Great Britain domestic overnight trips, 2024.
[120] VisitBritain, Inbound visits and spend: quarterly, regional, 2024.
[121] Office for National Statistics (ONS), The UK Tourism Satellite Account, 2024.

Graduation ceremony visits

The University of Bath hosted graduation ceremonies through the academic year 2023/24 which were attended by 4,800 graduates. Many of these graduates and their guests will have travelled from across the UK, and overseas, to attend the ceremony. On average, it is assumed that a further 150 guests (including family members) will have travelled to Bath & North East Somerset for every 100 student attendees. People travelling from the South West are assumed to incur a day's spending,[122] while those from other regions and international visitors were assumed to stay the night to attend. The spend of domestic and international graduation attendees was calculated following similar methodologies to those used for visitors to current students.

Open day visits

The University of Bath hosted several open days which were collectively attended by 8,100 prospective students in the academic year 2023/24. The University has provided postcode data on the origin of visitors, all of whom are assumed to be domestically domiciled. As with graduation ceremony visits, we assume that a further 150 guests (including family members) will have travelled to Bath & North East Somerset for every 100 prospective student attendees.

WIDER ECONOMIC BENEFITS

R&D spillovers

For our R&D productivity analysis, we used our in-house econometric model to explain how R&D expenditure in different sectors contributes to productivity growth. The modelling approach was adopted from Badinger & Egger (2008) who adopted a spatial econometric approach to estimate intra-industry and inter-industry productivity spillovers in TFP (total factor productivity) transmitted through input-output relations in a sample of 13 OECD countries and 15 manufacturing industries.[123] Our methodology follows a similar approach, with a larger dataset with more countries and more recent data. To account for the spatial element, a spillover matrix is constructed using the latest Social Accounting Matrices for each country from the OECD, broadly following the approach in Coe, Helpman & Hoffmaister (2019).[124]

It is hard to predict when the benefits of R&D, either through improvements in knowledge and processes or new products, will begin to appear in the economy. The time period for these benefits is heavily dependent on the nature of R&D being undertaken. However, our econometric modelling suggests that by 2040, the UK economy is likely to have achieved the estimated efficiencies associated with the R&D spending, which will persist each following year.

Boost to the UK's human capital stock

In measuring the impact of the University of Bath on the UK's human capital stock, we used ONS' estimates of the value of the UK's human capital stock.[125] This is an income-based approach that uses the sum of discounted lifetime earnings of individuals to calculate their level of human capital. This approach relies on the assumption that labour is paid according to its marginal productivity, as differences in productivity are calculated as differences in income.

[122] VisitBritain, Great Britain domestic day visits, 2024.
[123] Badinger & Egger, Intra-and inter-industry productivity spillovers in OECD manufacturing: A spatial econometric perspective, 2008.
[124] Coe, Helpman & Hoffmaister, International R&D Spillovers and Institutions, 2009.
[125] Office for National Statistics (ONS), Measuring the UK's human capital stock, 2010.

To this end, we developed a database of lifetime earnings, which represent the economic value of each individual's labour market activities, for different education levels. We then estimated the increase in the lifetime earnings of the University's graduates as a result of having achieved an undergraduate degree at the University. The increase in lifetime earnings was discounted to give a net present value of the increase in economic output.

This calculation assumes that the higher wages of graduates reflect their greater marginal productivity. In reality, other determinants of wages include place-specific dynamics of (local) labour demand and supply, collective bargaining, prevailing price levels, etc.

Moreover, the difference in the lifetime earnings of graduates is assumed to reflect the value of education delivered by the higher education institution, as proxied by the award of a qualification. However, other structural variations between these two groups (such as their aspirations, expectations, self-belief, etc.) may also drive some of the observed divergence in lifetime earnings.

OXFORD
ECONOMICS

Global headquarters
Oxford Economics Ltd
Abbey House
121 St Aldates
Oxford, OX1 1HB
UK
Tel: +44 (0)1865 268900

London
4 Millbank
London, SW1P 3JA
UK
Tel: +44 (0)203 910 8000

Frankfurt
Marienstr. 15
60329 Frankfurt am Main
Germany
Tel: +49 69 96 758 658

New York
5 Hanover Square, 8th Floor
New York, NY 10004
USA
Tel: +1 (646) 786 1879

Singapore
6 Battery Road
#38-05
Singapore 049909
Tel: +65 6850 0110

Europe, Middle East and Africa

Oxford
London
Belfast
Dublin
Frankfurt
Paris
Milan
Stockholm
Cape Town
Dubai

Americas

New York
Philadelphia
Boston
Chicago
Los Angeles
Toronto
Mexico City

Asia Pacific

Singapore
Hong Kong
Tokyo
Sydney
Melbourne

Email:
mailbox@oxfordeconomics.com

Website:
www.oxfordeconomics.com

Further contact details:
www.oxfordeconomics.com/about-us/worldwide-offices