



Universities UK

Higher education in a Brexit world

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Universities UK

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THIS. IS. NOT. NORMAL.

The current political climate



The current climate for HE



Challenges

- Brexit and immigration
- Review of post-18 education funding
- Office for Students and student expectations

Opportunities

- Regional role of universities
- International role of universities
- Enhancing the student experience
- Public benefits / MadeAtUni



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Brexit

Brexit priorities



1. Settled status arrangements for EU staff
2. Immigration system with minimal barriers
3. Erasmus +
4. Horizon Europe
5. Structural funding
6. Recognition of qualifications
7. No Deal planning



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Post-18 review of HE and FE funding in England

Policy and political drivers for the review



VfM and efficiency: reducing the average fee or greater differentiation?

‘Rebalancing’ funding towards further education

Improving support for flexible learning to meet skills needs

Addressing concerns about student living costs

Our five key principles

1. All those qualified and who wish to enter higher education should be able to do so under a system that is fair, accessible and progressive.
2. The system should support national and local productivity and economic growth by providing a sufficient supply of higher-level skills.
3. The system should be stable and sustainable with the cost shared between taxpayers and graduates.
4. Sufficient support should be provided to cover both living and tuition costs.
5. The system should be easy to understand and transparent.



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Regulation and student expectations

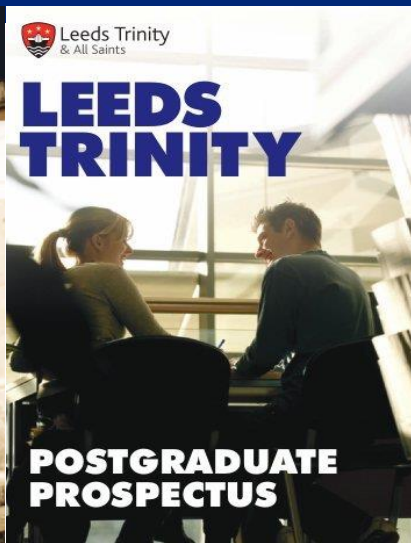
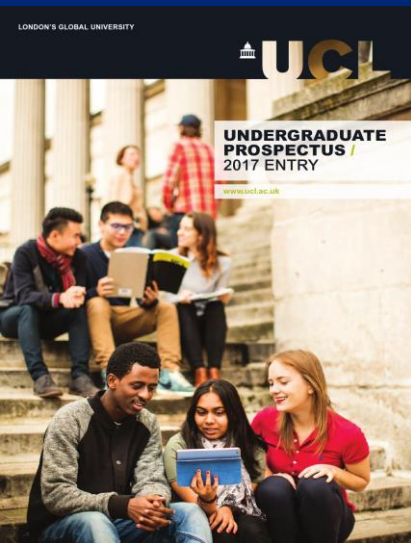
HE regulator



Office for
Students



Value for money



EDUCATION, CONSUMER RIGHTS
AND MAINTAINING TRUST
WHAT STUDENTS WANT
FROM THEIR UNIVERSITY



Top 3 things students value from their university

- A service in return for tuition fees
- Personalised advice and support
- A collaborative relationship with university staff

Source: ComRes (2017)



The voice of
universities

They said...





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Regional role of universities

Regional role of universities

THE INDUSTRIAL STRATEGY AND UNIVERSITIES



#YesUniCan

81%

The proportion of 18-year-olds from the most disadvantaged areas applying for higher education has increased by 81% since 2006.

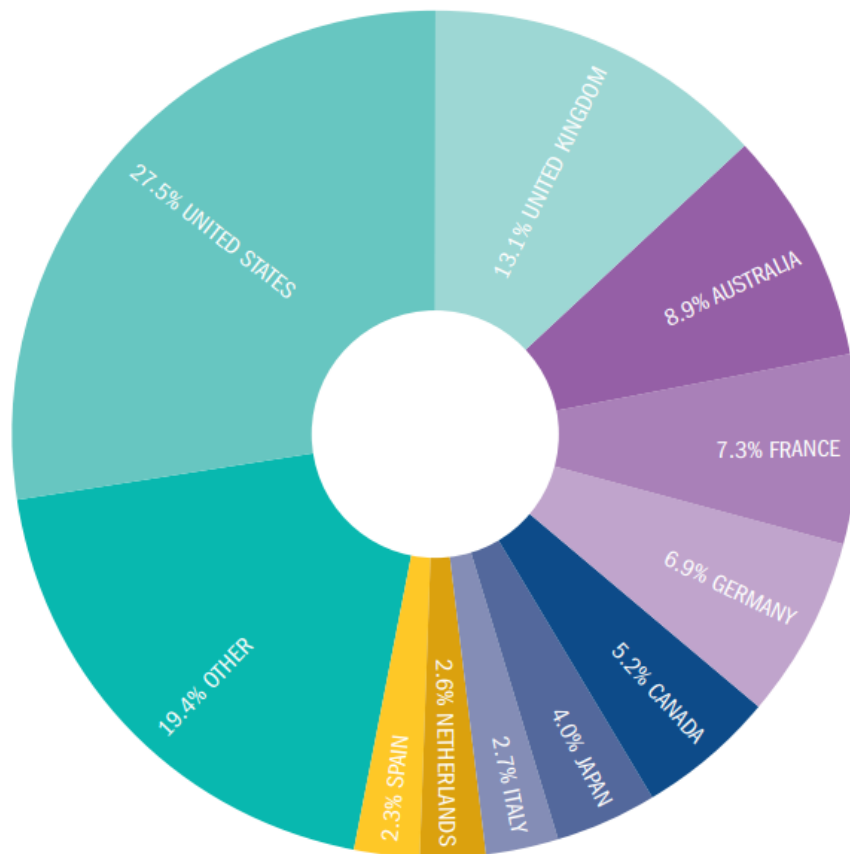
**OPPORTUNITY
FOR EVERYONE**



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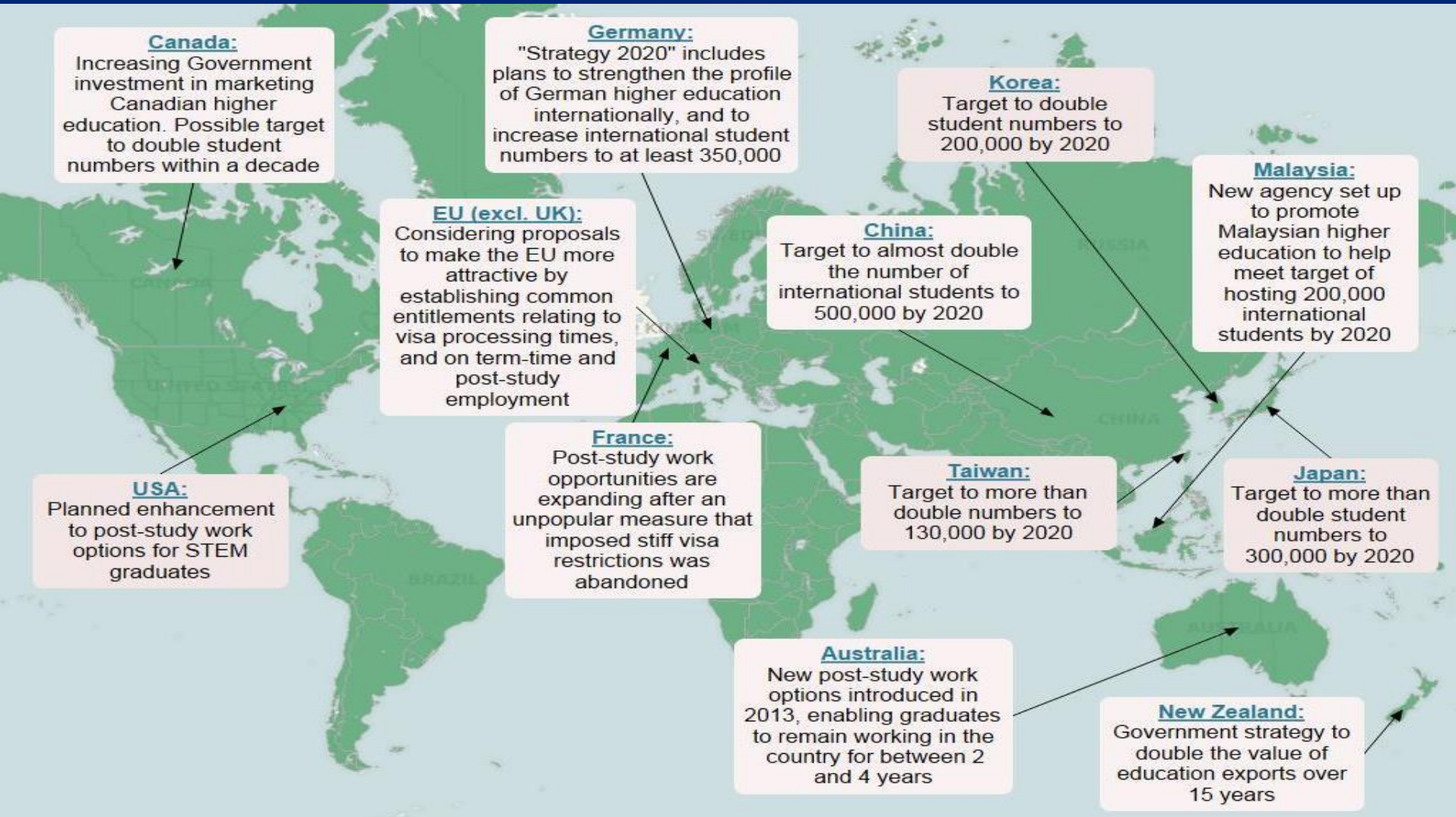
International role of universities

Internationalisation of UK higher education



- » The UK is the second largest destination for international students in the world, with 458,490 international students
- » Almost 20% of students in the UK are international
- » There are 707,915 students undertaking UK transnational education across the globe
- » 30% of academic staff at UK universities are international
- » 54% of UK research publications have an international co-author
- » 17% of UK research funding comes from overseas sources

Our global competitors





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Enhancing the student experience

Supporting students



CAREERS ADVISORY
SERVICES



GRANTS TO STUDENT
SOCIETIES & UNIONS



STUDENT
COUNSELLING



HEALTH
SERVICES



ACCOMMODATION
OFFICES



SPORTS
FACILITIES



CRECHES



TRANSPORT OF STUDENTS & STAFF
BETWEEN SITES



“
AS A MUM WITH TWO DAUGHTERS,
FULL-TIME STUDY WAS CHALLENGING
AT TIMES. I WANT TO SHOW THEM
THAT IF THEY WORK HARD ENOUGH,
THEY CAN DO ANYTHING THEY SET
THEIR HEART ON.

”
**OPPORTUNITY
FOR EVERYONE**

#YesUniCan



KATHRYN

—
University of
South Wales



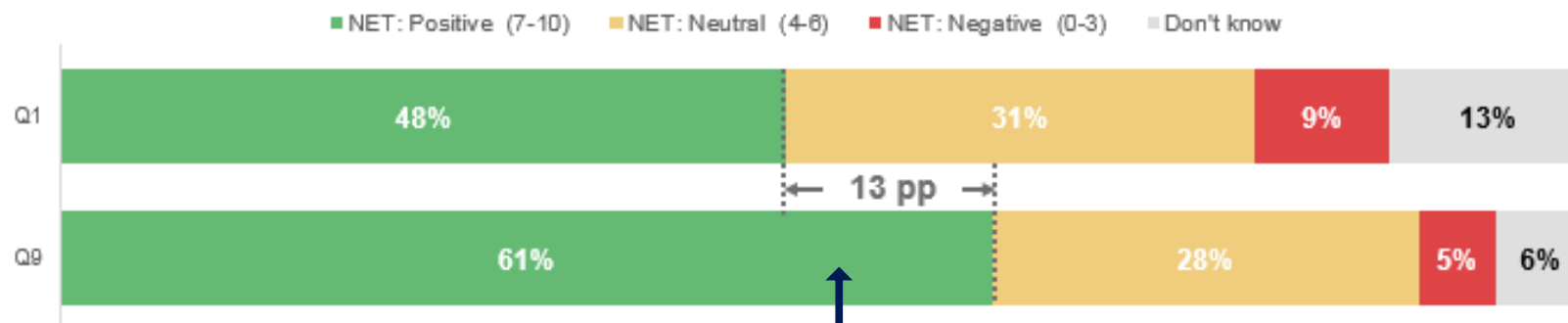
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Improving public sentiment and understanding

- *“Graduates do not think their degrees were worth the money...”*
- *“Undergraduates are discontented with teaching...”*
- *“The public think universities are extravagant and wasteful...”*
- *“Ethnic minorities feel excluded from universities...”*



Public sentiment towards universities: pre and post information being shared



Sharing information drives positivity towards the sector

The prism through which universities are seen tends to be the undergraduate student experience

This means that postgraduate study or research is rarely front of mind; however, when presented with information about university research, the public are overwhelmingly positive about it.

There is a real interest in universities' role in their local community, but this is the area of impact least understood or recognised

Just **31%** say that universities have a positive impact on their local community, while
40% feel that they are not informed to any extent about the impact of universities on their local community

Whilst not thought of spontaneously, research is seen as the single biggest benefit of universities

Messages that are most effective in driving positivity towards universities

Our universities lead the world in research, such as breakthroughs in cancer and other medical treatments, and improving everyday life through new digital technology

20%

The UK has a shortage of engineers, doctors and scientists; universities are essential in training these people

16%

Our national economy is £73 billion better off each year because of UK universities

12%

Showing top 3 responses, % selected (single answer option only)

"Like the research – it's certainly a positive thing" Public workshop, London

A lack of understanding of universities' impact creates a risk that even the most positive lack ammunition to advocate for the sector



- Only a minority say they feel informed to a great extent about what we do
- In the workshops it was apparent that the majority of people rarely think about universities, largely finding the sector irrelevant

***BUT* there is a high level of nascent pride in the sector and belief that we are amongst the best in the world**



73%

agree UK universities are globally recognised for their outstanding research



70%

agree UK universities have an important role to play in meeting the challenges the UK faces

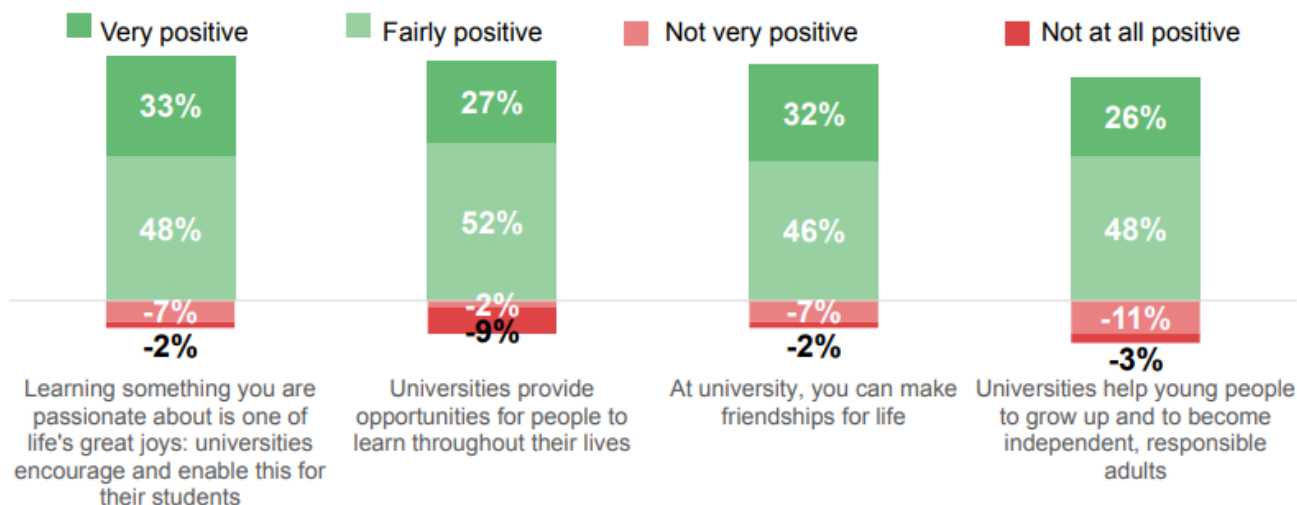


70%

agree UK universities are amongst the best in the world

At an individual level, universities provide a space for young people to make friends for life, have new experiences and to mature...

Messages that are most effective in driving positivity towards universities: 'soft' benefits



- Whilst these messages work well quantitatively, qualitatively responses are more mixed, with some seeing them as 'self indulgent'
- These can exacerbate feelings of elitism, particularly for low-income households, or first generation university students

Implications for messaging: These messages should be secondary to communications about 'harder' benefits, or those which accrue to people / communities beyond individual students



FEATURED STORIES



GLASGOW SCHOOL OF ART

The ultrasound scan

The design of the diagnostics obstetrics ultrasound by the Glasgow School of Art has been hugely significant...



UNIVERSITY OF THE WEST OF ENGLAND,
BRISTOL

Turning urine into electricity

The PEE POWER® system is turning urine into electricity, with a huge positive global impact.



HERIOT-WATT UNIVERSITY

Revolutionising help for the homeless

I-SPHERE uses research to drive change for people affected by extreme disadvantage.



The Guardian

Cultured robots and prison record labels: the UK's research breakthroughs

A list of the UK's top 100 discoveries showcases on the ground-breaking projects happening in universities
View 1 Dec 2018 07:00 GMT



TV, safer scrums and the living wage 'among top university breakthroughs'

The list, which was published by Universities UK (UUK), celebrates the discoveries which have had a transformative effect on people's lives.

PA Last updated: 6 December 2018 - 12:11am



The invention of the television, improved rugby scrumming technique and the living wage have been named among a list of the top breakthroughs by UK universities.

The list, compiled by Universities UK (UUK), aims to celebrate significant inventions, discoveries and social initiatives made by academics over the years which have had a transformative impact on people's everyday lives.

MailOnline

Telling vegans to eat cress, making electricity from URINE and giving robots to the elderly: Top UK university breakthroughs of all time

- It covers health, tech, family, environment, sport and culture and community
- The list celebrates research which has transformed people's everyday lives
- Research from the University of the West of England (UWE) found a way to make viable electricity from human urine

By JOE PINKSTONE FOR MAILONLINE

PUBLISHED: 00:06, 6 December 2018 | UPDATED: 12:05, 6 December 2018

THE IRISH NEWS

Pantridge makes 100 best breakthroughs list

Simon Doyle

682 views | Dec 12, 2018, 10:13am



682 views | Dec 12, 2018, 10:13am

These Are The UK's Top University Breakthroughs



Paul Armstrong Contributor @Enterprise & Cloud



Water-repellent phones and flatscreen TVs among top tech innovations from UK universities

Jeff Parsons Thursday 6 Dec 2018 10:08 am

ITV REPORT 6 December 2018 at 12:04am



TV, safer scrums and the living wage 'among top university breakthroughs'



06:40 E ON SKY NEWS CATCH UP AND THE SKY NEWS APP FOR SKY Q MORE NEWS AND ANALYSIS ON THE SKY NEWS DAILY PC

UK universities celebrate best breakthroughs

EDUCATION

By Richard Vaughan
EDUCATION CORRESPONDENT

A toilet that flushes without water, the establishment of the Living Wage and the development of penicillin have all been named on a list of the 100 biggest breakthroughs to come out of a UK university.

The list is part of a campaign, called MadeAtUni, which aims to celebrate some of the most significant developments from university faculties that have had an impact on people's everyday lives.

As well as some of the more well-known advances, such as ultrasound, MRI scanners and genetic fingerprinting, are other less famous successes, including creating new scrum techniques to make rugby safer and discovering a new enzyme to break down plastic.

Compiled by Universities UK (UUK), the umbrella group for UK universities, the list is intended to show that the higher education sector does "more than just teach students".

Professor Dame Janet Beor, president of UUK, said: "Universities really do transform lives. The technology we use every day, the medicines that save lives, the teachers who inspire - all come from UK universities and the important work being done by academics up and down the country."

"The UK's Best Breakthroughs list is a testament to the difference that universities make to people's lives and we want everyone to join us in celebrating the work they do."

University challenges Historic advances

Among the 100 best breakthroughs by UK universities are:

University of Aberdeen The world's first full-body MRI scanner

University of Strathclyde The invention of television

University of Winchester Cutting waste by using recycled chewing gum to create reusable coffee cups

Canterbury Christ Church University Research into the benefits of singing

Cranfield University Nano membrane toilet (pictured)

University of Chichester Rock star drumming to help autistic children

University of the Arts London Helping refugee journalists

Royal Central School of Speech and Drama Theatre workshops in Indian slums

De Montfort University Building houses from plastic bottles

Imperial College London Smart baby buggy for the visually impaired

University of Brighton Using football to resolve conflict in divided communities



World Rugby @WorldRugby

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.@UniofBath rugby research in list of 'most significant' university breakthroughs, helping to make the game safer for players across the globe #MadeAtUni

bath.ac.uk/announcements/ ...

University of Bath @UniofBath

Today we join universities across the UK in celebrating the ways that universities have improved everyday life with @UniversitiesUK's #MadeAtUni. See the 100 leading breakthroughs and find out more at MadeAtUni.org.uk

1:52 AM - 6 Dec 2018

13 Retweets 28 Likes

13 28

AlzheimersResearchUK @ARUKnews

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27 @UniversitiesUK institutions
136 active research projects
Over £26m pounds

Breakthroughs in medical science are #MadeAtUni by our pioneering dementia researchers!



6:23 AM - 6 Dec 2018

6 Retweets 15 Likes

Versus Arthritis @VersusArthritis · Dec 13

Did you see our post last week about our research making its way into the #MadeAtUni's UK's 100 Best Breakthroughs? We're thrilled to see the STarTBack approach being recognised for helping millions defy chronic back pain. Read more:



Our research has been recognised for helping millions defy chronic ...
Pioneering research into back pain funded by Versus Arthritis, has been named among the 100 best breakthroughs developed within a university. versusarthritis.org

12 24

sky Sky News @SkyNews

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Technology innovations by UK universities have been celebrated in a new list



Penicillin to MRI: British universities' greatest inventions
The transformational impact of the top technology innovations by UK universities have been celebrated in a new list. news.sky.com

2:18 AM - 6 Dec 2018

11 Retweets 20 Likes

3 11 20

England Rugby @EnglandRugby · Dec 6

Making the game safer for over 9 million players ★

Find out why @UniversitiesUK has named @UniofBath's research into injury prevention in rugby among the most significant university breakthroughs of the year: bit.ly/2zMwTc8



18 73

Guardian photos @guardianphotos · Dec 7

Cultured robots and prison record labels: the UK's research breakthroughs
#madeatuni
theguardian.com/education/gall...
@MadeAtUni



11 11

SantanderUKNews @santanderuknews

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Having supported Universities across the UK over the past 10 years, it's great to see the #MadeAtUni campaign up and running! Santander Universities supports education, employability and entrepreneurship through 84 partnerships and are truly inspired by the amazing work they do.



8:43 AM - 11 Dec 2018

2 Retweets 16 Likes

2 16

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