



UNIVERSITY OF  
LIVERPOOL

AMION  
CONSULTING



# ECONOMIC & WIDER IMPACTS

EXECUTIVE SUMMARY 2024



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## THE UNIVERSITY OF LIVERPOOL: A LEGACY OF ADVANCEMENT

**Founded in 1881 with the mission “For the advancement of learning and ennoblement of life”, the University of Liverpool has consistently pursued excellence in education, research, and community impact. As it approaches its 150th anniversary, the University is implementing Liverpool 2031, its new strategic framework, to propel it into the Top 100 universities worldwide.**

### **Assessing the University’s impact**

To measure progress towards this ambitious vision, AMION Consulting was commissioned to assess the economic and broader contributions of the University. This study aims to evaluate the University’s current standing, highlight the diverse benefits it brings to the Liverpool City Region (LCR) and beyond, and guide future strategies in alignment with Liverpool 2031.

### **A major economic driver**

With 28,680 students, more than 7,800 staff (6,001 full time equivalent), 77 departments, and an annual income exceeding £675 million, the University of Liverpool is a substantial organisation. Its activities extend beyond teaching and research to include significant contributions to economic development, cultural enrichment, community engagement, personal development, environmental sustainability, and social justice.

Overall, the University activities in 2022/23 are estimated to have generated up to £1.2 billion Gross Value Added and 15,870 jobs in the LCR. This means the University contributes over 3% of the total LCR economy’s GVA and creates 1 in every 50 jobs. At the national level, the impact is up to £2.2 billion GVA and 26,630 jobs per annum.

## LIVERPOOL STUDENTS RECEIVE HIGH-QUALITY TEACHING

**The University of Liverpool offers over 400 undergraduate and postgraduate programmes, graduating approximately 9,000 students each year.**

It boasts a global alumni network of 270,000 individuals across 180 countries, reflecting its international reach and impact.

Student satisfaction is notably high, with survey data showing a strong endorsement of the University by its students, particularly regarding their willingness to recommend it to others. Graduates of the University of Liverpool benefit from significant wage premiums. For the 2022/23 academic year, this is projected to result in an annual wage uplift of £230.8 million (in 2024/25 prices), highlighting the economic advantages of studying at the University of Liverpool.

This equates to an average wage premium per graduate/post graduate of £8,424 per annum.



## RESEARCH EXCELLENCE AND KNOWLEDGE EXCHANGE

91% of the University's research is rated as world-leading or internationally excellent by the Research Excellence Framework (REF) 2021.

The 2024 Knowledge Exchange Framework placed the University in the top quintile (Quintile 5, representing very high engagement) for Research Partnerships, Intellectual Property and Commercialisation, Working with Business and Working with the Public and Third Sector.

### **Research Income and Economic Impact:**

In 2022/23, the value of research awards amounted to £160.7 million, with contributions from Research England, UK Research Councils, and other sources. Research and productivity spillovers from the University contributed £183 million in GVA and supported 2,440 jobs in the LCR, while across the UK, the research impact generated £808 million in GVA and created 9,380 jobs.

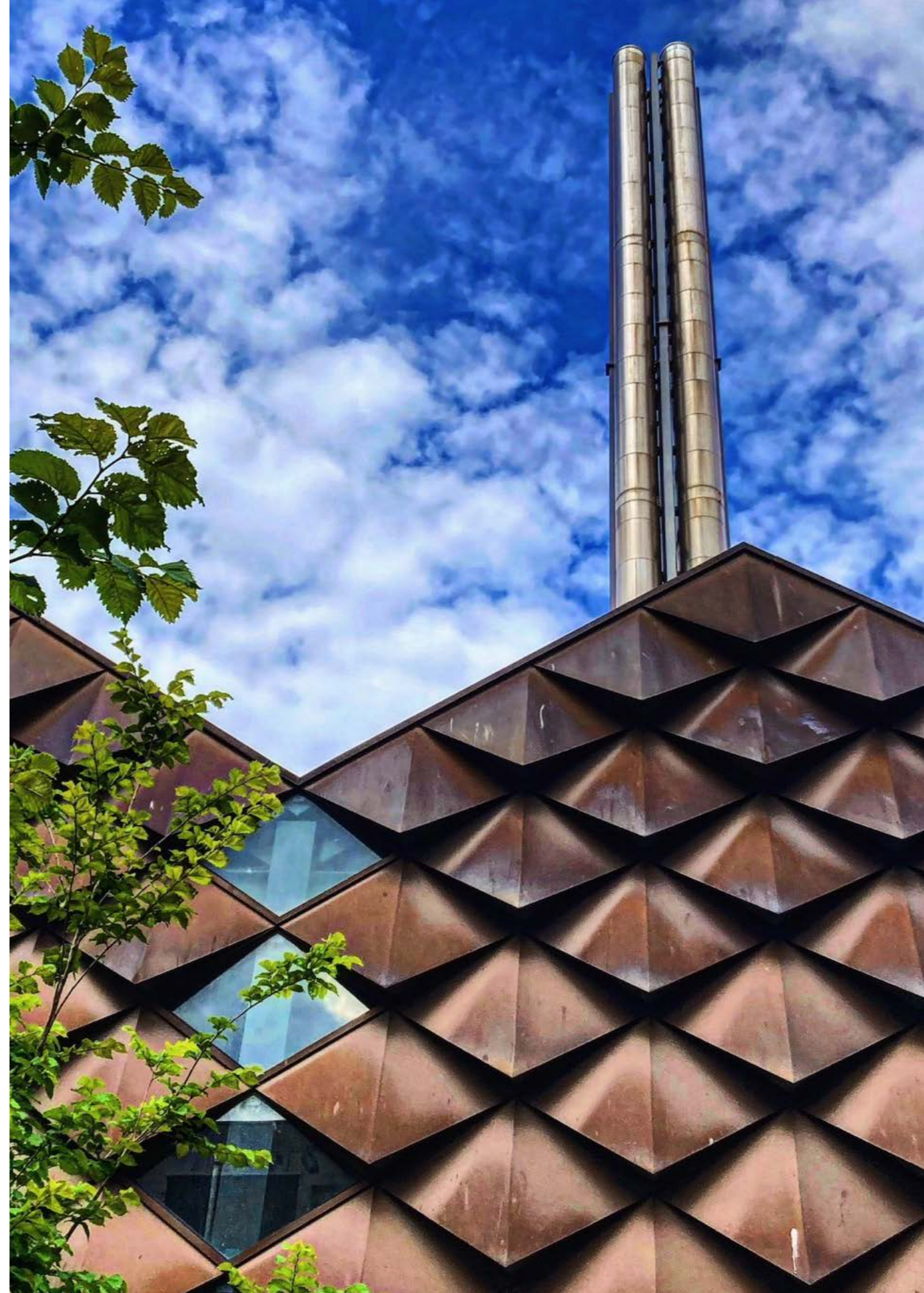
### **Knowledge Exchange:**

The University's commitment to excellence in research is further exemplified by its knowledge exchange performance. The University maintains extensive research collaborations, involving 1,300 organisations and 322 projects across 40 countries. It also plays a pivotal role in fostering enterprise and innovation, including the investment of £5.6 million into new proof of concept and spin out projects since 2018, and supported the formation of 7 spin-outs and 32 start-ups in the 2022/23 academic year alone. The University's knowledge exchange activities, including intellectual property licensing and spin-outs contribute £39 million GVA and 590 jobs in LCR, while at the UK level, knowledge exchange impacts extended to £66 million GVA and 770 jobs.

Key long-running research collaborations include:

- The Materials Innovation Factory (MIF) established with Unilever, hosting over 200 of their R&D staff, with breakthroughs supporting Unilever's product sales by over £500 million annually since 2018. The relationship between Unilever and the University goes back over 100 years.

- The Digital Innovation Facility (DIF) at the University of Liverpool is a state-of-the-art research centre dedicated to maximising the potential of emerging technologies. It provides a collaborative environment for academic research and industry partnerships, focusing on areas like immersive simulation, visualisation, big data, artificial intelligence, robotics, and autonomous systems.
- The National Biofilms Innovation (NBIC) Centre, a collaboration with the University of Edinburgh, the University of Southampton, and the University of Nottingham, has worked with over 250 industry partners and produced a £204 million economic impact in its first 7 years.
- The Virtual Engineering Centre (VEC), founded with funding from National Nuclear Laboratory & BAE Systems, works with a range of partners, supporting advancements by utilising the latest digital technological innovations.
- The Pandemic Institute is a 7-way partnership between local Liverpool academic, health and civic partners. Established in 2021, the Institute has attracted over £25 million in funding in its first 18 months.
- CLEAN – Air (Africa) Global Health Research Unit is a Global Health Research Group with researchers from across the UK and sub-Saharan Africa. Research by the unit has revealed that cooking with polluting fuels in the region leads to over 680,000 premature deaths annually.



## SUPPORTING LOCAL ECONOMY AND COMMUNITIES

### Staff Spending:

The University employs 7,842 staff members, with 32% in academic roles, 13% as researchers, 10% in technical positions, and 44% in professional services. 74% of these staff live within the LCR. Their spending injects an estimated £105 million into the local economy. This spending results in direct GVA impacts of £45 million and supports 590 local jobs. When considering the broader UK impact, this rises to £61 million in GVA and 741 jobs. Additionally, staff contribute through volunteering and enriching Liverpool's cultural landscape.

### Student Spending:

The city region is known for being student-friendly, and students play a significant role in boosting the local economy. Most students live within the LCR, where their combined domestic and international student spending totals £150.8 million and £108 million, respectively. A bespoke survey of student expenditure highlights its positive effect on various sectors. This spending supports a total GVA impact of £312 million and creates 3,870 jobs in the LCR, increasing to £352 million in GVA and 4,080 jobs across the UK.

### Boosting the tourism economy:

The University also plays a crucial role in local tourism by attracting visitors, including friends and family of students and staff. Visitors associated with students contribute an estimated £11.8 million from domestic trips and £4.2 million from overseas visits to local businesses. This translates to a total GVA impact of £17 million and supports 275 jobs in the LCR, with the impact rising to £21 million and 315 jobs across the UK. Furthermore, this figure does

not include graduates who return to visit the city which was highlighted as a further local economic driver by a bespoke survey of alumni conducted for this research.

### Student Volunteering:

Approximately 13% of University of Liverpool students volunteer weekly, averaging 5 hours per week, which totals around 233 hours of volunteering per academic year. In the 2022/23 academic year, this equated to approximately 3,980 students contributing around 925,549 hours.

### Cultural Impact:

The University of Liverpool contributes significantly to the cultural life of the city, hosting events, public lectures, and performances. In 2022/23, the University hosted over 27,000 attendees at public conferences and lectures, 24,000 at cultural events, and over 120,000 visits to its exhibitions and gardens, contributing an additional social value of £1.3m per annum through cultural activities. The University also frequently collaborates with key local cultural institutions such as National Museums Liverpool and Tate Liverpool codeveloping exhibitions and event programmes, jointly undertaking research, and contributing to student courses.

The University uplifts local communities by providing valuable services to LCR residents, such as the Law Clinic which provides legal advice to 485 clients (93% from Merseyside), informal education opportunities for all ages at the Ness Botanical Gardens events programme and the Leahurst Veterinary Campus' Vet Fest receiving around 9,000 attendees in 2023/24.





## ENHANCING STUDENT EXPERIENCE AND DIVERSITY

The University of Liverpool is not only committed to delivering an outstanding educational experience for its students but also plays a vital role in enriching the city's vibrancy, diversity, and cultural landscape.

### **Student Satisfaction:**

In 2024, the University received high scores from 4,200 students in the National Student Survey, with 90% satisfaction in learning resources, 87% in academic support, and 76% in assessment and feedback.

### **Student Diversity:**

The University's community is enriched by a growing number of international students, first generation students, LGBTQ+ individuals, and students with disabilities. International student numbers have grown from under 20% in 2012/13 to over 30% in recent years.

### **A lively campus:**

The guild promotes accessible experiences for students with no membership fees for its over 220 student-led societies, its popular "Give it a go" Programme, busy programme of live music events with big names such as Fatboy Slim, The Libertines, and KSI.

### **Opportunities:**

The University provides students with a wide range of opportunities to expand their horizons and develop life skills including around 400 students taking study abroad opportunities, the guild facilitating volunteering opportunities through partnerships with local charities, and on-campus work opportunities.

### **Careers:**

The University has an extensive package of career support for students and graduates, with a particular focus on supporting those who face barriers, biases and unequal access to progression and future success. In 2023/24, there were over 22,000 Career and Employability Service interactions.

"The friendliness of Liverpool (Uni and city) helped me develop my own social skills and confidence and was the basis of many friendships that I still maintain today."

Student providing quote in 2024 looking back at their time at university in 1989

"I have just emailed my friends from Liverpool about our next get together. We are now all 70. 1972 will always be the turning point in our lives and 3 years of magic memories."

Student providing quote in 2024 looking back at their time at university in 1975

## FROM GLOBAL REACH TO LOCAL IMPACT

The University of Liverpool exerts a global impact through its international activities and collaborations. Its extensive international presence drives worldwide impact. In addition to its campus-based offer, the University is recognised as a European leader in 100% online postgraduate education.

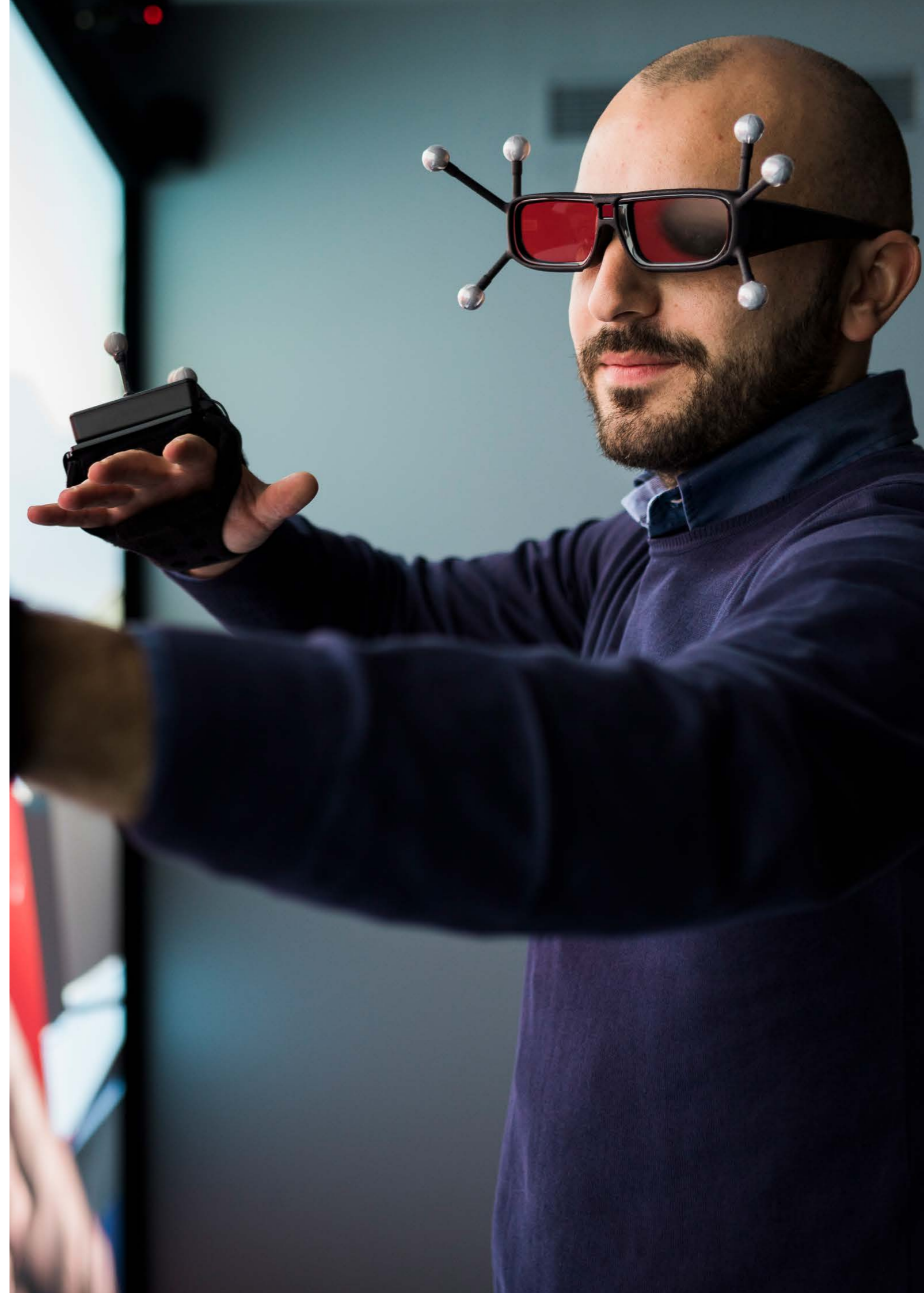
The University has students from more than 160 countries and partnerships with institutions in Asia, Africa, Europe and North America. Additionally, the University hosts over 7,700 international students, and supports a global network of over 270,000 alumni. This is bolstered by a dedicated international team that facilitates these connections and enriches its global impact. Its global reach is further strengthened by collaboration on over 322 research projects worldwide.

### **Promoting Social Mobility**

The University actively promotes social mobility, engaging extensively with local schools, providing financial aid and outreach to promote higher education access. University education is a significant social mobility driver and over half of alumni in a bespoke survey reported that their university experience contributed positively to their social mobility. The University consistently performs in the top three English Russell Group Universities for enrolment of students from postcodes with the lowest higher education participation.

### **Driving social and cultural contributions:**

The University of Liverpool continues to deliver substantial economic, social, and cultural benefits. As it looks to the future, its new strategic framework will build on these achievements to further enhance its impact, both locally and globally.



## LOCAL ECONOMIC DEVELOPMENT – AT A GLANCE:

**1 in  
50 jobs**

in the **Liverpool City Region**  
is supported by the University.

**£1.2 billion in Gross  
Value Added**

contributed to the Liverpool City Region  
economy, **this is 3.4% of the economy.**

**15,870 jobs**

supported in the Liverpool City Region economy

## STUDENT CONTRIBUTION – AT A GLANCE:

The University offers over

**400 undergraduate  
and postgraduate**

programmes and produces approximately

**9,000 graduates a year**

University of Liverpool students spend

**£258.8 million each year**

University students volunteer around

**925,549 hours**

each year which generates

**£9.7 million in social benefits**

Student spending generates

**£312 m**

**Gross Value Added in Liverpool  
City Region and supports  
3,865 jobs**



## NATIONAL CONTRIBUTION – AT A GLANCE:

The University  
supports

**26,630**  
**jobs**  
**nationally**

The University contributes

**£2.2 billion in Gross Value Added**

to the national economy.

The University

**enhances social mobility**

of its students through its recruitment (16.2% from the underrepresented neighbourhoods) and out-reach programmes (over 7,000 young people in 2022/23).

## CULTURAL CONTRIBUTION – AT A GLANCE:

The University's cultural and tourism activities engage over **150,000 people annually**, with public conferences and lectures drawing 27,000 attendees and cultural events attracting **24,000 visitors each year**.

The University also plays a substantial role in the Visitor economy, generating **£17 million in Gross Value Added** for the Liverpool City Region and supporting **275 local jobs**.

The University's cultural activity contributes **£1.3 million of social value** annually; enhancing the cultural landscape of the region.





## RESEARCH AND KNOWLEDGE EXCHANGE CONTRIBUTION – AT A GLANCE

The University of Liverpool's  
research income for 2022/23  
**was £160.7 million**

**Research and productivity spillovers** from the University contributed **£183 million in Gross Value Added and supported 2,440 jobs in the Liverpool City Region**, while across the UK, the research impact generated **£808 million in Gross Value Added and created 9,378 jobs.**

Knowledge exchange impacts included **£39 million Gross Value Added and 590 jobs in Liverpool City Region**

while at the UK level, knowledge exchange impacts extended to **£66 million Gross Value Added and 770 jobs.**



