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Strategic Property Advice to the Education Sector

EPSOM AND EWELL BOROUGH COUNCIL

PLAN E AREA ACTION PLAN: HEARING SESSIONS

BASIC FACTS ABOUT UNIVERSITY FOR THE CREATIVE ARTS

1. The Institution is the result of a merger of two organisations viz The Surrey Institute of Art & Design and Kent Institute of Art and Design.
2. UCA operates from five campuses viz Canterbury, Epsom, Farnham, Maidstone and Rochester.
3. Types of courses offered: UCA is one of the UK's leading providers of specialist art and design education, offering strengths in art, design, architecture, media and communication.
4. Number of employees at Epsom: approximately 116 Full Time Equivalents, plus 277 sessional staff.
5. Numbers of students at Epsom: approximately 1,600 anticipated in current year (2010-2011).
6. Development of the Epsom Campus:-
 - a) Outline planning permission (Ref No: EPS/98/0117) was granted for an "overall masterplan" for the Epsom campus, which envisaged an extra 6,100 square metres of teaching accommodation and a further 54 student bedspaces. The bedspaces, and approximately 2,100 sq metres of teaching accommodation, have been constructed, and a further 1,880 square metres is currently under construction (as at September 2010), leaving a balance in excess of 2,100 sq metres.
 - b) Given that guidance at the national and regional levels has subsequently emphasised the importance of developing sites to their reasonable maximum development potential, the 1998 outline planning permission may well understate the development potential of the site.
7. Student residential accommodation. Numbers in purpose-built or purpose-adapted student residential accommodation at Epsom – approximately 217. But there are more than 350 first year students, and UCA (in common with many Higher Education Institutions) likes to accommodate as many first year students as possible.
8. In addition, UCA is committed to working with the communities within which its campuses are located, and one of the ways in which this is expressed at Epsom is that UCA works closely with local schools as part of its widening participation and fair access agenda.
9. Moreover, UCA also periodically runs a number of local Continuing Professional Development, business support, networking and graduate internship programmes.
10. UCA is also a partner in the South East Local Partnership, Surrey Economic Partnership and the West Surrey and North Hants Innovation and Growth Team. Further, UCA supports the Government's new Local Economic Partnership plans.

11. UCA is a successful specialist Higher Education Institution, and many of its graduates go on to work in the creative and cultural industry sector, which is the 4th largest industrial sector in the South East region, employing 13.2% of the region's workforce. Further information on those industries is given in Annex A.
12. Information about the economic/social/environmental impact of the Higher Education sector in the South East region is included in Annex B.
13. UCA welcomes students from over 76 countries worldwide, including Hong Kong, Norway, Taiwan, China, United States & Canada, Japan, Russia and most European countries. In addition, UCA is involved in developing collaborative links with other institutions worldwide. This activity takes place through research, academic developments, joint projects and student exchange programmes. UCA has over 20,000 alumni most of them are based in the South East.

Annex A: Further information on the creative and cultural industries

Annex B: Impact of Higher Education in the South East region

UNIVERSITY FOR THE CREATIVE ARTS

FURTHER INFORMATION ON THE CREATIVE AND CULTURAL INDUSTRIES

1. The creative industries form an important component of the regional economy for a number of reasons:-
 - a. Some 114,000 people are currently employed in the sector either as employees or self-employed practitioners.
 - b. The creative industries represent a major opportunity for international trade, with exports having risen by 13% nationally per annum between 1997 and 2000.
 - c. The creative industries are predominantly knowledge-based and relatively high value, proving a means for wealth creation with relatively few people. They provide an ideal opportunity for promoting “smart growth” in line with the aims of the Regional Economic Strategy.
 - d. Many creative businesses have scope for scalability. This is particularly the case with products and services based in digital media, which have scope for distribution to markets electronically, such as creative content for films, internet services, electronic games and mobile telephones. One important sector specific trend is the increased commercial activity in digital media. Between 1995 and 2000, commercial activity in the area grew by nearly 40%, albeit from a very low base. The South East is the second most important region for digital content in the UK.
 - e. There is considerable scope for closer convergence between the region’s creative industries and its already exceptionally strong core of leading edge ICT producers and service providers if these two parts of the regional economy can be more closely linked, contributing significantly to its wealth creation capacity and sustainable economic performance.
 - f. Other sub-sectors, including publishing, music and designer fashion have scope for significant global market penetration with suitable support to market development, if suitably protected in terms of intellectual property rights and with appropriately focused and targeted business support.
 - g. There is evidence to suggest major potential for developing and increasing the productivity of the sector.
 - h. The creative industries have in recent years been recognised as an important factor in stimulating economic growth and regeneration in a local as well as sub-regional context. The sector has been highlighted as a key target for growth and development within the region’s designated growth areas, within most sub-regional economic strategies, by a significant number of local and unitary authorities and within the South East Coastal Strategy.
2. The UK as a whole has major competitive strengths in the majority of the creative industries, the support of strong internationally recognised academic institutions and a skills base with the potential to maintain and exploit these strengths. Whilst the emerging economies in Asia (and elsewhere) may pose a competitive threat to the creative industries, they also represent new significant and growing export markets for UK-based creative businesses. However, not all creative practitioners have the full range of skills and business management capabilities to exploit this potential fully.

3. Encouraging higher levels of business creation, survival and sustainable growth, increasing productivity through skills training, innovation, business improvement and investment readiness will each feed into improved regional performance. There is major potential to achieve this within the creative industries, building upon many of the excellent business support services which already exist within the region, but the interventions and support necessary to achieve this need to be better coordinated, targeted and coherent if the desired impact is to be felt (see Section 12). (Taken from the *Strategic Framework and Action Plan for Development of the Creative Industries in South East England Report 2006*)

Table 4.10 Number Of Creative Industries Businesses In The South East, By Sub-Sector, 2004		
		%
Advertising	2,150	17
Architecture	720	6
Art and Antiques	340	3
Crafts	*	*
Design and designer fashion	490	4
Film, video and photography	1,540	12
Music, visual and performing arts	5,230	41
Publishing	1,600	13
Television and radio	720	6
Total	12,770	100

Source: Office for National Statistics (2006) *Companies are not identifiable using ABI ; BOP

In comparison to the South East having 13.2% of the total of employees in creative industries nationally, with regard to total businesses it makes up 20% of all UK creative industries. Number creative companies in Epsom & Ewell: Music, Performing and Visual Arts 55, Computer Games and electronic Publishing: 155

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IMPACT OF HIGHER EDUCATION IN THE SOUTH EAST REGION

1. With nearly 179,000 full-time equivalent higher education students, the South East educates 14% of all graduates and post-graduate students in England.
2. Higher education in the region attracts approximately £920m in research grants and contracts every year.
3. 65% of research-active academic staff work in departments graded 5 or 5* under the Research Assessment Exercise (these are the highest grades)
4. The South East has the second highest percentage of graduates in the workforce, second only to London.
5. Universities and Higher Education colleges throughout the region continue to ensure that the South East remains culturally rich and vibrant. They provide a wide range of opportunities for the public, ranging from museums to sports facilities, from concerts to venues for community meetings.
6. An increasingly prosperous and diverse region, the South East is a true economic powerhouse, excelling in knowledge-based business and leading the country in hi-tech industries.
 - a) The South East's economic output is comparable to that of Austria and greater than that of Denmark or Norway. It is the most prosperous region in the UK, but only 21st among EU regions in terms of GDP per capita.
 - b) Over 50% of the UK's higher education research and development activity is based in the South East.
7. The region draws energy from London, while being the UK's gateway to the rest of Europe.
8. With 24 unique institutions from specialised HE colleges to world class research led universities, Higher Education in the South East possesses a powerful resource base that plays a key role in ensuring the region's high GDP ranking, both in the UK and Europe. Many institutions have centres of international and national excellence, and are all developing a strong regional focus. This reflects the communities they serve, through the delivery of relevant courses and provision of small business support; by leading regeneration projects; or by reaching out to non-traditional student groups and promoting life long learning.