



Economic Impact Study

Measuring even more of your value

Since completing our first **Economic Impact Study** in the UK in 2010, we have conducted over 100 studies throughout the country. Our studies measure how much impact an education provider has on its region, and also the long-term benefits to a variety of stakeholders including learners, society and taxpayers. To make our studies even more valuable, we have now added three exciting new features:

Apprenticeships

In recognition of the drive to increase apprenticeships, our studies now include apprenticeship return on investment figures for businesses and students. This means that employers can see what return to expect from bringing on an apprentice, and young people can see what return to expect from doing one. In terms of marketing apprenticeships to employers and young people, these figures are invaluable.

Impacts by Industry

Our studies already measure the impact an institution has on its local economy, but we have now added a breakdown of how the institution impacts on specific industries. Having these figures means that institutions can now demonstrate to sector leaders just how important they are to their industry. The potential to use these figures to bolster grant applications in particular sectors is also huge.

Benchmarking

All of our new studies now include a two-page document benchmarking the institution's return on investment for learners, taxpayer, and society, in terms of whether it falls within the 20th, 50th or 90th percentile when compared to other institutions. In terms of helping institutions see which areas they need to concentrate on improving operationally, this is a highly valuable measurement.

Our **Economic Impact Studies** have always been able to measure a significant portion of the impact and value education institutions bring to their community and their stakeholders. With these additional figures, we can now capture even more of your impact and value, giving you even more opportunity to articulate your importance, and engage with the people and organisations that you serve.

To find out how We can help you articulate the impact your institution is having on the community you serve, contact us at the email address below.

