



University of
Southampton

Civic University Agreement Signing

THURSDAY 9 MARCH 2023

INTRODUCTION

I am delighted to introduce the Civic University Agreement and emphasise what a positive step this is in our goal to forge more mutually beneficial outcomes for the University and the city and region.

The University's core purpose and vision is to inspire excellence to achieve the remarkable and build an inclusive world, and our partners in the city play a vital role in helping us in this.

Our foundations and heritage make the University of Southampton a gateway to the world and our Strategy emphasises our commitment to 'place' and being a civic university. We are deeply committed to Southampton as a city of culture and across the region will further develop our civic role of making a positive impact.

A truly civic university has a strategy that is rooted in analysis and explains what, why and how its activity contributes to its civic role. Being a civic university allows us to rethink how we contribute to our place, so that civic engagement can become hardwired into institutional culture.

Articulation of the benefit the University brings to the region through the productive relationships we have with local and regional government, will help mobilise a community of supporters to benefit all communities. Over 50 per cent of our UK-based alumni (over 80,000 people) live within 50 miles of the University alongside 'friends' who support us philanthropically and through collaboration.

Underpinned by the four pillars of the Civic Charter – Place, People, Partnerships and Impact – we will work together with our friends and civic partnerships to improve the lives and environment of people across diverse communities in a just and responsible way. The University will become a truly integrated part of its local communities.

I am pleased that so many partners and colleagues have joined us to celebrate our successes so far and the remarkable future potential we have to change lives for the better, through the signing of this milestone agreement.

Professor Jane Falkingham CBE
Vice-President International and Global Engagement



CONTENTS

A civic university	4
The University's impact in numbers	6
An anchor institution	8
Connecting through community	10
Sharing knowledge, skills and expertise	12
Innovation to real-world impact	14

A CIVIC UNIVERSITY

The University's foundations and heritage have established it as a gateway to the world. Its success and that of the city are interlinked and as such, we are deeply committed to Southampton and the region.

As a university community, our shared purpose drives us to find answers to the greatest challenges facing humanity. We make a difference and achieve the remarkable through the combined power of our people, who achieve excellence and impact in education, research, and knowledge exchange and enterprise – our Triple Helix.

People at the heart

Our people are at the heart of everything we do and the impact we make on a local to global scale. We aim to inspire communities working with us to transform societies and we will work together to improve the lives and environment of people across diverse communities in a just and responsible way.

We are proud to be a powerful civic partner that met the immediate challenges of the COVID-19 pandemic by deepening our partnerships with the University Hospital Southampton NHS Foundation Trust, local authorities, and schools.

Working in partnership with our neighbouring universities, we will form Hampshire Universities Together, which will work with local communities covering Southampton, Eastleigh, Test Valley and Winchester to enable us to:

- share best practices on civic strategic ambitions
- align civic efforts and activity in more effective, collaborative ways of working
- identify opportunities where collective responses are needed



Positive social impact

Underpinned by the four pillars of the Civic Charter, Place, People, Partnerships and Impact, we will work with our civic partners and businesses to achieve socio-economic benefit. We are deeply committed to making a positive social impact, increasing social mobility, transforming lives and enhancing prosperity, both on the south coast of England and across the globe.

We are focused on collaborations to strengthen economies and sustainable communities near and far. The mutual strengths of our Triple Helix, coupled with our remarkable people, will power our ambitions for this goal.

The University will become a truly integrated part of its local community. By partnering with the people in our neighbouring area and their representatives, we will work together to drive the social, environmental and economic benefits that are most vital to them. This will build sustainable communities, promote equality, diversity and inclusion, improve health and wellbeing, transform educational opportunities, close the digital divide and extend enterprise.

Together we can make a difference.

THE UNIVERSITY'S IMPACT IN NUMBERS

The University benefits communities and has a massive impact, both locally and regionally, as well as across the world. Look at how the University measures up.



78th
in the world

The University of Southampton is ranked 78th in the world¹



Top 15
in the UK

The University of Southampton is ranked 13th in the UK²



£50m

The University's contracts with industry are worth about £50m annually



£4.14bn
Economic Impact

The University of Southampton generated £4.14bn of economic impact across the UK in 2020/21³



£1.6bn
Regional Impact

Approximately £1.6bn of this identifiable regional impact occurs in the south east³



£7.40
Generated
for every £1

For every pound spent by the University, £7.40 was generated in economic benefit³



72

spin-out companies

With a turnover of £370m in 2020-2021, the University's 72 spin-out companies boosted the UK economy by £928m, also attracting talent and investment to the region³



£682m

new students

The economic impact generated by teaching and learning activities from new students starting their studies at the University in 2020/21 was £682m³



16,000
jobs across the UK

The University is a major employer and creates and underpins employment in other organisations, amounting to over 16,000 jobs across the UK³



23,000
visits to Southampton

The University contributes £69m to Southampton's tourism industry coming from around 23,000 study trips, business meetings and visits to see friends and family³



£553m
international students

The economic contribution generated by first-year international students in 2020/21 amounted to £553m³



Over
£673m
income

The University's income exceeded £673m in the 2021/22 financial year⁴

¹ QS World University Rankings, 2023

² The Complete University Guide, 2023

³ The economic and social impact of the University of Southampton, London Economics, October 2022

⁴ University of Southampton Financial Report, 2021/22

AN ANCHOR INSTITUTION

The University is the foundation of the communities it serves

As an anchor institution, we will work with our partners, staff, students, residents and communities to be part of a strong and united community, ensuring our campuses are hubs of opportunity and creativity.

Empowering students to lead social change

Our students are making a lasting impact on neighbourhoods in the city.

Established five years ago to support students to lead social change, the Social Impact Lab has addressed social challenges around the world. But with its roots in Southampton, the Lab is driving positive change in one corner of the city where it is most needed.

The Social Impact Lab's local project, launched in 2021, is called Home/grown SO14 – and is focused on the neighbourhoods of Northam, Newtown, and St Mary's. The initiative, which was a flagship project in Southampton's City of Culture bid earlier this year, has received five years' worth of funding from the National Institute for Health Research Southampton Biomedical Research Centre.

Read the full story in the latest issue of *Re:action* magazine.



Protecting communities against viruses

An education programme developed by LifeLab at the University, designed to help primary school children protect themselves from the spread of COVID-19, is now available to young people across the UK.

Children and young people make up a third of the UK population. Their health and wellbeing are top priorities for the UK government, and our scientific evidence shows that a healthy lifestyle at an early age is important for long-term health.

LifeLab is a unique initiative where young people take part in fun and engaging sessions, conduct experiments, meet scientists, and learn first-hand why and how to lead healthier lives.

The COVID-19 Warrior's programme is an education package that teaches primary school children about the virus, introducing characters who each have superpowers that can limit its spread. Pupils are encouraged to adopt these superpower skills and become COVID Warriors in their own communities.

Dr Kath Woods-Townsend, LifeLab Programme Lead, says: "The COVID-19 Warrior package gives young people the information they need to make the right choices about keeping safe. We are delighted that the Royal Society for Public Health is now supporting the programme and are pleased more schools across the country have access to it."

Read more about LifeLab in the latest issue of *Re:action* magazine.

CONNECTING THROUGH COMMUNITY



SCEP EXPO at John Hansard Gallery, UoS, November 2022.
Image credit Nosa Malcolm

The University creates new economic and social opportunities through its partnerships.

We actively collaborate across the city of Southampton and beyond to celebrate diversity, and connect people through culture, education, research, and enterprise.

Enriching the lives of young people

Since 2020, the University of Southampton has been the interim host organisation for the Southampton Cultural Education Partnership (SCEP), a growing consortium of diverse organisations working together, to nurture creative and cultural education and improve the life chances for all children and young people in the city.

SCEP's mission is that all children and young people growing up in Southampton have the opportunity to enjoy and participate in creative, cultural and heritage opportunities to enrich and empower their aspirations, ambitions, and lives.

The consortium aims to: embed creative learning from the early years; promote and support delivery of the arts and culture as part of a broad and balanced curriculum; use the arts to reduce inequalities in educational attainment, health and wellbeing; and provide pre-employment opportunities into the creative and cultural industries.

From 2020—2023, the University will contribute a total of £40k, has secured £140k to realise the Better Lives Through Culture programme, and is developing the network's sustainable operating model.

For more information on SCEP, visit: southamptoncep.org.uk



Washing away unsustainable practices in hairdressing

The UK's £6.2bn hairdressing industry has a huge environmental impact, through its use of water, energy, and chemicals. Southampton research is reducing its carbon footprint and cutting costs.

Denise Baden, Professor of Sustainable Business worked with industry professionals on research and found that heating water is the most energy-intensive activity in a hair salon.

As a direct consequence of the research, the Hair and Beauty Industry Authority (HABIA) added sustainability practices to all technical units within its new National Occupational Standards. This meant that hairdressers across the UK's estimated 55,000 salons were advised to abandon the default shampooing practice of 'rinse and repeat', to shampooing only once.

Currently, Denise is working with the Green Salon Collective and 22 salons to identify how hairdressers can inspire their customers to save energy, water and use fewer chemicals at home.

"Hairdressers are in a unique position to combat climate change," says Denise. "As they chat to their clients while styling their hair, they have an ideal opportunity to highlight practical ways that individuals could adopt a more sustainable lifestyle."

SHARING KNOWLEDGE, SKILLS AND EXPERTISE

The University builds mutually productive partnerships.

We will share knowledge, resources, skills and expertise. In return, our regional partners can help enhance our already high-quality education provision for our students.

Advising Southampton City Council

Ten years ago, AbuBakr Bahaj, Professor of Sustainable Energy and Head of the University's Energy and Climate Change Division and the Sustainable Energy Research Group, became the first Chief Scientific Advisor to a local authority in the UK.

Since taking up the role of Chief Scientific Advisor to the Council in 2012, AbuBakr has advised the authority on matters relating to the environment and energy, from housing and green spaces to resourcing and transport. And he has worked with the Council to secure funding to get projects off the ground.

AbuBakr explains: "I attended Council meetings, advising them on anything related to the environment and energy. I advised them on how the city could be improved in terms of housing, green spaces, resources and transport."

Read the full story in the latest issue of *Re:action* magazine.



Professor AbuBakr Bahaj

Connecting our students with industry

The University enables its staff and students to: gain skills and experience, succeed in their careers, realise their potential to innovate and deliver impact. We value staff involved in knowledge exchange and enterprise activities and ensure we bring the best people and commercial skills necessary into the University.

We will grow our partnerships, from policymakers to industry and third sector organisations to be the partner of choice. We collaborate to innovate, are open to business and to bringing in investors, business partners and supporters into our flourishing inventive and entrepreneurial ecosystem.

"The entrepreneurial ecosystem we have here at Southampton provides excellent opportunities to connect with industry for teaching and research.

In the Business School, we work closely with Future Worlds, which shares enterprise knowledge and provides industry mentors to support our students in developing their start-up business ideas for their entrepreneurship modules. We also collaborate with the Student Enterprise Team, which supports all students in developing their entrepreneurial skills."

Dr Shahnaz Ibrahim

Senior Teaching Fellow in Strategy and Entrepreneurship



INNOVATION TO REAL-WORLD IMPACT

Through research, education and knowledge exchange and enterprise, the University makes a positive impact locally and across the world.

Our people make a positive impact, increasing social mobility, transforming lives, enhancing prosperity and tackling the most challenging issues facing our society such as climate change.

Gold-standard clinical care

The research and innovation at the University is transforming lives. Research is taken from the bench to the clinic to benefit people in the local community, the region and nationally.

The University of Southampton Auditory Implant Service (USAIS) was established in 1990 to help severely to profoundly deaf adults and children. Since the programme began at this centre the surgeons have implanted over 2,000 auditory implant devices.



“The Auditory Implant Service is a thriving clinical centre of excellence that contributes to research and education. We have a fantastic team who provide gold-standard clinical care for thousands of auditory implant recipients and candidates, as well as having an important role in ‘bringing science to life’ for students at both undergraduate and postgraduate levels.”

Professor Carl Verschuur

Professorial Fellow (Enterprise); Director of the University of Southampton Auditory Implant Service



Making new products with waste carbon dioxide

University of Southampton spin-out company, ViridiCO₂, is revolutionising the sustainability of chemical manufacturing processes by making products from carbon dioxide (CO₂).

There is still a desperate need to reduce carbon emissions and increase action to address the climate emergency; this is one of the many global challenges that researchers at Southampton are tackling head on.

“Our new technology can directly replace petrochemicals – these are chemicals derived from fossil fuels used in the chemical manufacturing process – with repurposed CO₂. By using waste CO₂ in this way, it not only reduces emissions and fossil fuel reliance, but it also serves as a CO₂ utilisation strategy, rather than just a storage solution,” explains Dr Daniel Stewart, co-founder of ViridiCO₂.

“Our catalyst takes CO₂ that would otherwise be released into the atmosphere and turns it into polymers,” says Daniel. “These polymers can be used in furniture, cars, and clothing. This means consumers will be able to buy products which are made from waste CO₂, saving the planet while buying the products they need.”

This technology was developed during Daniel’s PhD, at the School of Chemistry, with co-founder of ViridiCO₂, Professor Robert Raja.



Find out more:

www.southampton.ac.uk

