

FOR

SALFORD

FROM

SALFORD

A BIG THANK YOU...

To everyone within our community, our students and staff, our alumni, industry partners, philanthropic donors, regional stakeholders and to all who collaborate with us to achieve the significant impact you will see within this report. Thank you to those who generously gave their time, shared their insights and sourced information and data to make this report possible.

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**OUR STUDENTS
COME TO OUR
UNIVERSITY
WITH A SHARED
VISION—TO BE
A POSITIVE FORCE
FOR CHANGE
ACROSS THE
WORLD, STARTING
FROM SALFORD.”**

IMPACT THROUGH COLLABORATION

It is a privilege to present this publication—“For Salford, From Salford”—because it stems from a truly collaborative and sustained programme of work with our partners and students in Salford to make a real difference to the community in which we are based.

At the University of Salford, we are committed to addressing some of the world’s most pressing challenges. Our unique position at the heart of the community enables us to empower those around us, enriching lives in Salford and far beyond. This report celebrates the significant contributions we are making at local, regional, national, and international levels. Our focus is on inclusive innovation, and through our strong partnerships we are advancing healthcare, assisting with energy affordability, improving sound environments, driving economic growth, developing a workforce pipeline and shaping policy. We play a critical role in tackling important issues faced by our communities on our doorstep and globally, collaborating with others to advance social justice and drive long-term systemic change.

Our students come to our University with a shared vision; to be a positive force for change across the world, starting from Salford. As we look to the future, we will sharpen our focus on social justice, combatting inequalities, and providing our students with life-changing education.

Our commitment to innovation aimed at enriching lives will be guided by four key themes: building prosperity and equity, enabling healthier living, improving the environment and sustainability and advancing cutting-edge creative practices.

By collaborating with partners across the city, we have a remarkable opportunity to transform Salford into a global hub for innovation and groundbreaking research. Inclusive innovation lies at the heart of our new strategy, and alongside investments in infrastructure, we are prioritising the social and business aspects of innovation that, when paired with technology, can drive meaningful social justice.

This report is just the beginning of what we can achieve together—For Salford, For the World, From Salford.



Professor Nic Beech, Vice-Chancellor



**The Rt Hon Lord Keith Bradley,
Chair of Council**

A CITY OF FIRSTS

Established in 1896, the University began as The Royal Technical Institute and is deeply rooted within Salford, one of the world's first industrial cities.

An inspiring city of firsts, from the first lending library to the first public park funded entirely by the people's subscription, which runs right through the heart of our campus today. The campaign for free time for labourers on a Saturday even started here, now celebrated by the vibrant 'We Invented the Weekend' festival, of which we are a proud partner.

Together, we've been shaping Salford's heritage for over a century, and we'll keep paving the way for future firsts. After all, innovation is in our DNA. Through partnering with others and fostering an entrepreneurial spirit, we are proud to continue pushing the boundaries of what we can achieve for the benefit of everyone, keeping Salford firmly on the map.

The University of Salford has a distinct history and identity, with its roots going back to The Royal Technical Institute of the 19th century and firmly woven into the fabric of the city.

Collaboration is at the heart of our culture. A long-held tradition embedded in everything we do; our teaching, our research, our initiatives. Working hand in hand with external partners we also help to drive economic growth in the local area, making Salford stronger than ever.

COLLABORATIVE ADVANTAGE

Together with the City Council, NHS Trust, businesses and third sector partners, we drive economic growth and social impact for the city. Always on the lookout for opportunities to boost the prosperity of our city and Greater Manchester more broadly. We have a commitment to advancing social justice and have joined forces with the other higher education institutions in the region to create the Greater Manchester Civic University Agreement, helping to address skills gaps and inequalities.

LOCAL TO GLOBAL

Our University travels beyond Salford, with 22 overseas operational partners across 12 different countries. We're honoured to be partnered with the British University of Bahrain to provide world-class education from their purpose-built campus which aims to address skills shortages and contributes to the growth in the national and regional economy.

“


**The University of Salford
thrives at the heart of
a dynamic, inclusive,
and prosperous
Greater Manchester.”**

Paul Dennett, Mayor of Salford



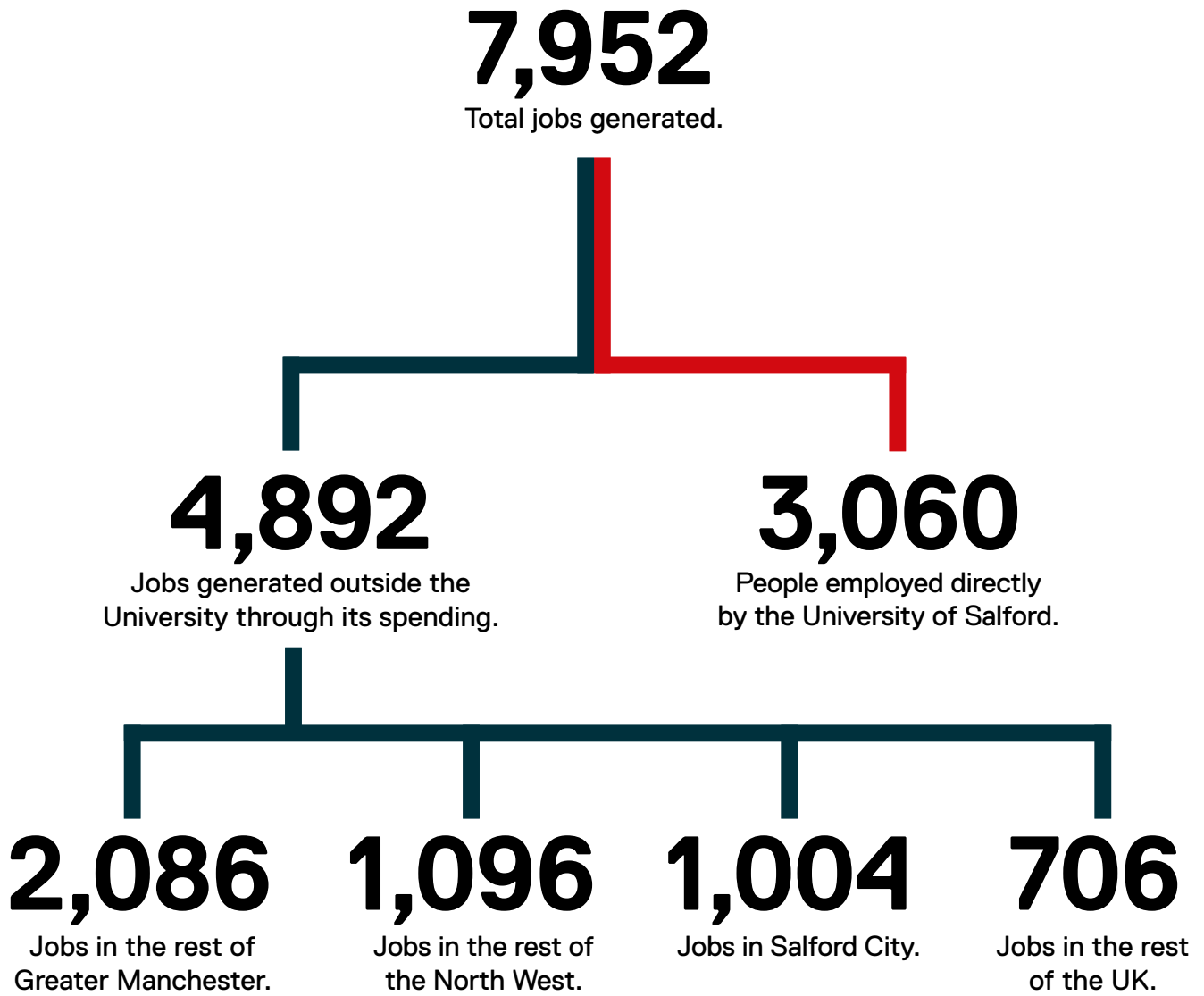
RESULTS: THE UNIVERSITY'S IMPACT ON UK JOBS, OUTPUT AND GDP

Now for the numbers. Over the following pages you'll get a snapshot of our contribution to Salford and beyond in 2022/23.



OUR IMPACT THE RESULTS

JOBS



The data that follows tells a strong story of the significant impact of the University on Salford, Greater Manchester and nationally. We are truly an anchor institution within our city and have a critical role to play to drive growth and prosperity through collaboration. We are proud to be a catalyst of local economic development through our output, GVA and job creation.”

Julie Charge,
Deputy Chief Executive & Chief Financial Officer

OUTPUT

£617.4m

Total output generated across the UK.

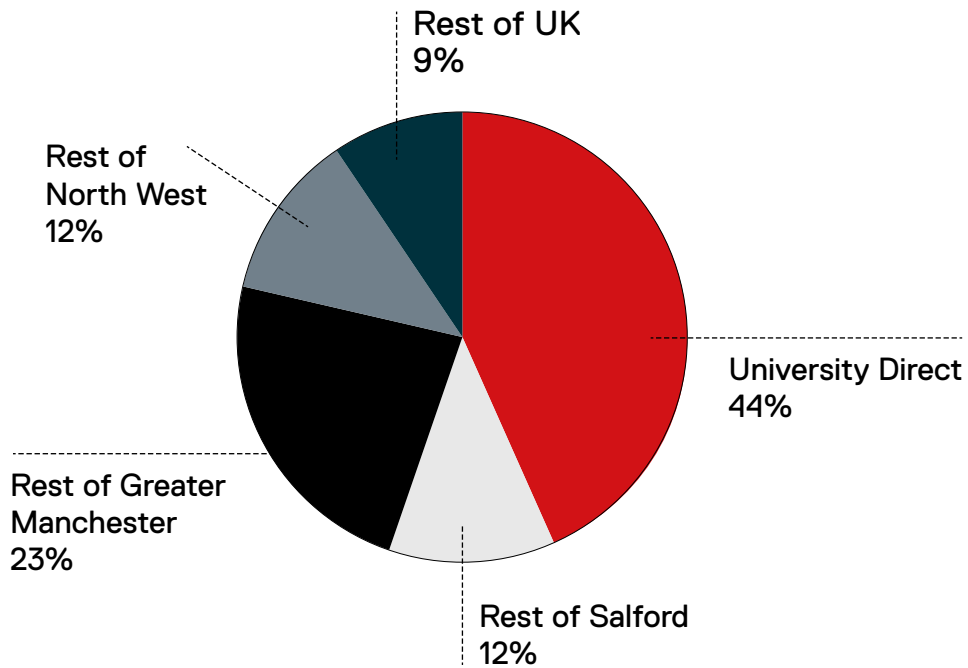
£349m

Generated through 'knock-on' effects, on top of the University's £268.4m direct output.

£342.4m

Total output in Salford City directly. Another £144m went into Greater Manchester, £74.1m for the North West and £56.9m in the rest of the UK.

Figure 1: University of Salford Output Impact 2022/2023 Total £617.4m



GDP

£176m

Directly contributed to UK's GDP.

This was the University's Gross Value Added (GVA)—its contribution to Gross Domestic Product (GDP). GDP measures the value of all the UK's goods and services, it's calculated by adding up each sector's GVA.

£346.6m

Total GVA generated by the University.

£36.2m

GVA of the rest of the North West.

61%

Of total GVA in Salford City (£211.9m).

£282.2m

Our GVA contribution to Greater Manchester (including Salford).

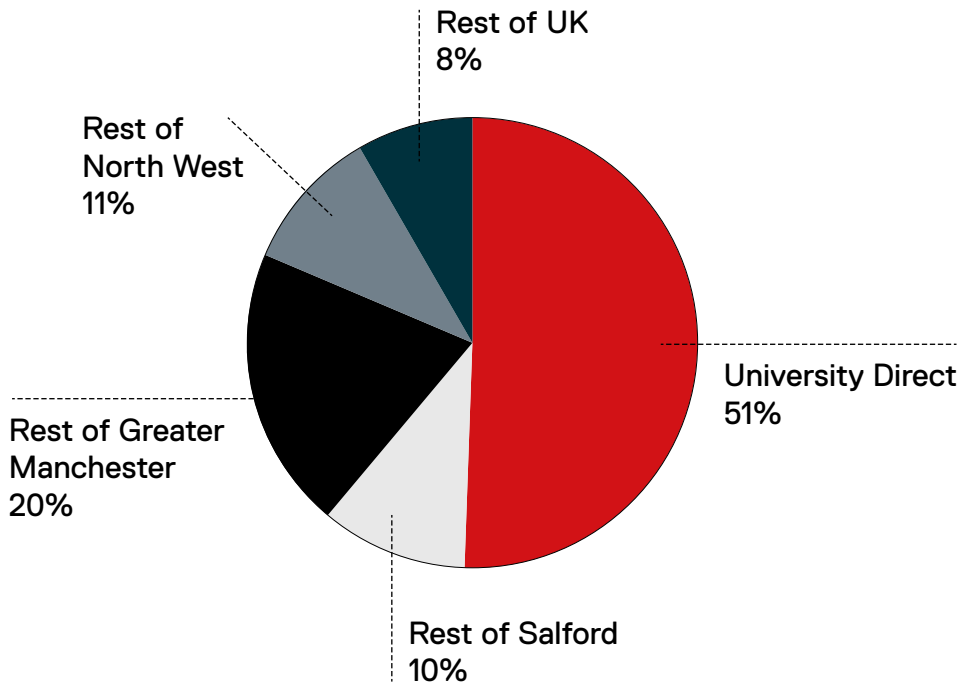
£70.3m

Our GVA contribution to Greater Manchester (excluding Salford).

£28.2m

GVA of the rest of the UK.

Figure 2: University of Salford GVA Impact (Contribution to GDP) 2022/2023 Total £346.6m



OUR STUDENTS

CELEBRATING THE DIVERSITY

OF OUR STUDENT BODY

12%

Part time learners.

49%

From a global majority.

50%

First in family.

30%

Mature students.

24%

Have a disability.

CHAMPIONING SOCIAL MOBILITY

60%

Students from low socio-economic backgrounds.

80%

Students from widening participation backgrounds.

GLOBAL ALUMNI COMMUNITY



218,000+

Alumni globally in more than 200 countries and territories, many of whom volunteer their time to support our students and local projects within Salford and Greater Manchester.



THE UNIVERSITY OF SALFORD WAS A BRILLIANT PLACE TO LEARN AND GROW, AND MY TEACHING STAFF AND TUTORS WERE SECOND TO NONE. THANKS TO THEM ALL FOR SETTING ME ON THE RIGHT TRACK TO START ON MY CAREER IN HEALTHCARE.”

ALUMNI SPOTLIGHT

Suzann Harrison was first in family to attend the University of Salford. She is now an Advanced Clinical Practitioner within the NHS with a wealth of experience under her belt. From nursing in Intensive Care in Salford to being a staff nurse in Wythenshawe, a district nurse serving the South Manchester community and a Senior Practitioner for North West Ambulance Service. It is in the Crisis Response area of community nursing where Suzann has led the biggest transformation. After completing her master’s programme at

Salford, Suzann led on initiatives to improve links with North West Ambulance Service and refine the Manchester Triage System for Crisis Response across Manchester University NHS Foundation Trust and Manchester Local Care Organisation. This was incredible work that earned her the title of Queens Nurse in 2021, a prestigious title only awarded to a tiny number of nurses in Greater Manchester. In 2022, Suzann was recognised as a worthy winner in our Alumni Achievement Awards.

RESULTS: THE UNIVERSITY AND OUR STUDENTS

University students contribute to GDP with the money they spend on living and lifestyle expenses. This all generates jobs and output for Greater Manchester.

OUR STUDENTS

26,239

University of Salford students in the 2022/23 academic year.

47%

Students came from Manchester.

1,435

Students from Salford itself.

15%

Students came from the North West.

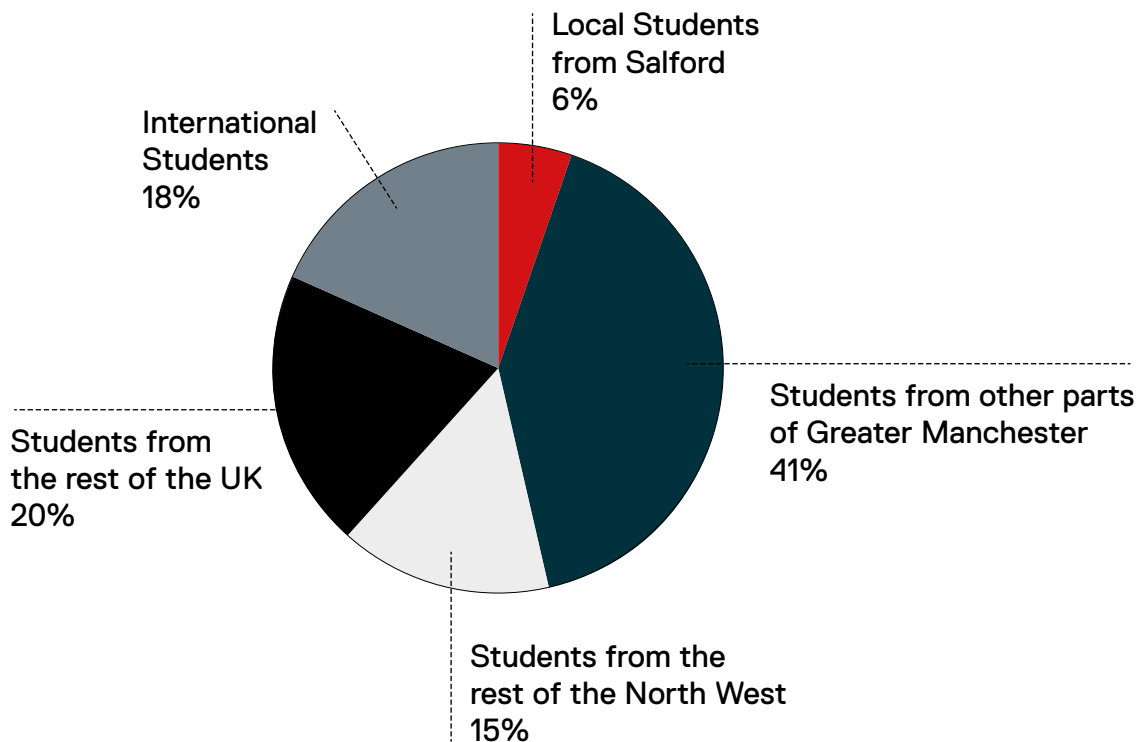
20%

Students from the rest of the UK.

18%

International students.

Figure 3: Students at the University of Salford by domicile of origin 2022/2023
Total 26,239 students



Putting University and student expenditure together, the total impact for the North West and UK looked like this:

NORTH WEST



£1026.2m

Combined output across the North West.

13,598

Jobs in the North West.

£533.4m

Combined GVA in the North West.

UK



£1103.3m

Combined output across the entire UK.

15,009

Jobs across the entire UK.

£571.1m

Combined GVA in the entire UK.

LOCAL ROOTS. LASTING IMPACT.

“For Salford, From Salford,” reflects the extraordinary impact of the University of Salford on our great city, the Greater Manchester City Region and the North West. This report is a testament to the power of partnership, a sustained and collaborative effort that has brought together the University, our local community, and key stakeholders to create lasting change.

What excites me most about the University’s work is its focus on inclusive innovation and growth—an approach that ensures that the benefits of progress are shared by all. By prioritising social justice and equity, the University is not only preparing its students to be agents of change but also laying the foundation for Salford, to become a global leader in innovation and research. And by anchoring this work in a way that produces such a positive local economic impact, the University is genuinely contributing to local community wealth building.

As we look to the future, the opportunities for collaboration are boundless. By working together, along with other key partners across the city, we can continue to harness the strengths of the University and the city to achieve even greater outcomes. The journey outlined in this report is just the beginning, of a new phase of transforming Salford into a beacon of innovation and progress, making a lasting impact for generations to come.

“For Salford, From Salford” captures the spirit of our shared vision and the incredible possibilities that lie ahead. Let’s continue to build on this momentum and create a future where Salford thrives at the heart of a dynamic, inclusive, and prosperous Greater Manchester.



Paul Dennett, Mayor of Salford

MAKING OUR BASE A PUBLIC SPACE

We’re always looking for new ways to interweave the University’s inner world with the Salford community. With that in mind, our own campus is also transforming, thanks to a dynamic partnership with Salford City Council—designed to enhance the University’s presence as a public and civic space.

In the next phase of Salford Crescent’s innovation masterplan, ‘Salford Rise’ is set to create leafy new pedestrian and cycle routes that connect different sides of Salford over a new ‘high line’ style bridge. The project is the latest in our story of collaboration with

industry, business and the public and third sectors, building on our traditions to shape a thriving future for Salford.



£200m

Expected in commercial development from ‘Salford Rise’.



6,000

Expected number of new jobs generated from ‘Salford Rise’.



It is truly inspiring to see the University of Salford's unwavering commitment to driving social and economic progress both locally and globally. The significant strides made in skills development, job creation, and social mobility reflect the University's deep-rooted dedication to making a tangible impact. The Morson Group is proud to be a part of this journey, contributing to the nurturing of future talent through initiatives like the Gerry Mason Engineering Scholarship, the Morson STEM Foundation, and our collaboration with IntoUniversity Salford.

The power of partnerships like ours lies in their ability to bridge the gap between education and industry, ensuring that young people, regardless of their background, are equipped with the skills and opportunities they need to succeed. As we continue to work together, I am confident that our collective efforts will not only strengthen the University's impact in Salford but also inspire the engineers, innovators, and leaders of tomorrow.

I extend my gratitude to Professor Nic Beech and the entire University of Salford community for their vision and dedication. Together, we are making a lasting difference, enriching lives and building a more prosperous and equitable future for all.”

Ged Mason OBE, CEO, Morson Group



RESULTS: OUR IMPACT IN SALFORD

OUTPUT

We're proud that the majority of our economic impact was felt in Salford, with:

£460.3m

Impact of the University's output in Salford.

58%

More than half the University and its students' total output impact was in Salford.

£192m

Generated for other businesses through University and student spending.

26%

Local spend from students.

JOBS

When it comes to employment, our greatest impact is in Salford, with 52% of all our jobs offered in our host area.

3.5%

Of all Salford's FTE jobs came from the University.

5,406

Jobs generated in Salford from University activities (52%).

2,346

Jobs generated in Salford from University and student spending.

3,060

Jobs generated within the University, making it one of the largest local employers.

GVA

Our results show the majority of our impact was felt in the immediate Salford area, and our GVA is no different.

£266m

GVA generated in Salford.

2.6%

Of all Salford's 2022 GVA came from the University.



RESULTS: OUR IMPACT IN GREATER MANCHESTER

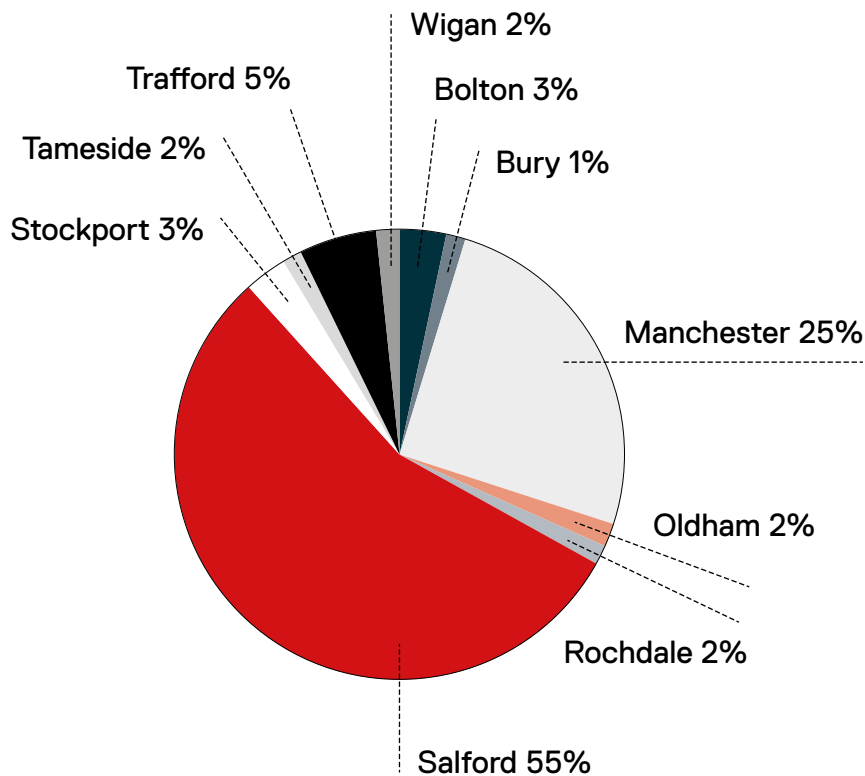
OUTPUT

Our impact flows across all 10 of Greater Manchester's boroughs:

£834m

Impact of the University's output in Greater Manchester.

Figure 4: Distribution of Output across Greater Manchester (University and student expenditure combined) 2022/2023 Total £834m



As a result of our expansion, higher income and healthy student numbers, the overall economic impact across Greater Manchester has seen a big upturn since 2016/2017:

£243m↑

Increase in economic impact on Greater Manchester since 2016/17.

JOBS

University spend generated employment across all the Greater Manchester boroughs.

10,280

Total jobs generated across Greater Manchester.

GVA

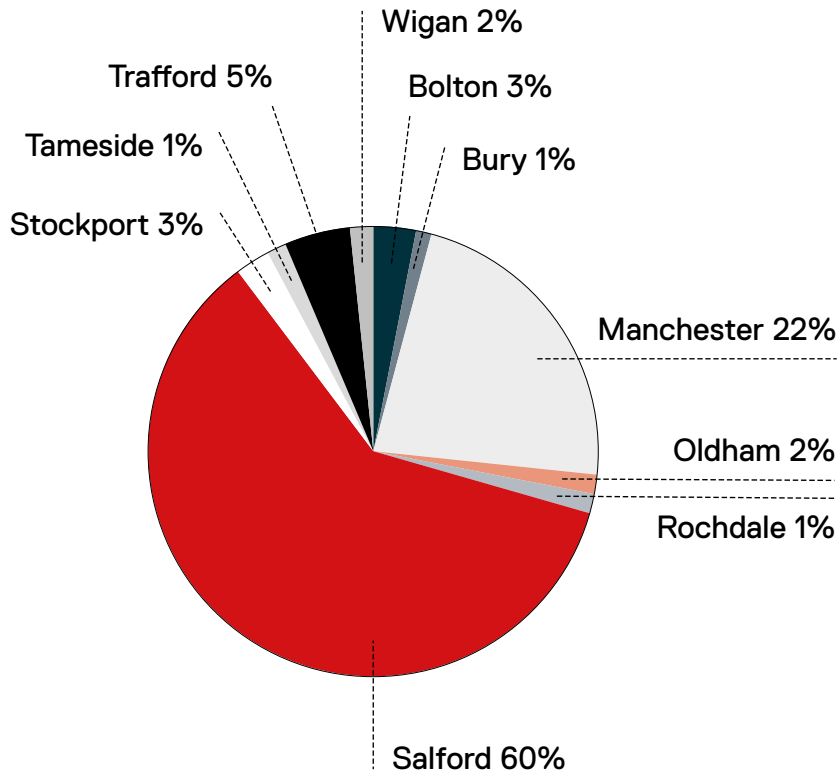
£443m

GVA generated in Greater Manchester.

0.5%

Of all Greater Manchester's 2022 GVA came from the University of Salford.

Figure 5: Distribution of GVA generated across Greater Manchester (University and student expenditure combined) 2022/2023 Total £443m



INNOVATING TO ENRICH LIVES

IT STARTS IN SALFORD. A PLACE WHERE IDEAS ARE FORMED THAT SHAPE THE WORLD.

We have a bold vision that centres on a core purpose of innovating to enrich lives. We aim to achieve this through four key goals that strive for a healthier, fairer and more prosperous, creative and sustainable society. All that we do at the University, through teaching and learning, research and community and public engagement,

will focus on advancing these central ambitions. We believe strongly in the power of collaborative advantage and will work closely with businesses, Salford City Council, the NHS, education providers, cultural organisations and charities to tackle shared challenges and drive progress for the benefit of our city and our communities.

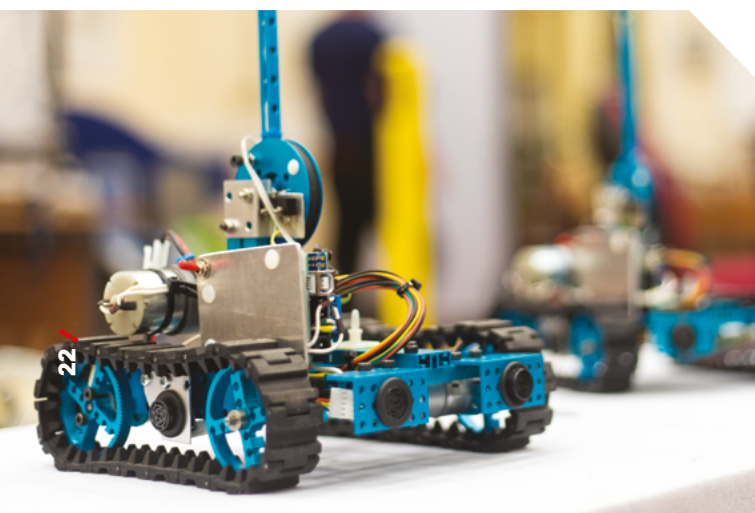
BUILDING PROSPERITY AND EQUITY

We are exploring ways to drive the success and wellbeing of everyone in our society. Our research will have public benefit and community impact at its heart, amplifying often unheard voices. We support businesses to innovate, promote more productive employment practice, and make sure that policies in place are fair and responsible.

Our expertise in this theme cuts across the key topics of development and adoption of technologies, human capital and skills development, financial and social inclusion, and sustainable innovation, construction and robotics to promote increased productivity and widespread prosperity.

Through research, learning and community engagement we are always looking to collaborate with others to tackle some of the most pressing issues for our local and global communities. For example, we aim to improve access to higher education, raise aspirations and drive greater educational attainment through initiatives such as our scholarship and bursary provision, National Saturday Club programme, Plug into Salford (support for first in family students), mentoring and industry placements.

We have a strong track record of collaborating with employers to provide our students with excellent work-integrated learning opportunities, ensuring we are building a talent pipeline that meets the needs of industry. We have long-standing partnerships with large organisations such as the BBC, Morson Group, Microsoft and PwC as well as significant collaboration with SMEs, achieving the top quintile (scoring very high) for our engagement with business in the Knowledge Exchange Framework (KEF).





ENABLING HEALTHY LIVING

Happy, healthy communities enable individuals to truly thrive. The University has an established partnership with the NHS and is one of the largest trainers of nurses, midwives and allied health professionals in England, providing world-class education in disciplines such as counselling, social work, sports science and psychology.

Our Centre for Applied Health Research (CAHR) works across professions and disciplines to conduct and support research that addresses challenges across health, wellbeing and social care, often using technology and digital solutions to solve real world problems and make positive changes within society. Our cross-school collaborative approach enables us to blend skills and facilities across our institution to achieve greater impact for each of our priority themes, such as recognising the importance of arts and creative connections in advancing health and wellbeing.

We aim to empower individuals and communities to make informed choices, focusing on prevention, leading to a higher quality of life and long-term health outcomes. We emphasise how important both individual and collective efforts are in this, with our impact and knowledge exchange activities extending to public health initiatives, policy recommendations and community engagement strategies. For example, the University of Salford research into Fetal Alcohol Spectrum Disorder (FASD) was the first study of its kind in the UK and found FASD to be a significant issue among the population, likely to be as common as autism, despite being rarely diagnosed.



IMPROVING SUSTAINABILITY

Through our own practices, academic programmes, world-changing research and public engagement initiatives, we are leading the way in developing effective strategies that address today's environmental challenges. Through improving energy efficiency in our homes, to nurturing the next generation of talent for the 'green economy', we aim to have a big impact on the overall wellbeing of the planet. We strive for those benefits to be felt here in the households of Salford as much as in towns and cities across the world. For example, we partnered with the homelessness charity Emmaus Salford, alongside regional construction firm Casey Group, to develop new energy-efficient sleeping pods for people who are street homeless.

We specialise in responsible resource management and the development and testing of technologies that minimise ecological impact. Our successful collaborative partnerships with policy makers and businesses are key to supporting efforts to reduce carbon emissions, develop the workforce, shape the future of housebuilding, and build resilience against climate change globally. This year we were named one of the UK's most sustainable universities after receiving a first-class award in the People's and Planet's University League, ranking 9th in the UK.

DEVELOPING CREATIVITY AND INNOVATION

Through championing the arts, developing cutting-edge practice and embracing the benefits of technology, we are a hub of creativity and innovation. Our BA (Hons) in Fashion Design was ranked in the top 10 for Fashion and Textiles in the 2023 Guardian University Guide.

Our work in the creative industries is a major part of our activities. Creative industries have grown at 150% of the pace of the broader economy over the last decade and now contribute around £126 billion. With a state-of-the-art campus at MediaCity, we encourage creative collaboration between students, specialist technicians, academics, and the media production industry. Located alongside the BBC, ITV and over 250 digital and media businesses, our studios and specialist spaces are equipped with industry standard hardware and software. These superb facilities play a central role in the professional training of our students, creating graduates who go on to apply their skills across the world. For example, it is our creative technologists that provide the replays on live football streamed on the BBC.

Creativity and innovation go hand in hand at the University of Salford. Through research and learning, we provide the culture and space for new concepts to be imagined and developed into practical innovations. Through our Centre for Sustainable Innovation, we provide a catalyst for collaboration between academia, industry, and policymakers aiming to bolster innovation and empower future ideas to take shape. Our close working with large organisations, the NHS, and SMEs enables us to develop innovation across all sectors, such as construction, robotics and healthcare and ensures we are developing the skills required for emerging sectors of the economy.

We embrace and celebrate the power of arts, creativity and innovation to unify communities, drive new conversations, shape future possibilities and spark cultural change.



INTO UNIVERSITY

In 2022 we were proud to open the IntoUniversity Salford Central alongside The University of Manchester. IntoUniversity is a national charity helping to transform the lives and aspirations of young people locally.

Since opening, the IntoUniversity Salford Central has worked with 1,000 local young people each year aged 7–18 from underserved backgrounds. The programmes they provide aim to help young people become independent learners, building their confidence and achieve their potential. This includes 'Future Readiness' projects for secondary school students, demonstrating the accessibility of university pathways.

INSPIRING A LOVE OF LEARNING

Working in collaboration with the University, funders and local businesses, IntoUniversity Salford Central provides tailored curriculum workshops, structured academic support, mentoring, skills and career development and hands-on experiences through office visits and day trips. All designed to equip students with essential skills for success, and most importantly a new-found confidence in their future educational opportunities.

And we're thrilled with the results so far:

66%

Of Salford Central students have progressed into Higher Education (compared to a local average of 20% for students eligible for Free School Meals).

22

IntoUniversity students nationwide (including five from the Salford centre) will join the University of Salford in 2024.

Parent feedback also speaks volumes about the positive impact of our programmes, with thanks expressed for both the structured after-school sessions and the exposure to a variety of topics.



“I have developed multiple skills like public speaking and being more organised, which helped me with exams and speaking in school assembly. At IntoUniversity you make new friends, learn and have fun. It has helped me a lot and I wish I knew about it earlier.”

Year 9 Academic Support student,
IntoUniversity Salford Central

“IntoUniversity has benefitted our students, informing them what university is, which some children had no (or limited) understanding of. For those who do not have family members who have attended university, it has now become an accessible idea.”

Year 5 teacher,
A partner primary school

“The mentoring programme has greatly improved my communication skills, including active listening and patience. By guiding my mentee with her academic, social and career goals, I’ve gained strong leadership skills. The satisfaction that comes from positively impacting someone else’s life is indescribable.”

A University of Salford student mentor

“The secondary FOCUS programme has opened students’ eyes to the diversity of courses on offer across the Higher Education sector. It’s really helped to challenge the “I’m not going to university” predisposition that can be a blocker to student aspirations.”

Careers Lead,
A partner secondary school

BUILDING PROSPERITY AND EQUITY

INNOVATION IS IN OUR CULTURE

Our Centre for Sustainable Innovation (CSI) ignites the spark of collaboration between academia and industry. Empowering small and medium-sized enterprises (SMEs) to achieve sustainable growth, we support them to advance their innovation projects and overcome challenges.

Innovation labs

Our fully funded workshops are supercharging the innovation journeys of many SMEs and delivering game changing knowledge transfers.

Know Digital

An online digital skills learning platform demonstrating the endless ways that technology can enhance business. Business leaders, managers and employees as well as students can immerse themselves in the world of digital transformation at a pace that suits them. We are supporting SMEs to create proofs of concept using AI and immersive technologies.

Investing in innovation

CSI is continuing to secure external funding to expand the service and boost the innovation projects of more SMEs. Together we are supporting their growth and bolstering their productivity as they launch new products and services.

HELP TO GROW

We're excited to deliver Help to Grow—a 12-week programme (accredited by the Small Business Charter). A combination of practical curriculum, with 1:1 support from our expert business mentors, peer-learning sessions and an alumni network all designed to steer businesses to the next level.

SYSTEM HYGIENICS

Commercial Director of System Hygienics Phil Tetlow, manages a mix of 80 employees, from engineers to project managers to salespeople across multiple departments. He took part in Help to Grow in order to develop his skills and engage his team more effectively to drive change in his business.



High-performing teams are crucial to business success and growth, which is why I was keen to develop my management skills. Since completing the Help to Grow course recently, I've been able to showcase how the new processes we are planning to implement will benefit every team within the business."

Phil Tetlow, System Hygienics

BIG SUPPORT FOR SMALL AND MEDIUM BUSINESSES

Working with business partners is nothing new for the University of Salford, but finding groundbreaking innovations in robotics and automation together? We're coming up with new solutions all the time.

Whilst we collaborate with partners big and small, we put a strong emphasis on specialist support for small to medium-sized enterprises (SMEs). This active engagement is crucial for Salford, where 95% of businesses fall into this category.

The North of England Robotics Innovation Centre (NERIC) demonstrates this commitment, serving as a hub for SMEs eager to harness robotics and emerging digital technologies.

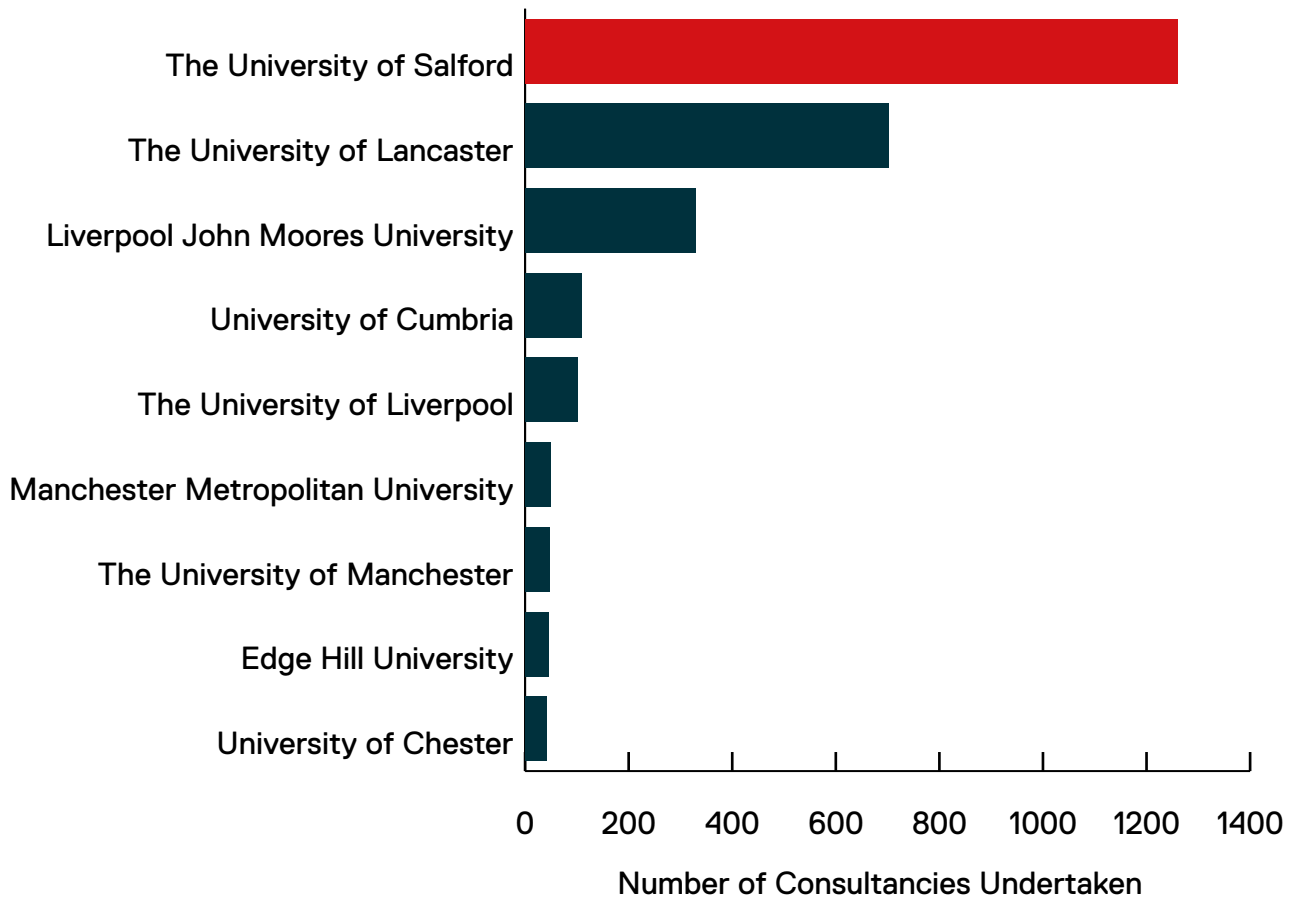
WELCOME TO NERIC

Inside the purpose-built facility, we offer access to specialised facilities, equipment and innovation support, helping SMEs develop, test and apply transformative business solutions.

Our support for SMEs doesn't stop with NERIC. The latest Higher Education Business and Community Interaction Survey (HE-BCI) shows the University of Salford leads the entire North West in consultancy support and engagement with SMEs, highlighting our drive for progress through collaboration.



Figure 6: Number of Consultancy Engagements with SMEs in most of the North West Higher Education Institutions 2022/23



KNOWLEDGE EXCHANGE FRAMEWORK

The ‘Knowledge Exchange Framework’ (KEF) carried out by Research England, benchmarks Universities based on their engagement with external businesses, public organisations and the third sector. And we are proud to say that Salford is leading the way.

Salford demonstrates ‘Very High’ or ‘High’ as categorised by KEF engagement in many of the areas surpassing the average for our cluster of otherwise similar universities. In particular we excel in IP and Commercialisation, working with Business and Public and Community Engagement.



At the University of Salford, we have a long history of working with industry, and we are always looking for new and innovative ways to engage with our partners. We are proud to work with some of the leading organisations in the UK and internationally, as well as the SMEs that account for over 95% of businesses in Greater Manchester and we welcome the opportunity to collaborate with more.”

Professor Mandy Parkinson,
Professor of Business Innovation



“

By working with the University of Salford, we gain access to world-leading academics, researchers, and state-of-the-art facilities, talented students and so much more. It has really helped us to evolve our thinking and provide career pathways to help us upskill our staff. Together with the University, we bring different skills, strengths, and expertise to the table and this is where we are stronger and can do more.”

Alan Price, COO, Peninsula and
alumnus of the University of Salford

SUPPORTING HEALTHY LIVING

STEP INTO THE PODIATRY CLINIC

Community health is high on the University of Salford's agenda. We've created a range of accessible clinics to provide low-cost care in specialist areas, these benefit both students and members of the local community, offering hands-on experience treating patients for trainees and access to essential services for Salford.

Open to everyone, our clinics help Salford residents receive care without complex referrals or costly appointments. For local people needing foot treatment, the Salford Podiatry Clinic has proved a key initiative, helping improve quality of life and delivering economic and social value.



THE CENTRE FOR MEDICAL IMAGING

A world-class environment for teaching, learning, research, and clinical provision. State-of-the-art equipment here includes two new Discovery static digital X-ray systems, an Optima digital mobile X-ray system and five ultrasound scanners. GE HealthCare have worked with the University to provide one of the first Revolution Maxima CT scanners to be installed in the UK.

We're also pleased to be part of the North West Imaging Academy as an Ultrasound Academy and are working with clinical providers to champion a clinical ultrasound imaging facility. Proudly supporting the NHS by taking referrals and treating

patients with future aims to expand to plain imaging, CT and mammography referrals. The facility also boasts dementia-friendly imaging rooms, specially designed to promote calm and relaxation during scans. They will also support vital research projects in this field.

The mammography suite, including the SenoPristina FFDM system with biopsy (thanks to a generous philanthropic donation from The Garfield Weston Foundation) will enhance teaching and learning, enterprise and community outreach activities and support the further development of research.



COMING SOON:

NEW SALFORD HEALTH AND WELLBEING HUB

There's a new facility on the horizon for our University.

As one of the North West's biggest sources of healthcare professionals, we constantly look to reinforce the bridge from learning to employability. This facility will see both the University's training and public service remits make giant leaps forward, with capacity to treat 9,000 patients a year. The zero-carbon building already promises many potential uses, featuring flexible meeting space, roof garden and gym. Partnerships will be crucial to the project, with space for external clinics including with the local NHS trust.

The new Health Clinic is designed to be a first-class clinical training facility, with treatment and consultation rooms, labs, and group spaces that will enable student allied health professionals, nurses, midwives, social workers and other health and wellbeing practitioners to gain real experience.



IMPROVING SUSTAINABILITY

Tackling the climate emergency requires a whole institution approach that integrates sustainability considerations across all our activities, as well as linking them into the wider community and regional initiatives. Recently we have driven a significant increase in colleague, student and local community engagement in a wide range of activities and campaigns. One example was engaging our Students' Union and recruiting a graduate to a new role to expand collaboration on sustainability initiatives such as the SOS-UK Responsible Futures programme, where more than 3,000 tonnes of carbon were saved, and over 400 unwanted items found new owners, thanks to the re-launch of our online re-use portal.

We also recognise our responsibilities for the direct impact on the environment; as one of the largest organisations in the Greater Manchester region offering a place of study and work to over 26,200 students and 3,060 staff across 27 buildings and around 70 hectares. We have an obligation to reduce

our negative impact on our environment but also an opportunity to demonstrate environmental sustainability through our operations and using our campus as a living laboratory. Our campus is recognised as one of the best green spaces in the UK—green space is vital for communities in Salford and provides opportunities for socialising, improving physical and mental wellbeing and enjoying nature.

We understand the importance of upskilling the future workforce in key areas of sustainability. Last year we introduced a new MSc in Sustainable Buildings and we are also proud to be the first university in the UK to offer an MSc in Sustainable Air Transport Operations and Planning. Approved by the Royal Aeronautical Society, topics covered include airport biodiversity preservation and terminal design to aviation waste management and sustainable fuels. This trailblazing course is designed to prepare students for a career where they can genuinely lead change and advance the sustainable growth of air transport.

URBAN FARMING

NORTHERN ROOTS

We are proud to be a major strategic partner for Northern Roots—the UK's largest urban and eco-park located in Oldham. Northern Roots transformed 160 acres at Snipe Clough into an inspiring community destination using regenerative land management and it now serves as a "Living Lab" for our University students' research and field trips.

This innovative new model for harnessing green space, developed for and with local

communities offers sustainable benefits for:

- ✓ **People:** enhancing overall health and wellbeing, from producing healthy food to promoting physical activity and connection with nature.
- ✓ **Planet:** improving landscape management to build biodiversity, capture carbon, enhance water quality and ecosystems.
- ✓ **Place:** boosting civic pride and attracting new visitors and investors to the area as well as generating training, education, jobs and business opportunities.

FRIENDS OF ENERGY HOUSE LABS

The energy we use in homes accounts for more than a quarter of UK energy use. In 2011, the University of Salford launched the first ‘Energy House’—a Victorian terraced house within an environmentally controllable chamber—to test and innovate with retrofit technologies. For over 12 years Energy House has been advancing how we heat our homes more effectively, improving sustainability and lowering the cost of our bills.

In 2023, our groundbreaking research idea returned in the form of a £16m project featuring two environmental chambers to mimic weather conditions experienced by 95% of the world’s population.

Part-funded by the European Regional Development Fund (ERDF), our world-leading lab can replicate temperatures anywhere between -20°C to +40°C, and simulate wind, rain, snow and solar radiation. This research opportunity is revolutionising how energy-efficient homes are built globally, as house builders have already constructed homes within the Energy House 2.0 chambers and have started using their insights to inform construction processes.

But the project has grown beyond research. Through ‘Friends of Energy House 2.0’ it’s also a catalyst for sustainability-related education and cultural projects.

Friends of Energy House 2.0 is a new philanthropic model, created as a channel of support to raise the profile of its research and sustainability issues through community-based projects, school education initiatives and research scholarships. Barratt Developments are the headline partner of the programme and alongside many other industry partners, they have contributed to a shared impact fund to direct the research of Energy House Labs into homes and schools across Salford, the North West and nationally.



The strong links that we’ve formed in Salford, since we launched the Zed House and eHome2 at Energy House projects, has enabled Barratt to support sustainability projects within schools and community groups that are making a lasting difference across the city.”

David Thomas,
Chief Executive, Barratt Developments



£500k

Of philanthropic support has been secured over the past 3 years of the programme.



My university experience so far has not only contributed to my academic growth but has also improved my personal development. I have greatly improved my confidence, independence, and have a greater sense of purpose. Barratt's donation to my education has not only helped me to pursue my passions, but it has also inspired me to make a positive impact and I am deeply grateful for their continued support."

Tristan Green,
Barratt Scholarship recipient
and Building Surveying student



DEVELOPING CREATIVITY AND INNOVATION

A HUB FOR LOCAL CULTURE

We're proud to be part of Greater Manchester, a thriving diverse city-region and with our main campus just minutes from Manchester city centre and a state-of-the-art campus at MediaCity, we are ourselves, a hub for local culture. The vast range of events and opportunities that we provide lead to 157,000 people attending one of our activities—that's 57% of Salford.

We have a long history of providing people with the tools and spaces that they need to succeed. Our main campus has powerful, collaborative spaces which allow education and industry to collide.

DIGITAL AND CREATIVE INNOVATION

And down at MediaCity, we're located alongside the BBC, ITV and over 250 digital and media businesses, with studios and specialist spaces equipped with industry standard hardware and software. These superb facilities play a central role in the professional training of our students, creating graduates who go on to apply their skills across the world. They are also spaces that act as a location for major events such as the 'We Invented the Weekend' festival—a joyful celebration of community and culture in the North—which is delivered alongside partners The Lowry, BBC, Salford City Council and the GMCA.

SPOTLIGHT ON LOCAL ARTISTS

We are proud of our longstanding partnerships with arts and cultural organisations across our city including The Lowry, Walk the Plank, Salford Museum and Art Gallery and the Working Class Movement Library. We work closely with studio partners at Islington Mill, Paradise Works and Hot Bed Press to support and celebrate both emerging talent and established artists through our Graduate Scholarship Programme and new commissions with internationally recognised practitioners such as Rachel Goodyear, Hilary Jack and Cheddar Gorgeous.

SOUNDS FROM THE OTHER CITY

In 2024 the Salford festival of new music and art welcomed more than 3,000 visitors into the heart of our Peel Park campus, supported by 35 student placements. An exceptional programme spilled into new and old spaces including Maxwell Hall (bringing live music back to the hall for the first time in 10 years), Peel Hall, the Old Fire Station Café and our very own Acoustics Laboratories through a unique collaboration with Energy House 2.0, Castlefield Gallery and Open Eye Gallery.

THE MORSON MAKER SPACE

Morson Engine Room and Maker Space is a digital fabrication facility for rapid prototyping with robust, industrial-grade machinery. A space that gives students incredible hands-on experience in design, assembly, and inspection encouraging seamless skills that meet industry needs. Funded by Morson Group, it's also part of the Morson STEM Foundation which aims to empower the next generation of aspiring engineers through STEM learning. The Maker Space opens its doors to creative and community organisations as well as local schools. For example, in March 2024, nearly 100 local primary school children visited the Salford campus for the Primary Engineer Rail Programme celebration.




ESPORTS LAB

Our state-of-the-art bespoke lab has been purpose-built to host the digital requirements of students completing the University and Greater Manchester Institute of Technology (GMIoT)'s Higher National Diploma (HND) Esports Business Management programme. The course was developed in collaboration with industry leaders including Horizon Union.

The Lab is equipped with a tournament arena, industry-grade broadcasting equipment, and a suite for teaching, learning and gaming. Plus, our cutting-edge technology includes an immersive Formula 1 licensed racing simulator.

With the global esports market expecting to generate £3.41 billion in revenue this year and forecast to reach £4.52 billion by 2028 (according to Uswitch) the Lab is designed to support students looking to pave the way in this rapidly expanding sector.





IS ANYBODY LISTENING?

We believe the University can make a real impact in local citizen's lives by bringing art and creativity directly to the community.

Instead of waiting for people to come to us, we actively invite locals to shape and get involved in arts and cultural activity—upholding our integral role in nurturing a strong Salford. A recent example was the University led 'Craig Easton: Is Anybody Listening?' exhibition tour and youth engagement programme 'Our Time, Our Place', supported by the National Lottery Heritage Fund.

This exhibition brought the internationally award-winning photography of Salford alumnus, Craig Easton to a local audience. 'Bank Top', examined the representation and misrepresentation of northern communities, focusing on a tight-knit community in Blackburn, and 'Thatcher's Children', explored intergenerational poverty through the hardship experienced by one family in Blackpool.

‘OUR TIME, OUR PLACE’

The engagement programme, ‘Our Time, Our Place’ empowered young people to explore and express their identity. Through workshops framed around photography, participants from low-income and marginalised communities in Salford were given a platform to reflect on current issues and their own history, as well as learning practical photography skills to take forward.



The project was all about their place in the community... the work they are making as visual history... with an eye on how people will see it in the future.”

Craig Easton



IDENTITY AND CONFIDENCE

As well as the young people, seven early career photographers from across the North West were mentored by Craig Easton including two University of Salford Post Graduate students. Three University of Salford graduating students won photography micro-commissions. All had an opportunity to publicly present new work on the themes of representation and heritage.

Taking the conversation wider, we hosted discussion workshops that allowed audiences to weigh in on the ethics of image capture, representation, permission and the nature of heritage. These sessions provoked passionate debate online and in person, continuing in a final symposium. Although the project has finished, the impact continues with the young people visiting Peel Park campus this summer.



... my identity has changed by doing this... it’s made me think more about what I want to identify as... this has been a chance of freedom, to really think.”

‘Our Time, Our Place’ participant



Over the next ten years, the University proposes to become Salford's hub for social justice; connecting education providers, businesses, charities and youth groups, local authorities, employers and individuals to come together and work seamlessly for the benefit of our students and our city.

We envisage achieving this through a range of programmes and interventions, including alternative skills-based training opportunities, connecting charities to deliver impactful outreach programmes, engaging employers to develop local talent pathways, effectively combining arts and creativity with technical education to encourage more diversity in the workforce pipeline and through research which makes a difference for Salford and communities around the world.

We plan to develop and implement an evidence-based, university-wide educational model in which students are partners and active participants in the classroom. We will collaborate with businesses and charities to strengthen our work-integrated learning offer, ensuring that our graduates are equipped with the skills to succeed. We will engage, connect and celebrate our growing global alumni community who are influencing and shaping society and industry for the better.

We know that the challenges prevalent within Salford are issues also experienced

by communities globally. We seek to build on our foundations of collaboration, innovation and creativity to build a new model on how universities can support their communities and their region, minimising and even eliminating obstacles and enabling people from all backgrounds to reach their potential and thrive.

Underpinning our approach is the importance of research. Our research will champion themes that focus on societal inequity, amplifying often unheard voices, and incorporating robust evaluation to ensure that we can drive long-term systemic change, enriching lives and improving outcomes. Our commitment is to develop collaborative advantage in shaping and grasping opportunities.

We have a big and bold ambition to shift systems and promote equity, breaking down barriers for our students and our communities locally, nationally and globally.

**Be part of our mission to deliver
For Salford, For the World, From Salford.**



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