

PLUMPTON COLLEGE



ECONOMIC IMPACT STUDY 2009

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PLUMPTON COLLEGE – ECONOMIC IMPACT STUDY

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EXECUTIVE SUMMARY

INTRODUCTION

This Economic Impact Study assesses the current and potential economic impact of college activities on the local and regional economy.

The study also aims to inform future development strategies and support plans for future investment.

The assessment is based upon activity in 2007/8 - the most recent college year for which full financial information is available.

SCOPE OF STUDY

As well as Education & Learning Provision, Plumpton College is involved in a range of activity including Business Support, Training & Advice; College Business Initiatives; Farming; and Events & Activities.

These activities have direct and/or indirect economic impact due to income generation and expenditure and have been included in this study.

As far as possible, the economic impact of Plumpton College has been apportioned on a geographical basis to assess its contribution in the immediate locality, across the adjacent counties and regionally.

The study includes a brief history and background of Plumpton College, its facilities and its activities. It also sets the college in the context of educational and economic strategies, exploring its contribution at national, regional and local levels.

Brief local and regional Socio-economic context is included in the study in order to set the context for Plumpton's contribution and forward role in contributing to improved skills and business performance.

CURRENT ECONOMIC IMPACT

Income

Plumpton College generated income of £11,335,000 in 2007/8 - an increase of 16% over the previous year.

Sources of operating income are diverse and LSC operating grants account for just 50% of total income (excluding capital grants), a much lower proportion than most FE colleges.

Plumpton Staff

Overall pay costs as a proportion of income fell from 52.5% in 2006/07 to 49.8% in 2007/08 reflecting high levels of efficiency and productivity in the deployment of staff.

At end July 2008, Plumpton employed 231 staff, (191 FTE), of which 108 were academic staff and 123 support staff.

The total wage bill in 2007/8 was £5,644,000; of which £3,823,000 was for academic staff and £1,821 000 for support staff.

Take home pay, (after tax, NI and pension contributions) is estimated as 2/3 of salary resulting in total take home pay of around £3,780,000.

After mortgage and accommodation costs of c. 25% of income, disposable income of approximately £2,775,000 may be spent in the local economy.

The economic effect of these salaries being spent by staff may be considerable with a large proportion spent very locally as 98% of Plumpton's staff live very locally or within commuting distance.

The College as a Purchaser of Goods & Services

In 2007/8 Plumpton College had a total (non-pay) spend of £7,819,401

There were 8,444 transactions relating to 1,098 suppliers of which 20 suppliers accounted for approximately 72% of total spend.

Almost all (96%) of the expenditure, excluding staff salaries, incurred by Plumpton College is with suppliers of goods and services, of which about 78% is spent with smaller businesses (SMEs).

More than half of all spend (51%) in the study period was for building works and 95% of this was with a single construction company for the major new West Wing development.

The study shows a wide range of other expenditure varying from agricultural supplies, printing, insurances, coach hire, utilities, vets, etc.

More than 90% of total college expenditure, and 95% of expenditure with SMEs, was spent within the South and East of England including London.

Whilst some expenditure such as utilities, insurance, conservation organisations and trade bodies is spent nationally, the majority of expenditure contributes to the benefit to the local and regional economy.

Capital Spending

Plumpton College has invested £6.5 million in its facilities over the last 5 years.

This has been focused on medium sized, distinct projects including the new Sports Hall; Horticultural Technology Centre; Sussex Rural Business Centre; Higher Education/Winery Science Centre; the Dining Hall Extension; and new Animal Care Centre

Capital Developments in 2007/8 included:

- Major Expansion of Catering Facilities
- New Animal Care Centre costing £2,114,000.
- New classroom at Ivyland Farm costing £243,000
- Rape Seed Cold Pressing Project - £95,000
- New Children's Education Centre - £190,000
- Purchase of remainder of Green Oak site near Robertsbridge for £250,000

Growth in FE and HE student numbers will continue to be underpinned with investment in new buildings and equipment.

Current development of the new West Wing (a major extension to the existing administration block to provide a new library and IT centre, additional classrooms, bedrooms, and offices), which will be completed in 2009, represents a further budgeted investment of £6,680,000

Future plans for College facilities include rebuilding the Engineering Workshops, to meet the significant increase in demand for machinery and vehicle repair skills, at a budgeted cost of £2,190,000 in 2009/10; and a major modernisation of Dairy Training Facilities is planned in 2010.

The college has identified further capital projects valued at around £9 million. This includes improvements to Wales Farm; waste water handling; new facilities at Green Oak and Flimwell; and replacement of the Canine Centre at Plumpton.

Plumpton Students

In 2007/8 a total of 3035 students attended Plumpton College - 72% attended part-time and 28% full-time.

Full-time 16-18 students grew particularly strongly – a rise of 14% - and came from over 120 schools compared with 93 the previous year.

In 2007/08, Plumpton had 318 14-16 year olds from 56 schools on a day release basis - an increase of 37% on 2006/07.

28% of full-time and 79% of part-time students were aged 19+ and almost 45% of all students were over 25 yrs of age

Plumpton draws the majority of its FE students from the local and regional area with less than 5% from outside the SEEDA area + London.

89% of FE students were from East and West Sussex, Brighton & Hove, Kent, Hampshire and Surrey - 71% from East Sussex, Brighton & Hove;

There was 13% growth in HE numbers in 2007/8 to 295 students of which 63% were from East Sussex, Brighton & Hove

79% of HE students were from East Sussex, Brighton & Hove, West Sussex, Kent and Surrey - only 21% came from outside the SEEDA area.

The immediate prospects for growth are good, particularly in the core 16-18 and HE segments.

The longer-term outlook for continuing 14-19 student growth also remains potentially good.

Student Expenditure

A student expenditure survey attracted over 200 responses, of which 95% were on full time courses - an acceptable 22% response rate.

The number of respondents from East Sussex, West Sussex, Surrey, Kent and Brighton & Hove combined was 95% of the total - close to the figures for Plumpton College as a whole giving good validity to the survey.

Plumpton students on average appear to spend around £125 per week - close to the NUS non-London average.

Total Annual Student Spend was estimated at £6,523,725 of which 30% is spent at or very near to Plumpton College and a further 29% within 5 -10 miles of Plumpton College

This shows that there is a marked effect on the local economy with an estimated £1,960,000 spent in the very local economy of Plumpton and adjacent villages.

A further £1,900,000 may be spent in the local 5-10 mile economy which includes Brighton and Lewes; and £2,610,000 may be spent in the wider area - largely within the counties of East Sussex, West Sussex; Surrey; and Kent.

Almost 6 out of 10 responding students (58%) have a job during term time. The value of student employment has not been included in the economic impact total for Plumpton College, however, the employed students will have a significant positive impact on the GVA of the local economy and provide a valuable source of labour for local employers.

Skills are an accepted key driver for higher productivity and are also widely accepted as an important factor influencing earning ability, employability and the potential of individuals.

Plumpton College is located in an area where low (NVQ 1 or below) levels of qualification are common and has a clear role in raising local skills levels as the vast majority of students originate in East Sussex, West Sussex and the immediately adjacent counties.

The college also has a major economic impact through the skills it imparts to individuals and businesses. These include graduate qualifications, NVQs, apprenticeships, legislative competency certificates, upskilling of the workforce and giving business advice.

Collectively, these activities are estimated to add around £10,159,000 to the economy of which at least £4,637,000 is of local impact.

Summary of Total Economic Impact

College Jobs	Goods & Services	Student Spending	GVA Impact of Skills	Rents	Total
£3,780,000	£7,819,401	£6,523,725	10,159,000	£29,000	£28,311,126

Summary of Local (within 20 miles) Economic impact

College Jobs	Goods & Services	Student Spending	GVA Impact of Skills	Rents	Total
£2,775,000	£6,646,491	£3,848,998	4,637,000	£29,000	£17,936,489

Conclusions

- Plumpton College makes a significant contribution to implementing, Post-16 Education Policy & Strategy at all levels
- It contributes strongly to meeting the objectives of Economic Development, Sustainability and Environmental Strategies at Regional and National levels.
- The College has a key role and proven track record in assisting individuals to gain relevant skills and enter the employment market.
- It plays a key role in assisting local rural businesses to grow, create employment and meet future business challenges.
- Plumpton College has a substantial economic impact both regionally and locally.
- It accounts for around £28,000,000 of economic activity within the South East Region
- Of this, an estimated £18,000,000 contributes to the local and very local economy.

PLUMPTON COLLEGE

ECONOMIC IMPACT STUDY 2009

1. INTRODUCTION

Plumpton College has commissioned Robert Fry Associates to undertake an Economic Impact Study.

The format of this report is partly based upon a study undertaken by Roger Tym & Partners for a similar FE College. This was made available to Robert Fry Associates and suggested as a suitable model by Plumpton College.

The content which is specific to East Sussex and to Plumpton college is based upon information supplied by Plumpton College and its students and incorporates elements of relevant available published socio-economic data which is in the public domain.

The aims and objectives, scope and methods used to carry out the study are set out below.

1.1 AIMS & OBJECTIVES

The objectives of the Economic Impact Study are:

- To assess the current and potential economic impact of the activities of Plumpton College on the local and regional economy.
- To use this Economic Impact Assessment to inform future development strategies.
- To support plans for further investment by the College and by key funding agencies

1.2 SCOPE OF STUDY - ACTIVITY

This economic impact assessment is based upon activity in the 2007/8 college year - the most recent year for which full statistical and financial information is available.

The economically relevant activities of Plumpton College include

- **Education & Learning Provision** - at the main campus and at outreach locations
- **College-Based Business Initiatives** – e.g. wine making, rape seed oil production
- **Campus-based Non-College Activity** – e.g. language school, folk dancing club, weddings etc

- **Rental of College Office Space** – e.g. FWAG, YFC.
- **Campus-based Events** – not run by the college
- **Building Developments** – recent, current and future plans

These activities have direct and/or indirect economic impact due to income generation and expenditure. The following have been included in this study:

- **Direct & Indirect College Expenditure on Goods & Services**
- **Plumpton College as an Employer**
- **Student Expenditure & Employment**
- **Income Contribution of College Business Activity**
- **The Contribution of Outreach Facilities**
- **Qualitative Community Impacts**

1.3 SCOPE OF STUDY – GEOGRAPHIC AREAS

The overall aim of the study is to make a quantitative assessment of the economic “value” of the college and the contribution it makes.

As far as possible, the direct and indirect economic impact of Plumpton College has been apportioned on a geographical basis:

- **Immediate Local Impact** – Within 20 miles of main Campus
- **County-wide Impact** – East Sussex, West Sussex, Surrey, and Brighton & Hove
- **The SE Region** – matching the area covered by SEEDA
- **National Impact**

These areas are also utilised in looking at the contribution made by Plumpton College to relevant economic and educational strategies.

1.4 METHODOLOGY

1.4.1 Desk-top research – Context Setting

- Plumpton College’s history & background; educational and business activity; facilities, farms; and future development plans.
- Analysis of Regional and National Economic Development Strategies and how Plumpton contributes to them

- Analysis of Regional and National Education & Training Strategies and how Plumpton contributes to them.
- Examination of Socio-Economic data in relation to Plumpton College

1.4.2 Quantitative Analysis

- **Statistical information** supplied by Plumpton College including income & expenditure; staff numbers; student numbers, courses and ages; suppliers by size & location.
- **Student Survey** to determine student off-site expenditure associated with attendance at the College along with educational profile, current and future employment plans, etc.

1.4.3 Qualitative Analysis

- **Combining research and published data** to identify community benefits, over and above the direct and indirect economic impacts.

1.4.4 Consultation & Engagement

- **Managers and academic staff of Plumpton College** were consulted at all stages in the completion of the study and have contributed to the final document.

2. PLUMPTON COLLEGE

2.1 Plumpton College History & Background

Plumpton College was founded by East Sussex County Council in 1919 and became the East Sussex School of Agriculture in 1937.

Following the 1944 Education Act, the College became a specialist land-based education and training facility.

During the 1960s, students of agriculture, horticulture and poultry increased strongly. A large "extra mural" department was established - the origin of Plumpton's current work with employers.

Further major expansion took place in the 1970s with the building of new workshops and hostels. Plumpton College began to diversify into all areas of land-based education.

During the 1980s and 1990s equine, animal care, veterinary nursing, wine production, viticulture, metalsmithing, blacksmithing, forestry and an extensive range of horticultural provision was established.

The 21st century has seen continued growth including partnership with local schools and provision of degree level courses with the University of Brighton. A specialist Rural Business Management Centre was established; commercial wine and rape seed oil production has been introduced.

In 2009 the college will complete its new west wing – a major building project which will expand and improve study facilities and accommodation.

2.2 Plumpton College Key Strategic Objectives

The Strategic Plan for 2007-2014 sets out 5 key strategic objectives:

1. To achieve substantial growth in both student numbers from 2005/06 figures and also in Services to Business and commercial income over the period to 2013/14.
2. To provide outstanding land-based education, training, and expertise to learners and land-based business.
3. To generate sufficient cash internally over the seven year period of the plan to fund capital investment.
4. To develop the College's human and physical resources and ensure outstanding governance, leadership and management to achieve the aims set out in objectives 1-3.
5. To develop the college's reputation as an outstanding centre of land-based excellence in the South-East, and to increase awareness and support to enable further development of our business.

In 2007/08 the College made very good progress towards all three of its primary long-term strategic objectives of

- Strong Growth in student numbers
- Outstanding Quality of land-based provision
- Robust Finances

2.3 Plumpton College - Educational Context

Plumpton College specialises in providing a wide range of land-based courses for:

- 14 -16 yr olds in Partnership with Schools
- 16-19 yr olds and Adults in Further Education
- Young People and Adults in Higher Education

The range of courses covers all land-based provision including:

- Agriculture
- Horticulture
- Floristry
- Green keeping
- Hard Landscaping
- Equine Studies
- Agricultural Machinery
- Horticultural Machinery

- Metalsmithing
- Animal Care
- Veterinary Nursing
- Countryside Management
- Forestry & Arboriculture
- Sports (Outdoor Education)
- Wine & Viticulture
- Rural Business Management

In 2007/8 more than 3000 students attended Plumpton College:

- 2173 (72%) students attended part-time and almost 4 in 5 of these were aged over 19 years
- 862 Students attended full-time and almost 3 in 4 of these were aged 16-18 yrs
- Almost 45% of all students were 25+ years of age
- More than 1 in 10 was under 16

2.4 Plumpton College – Campus Facilities

The college's main campus is located at the foot of the South Downs close to the County Town of Lewes and the major city of Brighton & Hove. Out-centres are located at Netherfield, Robertsbridge and Flimwell.

In addition to learning facilities and student accommodation, the main campus includes a working farm and recreation facilities.

Plumpton engages with a large number of voluntary and charitable organisations, and is now a hub for services to Sussex rural communities.

The College provides support, premises, and facilities for Young Farmers Clubs throughout Sussex, for the Farming and Wildlife Advisory Group (FWAG) and the East Sussex Proficiency Tests Council.

It offers riding facilities to Riding for the Disabled, and the sports hall and pitches are used by local community sports groups.

2.4.1 The College Farms

In total, Plumpton College farms 1,222 hectares in East Sussex.

Wales Farm (890ha) at Plumpton is the primary focus for full-time education and has a range of commercially run livestock and arable units for both conventional and organic systems.

Livestock units include dairy and beef herds, pigs and organic sheep. Cropping includes forage maize, grass, wheat, barley, and oil seed rape. Woodland areas support forestry, countryside & game management.

Wales Farm recorded a small operating cash deficit of £18,000 in 2007/08 and also incurred capital expenditure on farm equipment of £74,000.

Plumpton College also manages Saddlescombe Farm near Brighton; and Ivyland, Homestead & Perch Hill Farms at Netherfield, near Battle.

Ivyland Farm provides an outreach venue for training students and small rural businesses in the east of the county and is a respected Centre for Sustainable Food and Farming.

2.4.2 Plumpton Winery

The College operates three vineyards with a total area of around 6 hectares growing over 10 varieties of grape; a further area of 9 ha is being progressively planted.

The College's new winery at Plumpton has a capacity of 50,000 bottles. Sales rose from 7,500 bottles in 2006/07 to 11,800 bottles in 2007/08. Sales income rose from £41k to £74k.

2.4.3 Sussex Rural Business Centre

The Centre of Vocational Excellence in Rural Business Management Training, led by Plumpton College, has evolved into the Sussex Rural Business Centre - a purpose-built unit located at the main campus.

Plumpton was the first specialist College to achieve Action for Business accreditation and gained Training Quality Standard certification in 2008.

Its Business Training Department supports the rural economy through extensive and appropriate education, training and consultancy.

This includes Work-Based Learning; Train to Gain; Apprenticeships; vocational short courses; Business Management Training delivered in partnership with a number of other organisations; the Concordia Agricultural Bursary Scheme for supervisory and management staff; and the Landskills South East training programme for farmers and foresters.

In June 2007, Ofsted rated the College's responsiveness to the needs of the rural community as "Outstanding".

Business surveys in both 2006 and 2008 reported that satisfaction with training provision was the highest of any Sussex College.

- In 2007/08, Plumpton College engaged with almost 700 rural, small businesses.
- Train-to-Gain numbers rose from 22 in 2006/7 to 201 in 2008/9
- Income from specialist consultancy rose to £23k in 2007/08.
- Letting of facilities for conferences, exhibitions, etc generated £29k up 53% on 2006/07.

Longer-term potential for provision to rural businesses is considerable but the prospects are less certain than for core FE and HE student growth.

2.4.4 Sports Hall

Plumpton College has a well equipped sports hall, which is also used by the local community, and provides an excellent training venue.

There are facilities for 5-a-side football, netball, badminton, cricket, basketball, volleyball, hockey, indoor tennis and a climbing wall.

These facilities are supported by well maintained sports fields, which include two hard tennis courts, football, rugby and cricket pitches.

All sports facilities are available for hire by outside individuals and groups.

2.4.5 Residential Accommodation & Catering

There were 112 residential places in 2007/8, mostly for students aged 16-18 whose daily travel distances would impose a barrier to learning and those with early morning or late afternoon work routines.

There was unmet demand for at least a further 70 rooms and the new West Wing will help to meet this demand.

Students pay £90-125 a week, similar to levels at other colleges. LSC grants reduce the costs to less well-off students and about half the residents receive some grant assistance.

Following a major expansion in 2006, catering facilities include a snack bar and accommodate 250 students per sitting.

Residential and catering accommodation are rented out during holiday periods allowing both to cover their costs. Catering and snack bar income was £211k in 2007/08.

2.4.6 Other Building Developments

Plumpton College has invested £6.5 million in its facilities over the last 5 years.

This has been focused on medium sized, distinct projects including the new Sports Hall; Horticultural Technology Centre; Sussex Rural Business centre; Higher Education/Winery Science Centre; the Dining Hall Extension; and new Animal Care Centre

Capital Developments in 2007/8 included:

- Major Expansion of Catering Facilities
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- New Children's Education Centre - £190,000
- Purchase of remainder of Green Oak site near Robertsbridge for £250,000

Growth in FE and HE student numbers will continue to be underpinned with investment in new buildings and equipment.

Current development of the new West Wing (a major extension to the existing administration block to provide a new library and IT centre, additional classrooms, bedrooms, and offices), which will be completed in 2009, represents a further budgeted investment of £6,680,000

Future plans include a £2,190,000 rebuilding of the Engineering Workshops in 2009/10 and major modernisation of Dairy Training Facilities in 2010. The college has identified a further £9 million of capital projects including improvements to Wales Farm; new facilities at Green Oak and Flimwell; and replacement of Plumpton's Canine Centre.

3. SOCIO-ECONOMIC CONTEXT

3.1 Overview

The South East is one of the UK's most successful regions but has significant sub-regional disparities in deprivation and unemployment.

East Sussex and Kent, for example, have growth rates well below the Regional average and GVA significantly below the National average.

The Indices of Multiple Deprivation (IMD 2004), show that over 5% of South East residents fall within the most deprived 20% Nationally

Deprivation is mainly clustered in eastern areas; coastal districts; and some large urban centres such as Hastings.

- Plumpton College and its out centres are well positioned to assist the population of these areas.

The Rural South East accounts for 80% of the region's land area, a third of its businesses and a quarter of its population.

Agricultural businesses are diversifying; increasing numbers of businesses are relocating to attractive rural areas; and there is a continuing need to maintain and manage the landscape in a sustainable manner.

Agriculture faces a challenging business environment; including responding to scientific and technological advances; new legislation and changing consumer demands.

- Plumpton College has a key role in assisting land-based and rural businesses to meet these challenges

3.2 East Sussex in Context

With a population of around 500,000, East Sussex covers an area of 1,725 square kilometres and includes the districts of Eastbourne, Hastings, Lewes, Rother and Wealden.

Current economic trends are reflecting a national downturn in economic activity, a significant increase in unemployment, and a fall in house prices.

3.2.1 Employment in East Sussex

The East Sussex economy comprises mainly service sector businesses which provide 85% of all jobs.

The 2007/08 Annual Population Survey shows that around 27% of East Sussex jobs were managerial & professional but only 20% were in growth and high-value sectors, compared with 30% regionally.

- Plumpton has a key role in assisting businesses to grow and create employment as well as upskilling those already in employment.

3.2.2 Percentage of People in Work in East Sussex

It is estimated that 77.6% of the workforce would be in employment by March 2008. This is below the South East rate of 78.5% but higher than the national average of 74.5%.

Across the county, the highest employment rates are in Lewes at 83.7% and the lowest in Hastings at 72.3%.

- Plumpton has a key role in assisting individuals to gain relevant skills and enter the employment market.

3.2.3 Unemployment in East Sussex

There is considerable long term unemployment in some areas with 9% of claimants having been unemployed for more than 1 year.

In December 2008, 2.7% of the workforce were unemployed and claiming Job Seekers Allowance (JSA).

Of these, 41% were aged 25 to 44 yrs; and 30% were 24 and under.

- Plumpton has a key role and proven track record in assisting these demographic groups to gain relevant skills and enter the employment market.

3.2.4 Skills Levels in East Sussex

The Annual Population Survey reports that in December 2007, over 44% of residents of working age in East Sussex were qualified to at least NVQ Level 3. This is below both the regional and national averages.

Hastings has the highest percentage (14%) of residents with no qualifications, compared with the county average of 11%.

- Plumpton has a key role and proven track record in assisting local people to gain NVQs

3.2.5 Income, Earnings & Wealth Creation in East Sussex

East Sussex had an estimated GVA of £7.207 million in 2006 - just over 4% of the South East total.

GVA per person in East Sussex is only 75% of the average for the UK and just 71% of the regional average.

In 2008, average weekly earnings in East Sussex were 15% below the average for the South East, and 11% below the national average.

- By providing skills and training, Plumpton College significantly increases the ability of individuals to raise their earnings and generates considerable GVA for the area.

3.2.6 Significant Areas of Deprivation in East Sussex

The Indices of Deprivation 2007 combine seven factors: low incomes; lack of work; poor health; poor housing; access to services; crime; and poor living environment.

East Sussex has the highest levels of deprivation in the South East with the most significant levels of deprivation in coastal towns.

Hastings is the most deprived local authority area in the region and ranks amongst the 10% most deprived areas in the country.

The Income Deprivation Affecting Children Index (IDACI) shows that about 19% of children in East Sussex and almost 30% of children in Hastings live in low-income households.

The Income Deprivation Affecting Older People Index (IDAOPI) indicates that 14% of older people in East Sussex and more than 20% in Hastings live in low-income households.

- By providing skills and training, Plumpton College significantly increases the ability of individuals to raise their earnings

3.2.7 Small Businesses

The economy in East Sussex is characterised by its high number of small service sector businesses.

Only 27% of people in East Sussex are employed by larger (100+ employee) businesses compared with an average of 40% in the region.

The number of small businesses in more rural areas has grown in the last few years and represents an opportunity for Plumpton College to increase its services to business income.

- Plumpton College already plays a key role in assisting local rural businesses and is well placed to extend its contribution.

4. STRATEGIC CONTEXT

Plumpton College, a key provider of education and training in land-based and related sectors, meets the requirements of, and makes a significant contribution to, policy and strategy at all levels.

There are many regional and national strategies which are relevant to the work of Plumpton College. Most local strategies are based firmly on the regional or national strategies so, in order to be as concise as possible, only the key regional and national strategies were assessed.

4.1 EDUCATION

4.1.1 Raising Expectations: Staying in Education & Training Post-16

In March 2008 the Government's White Paper *Raising Expectations* set the scene for funding FE in the post-LSC world, including the arrangements for commissioning and funding 14-19 provision through Children's Services Agencies.

The proposals recognise the need for young people to travel across county boundaries to get their chosen vocational training. This raises opportunities for Plumpton to recruit and current 14-16 and 16-18 marketing has begun to focus on attracting students from further afield.

Under the White Paper proposals, funding of 14-19 provision will transfer to local authorities from 2010/11. The White Paper expects local authorities to work together to commission provision sub-regionally.

However, within Sussex, there are indications that each of the local education authorities could form separate sub-regions.

Plumpton welcomes the continuing emphasis on informed learner choice in the Government's White Paper. However, with a large catchment area spanning several local authorities, the changes in 14-19 commissioning and funding arrangements represent a significant strategic risk.

4.1.2 Further Education: Raising Skills, Improving Life Chances

Legislation is also being introduced to require young people to be in education or training until age 17 by 2013 and 18 by 2015. This also represents a major growth opportunity for Plumpton College.

Recent Government White Papers have placed strong emphasis on the need for provider partnerships. Ofsted's June 2007 report found that Plumpton's partnership work was excellent.

Plumpton has a strong and growing partnership with local schools in order to help it provide courses for excluded or vulnerable learners.

The college participates in 7 Local Area Partnership Boards and a number of Development Groups within Sussex.

A primary function of local Area boards is to advise on how future skills needs can best be met and they will increasingly make funding decisions. Plumpton has an influential role to play and can also benefit from close partnerships in these areas.

The creation of a Plumpton-led consortium to deliver the new Environmental and Land Based Diploma across East Sussex, Brighton & Hove and Mid Sussex comprising 38 schools and 3 colleges is a good example of how this can work.

Plumpton's key HE partner is the University of Brighton. The partnership is a strong one. The University provides a range of services to HE students including the Students Union, IT support, library and social facilities.

4.1.3 Learning and Skills Council (LSC)

2007/08 was the final year of 14-16 funding via the LSC's Increased Flexibility Programme (IFP).

IFP provision is being replaced by an increasing range of programmes funded through bilateral arrangements with schools, many of them tailored to the particular scheduling and transport requirements of the school or to the special needs of the students. This model is resource intensive, but has been particularly successful in transforming the confidence and prospects of disaffected students.

4.2 ECONOMIC DEVELOPMENT

4.2.1 Rural Development Programme England 2007-13

The most significant current, national, rural economic strategy is Defra's Rural Development Plan England (RDPE) for 2007-13.

Plumpton College will continue to make major contributions to achieving the strategic aims of RDPE.

It is helping *"to build profitable, innovative and competitive farming, food and forestry sectors* that meet the needs of consumers and make a net positive contribution to the environment".

In particular, Plumpton delivers knowledge transfer and skills enhancement by enabling better access to mainstream business training; promotes innovative business processes and practices; and improves the uptake of technology and entrepreneurial skills.

Plumpton assists *"to improve the environment and countryside"* by incorporating in its teaching and its own farming practices a wide range of activity to conserve natural wildlife; protect natural resources; enhance biodiversity; maintain landscape quality; promote sustainable farming; and mitigate climate change.

Plumpton also has key role in *"enhancing opportunities in rural areas, in ways that harness and build upon environmental quality"* by improving skills in the rural workforce and supporting innovative, rurality-based business development, diversification and sustainable tourism.

Through its teaching and own organic farming practices Plumpton also promotes public understanding of, the countryside, conserving and enhancing rural heritage, including traditional farmed landscape

RDPE funding allocated to Plumpton College through the Landskills SE programme is £150,000, with a further £259,360 allocated through the specialist Wine-skills national programme.

Plumpton College is represented on the two Local Strategic Partnerships administering RDPE funds through the Leader programme

4.2.2 Sustainability Strategies

There are a number of sustainability strategies at national, regional and local level. The most important being The South East Regional Sustainability Framework which identifies regional priorities for sustainable development in the South East.

Plumpton College plays an important role in achieving objectives including Sustainable Consumption and Production; Climate Change and Energy; Natural Resource Protection and Environmental Enhancement; and Sustainable Communities

4.2.3 SEEDA Regional Economic Strategy

The South East England Development Agency (SEEDA) has a comprehensive Regional Economic Strategy 2006 - 2016 (RES).

Plumpton College contributes, directly and indirectly, to the RES strategies of "Smart Growth" and "Sustainable Prosperity"

It addresses the *Enterprise Agenda* through its specialist Rural Business Centre, delivering integrated business support; and stimulating rural enterprise. It delivers enterprise teaching; and all core courses include business management modules.

The College delivers strongly on the *Skills and Employment Agendas* by providing skills to meet business needs; improved skills brokerage; vocational and work-based learning for individuals; and through accessible community-based learning.

Plumpton directly assists the *Climate Change & Energy Agenda* by helping businesses and individuals to manage climate change; and by promoting and assisting business innovation that adapts to climate change and to opportunities arising from energy policy.

It adds value to the *Sustainable Consumption & Production Agenda* through its core teaching, business support programmes and out-centres; encouraging, and supporting sustainable food and farming.

The college also directly contributes to the *Natural Resources & Environment Agenda* - assisting individuals and businesses to understand and achieve measurable improvements in the quality, biodiversity and accessibility of green and open space.

In particular, Plumpton College contributes to:

- Delivering skills for the economy by ensuring high quality and flexible training provision.
- Increasing the levels of participation in higher education.
- Reducing the number of adults in the workforce lacking NVQ2 or equivalent qualifications.
- Improving participation in the economy through increased levels of employment and training.
- Raising individual's skills and aspirations of work and enterprise.
- Increasing levels of collaboration between the region's knowledge base and businesses.
- Encouraging dynamic new businesses which are important for the future success of the economy and particularly important in rural areas.

5. CURRENT ECONOMIC IMPACT

5.1 Income

Overall income in 2007/08 was £11,335,000 - an increase of 16% compared with the previous year:

	2007/08 £000	2006/07 £000	% change
Academic			
- 14-16	380	255	49
- 16-18 LSC-funded	3,674	2,958	24
- 19+ LSC-funded	1,173	1,185	(1)
- Work-based Learning	212	331	(36)
- Higher Education	2,065	1,505	37
- Other*	1,281	1,400	(9)
- Sub-Total	8,785	7,634	15
Farm/Estates	963	764	26
Wine Sales	74	41	80
Residential/Catering	518	483	7
Other**	995	850	17
TOTAL	11,335	9,772	16

*Academic 'Other' includes all FE fees, A4BC and CoVE funding, Concordia contract

** 'Other' includes snack bar and related activities, rents and lettings, investment income

Plumpton has successfully diversified its sources of operating income and now LSC operating grants account for just 50% of total income (excluding capital grants), a much lower proportion than most other FE colleges.

5.2 The College as an Employer

At end July 2008 Plumpton employed 231 staff, equivalent to 191 on a FTE basis made up as follows:

	FULL TIME	PART TIME	TOTAL
Teaching Staff	64	44	108
Support Staff	86	37	123
Total			231

*This includes 4 fixed term appointments, including maternity cover.

*In addition, Agency Staff incurred expenditure of £164,000.

The male/female balance is 53/55 for teaching staff and 53/70 for support staff; 1.3% of staff describe themselves as other than white British; and 0.9% as having a disability.

Overall pay costs (including agency staff) as a proportion of income fell from 52.5% in 2006/07 to 49.8% in 2007/08.

This is low compared with other benchmark land-based colleges, and reflects high levels of efficiency and productivity in the deployment of staff.

- The total wage bill in 2007/8 was £5,644,000
- Academic salaries totalled £3,823,000
- Non academic wage bill was £1,821 000

98% of Plumpton's staff live "locally" or within commuting distance – in East Sussex, West Sussex, Brighton & Hove and Surrey.

We estimate that take home pay, (tax, NI and pension contributions deducted) is approximately 67% of salary resulting in total take home pay of around £3,780,000.

The economic effect of these salaries being spent by staff is considerable with a large proportion spent very locally.

If we take mortgage and accommodation costs as 25% of income, around £2,775,000 is disposable income and may be spent in the local economy.

5.3 The College as a Purchaser of Goods and Services

Plumpton College's "non-pay" expenditure has been analysed recently using tools provided by Exor Management Services ("Exor").

The Exor data was categorised into the categories of Supplier; Government; Education; Health/Not for Profit; Individual; and Legal

A total non-pay spend of £7,819,401 with 8,444 associated transactions relating to 1,098 Suppliers was analysed.

Access to this analysis has enabled the following key implications and conclusions to be extracted.

5.3.1 Expenditure by Industry Sector

SECTOR	SPEND £	%
Suppliers	7,495,231	95.85
Individuals	147,729	1.89
Education	93,525	1.21
Health/Not-for-Profit	48,739	0.61
Government	27,859	0.36
Legal	6,318	0.08
Total	7,819,401	100

- Almost all (96%) of the expenditure, excluding staff salaries, incurred by Plumpton College is with Suppliers.
- This supplier spending can be broken down into goods, works and services as follows:

EXPENDITURE	SPEND	%
Building Works	3,808,835	50.8
Services	2,133,651	28.5
Goods	1,387,941	18.5
Utilities	150,591	2.0
Other	14,213	0.2
Total	7,495,231	100

- More than half of all spend (51%) in the study period was for building works and 47% was for goods and services.
- 20 suppliers accounted for approximately 72% of total spend.
- 95% of Works expenditure was with a single supplier - Westridge Construction Ltd.

5.3.2 Suppliers by Sector

The Exor data analysis used Thompson categories to separate out spending by sector. The top 20 spending categories are shown below

THOMPSON CATEGORY	SPEND
Construction Contractors - General	£3,643,183
Agricultural Services	£510,421
Coach Hire	£272,900
Examination Boards	£141,193
Architectural Services	£109,500
Conservation Organisations	£103,316
Pet Shops & Pet Supplies	£85,710
Agricultural Merchants	£81,827
Insurance - Other	£75,589
Gas Companies	£72,358
Printers	£71,125
Veterinary Surgeons & Practitioners	£70,442
Water Companies	£68,124
Purchasing Services	£66,433
Employment & Recruitment Agencies	£63,873
Pet Foods & Animal Feeds	£63,303
Agricultural Machinery - Sales & Service	£52,790
Medical Equipment Manufacturers	£51,617
Training Services	£46,143
Carpets & Rugs - Retail	£44,554

- Whilst some of this expenditures such as utilities, insurance, conservation organisations and trade bodies are spent nationally, the majority of the expenditure can be seen to be local and of benefit to the local economy.
- To reinforce this data, we have used data supplied by Plumpton College which breaks down the supplier spend by geographical region.

Region	Suppliers	Spend	% of Total
South East	634	£6,158,727	78.8
East of England	94	£638,387	8.2
Greater London	71	£271,302	3.5
Sub Total ("Local")		£7,068,416	90.5
Yorkshire & Humberside	36	£229,844	2.9
West Midlands	46	£135,936	1.7
South West	76	£108,541	1.4
North West	39	£104,968	1.3
East Midlands	35	£61,636	0.8
Wales	10	£49,890	0.6
North East	11	£15,144	0.2
Scotland	20	£12,155	0.2
Northern Ireland	3	£849	0.01
Other	23	£32,024	0.4
Total		£7,819,401	

- More than 90% of college expenditure is shown to be spent within the South and East of England including Greater London.
- Of the total spend, 96% is spent with Suppliers, of which about 78% is spent with smaller businesses (SMEs).
- The amount spent with SMEs by geographical region (see below) shows an even greater proportion (95%+) of spend going to the "local" south and east regions, which clearly has a beneficial impact on local economies and smaller businesses.

Region	Number SMEs	Spend	% of Total
South East	381	£5,274,546	90.5
East of England	51	£163,356	2.8
Greater London	44	£134,425	2.3
Sub Total ("Local")		£5,572,327	95.6
Yorkshire & Humberside	25	£45,248	0.8
West Midlands	33	£41,701	0.7
South West	42	£50,772	0.9
North West	19	£55,031	0.9
East Midlands	10	£6,260	0.1
Wales	7	£42,874	0.7
North East	5	£9,014	0.2
Scotland	9	£4,090	0.1
Northern Ireland	3	£849	0.01
Total		£5,828,166	

5.4 Capital Investment

Plumpton College has invested £6.5 million in its facilities over the last 5 years.

This has been focused on medium sized, distinct projects including the new Sports Hall; Horticultural Technology Centre; Sussex Rural Business centre; Higher Education/Winery Science Centre; the Dining Hall Extension; and new Animal Care Centre

5.5 Other Businesses Located at the College

▪ Wales Farm

Wales Farm recorded a small operating cash deficit of £18,000 in 2007/08 (2006/07 deficit: £3,000), and also incurred capital expenditure on farm equipment of £74,000.

- **Winery**

The College's new winery at Plumpton has a capacity of 50,000 bottles. Sales rose from 7,500 bottles in 2006/07 to 11,800 bottles in 2007/08 and would have been higher but for poor growing conditions in 2007. Sales income rose from £41k to £74k.

- **Sussex Rural Business Centre**

In 2007/08, Plumpton College engaged with almost 700 rural, small businesses.

Train-to-Gain numbers rose from 22 in 2006/7 to 201 in 2008/9

Income from specialist consultancy rose to £23k in 2007/08.

Letting of facilities for conferences, exhibitions, etc generated £29k up 53% on 2006/07.

6. PLUMPTON STUDENTS

6.1 INTRODUCTION

Plumpton Students may have an impact on the local economy through their expenditure on goods and services while at the College.

Full-time FE and HE students may spend significant sums in the local economy. Part-time students and those residing at home may, however, add relatively little extra to the economy as a direct result of attending Plumpton College.

Student Expenditure on essentials and entertainment may help to support local service sector jobs in hospitality and catering, retail and other sectors. However, many of Plumpton's students live in serviced accommodation within the campus and so separating spending on some individual items, such as utilities, is difficult.

In addition to direct spending in the economy, students may have a wider economic impact on the economy by the skills they acquire at Plumpton. These skills and resulting jobs can generate significant additional Gross Value added (GVA).

Many students also have part-time employment during term time which adds to the local GVA.

Estimates of the economic impact of Plumpton College students are based upon data supplied by the College and a Student Survey carried out in June/July 2009

6.2 AGE & STUDY PATTERN

Plumpton's strategic objective is to achieve continuous balanced growth in student numbers over the period 2006/07 to 2013/14. As a result, student numbers have doubled over the last 5 years.

The overall male-female ratio in 2006/7 was 58:42 and the proportion of students who classed themselves as other than White British was 6% compared with 2.3% in East Sussex in the 2001 census.

The number of students in 2007/08 with a self-declared disability was 653 (2006/07: 585) - 19% of the total.

The numbers of 14-16, 16-19, and HE students enrolled in 2007/08 were all significantly higher than in the previous year, but there was a further substantial decline in 19+ enrolments. Around 100 apprentices were enrolled on work-based learning (WBL).

6.2.1 Student Numbers

- Total Students in 2007/8 = 3035
- 72% Part-time, 28% Full-time

6.2.2 Attendance Pattern

- 862 Students attended Full Time
- 72% of Full-time students were aged 16-18
- 28% were aged 19+
- 2173 students attended Part Time
- 79% of Part Time students are aged 19 +

6.2.3 Age Range

- Almost 45% were over 25 yrs of age
- More than 1 third were 16-24 yrs of age
- Full-time 16-18 students grew particularly strongly – 627 against 548 the previous year, a rise of 14%.
- 16-18 students came from over 120 schools compared with 93 the previous year.
- More than 1 in 10 was under 16 yrs of age

- In 2007/08, Plumpton had 318 14-16 year olds from 56 schools on a day release basis, normally one or two days a week. An increase of 37% on the 2006/07.

6.3 ORIGINS OF PLUMPTON STUDENT

Plumpton College supplied detailed breakdowns by age and study pattern on the LEA origins of students. An analysis of this data showed:

6.3.1 Further Education - All Students (2007/8)

- Total FE Students =1769
- 56% were from East Sussex
- 71% were from East Sussex and Brighton & Hove
- 89% were from East Sussex, Brighton & Hove, West Sussex, Kent, Hampshire and Surrey area)
- Less than 5% came from outside the SEEDA area + London

6.3.2 Further Education (FE) - 16-18 Year Olds

- 2 out of 3 (66.7%) were from East Sussex
- 4 out of 5 were from East Sussex and Brighton & Hove
- 96% were from East Sussex, Brighton & Hove, West Sussex, Kent, and Surrey)
- Fewer than 20 students (0.3%) out of 675 came from LEAs further afield and outside the SEEDA region
- In 2007/08 Plumpton had around 40 16-18 year old apprentices

6.3.3 Further Education - 19+ Year Olds

- 19+ enrolments in LSC-funded courses declined in 2007/8.
- Full-time enrolments dropped by 19%, and enrolments on short courses fell by 25% partly due to the higher employer contributions demanded by LSC
- 50% were from East Sussex
- 2 out of 3 were from East Sussex and Brighton & Hove
- Over 90% were from East Sussex, Brighton & Hove, West Sussex, Kent, and Surrey, Hampshire and London Boroughs)
- Less than 1% were from outside the SEEDA area

- In 2007/08 Plumpton had around 60 apprentices aged 19+

6.3.4 Higher Education (HE) – All STUDENTS

- There was 13% growth in HE numbers in 2007/8
- Two new Foundation Degrees, in Outdoor Adventurous Activities and Bioscience, introduced in September 2007 and the degree course in Viticulture & Oenology, assisted this increase.
- Around 27% of HE entrants had progressed from 16-18 courses at Plumpton, an increase of 5 percentage points over the previous year.
- Total HE Students = 295
- 37% were from East Sussex
- Almost 2 in 3 (63%) were from East Sussex, Brighton & Hove
- 4 out of 5 (79%) were from East Sussex, Brighton & Hove, West Sussex, Kent and Surrey area)
- 1 in 5 (21%) came from outside the SEEDA area

6.3.5 Higher Education (HE) - 16-18 Year Olds

- 24 students (16-18) on HE courses
- More than 1 in 3 (37.5%) were from East Sussex
- 50% were from East Sussex and Brighton & Hove
- 4 out of 5 (79%) were from East Sussex, Brighton & Hove, West Sussex, and Surrey area)
- 1 in 5 (21%) came from outside the SEEDA area

6.3.6 Higher Education (HE) - 19+ Year Olds

- Total of 271 students(92%) on HE courses were 19+
- More than 1 in 3 (37.3%) were from East Sussex
- 60% were from East Sussex and Brighton & Hove
- 4 out of 5 (79%) were from East Sussex, Brighton & Hove, West Sussex, Kent and Surrey area)
- 1 in 5 (21%) came from outside the SEEDA area

6.3.7 Student Origins – Economic impact

The large majority of Students attending Plumpton College originate from East Sussex, Brighton & Hove, West Sussex, Surrey and Kent.

As a result many live at home and in Halls of Residence where living costs are calculated inclusive of food and heating etc.

Many will travel in each day and, as a result, it is expected that transport costs, either public or private, may be relatively high. Spending on car/motor cycle maintenance and running costs could be expected to add considerably to the local economy as will subsistence costs for food and drink during the days students attend Plumpton.

Because very few students originate from outside the immediate locality, they do not tend to receive many visits from friends and family who stay overnight at or close to the campus. Added value from "tourism" visits and associated accommodation, therefore, may not be significant.

6.3.8 POTENTIAL FOR GROWTH IN STUDENT NUMBERS

The immediate prospects for growth are good, particularly in the core 16-18 and HE segments.

- The LSC allocation for 2008/9 has increased to 696 16-18 students – significantly more than in 2007/08
- The University of Brighton has given a 3-year indicative allocation for 307 full-time and 88 part-time HE students in 2008/09.
- Demand from schools for our 14-16 provision remains strong and the college expects growth of at least 10% in this area.

The longer-term outlook for continuing 14-19 student growth remains potentially good.

- In 2009/10 Plumpton will lead a consortium delivering the new Environmental and Land Based Diploma across East Sussex, Brighton and Hove, and parts of West Sussex.
- The initial contract covers 100 Level 1 students, 50 Level 2, and 15 at level 3 with over half of the contract e delivered by Plumpton.
- The balance will be delivered by Plumpton's partners in the consortium comprising over 40 schools and colleges.
- By 2010/11, Plumpton aim to increase the number of feeder schools for 14-16 learners from 45 to 60.

In the 16-18 market there is greater clarity about the future funding model for land-based provision following an extensive LSC review.

The college is committed to supporting the Government's policy goal of increasing 16-18 participation

- Plumpton continues to broaden its 16-18 offering.
- In 2008/09 a new First Diploma course in Gamekeeping has been introduced and are further curriculum developments are under review.
- Plumpton aims to increase the number of schools from whom we draw 16-18 learners to over 170 by 2010/11.

There are also good opportunities for long-term growth in HE students - with the Government's re-affirmation of its target of raising the proportion of school-leavers entering the HE system to 50%.

- Plumpton aims to keep HE numbers at around 25-30% of the total so as to maintain the present educational character of the College and the diversity of funding streams that is so important for its financial strength and security.
- The HE provision is being expanded in 2008/9 to include a Foundation Degree in Veterinary Nursing and the Foundation Degree in Agriculture is being re-introduced.
- Five new Foundation Diplomas are being offered, in Field Biology, Wine Production, Horticulture, Garden Design, and Equine Sports Coaching.

6.4 STUDENT EXPENDITURE

The student survey attracted over 200 responses. Of those that responded, 95% indicated that they were on full time courses. This represents an acceptable 22% response rate from full time students.

More than half (52%) of respondents were from East Sussex with a further 12.5% from Brighton & Hove.

The number of respondents from East Sussex, West Sussex, Surrey, Kent and Brighton & Hove combined was 95% of the total.

This is very close to the figures for Plumpton College as a whole and so gives confidence in the validity of the survey.

Around 47% of respondents were from the coastal strip economic area, where deprivation is highest.

Almost 48% were from rural areas, smaller rural towns and towns such as Crawley.

6.4.1 Accommodation & Rent

The survey indicates that around 3 out of 4 of Plumpton's students live at the family home during term time and that one quarter live in Plumpton College Hostels. Very few students (0.5%) live in private rented accommodation.

The large number living at home is reflected in the levels of rent reported - two thirds (63%) pay as little as £0 - £25 per week.

The remainder, however, were paying rents from £26 - £100⁺. It is significant to the local economy that 19.3% (almost 1 in 5) pays over £100 per week in rent.

6.4.2 Food, Household Goods & Non-Alcoholic Drink

Spending on food and households goods also reflected the large proportion of students living at home and in hostels.

More than one third (36%) spent less than £10 per week. Three quarters of respondents spent less than £20 per week.

A significant minority, (27.3%), spent £20 - £40 per week; and 9% appear to be spending in excess of £40 per week.

Average weekly spend across all students is estimated at £21.00

6.4.3 Travel Costs – to and from College

For the one quarter of students living at Plumpton in hostels, daily travel costs are small and this was reflected in the survey results.

The large proportion of full time students living at home, however, results in many students travelling to and from Plumpton on a daily basis. Full time students made up 95% of the survey returns and so the costs of daily travel reported are often significant.

Three out of four students (nearly all of those not living in hostels on campus) have significant travel costs of between £10 and £40 per week.

Almost one in four students (23.8) are spending £30 - £40 per week on travel to and from college; and a further 6% are spending more than £40 per week.

Average weekly spend across all students is estimated at £27.00

6.4.4 Leisure - Hobbies, Sports, Entertainment, Alcohol

One quarter (25.9%) of respondents reported spending less than £10 per week on leisure activities.

Half of all respondents reported spending £10 - £30 per week.

The other quarter (24.1%) reported spending in excess of £30 with a significant number (12.1%) spending more than £40 per week.

Average spend across all students is estimated to be £20/week

6.4.5 Leisure Related Travel

Plumpton students appear to spend little on travelling to leisure activities - this could reflect the excellent sports hall and other facilities on campus.

Almost two out of three respondents (57%) spend under £10 per week on leisure related travel; and four out of five respondents (84%) spend less than £20.

A significant minority (16%) spend in excess of £20 per week on leisure related travel.

Average spend across all students is estimated to be £15/week

6.4.6 Phone Costs

As so many students live at home or in hostels, we did not collect information on utilities, but we did enquire about phone costs which are significant for students.

Almost two thirds of students (64%) spent between £10 and £40 per month on phone charges. A small number (10%) spent in excess of £40 per month and about a quarter (27%) spent less than £10 per month.

It is unlikely that students living at home included any proportion of the home phone bills in their responses, so actual spending could be significantly higher than that reported.

Average monthly spend across all students is estimated at £21.00

6.4.7 Other Significant Expenditure

We asked students about any other significant spending on outgoings such as pets, vets bills, horse livery, car repairs, clothes etc.

Two thirds of respondents (66.5%) reported additional spending of less than £20 per week; two out of three of these spent less than £10/week.

Significant majorities, however, reported substantial additional spending. Almost 15% spend more than £40 per week; and almost one in five spends £20 - £40 per week.

Average weekly spend across all students is estimated at £25.00

6.4.8 Geographic Student Spending Pattern

We asked students where they spent their money in order to assess any economic impact in surrounding areas.

It is apparent that spending off campus is significant. For example, more than one in three respondents (36%) make less than 10% of their spending on site.

Only one in ten of respondents (10.6%) make more than 50% of their purchases on site or within 5 miles of campus.

When asked "What % of your money do you spend within 5 miles of Plumpton (including Lewes)" respondents exhibited a similar pattern with two out of three (68%) making less than 20% of their spending within 5 miles of campus.

The City of Brighton & Hove with substantial entertainment facilities falls within 5 miles of Plumpton and could account for a significant part of the student spend.

Spending more than 10 miles from Plumpton was much more evenly spread, probably reflecting the home locations of the students.

Almost half (45%) of respondents spent more than 50% of their expenditure more than 10 miles from Plumpton.

6.4.9 Student Visitors

We enquired about visitors from other areas in order to assess any spending such as overnight accommodation associated with those visits.

About 40% of respondents expected to have visits during term time from family and friends from outside the local area.

Of those, almost half (49%) expected only 1 visit per term; about 1 in 5 (19%) expected two visits per term.

A significant minority (17.3%) expected more than 5 visitors per term.

In general, these visits were short, lasting less than 1 day (64%), and so not generating significant economic impact.

A significant minority (36%) however expected visits to last 1-2 days; and almost 10% expected visitors to stay more than 2 days.

These visitors are most likely to be for students living in hostels (rather than at home) and would, therefore, probably involve overnight accommodation locally with positive impact on the local economy.

6.4.10 Student Employment

Almost 6 out of 10 responding students (58%) have a job during term time. Of these, the most common were farm or garden work; shop and supermarket checkout posts; catering and bar work.

One in three respondents (35%) works less than 4 hours per week; and almost half of those with jobs work less than 8 hours per week.

However, more than half of respondents (52.7%) work longer than 8 hours a week; and a significant proportion (22.7%) works more than 16 hours per week.

More than half of respondents (55%) earned less than £40 per week; with half of those earning less than £20 per week.

One in five respondents earn more than £80 per week; and a quarter earn between £40 and £80 per week.

6.4.11 Students' Future Plans

We asked students what they intended to do when they finished their current study course, to assess the likely qualitative impact on the economy locally and elsewhere.

More than half of our respondents (56%) intended to do further study – 47.1% at Plumpton; 9.4 % elsewhere.

One in three (34%) intend to enter employment and, of these, almost half (49.6%) will work in East Sussex or West Sussex.

A further 15% intend to work in the South East of England; and a further 17.9% elsewhere in the UK - which broadly reflects the LEA origins of Plumpton students. A significant proportion (17.3%) intends to work overseas

6.5 ECONOMIC IMPACT OF STUDENT SPENDING

6.5.1 Average student Expenditure

Extrapolation of the student survey to the total numbers of College students has been undertaken with caution. From the survey, an estimate of weekly spending, excluding rent, for each full time student has been made:

EXPENDITURE	SPEND/WEEK (£)
Food, Household Goods & Non-Alcoholic Drink	21.00
Travel Costs – to and from College	27.00
Leisure - Hobbies, Sports, Entertainment, Alcohol	20.00
Leisure Related Travel	15.00
Phone Costs	7.00
Other Significant Expenditure	25.00
Essential books, tools, protective clothing	11.00
Total:	£125.00

The NUS National survey for students outside London, estimates average student spending excluding rent around £127 per week.

This gives a high degree of confidence in the findings of the survey and so the survey average figure of £125 per week for full-time students has been used to estimate total student spend.

Part-time students who attend on 1 or 2 day per week basis have been assumed to spend 20% of that of a full-time student.

6.5.2 Total Annual Student Spending at Plumpton – Calculation

- 850 Full time Students x £125 x 39 weeks = £4,143,750
- 2185 Part-time Students x £125 x .2 x 39 weeks = £2,130,375
- Total Annual Student Spend (Excluding Rents*) = £6,274,125
- Total non-college rent* expenditure for full-time students is £80 x 52 x 60 students = £249,600

* Although many students at Plumpton live in hostels or at home, a significant number live in other accommodation and some may contribute to the family home costs. Using the survey responses we have estimated the rents paid by about 60 full time students at Plumpton College at £80 per week for 52 weeks of the year.

- **Total Annual Student Spend Estimate = £6,523,725**

6.5.3 Geographical effect of Student Spending

The student survey (see above) identified where students spent their money. Because Plumpton Students almost exclusively live at home or at the Plumpton campus, the spending patterns appear to be relatively simple.

From the survey respondents it was estimated that each students spends on average:

- 30% at or very near to Plumpton College
- 29% within 5 -10 miles of Plumpton College
- 40% more than 10 miles from Plumpton College

This shows that there is a marked effect on the local economy with a total estimated at:

- £1,960,000 injected into the very local economy of Plumpton and adjacent villages
- £1,900,000 injected to the local 5-10 mile economy which includes Brighton and Lewes.
- £2,610,000 injected into the wider area - largely within the counties of East Sussex, West Sussex; Surrey; and Kent

6.5.4 Student Employment

The value of student employment has not been included in the economic impact total for Plumpton College

It is worth noting, however, that the employed students will have a significant positive impact on the GVA of the local economy.

Students also provide a valuable source of labour for local employers of where near full employment exists and many adults do not want to undertake the lower skilled jobs available.

6.5.4 Students' Visitors

A minority of Plumpton students have visits from friends and family which involve overnight stays - 64% of visits last less than 1 day. In general, these short visits would not tend to generate significant economic impact.

A significant minority however expected visits to last 1-2 days or longer. These visits involving overnight accommodation could generate more economic impact.

The student survey showed that around 40% of respondents have visitors during term time; and that on average a full time student would expect just 2 visits per term with the average visit lasting not much more than 1 day.

- 40% of full time students = 340
- Day visitors estimated = 217 x2 x3 terms = 1302

- Overnight stays estimated = 123 x 2 x 3 terms = 738

Each visitor is estimated to spend around £35 on a day visit and around £55 per overnight visit including accommodation, food and drink etc.

- Day visitor spend is estimated at 1302 x £35 = £45,570
- Overnight visitor spend is estimated at 738 x £55 = £40,590
- Annual impact of visitors estimated at £86,160

The nature of Plumpton's student base - largely local and largely living at home - indicates that economic impact from visitors will tend to be low and the figures from the student survey confirm that indication.

6.5.5 The Impact of Skills Gained by Students

Skills are an accepted key driver for higher productivity - a highly skilled workforce is a key Government economic priority.

Skills are also widely accepted as an important factor influencing earning ability, employability and the potential of individuals - a key driver of income equality and social upward mobility.

Better skills improve employability. Education and training create possibilities for social inclusion and raised aspirations.

Improved skills often lead to wider social benefits including improved health, lower crime and better social cohesion."

Plumpton College is located in an area where low (NVQ 1 or below) levels of qualification are common.

For the counties of East Sussex and West Sussex, the percentage of working age population with low qualification levels is shown below:

DISTRICT	% LOW QUALIFICATIONS
EAST SUSSEX	
Lewes	43
Wealden	41
Rother	36
Mid Sussex	36
WEST SUSSEX	
Horsham	45
Arun	47
Adur	51
Chichester	43
Average	43%

Plumpton College has a clear role and a proven success record in raising skills levels and the vast majority of students originate in East Sussex, West Sussex and the immediately adjacent counties

The Government's Labour Force Survey suggests that graduates earn 10-15% more than similar people with no degree and that this premium increases with successive years of employment.

Average earning in Sussex are around £20,000 per annum. A 15% premium on this would equate to an additional £3,000 per annum.

Plumpton has 295 Higher Education students, 37% of these are from East Sussex and 79% from immediately adjacent counties.

These could generate the equivalent of an additional economic impact (GVA) of around £885,000 per annum if they all work in the UK.

In addition to graduates, other students and businesses gaining skills also have an economic impact.

It is difficult for employers to identify the full financial benefit from an individual or series of training events, but the following conservative estimates are possible.

The impact of legislative training in some sectors is significant as staff without certificates of industry competence are unable to work legally. The income of such staff can, therefore, be directly linked to their certification.

Plumpton College trains over 200 individuals per year to gain industry certificates of competence. If their gross income from work during one year is, say, £30,000, then the impact on rural businesses could be in excess of £6,000,000.

Annually, Plumpton College supports over 700 businesses and trains some 300 16-18 year old leavers / new entrants to rural industries and provides 2000 adults with professional updating in rural skills. The cost of training a new entrant can be conservatively estimated at £6000 – a total annual benefit to the rural economy of £1,800,000.

The benefit from professional updating is difficult to determine but if across 2000 rural businesses (average of 3 employees), the need to recruit new, more highly skilled staff (1 every third year) was reduced by 20% as a consequence of upskilling, this would save the rural economy some £800,000 at a conservative individual replacement cost of £2000 per head.

In 2006-07, some 2370 employees were trained through the college. The benefit of this technical upskilling is difficult to determine but if economic performance is increased by just 1% as a consequence, then, assuming a per capita gross contribution to the rural economy of £20,000, this amounts to some £474,000.

The college trains over 100 apprentices each year across a range of industry sectors. If work performance is improved by say just 10% as a consequence of this training, this could relate to an annual benefit of around £200,000

The total GVA impact of skills provided by Plumpton College could therefore be summarised as follows:

SKILLS ACTIVITY	ESTIMATED GVA CONTRIBUTION(£)
Graduates	885,000
Competency Certificates	6,000,000
New job entrants	1,800,000
Upskilling, including reduced recruitment costs	1,274,000
Apprentices	200,000
Total Estimate	10,159,000

Graduate GVA may be added nationally or internationally so has been excluded from local impact. We have assumed that 50% of the remainder of this estimated economic impact occurs within 20 miles of the College or its outcentres.

7. SUMMARY OF TOTAL ECONOMIC IMPACT

College Jobs	Goods & Services	Student Spending	GVA Impact of Skills	Rents	Total
£3,780,000	£7,819,401	£6,523,725	10,159,000	£29,000	£28,311,126

7.1 Summary of Local (within 20 miles) Economic impact

College Jobs	Goods & Services	Student Spending	GVA Impact of Skills	Rents	Total
£2,775,000	£6,646,491	£3,848,998	4,637,000	£29,000	17,936,489

8. CONCLUSIONS

1. Plumpton College makes a significant contribution to implementing, Post-16 Education Policy & Strategy at all levels
2. It also contributes strongly to meeting the objectives of Economic Development, Sustainability and Environmental Strategies at Regional and National levels.

3. The College has a key role and proven track record in assisting individuals to gain relevant skills and enter the employment market.
4. It plays a key role in assisting local rural businesses to grow, create employment and meet future business challenges.
5. Plumpton College has a substantial economic impact both regionally and locally.
6. It accounts for around £28,000,000 of economic activity within the South East Region
7. Of this, an estimated £18,000,000 contributes to the local and very local economy.