



Skills & Employment Committee		Agenda Item
6 November 2023		6
Title:	Update on Anglia Ruskin University (ARU) Peterborough Project	
Report of:	Jim Cunningham, Interim Assistant Director Delivery	
Lead Member:	Cllr Lucy Nethsingha	
Public Report:	No	
Key Decision:	No	
Voting Arrangements:	No vote required	

Recommendations:	
A	Members of the Employment and Skills Committee are recommended to note the contents of the report and comment on how the work of the Committee can be further aligned to supporting the University's and partners ambitions to maximise the economic impact of ARU Peterborough

Strategic Objective(s):	
The proposals within this report fit under the following strategic objective(s):	
x	Achieving ambitious skills and employment opportunities
x	Achieving good growth
	Increased connectivity
x	Enabling resilient communities
	Achieving best value and high performance

1. Purpose	
1.1	The purpose of this paper is to provide members of the Employment and Skills Committee with an update on progress with the development and delivery of Anglia Ruskin University Peterborough

2. Background	
2.1	The University of Peterborough project involves a partnership arrangement between Anglia Ruskin University (ARU), CPCA and Peterborough City Council. The project has been designed, developed and is being delivered to address three key issues.

	<ul style="list-style-type: none"> • Peterborough had been identified nationally as a higher education coldspot and economic growth was being inhibited by a lack of educational opportunity locally for the City's young people • Negative impact on business growth in Peterborough through a lack of suitably skilled talent. • The opportunity for Peterborough to attract new investment particularly in research development and innovation through being a University City
3.1	<p>The project has been developed in three key phases</p> <ul style="list-style-type: none"> • Phase 1 University House – the first teaching building was handed over to ARU Peterborough in the summer of 2022 and was completed on time and within budget. The University welcomed its first students with teaching starting in September 2022. This facility was created at a cost of £30.5m with contributions from CPCA £12.3m, Local Growth Fund £12.7m, PCC £1.9m(land in kind) • Phase 2 Innovation and Research Centre – The intention is to achieve significant sector-cluster growth, improve services and increase the number of jobs, to help reset Peterborough's potential rate of economic recovery. The building will seek to strengthen links between academia and industry, establish skills and learning in the very heart of the city, and provide a platform for an innovation eco-system with a university at its core. The building shell was completed in Spring 2023 with investment to date of £14.4m funded through CA Business Board and Get Britain Building Fund. The Centre comprises approximately 18,000ft on three floors. The University is investing £1.9m of funding obtained from the Office for Students to create an Extended Reality suite on the Ground Floor which will provide an as real-life practical learning experience for students. The remaining floors are being marketed to innovation and research-based organisations and companies with the aim being to attract a single user for the first floor and multi occupancy for the top floor. • Phase 3 Living lab and further teaching space. This phase will feature mainly STEM (science, technology, engineering and mathematics) based teaching activities. The Living Lab part of the building will enable the public to enjoy events and exhibits to inspire future generations in STEM, the net zero economy and careers of the future. The facility is on target to be completed by July 2024 at a total cost of £31.8m. • Further development of the Campus will focus on maximising the economic impact of the project through the attraction of major research and development facilities whose activities are aligned to ARUP and the local economy. To achieve this, the existing footprint of the University campus will need to be increased. This will involve the preparation and submission of an Outline Planning Application to Peterborough City Council which will set out proposed land uses. In support of this, a response has been submitted to PCC's Local Plan Review to ensure that the land required for the future expansion of the University continues to be protected. The attraction of major research and development facilities is likely to require further public sector investment and this need will be taken forward as part of CPCA's negotiations with Government with respect to a new devolution deal and in additional funding asks of Government.
3.2	<p>ARU Peterborough is already achieving considerable success and making a major contribution to the economy of Peterborough and the wider area as set out below</p> <ul style="list-style-type: none"> • The University of the Year title was secured at the prestigious UK Social Mobility Awards, in recognition of the role ARU Peterborough is playing in advancing social mobility across the city and the wider region. • This follows success at the University Alliance (UK) Awards 2023 and the Association of University Directors of Estates (AUDE) awards. • ARU Peterborough's performance has played a key role in ARU being shortlisted for the Outstanding Contribution to the Local Community award in the prestigious Times Higher Education Awards 2023 as well as for the overall University of the Year category. • University House, the main building at ARU Peterborough, is shortlisted for the forthcoming Higher Education Project of the Year in the AJ Architecture Awards 2023, run by the <i>Architects' Journal</i>. • ARU received a Gold award for the quality of its education – the highest possible rating – in a UK-wide review of university teaching standards. The Teaching Excellence Framework (TEF) is a national scheme, run by the Office for Students (OfS), that focuses on the areas students care most about: teaching, learning, and achieving positive outcomes from their studies. • Extensive work continues with external partners and beneficiaries to ensure the city and region maximises the potential benefits of the new university. Engagement work continues with employers across the region. An example includes the successful Employer Engagement event, which

brought together employers, both large companies and SME's, from different sectors who have been supporting the Peterborough 50 Apprenticeship campaign, many of whom currently have apprentices studying at ARUP. The conference included employer panels, industry workshops and an awards ceremony to celebrate the achievements of ARUP's learners. In this academic year, the University will launch its Employer Advisory Panels, consolidating and expanding its relationships with key sectors to drive forward its partnership approach to curriculum development.

- Three of the first year Degree Apprentices won 'Apprentice of the Year' at the Peterborough Apprenticeship Awards 2023.
- The university supported 700 small and micro businesses as part of Small Business Britain's Small and Mighty Enterprise programme. This scheme will increase significantly in 2023/24.
- Fifty small and medium-sized businesses including many from the Peterborough area, were supported on the Help to Grow: Management programme.
- The Create to Grow, "Creative East" programme has formally launched with ARU Peterborough due to host 1 of 4 cohorts. The Programme is an investment readiness and business support programme funded by the Department for Digital, Culture, Media and Sport, led by New Anglia Local Enterprise Partnership in partnership with Greater Cambridgeshire and Peterborough, Norfolk County Council, Suffolk County Council, and delivered by University of East Anglia in partnership with ARU Peterborough, University of Suffolk and Norwich University of the Arts.
- The university continues to build links and co-deliver events with business representative and support organisations. These include The Chamber of Commerce, FSB, CBI, Growth Works, Make UK, Opportunity Peterborough and the IOD.
- The university has extensive links with public sector organisations, a recent example includes the prison service with an initiative to supply ARU Peterborough students with renovated bicycles from inmate workshops, and bi-directional visits for our Law students.
- The university has an important role in supporting the cultural environment in the city, this has included its support for the Cultural Alliance. It has also supported a range of key cultural, arts and sporting activity in the city. This has included support for the Willow festival and the Peterborough Pride events over the summer.
- The university continues to deliver a wide range of community engagement activities. A recent example was the ARUP Community Day on 19 August across the campus. The event brought large numbers of the community, across all age groups, to the university. It also supported a range of local community organisations to showcase their work at the event, this included health partners, the police, sporting organisations, youth groups and local companies.
- The campus also played host to the Youth Council event 'Youthfest'. The event included a panel session with civic leaders, including the Principal.
- More than 30 community groups and events have been welcomed on campus. These range from drop-in sessions for local people with Peterborough police in the welcoming environment of University House to hosting the sell-out Peterborough Civic Society Annual Lecture by bestselling author Dr Janina Ramirez.
- A new communications plan has been developed to support the next phase of the university development. This has been produced in collaboration with the university partners and will help further the aims of the university in engaging business and community stakeholders.
- Work has started on [XRP eXtended Reality Peterborough](#), a new Centre of Excellence on the ground floor of the Peterborough Innovation and Research Centre which will deliver cutting-edge teaching and training facilities for both ARU Peterborough students and local employers. The funding was secured by the university through a competitive bidding process to the Office for Students.
- More than 1,600 local school children visited ARU Peterborough in its first year. Visits were interactive, working with ARU Peterborough course teams to show students what a university has to offer, and aiming to inspire future generations – a key reason for establishing ARU Peterborough in the city.
- The [Peterborough IntoUniversity Centre](#), supported by significant funding from ARU, was also launched to provide long-term educational support to young people facing disadvantage and who are typically underrepresented in higher education. The centre will support over 1000 students per year.
- The centre, located in Norman Road close to several schools, is in an IMD (index of multiple deprivation) decile 2 area making it among the bottom 20% areas in the country in terms of relative deprivation. The local progression rate among young people to higher education is just 30%. This compares to a national average progression rate of 62% for the most advantaged students in

England. In 2020/21, 47% of children were living in poverty in Peterborough, equating to over 13,200 young people.

- The university's first international students started in winter 2023, and were greeted with a civic reception from Peterborough's Mayor and Deputy Mayor.
- The university continues to share best practice with other providers, this includes a [chapter](#) in a new book on employability published in May. The university continues to welcome visitors in key national roles, including the Chief Executive of Universities UK, Chief Executive of GuildHE and the Chief Executive of the Office of the Independent Adjudicator for Students (OIA).
- Several new courses were added to its portfolio in 2023/24. Data reported to the ARU Peterborough Board (11 September 2023) currently demonstrates a healthy year on year growth in applications and predicted registrations across the institution. The university has multiple points of entry for courses, with the most significant being September and January.
- The new courses build on current provision and in all cases address the regional need of employers and provide high value courses with strong employability potential for ARUP students. These new courses include a suite of computing courses that have guided pathways allowing students to make an informed choice early in their studies about the areas of specialism they wish to pursue or if they wish to retain a broad-based degree. Specialist subjects include cyber security and data analytics both of which are areas of key skills identified for future workforce development. The new integrated health and social care degree has been designed to reflect the new integrated approach to health care in the NHS and again provides an employment focused qualification with graduates who are work ready for a wide range of careers in the sector.
- The commitment to a [strong portfolio of degree apprenticeships](#) has seen the launch of a number of new courses. The Registered Nurse (top up) is a good example of the ways in which ARUP are using the apprenticeship standards to directly support key stakeholders whilst also continuing the support of University alumni to progress their careers in the NHS. The top up allows students who have completed their nursing apprenticeship with ARUP, or another provider, to enrol on the course and take their studies to a higher level that makes them eligible for registration. Electromechanical Engineering Degree Apprenticeship was also launched and is in direct response from engineering employers about the relevance of this standard to their industry and the career progression routes within the sector that this qualification will make accessible.
- At postgraduate level the University has built on the success of the January 2023 launch and introduced a new version of the International Business Management (IBM) which incorporates an innovative approach to employer engagement via a consultancy-based project module. The new public health promotion post graduate course has been designed in partnership with local public health-based organisations and is a refreshing approach to intervention and communication in public health which has been well received by stakeholders.
- Planning is underway for additional provision to go live from September 2024. This includes the potential development of a civil engineering option, expanding the portfolio in the biosciences area and further enhancing the offering in gaming subjects. ARUP will also be introducing Initial Teacher training with Qualified Teacher Status as part of a wider ARU project.
- The Post Graduate portfolio will continue to be developed building on the ARUP IBM framework to offer management courses in computing, health and engineering.
- ARUP has received recognition from the Institute for Environmental Management and Assessment (IEMA) which means it is now able to offer a suite of environmental management short courses that can be targeted at early career staff, middle management or senior leaders in organisations.
- In other areas, the university is planning to roll out a series of CPD for Sue Ryder which has again been designed as a bespoke package but will also be relevant to other organisations. Post qualification Continuing Professional Development in health such as Newborn Infant Physical Examination will also be delivered from 2023/24.
- An internal perceptions survey of new students (September 2022/23 intake) was undertaken, looking at their views of ARU Peterborough and reasons for choosing the university. It highlighted the importance of the curriculum and location:
 - 88% would recommend ARU Peterborough to friends and family as a place to study
 - 98% chose ARU Peterborough because it offered the course they wanted to study
 - 82% chose ARU Peterborough because it was located in Peterborough
 - 84% chose ARU Peterborough because they didn't have to move house in order to study

	<p>Example quote from a student respondent:</p> <p><i>“As a mother of 2 children under 3 years, I wouldn't have been able to attend university before ARU Peterborough opened due to travel time. ARU Peterborough has made it possible for me to achieve my dream.”</i></p> <ul style="list-style-type: none"> • A Knowledge Transfer Partnership (KTP) Capacity Building project was launched to help support innovation in this part of the region. According to the Beauhurst database, only 121 businesses in Peterborough have received grants for R&D, compared to nearly 900 in Cambridgeshire. The lack, until now, of a knowledge base in Peterborough is one reason for the low uptake of innovation grants and demonstrates the need for proactive academic engagement with Peterborough's businesses. • It is anticipated this project will facilitate 8, rising to 10, new KTPs per year over the next 1- 3 years, a significant advancement on the 3-4 KTPs achieved annually over recent years. Engagement in a region previously without any higher education provision offers a significant opportunity. • ARUP have been working with the NIHR ARC East of England – a key organisation that supports applied health and care research that responds to, and meets, the needs of local populations - to build our relationship and scope the potential for further work within Peterborough. ARUP were the host of the ARC East of England Peterborough Showcase 2023. • Several ARUP staff are involved in small scale consultancy projects some of which has been supported by Innovate UK funding, including a successfully project with Newcastle University.
3.3	<p>As demonstrated above the University has had an outstanding impact in its first operational year and its progress remains aligned to the original business plan.</p> <p>The development of the campus continues at pace and in line with objectives. Phase 2 building is now complete with the University preparing to take occupancy of the Ground floor and the remaining two floors being marketed to innovation and research led organisations and companies. Phase 3 is under construction and on target for completion in July 2024</p>
3.4	<p><u>Next Steps</u></p> <p>Discussions have commenced between the CPCA's Director of Skills and University Principal on the provision of additional CPCA support aimed at further extending the reach of the University into deprived communities and ensuring that talent in these communities is recognised and given the assistance required to help them fulfil their potential.</p> <p>Further development of the University and the successful targeting of a major research and development institution will predicated by a successful Outline Planning Application for the expanded site and securing additional funding resources. These elements of the Project will be progressed as a matter of urgency.</p>

3. Appendices

4.1	No appendices
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4. Implications

Financial Implications	
5.1	No financial implications
Legal Implications	
6.1	No legal implications
Public Health Implications	
7.1	No public health implications

Environmental & Climate Change Implications	
8.1	No environmental or climate change implications
Other Significant Implications	
9.1	No other implications
Background Papers	
10.1	None