Wellbeing Valuation and the University of Manchester Living Campus

“A living campus where we work alongside nature and nature works alongside us” Emma Gardner, University of Manchester

Background

The Living Campus Plan has been developed as part of the University’s Environmental Sustainability Strategy, specifically to address the challenges of a growing urban campus alongside the opportunities a healthy environment provides for people and nature. It is being implemented from the start of the 2016 academic year.

The Living Campus Plan will support the development of The University of Manchester estate so that it is memorable, distinctive, with a strong sense of place that contributes to the health and wellbeing of staff, students, visitors and the surrounding local community. It includes opportunities for wildlife, including bees, butterflies and birds, and other biodiversity. It aims to promote the development of an estate that embraces nature and provides high quality spaces for educational, research, cultural and recreational activities.

Project

The University of Manchester campus is an important asset with financial, reputational, educational, social and environmental benefits to the University and the wider City. An important part of this is the link between green infrastructure and the health and wellbeing outcomes for both students and staff.

A long term evaluation strategy has been developed in collaboration with Dr Kelly Watson, a Research Associate at the University, to monitor and measure the impact of the Living Campus plan on the wellbeing of students and staff. It is made up of a survey including questions about attitudes to the environment, behaviour in relation to the green spaces on campus, and resulting wellbeing impacts. This is followed by impact reporting techniques using Social Return on Investment (SROI) to produce financial metrics for wider circulation.
Outcomes

The evaluation strategy was initiated in July 2016, through the collection of baseline data for comparison against future results. Survey data was collected from various groups: academic staff, Professional Support Service (PSS) staff, undergraduate (bachelors level), postgraduate taught (masters level) and postgraduate research (PhD) students.

A range of quantitative information was produced, including wellbeing scores per group. This was fed into an SROI analysis to place a monetised value on the wellbeing outcomes. It showed that even before the Living Campus’ implementation the UoM campus was already producing close to £68 million of value in wellbeing outcomes across the student and staff groups in a year.

Learning

The combination of wellbeing measurement and financial valuation is a powerful tool for capturing and communicating the value of investing in green infrastructure on higher education campus environments. It reaches a wider set of audiences and has the potential to inform future decisions.

Evaluation Survey results:

<table>
<thead>
<tr>
<th>Group</th>
<th>Total population at UoM</th>
<th>Average hours spent on campus per week</th>
<th>Working weeks per year</th>
<th>Financial proxy description</th>
<th>Proxy Description</th>
<th>Annual value produced</th>
<th>Wellbeing score (out of 7)</th>
<th>Wellbeing score (as %)</th>
<th>Deadweight proportion</th>
<th>Annual value produced minus deadweight</th>
<th>Attribution proportion</th>
<th>Impact per year</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSS staff</td>
<td>4815</td>
<td>35.19</td>
<td>48</td>
<td>Value of relief from depression or anxiety is £38,706 p.a.</td>
<td></td>
<td>£7,099.29</td>
<td>50.8</td>
<td>0.08</td>
<td>0.32</td>
<td>£25,317,172.02</td>
<td>0.58</td>
<td>£33,547,276.14</td>
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<tr>
<td>Academic staff</td>
<td>6490</td>
<td>35.03</td>
<td>48</td>
<td>£7,099.05</td>
<td></td>
<td>465,793,765.39</td>
<td>47.79</td>
<td>0.64</td>
<td>0.36</td>
<td>£29,177,170.52</td>
<td>0.40</td>
<td>£33,538,207.12</td>
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<tr>
<td>PGR</td>
<td>3915</td>
<td>17.43</td>
<td>48</td>
<td>£3,530.60</td>
<td></td>
<td>£12,400,179.42</td>
<td>54.00</td>
<td>0.72</td>
<td>0.38</td>
<td>£8,985,799.18</td>
<td>0.63</td>
<td>£5,652,003.05</td>
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<tr>
<td>PGT</td>
<td>810</td>
<td>17.12</td>
<td>31</td>
<td>£3,009.09</td>
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<td>£25,675,299.39</td>
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<td>UG</td>
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<td>16.40</td>
<td>31</td>
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<td>51.00</td>
<td>0.08</td>
<td>0.32</td>
<td>£38,777,021.30</td>
<td>0.60</td>
<td>£23,706,212.78</td>
</tr>
<tr>
<td>Total Impact</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>£29,140,322.59</td>
</tr>
</tbody>
</table>

Future

The evaluation strategy will be used to maintain long-term monitoring of the Living Campus Plan as it’s implemented, including its impact on student and staff wellbeing over time. This includes the collection of cost data to understand ongoing investment in the campus, which can be fed into transferable ROI metrics.

For further information
http://www.masterplan.manchester.ac.uk/
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