



The action plan which supports our Community Engagement Strategy measures a range of activities - for example, in relation to procurement, we do a postcode analysis of our procurement spend so that we can see how much of our non-staff annual spend is reaching local businesses, or, we monitor the number of student volunteer placements in local organisations. There is a wide range of measures. However, it is fair to say that we have struggled to find a means of measuring actual impact of our activity in the local community. There are metrics that we have used to estimate economic impact of our students (the work of CURDS) but we recognise that there is a wider impact that we will struggle to measure in terms of outcomes. As we are still in the relatively early stages of our Community Engagement Strategy (2014) we are focusing our effort on activity indicators at the stage. We would of course welcome a view from the Commission as to impact measures that we could employ in the future.

**3. If you could tell local people three things about what the university does and why they're important to them what would they be?**

*Education, skills and workforce development* - many Goldsmiths graduates stay local; the local public sector workforce in terms of teachers, social workers, local government officers, as well as the burgeoning creative and digital industries, will include many Goldsmiths graduates.

*Active citizenship & cultural hub*

The economic impact of universities is clearly a positive - research demonstrates this - however, there is a perception at least in London that universities and their growing numbers of students may have contributed to the inflation of housing prices and gentrification.

**5. What barriers do you face - financial, regulatory, legislative, or cultural - in fulfilling your ideal civic role, and from whom? Which of these if any should be removed?**

We are concerned that with the demise of HEFCE, the funding support that HEFCE made

The health and existence of key strategic partnerships with anchor organisations such as the local council and NHS trust - making sure that it is somebody's job to make and maintain such relationships on behalf of the organisation.

Goldsmiths, University of London  
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