

## 12 OXFORD UNIVERSITY PRESS

Oxford University Press (OUP) is a department of the University and the largest University publisher in the world. The reputation and brand of OUP is linked to the teaching and research heritage of the University, however due to its own long-standing activities, it is globally renowned in its own right. It has grown from publishing its first book in 1478 to a multinational operation with revenues of over £781 million. Due to the size of OUP's operations its economic impact is considered separately in this section.

### 12.1 Supporting Education

The key driver of any economy is the human capital that is nurtured through education and Oxford University Press is one of the main providers of education materials in the UK and globally. The international market for educational materials is the largest source of income for OUP. In 2014, OUP produced 6,700 new educational resources in multiple languages for schools all over the world. The way in which students and teachers use educational resources is changing as technology becomes more portable and affordable, with the vast majority of OUP's new publications having a digital dimension.

In the UK, OUP is the leading provider of educational materials for primary schools, providing materials ranging from dictionaries and reference books to subject textbooks and reading schemes, as well as children's fiction aimed at different ages and curricula. It is therefore difficult to overstate the hugely significant contribution that OUP makes to children's education in the UK. OUP is diversifying its educational activities in order to become a broad based provider of school improvement services. Therefore, in addition to the provision of educational materials OUP is also a significant provider of professional development for the education sector. In 2014 OUP delivered CPD for 105,000 teachers in UK primary schools.<sup>44</sup>

A further example of OUP's impact is the Oxford Dictionaries, which OUP has been producing for over 150 years. OUP publishes over 500 dictionaries, thesauruses and language reference works which cater for the needs of everyone, from children, to academics, and speakers of different languages across the world. The dictionaries are a valuable educational resource used worldwide.

### 12.2 Supporting Research

Oxford University Press plays an important role in disseminating the results of research that takes place, both within the University of Oxford and other leading research institutions worldwide.

In 2014, Oxford University Press published 5,800 academic titles and journals covering a huge spectrum of research<sup>45</sup>. The journals that are published by OUP are some of the most referenced and cited in global academia. In 2015, the Journal Citation Reports, which offers a systematic and objective critical evaluation of the world's leading journals found that OUP has 233 titles that received an Impact Factor. In addition, 22% of all these OUP journals ranked in the top 10% in at least

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<sup>44</sup> Oxford University Press (2015), *Annual Report of the Delegates of the University Press 2014/15*

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one subject area for citations and academic impact. Six journals published by OUP are also considered to be the most influential in the fields of:

- Anaesthesiology;
- Area studies;
- Gerontology;
- History;
- Public Administration;
- Obstetrics & Gynaecology; and
- Reproductive Biology.

### **12.3 Supporting Industry**

Oxford University Press is the largest university press in the world and as a result it can have a significant impact on the global academic publishing industry.

One of the ways in which OUP has an impact on the industry is through the support that it offers for innovative start-up companies. In 2014, OUP started to work with the start-up accelerator Emerge Education<sup>46</sup> to provide co-working space and support for new companies that are entering the market for educational resources. Oxford University Press has sponsored a 300m<sup>2</sup> co-working space for those businesses that are enrolled in the accelerator.

The support given by OUP for new companies and technologies that are entering the publishing industry also benefits OUP as it is able to identify emerging trends and opportunities directly from innovators. One of the start-ups that have used the incubators is Bibliotech, which is a virtual textbook subscription service that allows customers to access a large internal library of publications for a fixed monthly fee. OUP helped to pilot this new technology on its chemistry books and brought OUP materials to new readers who were less inclined to purchase and carry large textbooks.

### **12.4 Core Contribution**

The economic contribution of OUP which has been quantified in this study is that which relates to its core activity, namely:

- the direct economic contribution;
- the impact on the supply chain; and
- the impact of staff spending.

The key assumptions that have been used to calculate these impacts are given in Table 12.1. Data was not available for the proportion of supplier spend within Oxford City and Oxfordshire and therefore the proportion of UK supplier spend in each of these areas was assumed to be the same as the wider University.

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<sup>46</sup> Oxford University Press (November 2014), *Oxford University Press partners with Emerge Education to support Educational start-ups*

Table 12.1 – Key Assumptions for OUP contribution 2014/15

Value	
Total Revenues	£781.5 million
Employment (Headcount)	
...in Oxford City	2,195
...in Oxfordshire	2,218
...in UK	2,417
...in EU	3,007
...Globally	7,291
Staff Costs	
...in Oxford City	£99.9 million
...in Oxfordshire	£100.7 million
...in UK	£106.0 million
...in EU	£125.7 million
...Globally	£220.6 million
Supplier Spend	
...in Oxford City	£17.2 million*
...in Oxfordshire	£31.8 million*
...in UK	£191.1 million
...in EU	£220.8 million
...Globally	£433.6 million

Source: Oxford University Press, \*BiGGAR Economics Assumption based on University of Oxford procurement data

The direct GVA of OUP was calculated by subtracting the total cost of revenue from the global revenues. In large companies, allocating the value added at different stages and in different departments requires some assumptions to be made because much of the activity is internal. In this analysis it was assumed that the value added by each staff member was proportional to the staff costs paid to that staff member. Therefore, despite revenues from the UK only accounting for 17% of total income to OUP, it was assumed that 46% of the value added by OUP occurred in the UK because this is the proportion of staff costs that were paid to employees in the UK.

The supplier and staff spending economic contributions were calculated in line with the methodology for calculating the core impacts of the University of Oxford, as described in the Methodological Appendix.

In this way it was estimated that the total economic contribution of Oxford University Press was £382.5 million GVA and 6,112 jobs in the UK. Of this, £168.8 million GVA and 2,412 jobs were in Oxford City.

Table 12.2 – Core OUP Contribution in 2014/15

	Oxford City	Oxfordshire	UK
<b>GVA (£m)</b>			
Core	157.5	158.9	167.2
Supplier	-	-	151.4
Staff Spending	11.2	21.0	63.9
<b>Total GVA</b>	<b>168.8</b>	<b>179.9</b>	<b>382.5</b>
<b>Employment</b>			
Core	2,195	2,218	2,417
Supplier	-	-	2,531
Staff Spending	217	399	1,164
<b>Total Employment</b>	<b>2,412</b>	<b>2,617</b>	<b>6,112</b>

Source: BiGGAR Economics