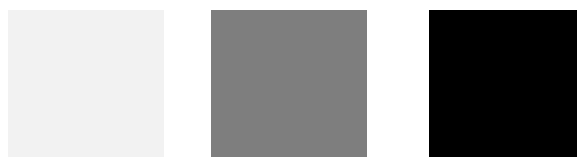


## Origin and Destination of Graduates in Kent 2017/18

August 2019





## Contents

Introduction .....	2
The HESA data .....	3
Definitions .....	3
Rounding strategy .....	4
Part 1: Counts of first year students .....	5
First year starters in the UK .....	5
How many Kent residents go into higher education and where do they go to study? .....	6
How many new students study in Kent and where do they come from? .....	10
Part 2: Kent resident graduates .....	15
What activities do Kent resident graduates undertake? .....	15
Where did Kent resident graduates find employment? .....	16
Employment characteristics of Kent resident leavers .....	17
Occupation .....	17
Industry .....	18
Part 3: Graduates who studied in Kent .....	20
What activities do those leaving Kent higher education establishments undertake? .....	20
Employment characteristics of Kent graduate leavers .....	21
Occupation .....	21
Industry .....	22
Part 4: Graduates who found employment in Kent .....	1
Residential origin of graduates who found employment in Kent .....	1
Where did graduates, who are now employed in Kent, study? .....	3
What type of employment activity did graduates undertake in Kent? .....	4
Part 5: “Does Kent retain its graduates?” .....	9
A: Kent resident graduates who have entered into employment in Kent .....	9
B: Those who studied in Kent and have stayed in Kent for employment .....	12
C: Those who studied in Kent and go on to further study in Kent .....	15
Part 6: Conclusion .....	17
Appendix 1: Standard Industrial Classification .....	19
Appendix 2: Standard Occupational Classification .....	20

# Introduction

The purpose of this report is to examine the origin and destination of graduate leavers in the UK, using data provided by the Higher Education Statistics Agency (HESA) and to measure Kent's performance in retaining its graduates compared to other local authorities.

More information on the HESA data is given in the next section.

The report is in six parts:

- **Part 1 looks at the number of students registering for their first year in higher education and answers questions such as:**
  - Where Kent residents go to for higher education
  - Where students who attend higher education establishments in Kent come from
- **Part 2 focuses specifically on Kent residents and looks at:**
  - What type of activity they undertake upon leaving higher education
  - Where graduates who originally lived in Kent find employment
  - Industry and occupation of those going into employment
- **Part 3 focuses on those who studied in Kent.**
  - What type of activity they undertake after leaving higher education
- **Part 4 focuses on all those who go on to employment in Kent (regardless of where they came from or where they studied).**
  - Where they come from
  - Where they study
  - What type of employment they undertake
- **Part 5 answers the question “Does Kent retain its graduates?”**

This is tackled in three parts:

  - A: looking at those Kent residents who returned to Kent for employment after leaving higher education (regardless of where they studied).
  - B: looking at those who studied in Kent and were then employed in Kent.
  - C: looking at those who studied in Kent and then stayed in Kent for further study.
- **Part 6 Conclusion**

## The HESA data

The data upon which this report is based is taken from the **Destinations of Leavers from Higher Education (DLHE)**. This is an annual survey conducted by the Higher Education Statistics Agency (HESA). This survey is undertaken on completion of their course of study and is voluntary. Although the survey is on a voluntary basis, there is a consistently high response rate each year of around 85% of all leavers.

In June 2017 the Higher Education Statistics Agency (HESA) announced that the current Destination of Leavers from Higher Education (DLHE) survey will be replaced by a new Graduate Outcomes survey.

A centralised provider will be appointed by HESA to run Graduate Outcomes and to centrally collect employment outcomes.

The first data from the new Graduate Outcomes Survey will not be published until 2020. This bulletin contains the last DLHE data available (2016/17).

## Definitions

The **DLHE target population** contains all United Kingdom (UK) and European Union (EU) students reported to HESA for the period 1 August to 31 July as obtaining relevant qualifications and whose study was full-time or part-time (including sandwich students and those writing-up theses). Awards from dormant status (who left programme of study) are not included in the target population. Those obtaining any of the relevant qualifications following part-time study are included, together with those obtaining postgraduate diplomas and certificates (full-time or part-time).

**Relevant qualifications** for inclusion in the DLHE return are postgraduate degrees, postgraduate diplomas and certificates, Postgraduate Certificates in Education (PGCE), first degrees (excludes intercalated degrees), Diplomas of Higher Education (DipHE), Certificates of Higher Education (CertHE), Foundation Degrees, Higher National Diplomas (HND) or Higher National Certificates (HNC). The population for the DLHE return does not necessarily represent the full cohort graduating during the reporting period; examples of those excluded are professional qualifications (e.g. associate membership or membership of a body such as the Institute of Bankers) and undergraduate diplomas and certificates (other than Foundation Degrees, HND, DipHE, HNC and CertHE).

---

The reference dates for 2016/17 DLHE were 12 April 2017 (if the leaver obtained the qualification between 1 August 2016 and 31 December 2016) and 10 January 2018 (if the leaver obtained the qualification between 1 January 2017 and 31 July 2017).

The HESA use the term 'student leaver' when referring to people included in the DLHE return. Within this report we use the term graduate instead of student leaver. Whilst the DLHE return does not necessarily represent all those graduating (see notes above) it does represent the majority and for this reason the term graduate has been used.

### **Rounding strategy**

Due to the provisions of the Data Protection Act 1998 and the Human Rights Act 1998, the HESA implements a strategy in published and released tabulations designed to prevent the disclosure of personal information about any individual. These tabulations are derived from the HESA non-statutory populations and may differ slightly from those published by related statutory bodies. This strategy involves rounding all numbers to the nearest 5. A summary of this strategy is as follows:

- Counts of 0, 1, 2 are rounded to 0
- All other numbers are rounded to the nearest multiple of 5

So for example, 3 is represented as 5, 22 is represented as 20, 3,286 is represented as 3,285 while 0, 20, 55, 3,510 remain unchanged.

This rounding strategy is also applied to total figures; the consequence of which is that the sum of numbers in each row or column will rarely match the total shown precisely. Percentages have been calculated using unrounded data.

## Part 1: Counts of first year students

University fees increased in 2012/13 enabling universities to charge up to £9,000 per year. The threshold increased further to £9,250 from 2017.

An amendment to the law in 2018 means that English and Welsh students who took out loans from September 2012 onwards - when fees in England rose to up to £9,000 a year - will now start to pay back when they earn £25,000 a year instead of £21,000.

A Government commissioned review into post-18 education and funding published in May 2019, which recommended that annual tuition fees should be cut to a maximum of £7,500 per year, is currently being considered by ministers.

### First year starters in the UK

Overall there has been an increase in the number of first year students beginning their studies at an HE establishment in the UK. However, the number of students from all UK countries fell, with the exception of those from Scotland. Scotland was the only UK country to see an increase in residents beginning their studies at a UK establishment. Non-UK residents studying within the UK saw a significant increase of 5.3% (+12,370 students).

**Table 1: First-year starters by area of residence**

Country	Total first-year students 2016/17	Total first-year students 2017/18	Number change	% change
England	633,275	629,305	-3,970	-0.6
Northern Ireland	23,225	23,195	-30	-0.1
Scotland	69,440	71,390	1,950	2.8
Wales	44,415	44,145	-275	-0.6
UK Other	1,660	1,510	-150	-9.0
UK unknown	3,895	3,900	5	0.2
Non-UK	235,315	247,685	12,370	5.3
<b>Total</b>	<b>1,013,485</b>	<b>1,023,360</b>	<b>9,880</b>	<b>1.0</b>

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

Despite the overall fall in the number of UK resident students studying at a UK establishment, the total number of first year students studying in all UK countries increased since last year.

**Table 2: First-year starters by area of institution**

Country	Total first-year students 2016/17	Total first-year students 2017/18	Number change	% change
England	839,940	846,455	6,515	0.8
Northern Ireland	21,730	22,075	345	1.6
Scotland	94,535	97,145	2,610	2.8
Wales	57,285	57,690	405	0.7
<b>Total</b>	<b>1,013,485</b>	<b>1,023,360</b>	<b>9,880</b>	<b>1.0</b>

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

## How many Kent residents go into higher education and where do they go to study?

In 2012/13 when universities were able to increase their fees the number of Kent residents entering higher education fell dramatically (-19.6%). Although the number of Kent residents entering higher education has increased slightly since then, it is still lower than in 2003/04.

**Chart 1: Kent residents entering higher education since 2003/04**

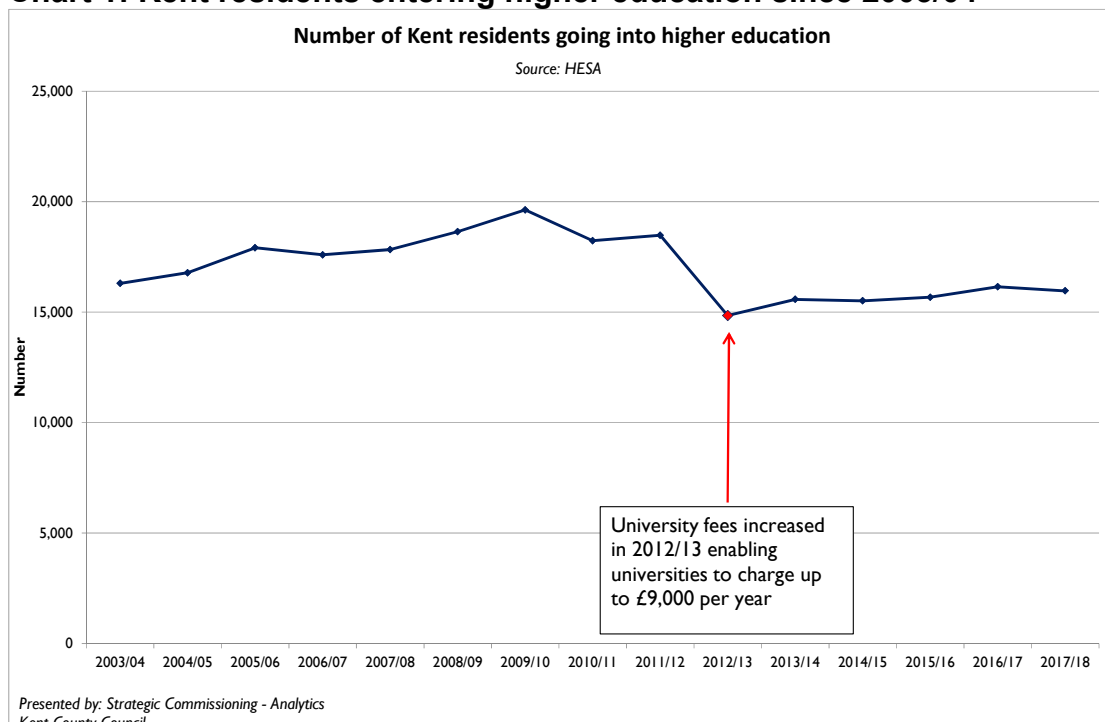




Table 3 shows the number of Kent residents who went into higher education in each year from 2003/04

**Table 3: Kent residents entering higher education**

Year	No. of Kent residents entering higher education
2003/04	16,300
2004/05	16,780
2005/06	17,915
2006/07	17,595
2007/08	17,830
2008/09	18,645
2009/10	19,630
2010/11	18,235
2011/12	18,480
2012/13	14,850
2013/14	15,580
2014/15	15,515
2015/16	15,675
2016/17	16,150
2017/18	15,965

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

The top ten destinations for students from Kent over the last three years are shown in tables 4 to 6. The top destinations have changed very little over the last few years. Higher education establishments in Kent are the most popular destination for Kent residents however the number of students from Kent choosing to study in Kent has fallen since last year with 170 fewer Kent residents choosing to study in Kent.

The second most popular destination is Greater London chosen by 19.1% of new students from Kent. Milton Keynes is third most popular however this reflects the central counting of all Open University students at Milton Keynes.

Whilst the majority of Kent residents study within the South East region, some travel further afield with West Midlands, Oxfordshire and Nottingham proving to be popular destinations.

**Table 4: Top 10 destinations of Kent residents entering higher education in 2015/16**

2015/16	No.	%
Kent	4,550	29.0
Greater London	3,195	20.4
Milton Keynes	945	6.0
Brighton and Hove	560	3.6
Surrey	535	3.4
West Midlands	460	2.9
City of Southampton	315	2.0
City of Nottingham	285	1.8
Essex	255	1.6
Oxfordshire	255	1.6

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 5: Top 10 destinations of Kent residents entering higher education in 2016/17**

2016/17	No.	%
Kent	4,495	27.8
Greater London	3,175	19.7
Milton Keynes	920	5.7
Surrey	640	4.0
Brighton and Hove	555	3.4
West Midlands	485	3.0
City of Southampton	320	2.0
Oxfordshire	310	1.9
City of Nottingham	280	1.7
City of Portsmouth	280	1.7

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 6: Top 10 destinations of Kent residents entering higher education in 2017/18**

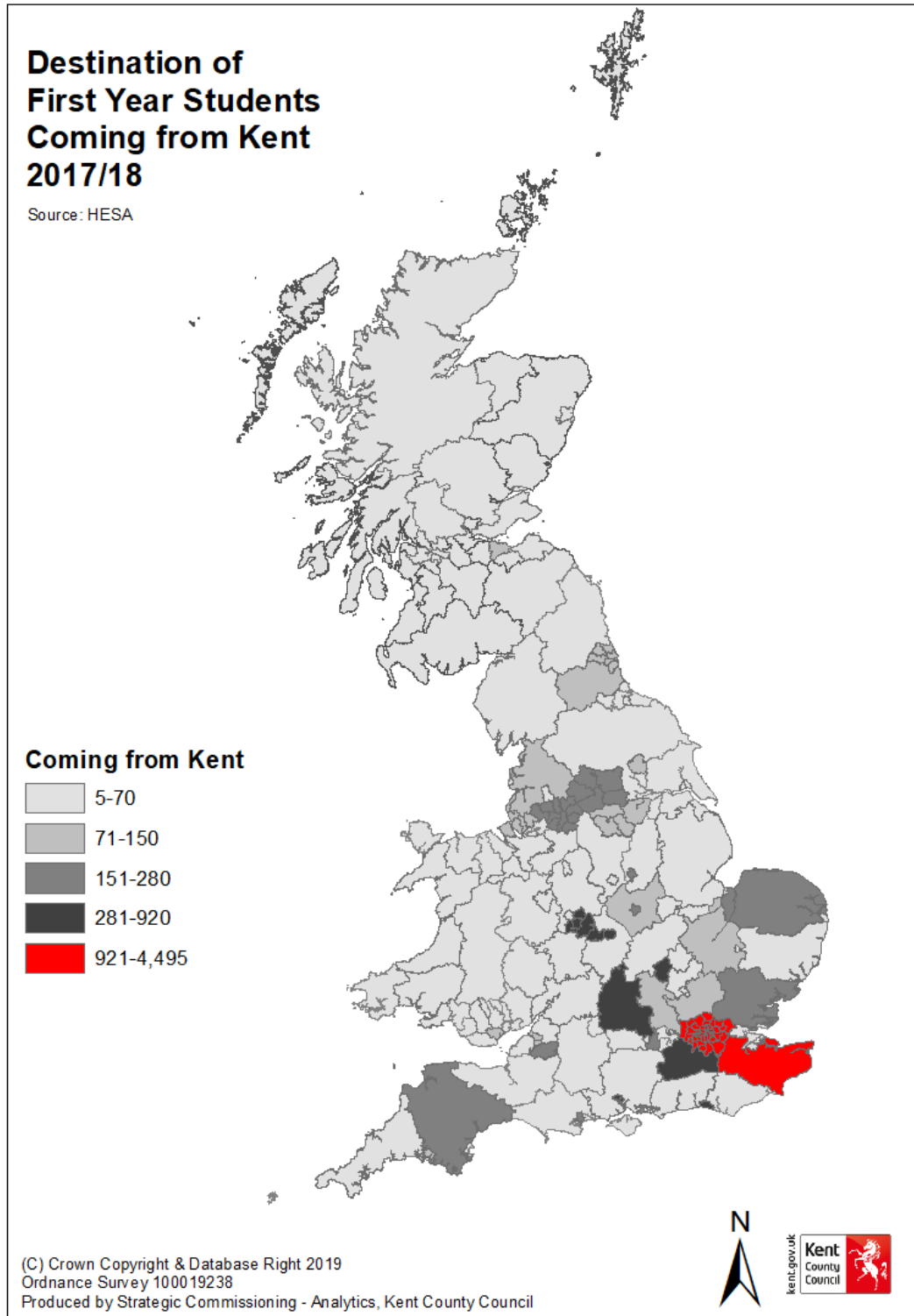
2017/18	No.	%
Kent	4,325	27.1
Greater London	3,055	19.1
Milton Keynes	980	6.1
Brighton and Hove	590	3.7
Surrey	580	3.6
West Midlands	520	3.3
City of Nottingham	325	2.0
Essex	310	1.9
City of Portsmouth	305	1.9
Oxfordshire	300	1.9

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

Map 1 illustrates the study destinations of Kent residents in 2017/18

**Map 1 – Destination of first year students coming from Kent**



## How many new students study in Kent and where do they come from?

The section begins by looking at the total number of 1<sup>st</sup> year students coming to studying in Kent and then looks at their origin.

The number of 1<sup>st</sup> year students coming to Kent to study fell by 15.8% in the year following the introduction of increased university fees and overall have continued to fall.

**Chart 2: 1st year starters to Kent higher education establishments**

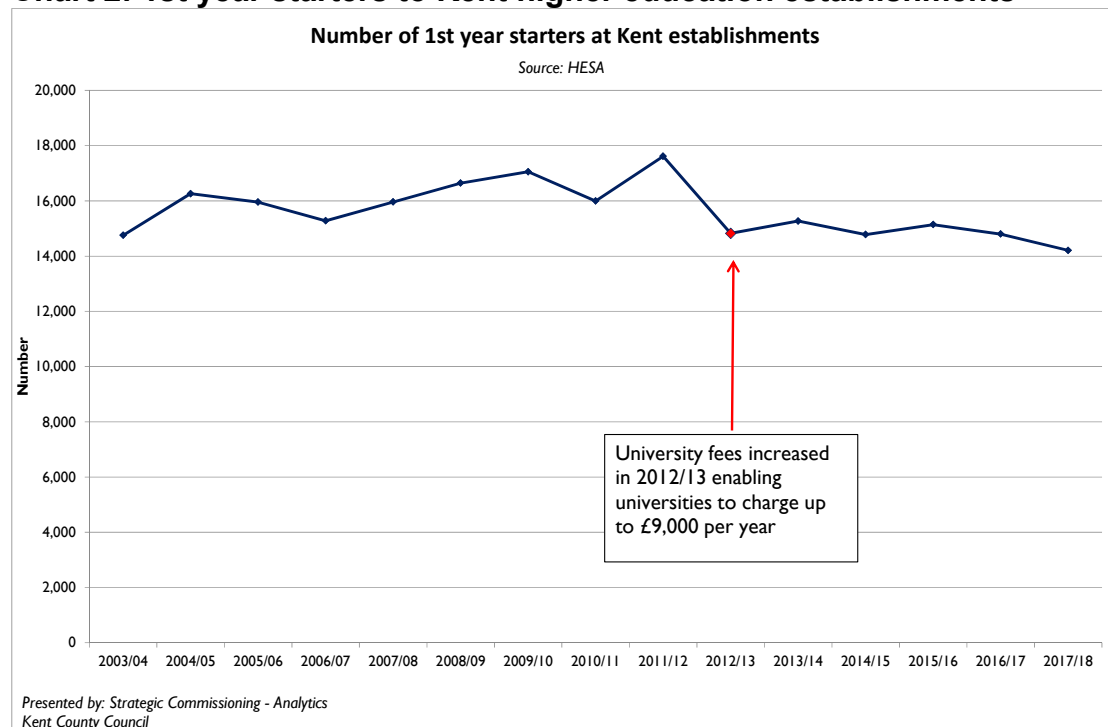


Table 7 shows the total number of students coming to study in Kent since 2003/04.

The number of first year students studying in Kent higher education establishments fell by 595 in the last year, a fall of 4.0% since the previous year.

**Table 7: Number of 1<sup>st</sup> year students beginning study in Kent**

Year	No. of students studying in Kent
2003/04	14,755
2004/05	16,260
2005/06	15,955
2006/07	15,280
2007/08	15,960
2008/09	16,645
2009/10	17,055
2010/11	15,995
2011/12	17,615
2012/13	14,825
2013/14	15,270
2014/15	14,780
2015/16	15,140
2016/17	14,800
2017/18	14,205

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

Tables 8 to 10 illustrate the top 10 UK areas from which students originated over the last three years. The tables all show that the highest proportion of people studying in Kent come from within Kent. Those from outside Kent mostly come from neighbouring authorities and this pattern has been fairly consistent over the last three years.

**Table 8: Top 10 UK residential origins of 1<sup>st</sup> year students studying in Kent – 2015/16**

2015/16	No.	%
Kent	4,550	30.1
Greater London	3,280	21.7
Medway	860	5.7
Essex	450	3.0
Surrey	310	2.0
East Sussex	300	2.0
Hertfordshire	265	1.8
Hampshire	200	1.3
Suffolk	175	1.2
West Sussex	145	1.0

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 9: Top 10 UK residential origins of 1<sup>st</sup> year students studying in Kent – 2016/17**

2016/17	No.	%
Kent	4,495	30.4
Greater London	3,180	21.5
Medway	785	5.3
Essex	460	3.1
Surrey	325	2.2
East Sussex	320	2.2
Hertfordshire	295	2.0
West Sussex	195	1.3
Suffolk	135	0.9
Hampshire	125	0.8

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 10: Top 10 UK residential origins of 1<sup>st</sup> year students studying in Kent – 2017/18**

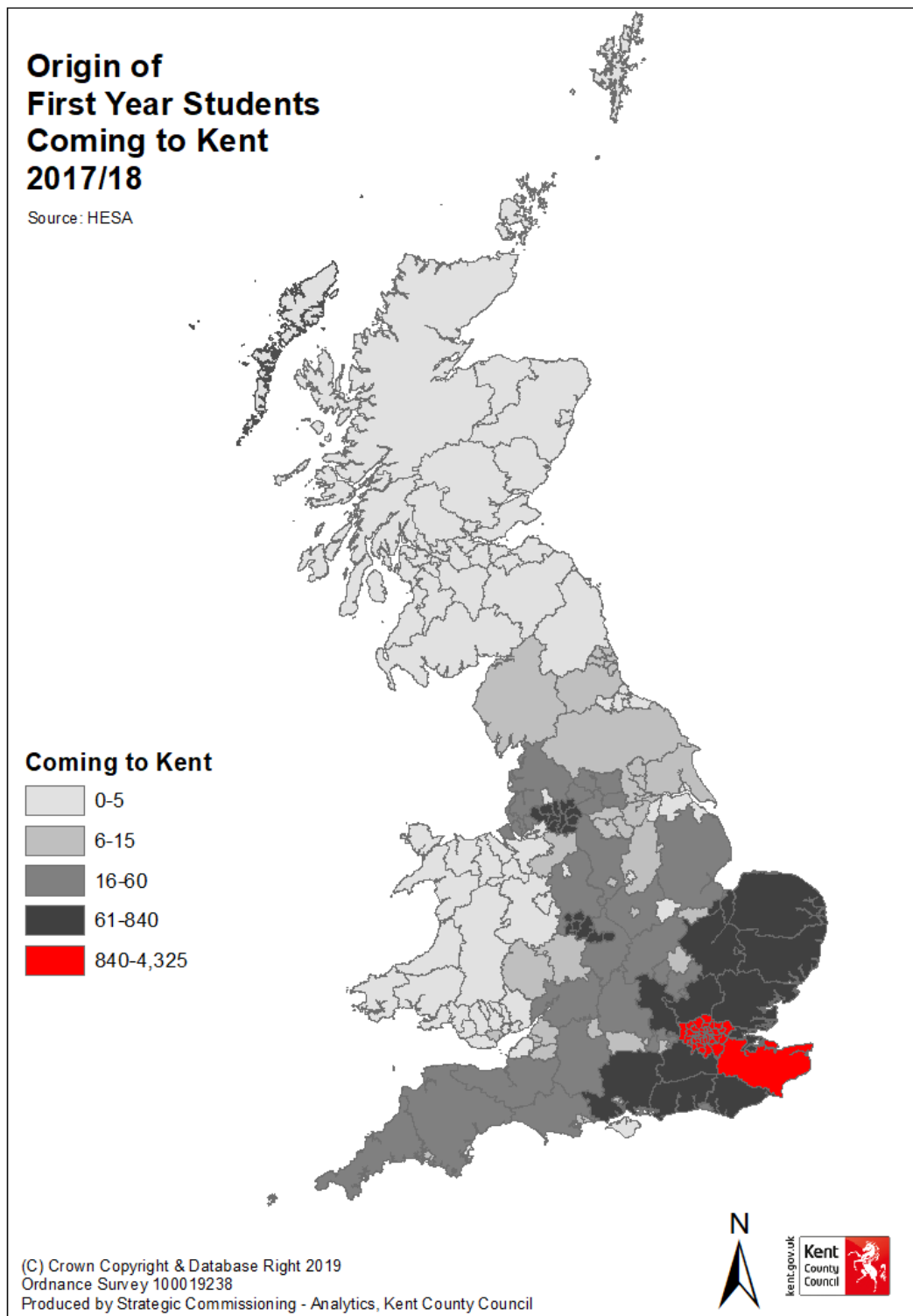
2017/18	No.	%
Kent	4,325	30.4
Greater London	3,080	21.7
Medway	840	5.9
Essex	495	3.5
Surrey	290	2.0
Hertfordshire	280	2.0
East Sussex	265	1.9
West Sussex	175	1.2
Hampshire	135	1.0
Suffolk	125	0.9

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

All UK origins of 1<sup>st</sup> year students studying in Kent in 2017/18 are shown in Map 2 (excludes those coming from Northern Ireland).

## Map 2 – Origin of first year students coming to Kent



There are also significant numbers of students who started attending higher education establishments in Kent that have come from outside of the UK. Table 11 illustrates the number of students from overseas in each of the last three years.

**Table 11: Overseas students studying in Kent**

	2015/16		2016/17		2017/18	
	No.	%	No.	%	No.	%
Other European Union	925	6.1	955	6.5	840	5.9
Asia	795	5.3	785	5.3	695	4.9
North America	315	2.1	265	1.8	265	1.9
Africa	270	1.8	245	1.7	240	1.7
Middle East	160	1.1	140	0.9	140	1.0
Other Europe	110	0.7	105	0.7	100	0.7
South America	30	0.2	20	0.1	25	0.2
Australasia	5	0.0	5	0.0	10	0.1
Non-European Union unknown	0	0.0	0	0.0	0	0.0
<b>All overseas students</b>	<b>2,610</b>	<b>17.2</b>	<b>2,525</b>	<b>17.1</b>	<b>2,325</b>	<b>16.4</b>
Total Students	15,140	100.0	14,800	100.0	14,205	100.0

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

While nationally there has been an increase in overseas students coming to the UK to study (+5.3%) Kent establishments saw a fall with 200 fewer overseas starters than last year (-7.9%).

Overall overseas students represent 16.4% of all those studying at higher education establishments in Kent.



## Part 2: Kent resident graduates

In June 2017 the Higher Education Statistics Agency (HESA) announced that the current Destination of Leavers from Higher Education (DLHE) survey, on which this section is based, will be replaced by a new Graduate Outcomes survey. The first data from the new Graduate Outcomes Survey will not be published until 2020. This bulletin contains the last DLHE data available (2016/17).

### What activities do Kent resident graduates undertake?

This section looks at the activities undertaken by higher education students who originated from Kent (but may have studied elsewhere) after they finish their studies.

Table 12 shows the activity of Kent resident leavers since 2011/12.

**Table 12: Activities undertaken by Kent resident leavers**

		Working full-time	Working part-time	Unemployed and looking for work	Due to start a job in the next month	Engaged in full-time further study, training or research	Engaged in part-time further study, training or research	Taking time out in order to travel	Something else	Total
No.	2011/12	5,120	1,230	505	80	1,160	215	190	215	8,715
	2012/13	5,500	1,270	420	105	1,205	240	215	190	9,145
	2013/14	5,865	1,135	365	105	1,080	185	220	210	9,165
	2014/15	5,115	1,170	320	100	985	165	195	215	8,270
	2015/16	5,235	1,105	290	110	1,170	170	215	185	8,480
	2016/17	5,140	1,080	285	110	1,155	120	205	185	8,285
%	2011/12	58.7	14.1	5.8	0.9	13.3	2.5	2.2	2.5	100.0
	2012/13	60.1	13.9	4.6	1.2	13.2	2.6	2.3	2.1	100.0
	2013/14	64.0	12.4	4.0	1.2	11.8	2.0	2.4	2.3	100.0
	2014/15	61.8	14.2	3.9	1.2	11.9	2.0	2.4	2.6	100.0
	2015/16	61.8	13.0	3.4	1.3	13.8	2.0	2.5	2.2	100.0
	2016/17	62.0	13.0	3.5	1.3	13.9	1.5	2.5	2.2	100.0

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

Overall in 2016/17 there were fewer Kent resident leavers than the previous year. 6,220 found employment of some kind. This was fewer than the previous year. However, graduates who found employment account for 75% of all Kent resident leavers, a slightly higher proportion than the year before. The majority were in full time employment (82.6%). A further 110 leavers were due to start a job within the next month (equivalent to 1.3% of all Kent resident leavers).

Those who continued with further study, either full or part time, accounted for 15.4% of leavers, 3.5% were unemployed and looking for work, with another 2.5% taking time out to travel.

## Where did Kent resident graduates find employment?

This section looks at where graduates who originated from Kent (but could have studied elsewhere) found employment.

In 2016/17 the majority of Kent residents leaving higher education (3,080) found employment in Kent. Greater London is the second most popular employment destination with 20.3% of all Kent resident leavers finding work there.

**Table 13: Top 10 UK employment destinations for Kent residents leaving HE – 2014/15**

2014/15	No	%
Kent	3,160	38.2
Greater London	1,670	20.2
Medway	215	2.6
Surrey	120	1.5
West Sussex	60	0.7
Hertfordshire	55	0.7
West Midlands	50	0.6
Hampshire	45	0.5
East Sussex	45	0.5
Oxfordshire	45	0.5

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 14: Top 10 UK employment destinations for Kent residents leaving HE – 2015/16**

2015/16	No	%
Kent	3,340	39.4
Greater London	1,615	19.0
Medway	200	2.4
Surrey	85	1.0
Oxfordshire	55	0.6
Cambridgeshire	55	0.6
Greater Manchester	55	0.6
West Midlands	50	0.6
East Sussex	45	0.5
Brighton and Hove	40	0.5
West Sussex	40	0.5

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 15: Top 10 UK employment destinations for Kent residents leaving HE – 2016/17**

2016/17	No	%
Kent	3,080	37.2
Greater London	1,685	20.3
Medway	185	2.2
Surrey	90	1.1
West Midlands	50	0.6
West Sussex	50	0.6
Greater Manchester	50	0.6
Oxfordshire	50	0.6
Hertfordshire	50	0.6
Brighton and Hove	45	0.5
Essex	45	0.5

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

## Employment characteristics of Kent resident leavers

This section looks at Kent resident graduates who find full or part time employment after leaving higher education. It looks at the type of occupation and the industry of employment (when known) irrespective of the location.

### Occupation

73.7% of all Kent resident leavers found employment in professional or associate professional and technical occupations. This has increased slightly since the previous year. There has been a decline over the last three years of resident leavers finding employment in administrative and secretarial, sales and customer service, caring, leisure & other service occupations and elementary occupations.

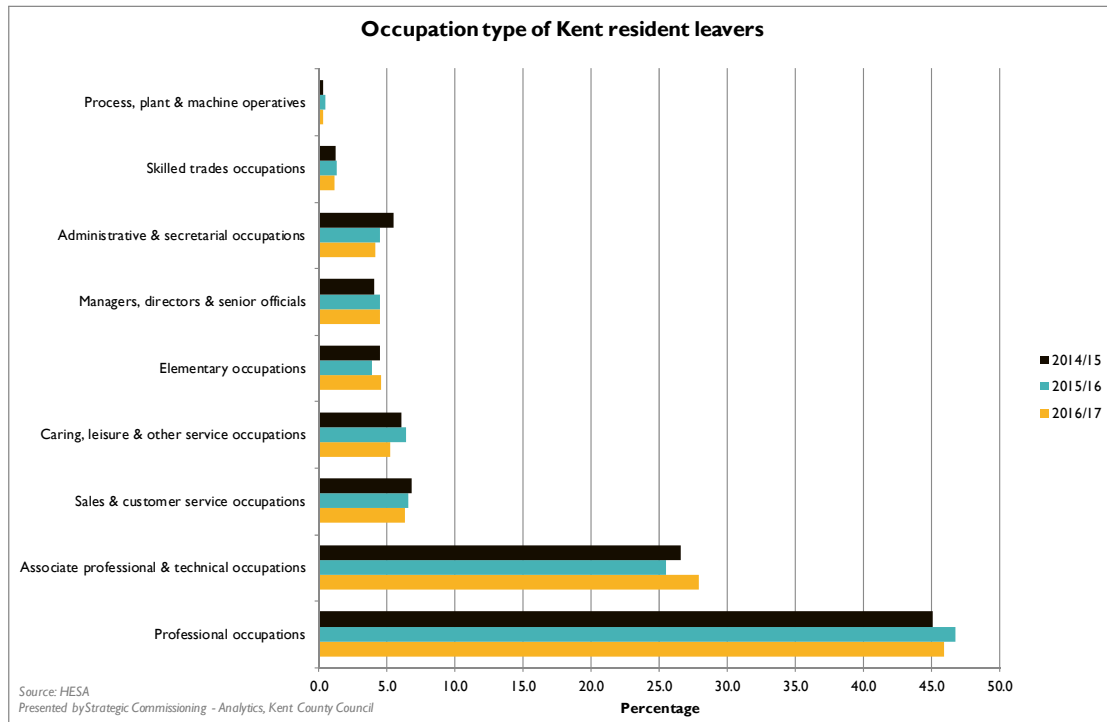
**Table 16: Occupation of Kent resident leavers – 2014/15 – 2016/17**

Occupation	Number			%		
	2014/15	2015/16	2016/17	2014/15	2015/16	2016/17
Managers, directors & senior officials	265	300	290	4.1	4.5	4.5
Professional occupations	2,945	3,100	2,965	45.0	46.7	45.9
Associate professional & technical occupations	1,735	1,690	1,800	26.5	25.5	27.9
Administrative & secretarial occupations	360	300	270	5.5	4.5	4.2
Skilled trades occupations	80	90	75	1.2	1.4	1.2
Caring, leisure & other service occupations	395	425	340	6.0	6.4	5.2
Sales & customer service occupations	445	435	410	6.8	6.6	6.3
Process, plant & machine operatives	20	35	25	0.3	0.5	0.4
Elementary occupations	295	260	295	4.5	3.9	4.5

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

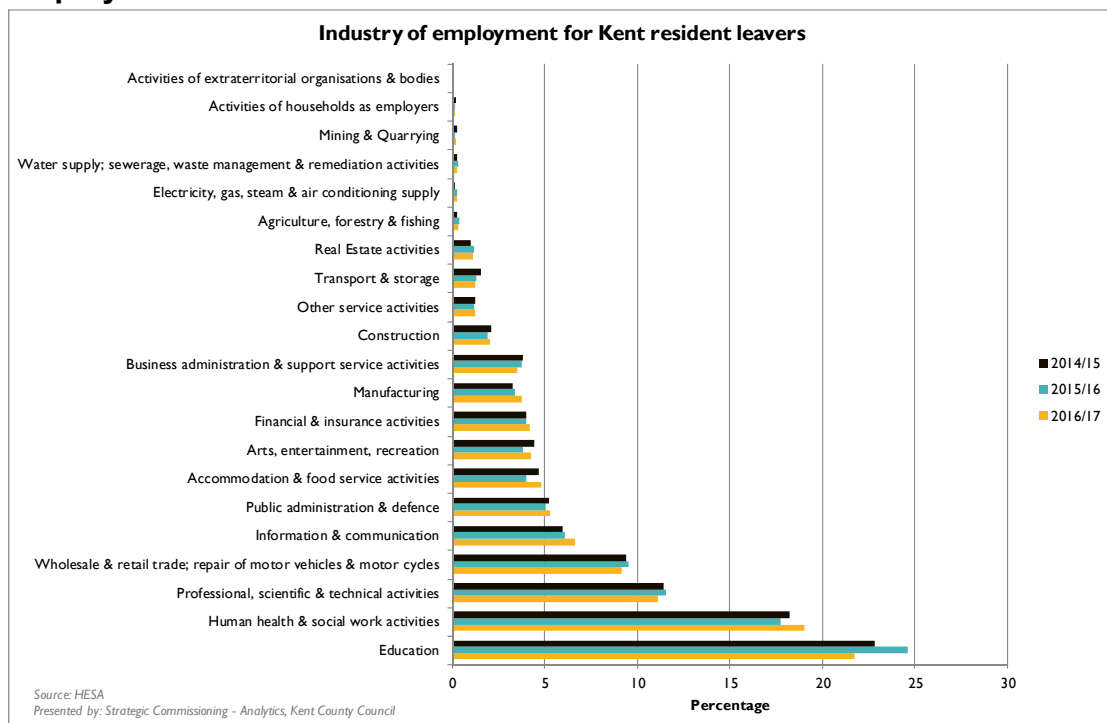
**Chart 3: Percentage of Kent resident leavers finding employment by occupation – 2014/15 – 2016/2017**



### Industry

The largest proportion of Kent resident leavers finding employment (21.7%) took up positions in education, although there were 225 fewer leavers finding employment in this sector than the previous year, a fall of 13.8%.

**Chart 4: Industry of employment of Kent resident leavers who found employment – 2014/15 – 2016/17**



The biggest increase was in human health & social work activities (+55) and accommodation & food service activities (+50).

**Table 17: Industry of employment of Kent resident leavers – 2014/15 – 2016/17**

Industry	Number			%		
	2014/15	2015/16	2016/17	2014/15	2015/16	2016/17
Agriculture, forestry & fishing	15	25	20	0.3	0.4	0.3
Mining & Quarrying	15	5	15	0.2	0.1	0.2
Manufacturing	215	220	240	3.3	3.3	3.7
Electricity, gas, steam & air conditioning supply	10	20	15	0.2	0.3	0.2
Water supply; sewerage, waste management & remediation activities	15	20	15	0.2	0.3	0.2
Construction	135	125	130	2.1	1.9	2.0
Wholesale & retail trade; repair of motor vehicles & motor cycles	615	625	590	9.4	9.5	9.2
Transport & storage	100	85	80	1.5	1.3	1.2
Accommodation & food service activities	305	260	310	4.7	4.0	4.8
Information & communication	390	400	425	5.9	6.1	6.6
Financial & insurance activities	260	260	270	4.0	4.0	4.2
Real Estate activities	65	75	70	1.0	1.2	1.1
Professional, scientific & technical activities	745	760	715	11.4	11.5	11.1
Business administration & support service activities	250	250	225	3.8	3.8	3.5
Public administration & defence	340	330	340	5.2	5.0	5.3
Education	1,490	1,625	1,400	22.8	24.6	21.7
Human health & social work activities	1,190	1,170	1,225	18.2	17.7	19.0
Arts, entertainment, recreation	290	250	270	4.4	3.8	4.2
Other service activities	80	75	80	1.2	1.2	1.2
Activities of households as employers	10	10	10	0.2	0.2	0.1
Activities of extraterritorial organisations & bodies	5	5	0	0.1	0.0	0.0

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

A list of industries and occupations and examples of the type of jobs within each can be found at the end of this report.

## Part 3: Graduates who studied in Kent

### What activities do those leaving Kent higher education establishments undertake?

This section looks at the activities undertaken by higher education students who studied in Kent, once they had finished their studies.

Table 18 shows the activities undertaken by students who studied in Kent higher education establishments, once they graduated.

**Table 18: Activities undertaken by students who studied in Kent after they left higher education – 2011/12 to 2016/17**

		Working full-time	Working part-time	Unemployed and looking for work	Due to start a job in the next month	Engaged in full-time further study, training or research	Engaged in part-time further study, training or research	Taking time out in order to travel	Something else	Total
No.	2011/12	4,340	1,080	320	70	1,040	165	100	165	7,285
	2012/13	4,815	1,095	295	85	1,075	240	130	155	7,895
	2013/14	5,135	1,155	320	75	1,145	170	130	180	8,315
	2014/15	4,230	1,130	225	50	1,060	145	100	125	7,075
	2015/16	4,430	1,100	235	60	1,250	135	115	135	7,465
	2016/17	4,495	925	290	70	1,165	115	95	110	7,275
%	2011/12	59.6	14.9	4.4	1.0	14.3	2.2	1.4	2.3	100.0
	2012/13	61.0	13.9	3.7	1.1	13.6	3.1	1.7	1.9	100.0
	2013/14	61.8	13.9	3.8	0.9	13.8	2.1	1.6	2.2	100.0
	2014/15	59.8	16.0	3.2	0.7	15.0	2.1	1.4	1.8	100.0
	2015/16	59.3	14.8	3.2	0.8	16.8	1.8	1.5	1.8	100.0
	2016/17	61.8	12.7	4.0	0.9	16.0	1.6	1.3	1.5	100.0

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

The activities undertaken by students graduating from study in Kent is very similar to the pattern of activity undertaken by Kent resident graduates.

Of those who graduated in 2016/17 three quarters of students (74.6%) were in employment of some kind. 61.8% of leavers found full-time employment and 12.7% found part-time employment. An additional 70 leavers were due to start a job within the next month (equivalent to 0.9% of all leavers from Kent higher education establishments).

## Employment characteristics of Kent graduate leavers

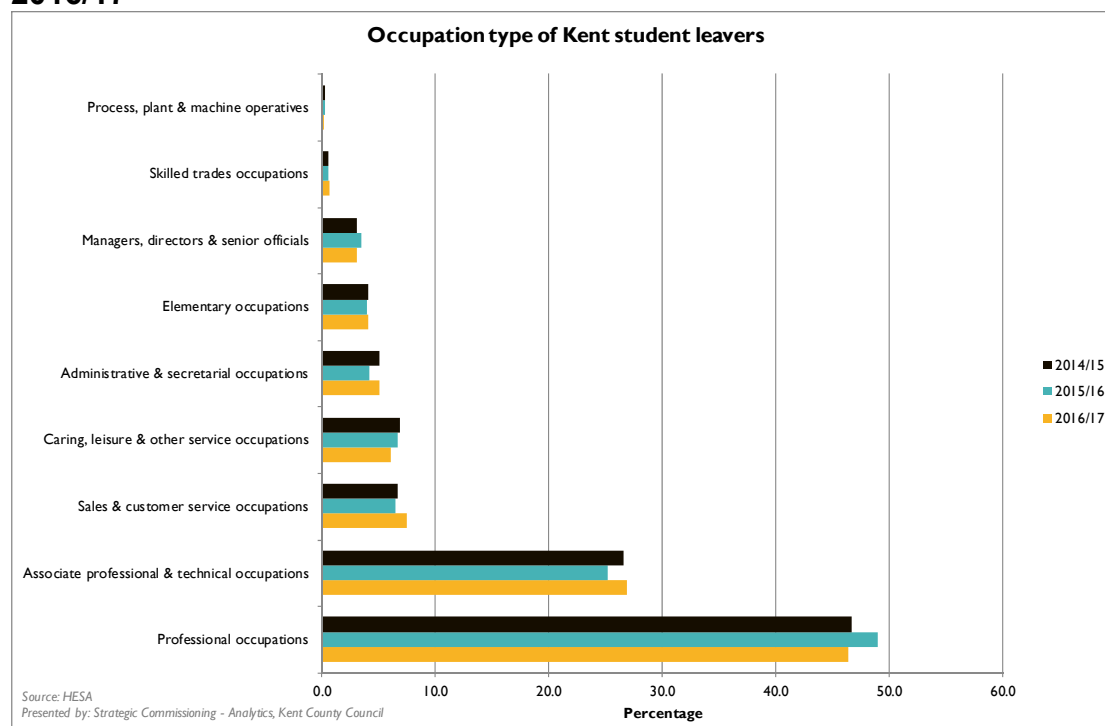
This section looks at Kent graduates who find full or part time employment after leaving Kent higher education establishments. It looks at the type of occupation and the industry of employment (when known) irrespective of location.

A list of industries and occupations and examples of the type of jobs within each can be found at the end of this report.

### Occupation

Just under three quarters of all Kent resident leavers were employed in professional or associate professional and technical occupations. This accounts for a slightly smaller share of graduates going into employment than the previous year. There were 205 fewer graduates going into professional occupations when compared to the previous year.

**Chart 5: Occupation type of students leaving HE in Kent – 2014/15 – 2016/17**



**Table 19: Occupation of graduates leaving HE in Kent – 2014/15 – 2016/17**

Occupation	Number			%		
	2014/15	2015/16	2016/17	2014/15	2015/16	2016/17
Managers, directors & senior officials	175	200	175	3.1	3.5	3.1
Professional occupations	2,620	2,820	2,615	46.7	49.0	46.4
Associate professional & technical occupations	1,490	1,450	1,515	26.6	25.2	26.9
Administrative & secretarial occupations	285	240	285	5.1	4.2	5.1
Skilled trades occupations	30	35	35	0.6	0.6	0.6
Caring, leisure & other service occupations	385	385	345	6.9	6.7	6.1
Sales & customer service occupations	375	375	425	6.7	6.5	7.5
Process, plant & machine operatives	20	20	10	0.3	0.3	0.2
Elementary occupations	230	230	230	4.1	4.0	4.1

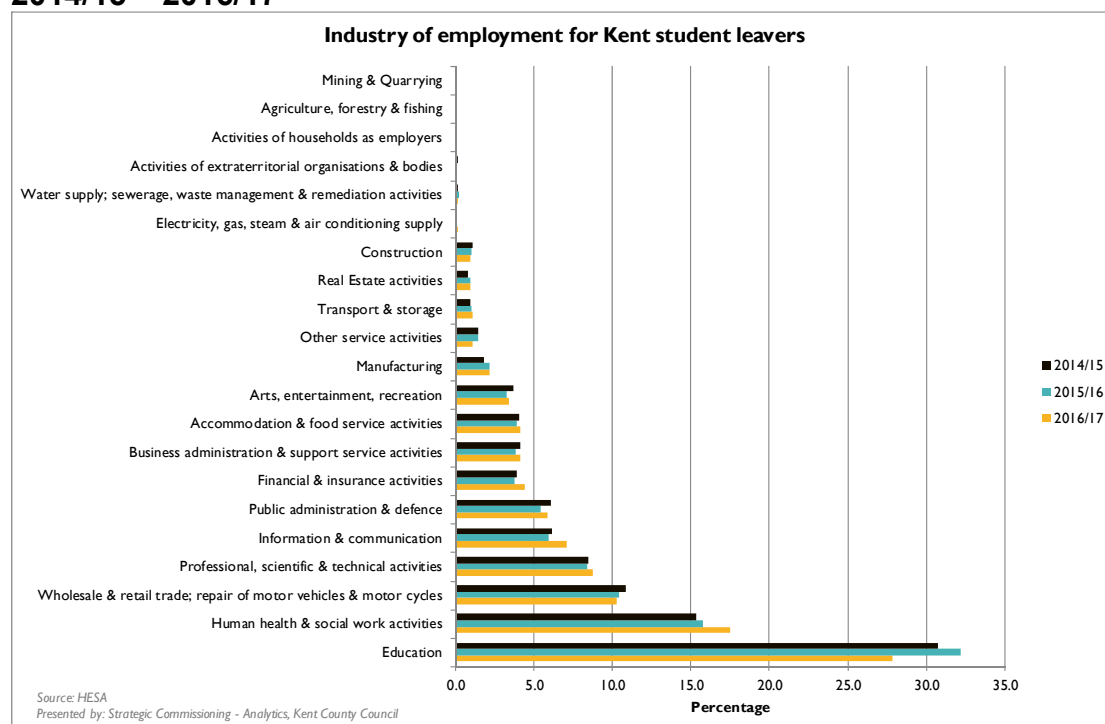
Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

## Industry

The largest proportion of graduates leaving higher education in Kent (27.8%) were employed in education, however this was lower than the previous year. 285 fewer graduates leaving higher education in Kent in 2016/17 found employment in education than the previous year.

**Chart 6: Industry of employment of students leaving HE in Kent – 2014/15 – 2016/17**



Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council



**Table 20: Industry of employment of students leaving HE in Kent – 2013/14 – 2014/15**

Industry	Number			%		
	2014/15	2015/16	2016/17	2014/15	2015/16	2016/17
Agriculture, forestry & fishing	0	5	5	0.0	0.1	0.1
Mining & Quarrying	5	0	5	0.1	0.0	0.1
Manufacturing	100	125	120	1.8	2.1	2.1
Electricity, gas, steam & air conditioning supply	5	5	5	0.1	0.1	0.1
Water supply; sewerage, waste management & remediation activities	10	10	5	0.1	0.2	0.1
Construction	60	55	50	1.1	1.0	0.9
Wholesale & retail trade; repair of motor vehicles & motor cycles	605	600	575	10.8	10.4	10.2
Transport & storage	50	60	60	0.9	1.0	1.1
Accommodation & food service activities	225	225	230	4.1	3.9	4.1
Information & communication	345	340	400	6.2	5.9	7.1
Financial & insurance activities	220	220	250	3.9	3.8	4.4
Real Estate activities	45	55	55	0.8	0.9	0.9
Professional, scientific & technical activities	470	480	490	8.5	8.4	8.7
Business administration & support service activities	230	220	235	4.1	3.9	4.1
Public administration & defence	340	310	330	6.1	5.4	5.9
Education	1,715	1,850	1,565	30.7	32.2	27.8
Human health & social work activities	855	910	985	15.3	15.8	17.5
Arts, entertainment, recreation	205	185	195	3.7	3.2	3.4
Other service activities	80	85	65	1.4	1.5	1.1
Activities of households as employers	5	5	5	0.1	0.1	0.1
Activities of extraterritorial organisations & bodies	5	5	5	0.1	0.1	0.1

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

---

## **Part 4: Graduates who found employment in Kent**

This section looks at the origin of graduates now in employment in Kent in two different ways. It looks at their residential origin - where they lived before they went to higher education and the origin of graduates based on where they studied. It then goes on to look at what type of employment these graduates went into.

A list of industries and occupations and examples of the type of jobs within each can be found at the end of this report.

### **What was the residential origin of graduates who found employment in Kent?**

4,730 graduates found employment in Kent in 2016/17. This includes those working full or part time, and those who were studying and working at the same time.

Tables 21 to 23 show the top ten areas of residence of graduate leavers over the last three years before they went into higher education and then onto employment in Kent.

The residential origin of graduates now working in Kent has remained fairly consistent over the last three years. In all three years, the largest proportion originated from Kent, although the proportion has decreased slightly since previous years.

In 2016/17, 65.1% of graduates who found employment in Kent originally came from Kent. Greater London is the second most significant residential origin in all three years, and currently contributes 10.3% of graduate employees to Kent.

Kent consistently draws a number of graduates into employment, from its immediate neighbours; the Medway Towns, East Sussex, Surrey and Essex

**Table 21: Residential origin of graduates who gained in employment in Kent – 2014/15**

2014/15	Working in Kent	%
Kent	3,160	63.5
Greater London	485	9.7
Medway	275	5.5
East Sussex	135	2.7
Surrey	75	1.5
Essex	65	1.3
West Sussex	40	0.8
Hampshire	35	0.7
Hertfordshire	35	0.7
West Midlands	20	0.4

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 22: Residential origin of graduates who gained in employment in Kent – 2015/16**

2015/16	Working in Kent	%
Kent	3,340	66.8
Greater London	455	9.1
Medway	255	5.1
East Sussex	115	2.3
Essex	50	1.0
Surrey	50	1.0
West Sussex	45	0.9
Hertfordshire	35	0.7
Hampshire	35	0.7
West Midlands	25	0.5

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 23: Residential origin of graduates who gained in employment in Kent – 2016/17**

2016/17	Working in Kent	%
Kent	3,080	65.1
Greater London	485	10.3
Medway	255	5.4
East Sussex	140	3.0
Surrey	65	1.4
Essex	50	1.1
West Sussex	35	0.7
Hampshire	30	0.6
Hertfordshire	25	0.5
Suffolk	25	0.5

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

## Where did graduates, who are now employed in Kent, study?

Tables 24 to 26 show the top 10 origins of where graduates now employed in Kent studied, during the last three years.

In 2016/17 2,055 students who went on to gain employment in Kent had studied in Kent. This represents 43.4% of all graduate leavers employed in Kent.

Kent also attracts a large number of graduates who studied in London, contributing 18.3% of graduate leavers finding employment in Kent in the last year.

**Table 24: Top 10 places where graduates employed in Kent studied – 2014/15**

2014/15	No.	%
Kent	1,995	40.1
Greater London	990	19.9
Milton Keynes	240	4.8
Surrey	160	3.2
Brighton and Hove	155	3.1
West Midlands	105	2.1
City of Southampton	80	1.6
City of Portsmouth	80	1.6
City of Nottingham	65	1.3
West Yorkshire	60	1.2

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 25: Top 10 places where graduates employed in Kent studied – 2015/16**

2015/16	No.	%
Kent	2,175	43.5
Greater London	920	18.4
Milton Keynes	205	4.1
Surrey	160	3.2
Brighton and Hove	135	2.7
West Midlands	90	1.8
City of Portsmouth	75	1.5
City of Southampton	70	1.4
Essex	70	1.4
City of Nottingham	55	1.1

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 26: Top 10 places where graduates employed in Kent studied – 2016/17**

2016/17	No.	%
Kent	2,055	43.4
Greater London	865	18.3
Milton Keynes	200	4.2
Brighton and Hove	175	3.7
Surrey	160	3.4
West Midlands	95	2.0
City of Portsmouth	90	1.9
City of Southampton	65	1.4
Essex	65	1.4
City of Nottingham	45	1.0

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

## What type of employment activity did graduates undertake in Kent?

Table 27 shows that in 2016/17, 72.5% of all the graduates going into employment in Kent found full-time employment and 19.6% found part time employment.

An additional 8.2% were also in some form of employment whilst also studying.

**Table 27: Activity of graduates employed in Kent**

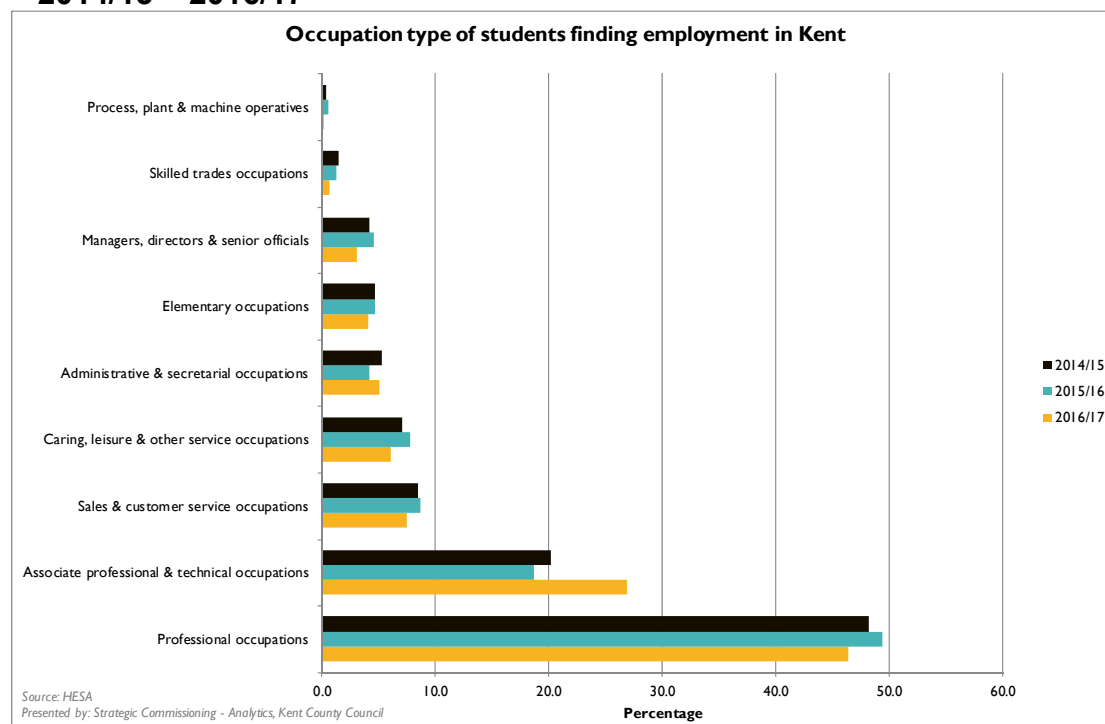
		Working full-time	Working part-time	Primarily in work and also studying	Primarily studying and also in work	Other	Total
No.	2011/12	3,595	1,040	275	180	0	5,090
	2012/13	3,885	1,065	275	240	50	5,515
	2013/14	4,085	1,010	270	255	30	5,650
	2014/15	3,540	1,055	205	150	30	4,980
	2015/16	3,575	975	215	195	35	5,000
	2016/17	3,430	930	170	185	20	4,730
%	2011/12	70.6	20.4	5.4	3.6	0.0	100.0
	2012/13	70.4	19.3	5.0	4.4	0.9	100.0
	2013/14	72.3	17.9	4.8	4.5	0.5	100.0
	2014/15	71.1	21.2	4.1	3.0	0.6	100.0
	2015/16	71.5	19.5	4.3	3.9	0.7	100.0
	2016/17	72.5	19.6	3.6	3.9	0.4	100.0

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

Of those graduate leavers who found employment in Kent, where the occupation was known, almost three quarters (73.3%) were in professional or associate professional occupations.

**Chart 7: Occupation of graduate leavers who found employment in Kent – 2014/15 – 2016/17**



**Table 28: Occupation of graduate leavers who found employment in Kent – 2014/15 – 2016/17**

Occupation	Number			%		
	2014/15	2015/16	2016/17	2014/15	2015/16	2016/17
Managers, directors & senior officials	210	230	175	4.2	4.6	3.1
Professional occupations	2,395	2,465	2,615	48.2	49.4	46.4
Associate professional & technical occupations	1,005	935	1,515	20.2	18.7	26.9
Administrative & secretarial occupations	265	210	285	5.3	4.2	5.1
Skilled trades occupations	70	65	35	1.4	1.3	0.6
Caring, leisure & other service occupations	350	390	345	7.0	7.8	6.1
Sales & customer service occupations	420	435	425	8.5	8.7	7.5
Process, plant & machine operatives	20	30	10	0.4	0.6	0.2
Elementary occupations	235	235	230	4.7	4.7	4.1

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

Three occupation groups saw an increase in newly graduated employees: professional occupations, associate professional & technical occupations and administrative and secretarial occupations. The biggest increase was in associate professional & technical occupations (+580). There were fewer graduates gaining employment in all other occupation groups.

Of those graduate leavers who found employment in Kent the largest proportion found employment within education (26.4%) and the human health and social care industries (22.1%).

**Table 29: Industry of graduate leavers who found employment in Kent – 2014/15 – 2016/17**

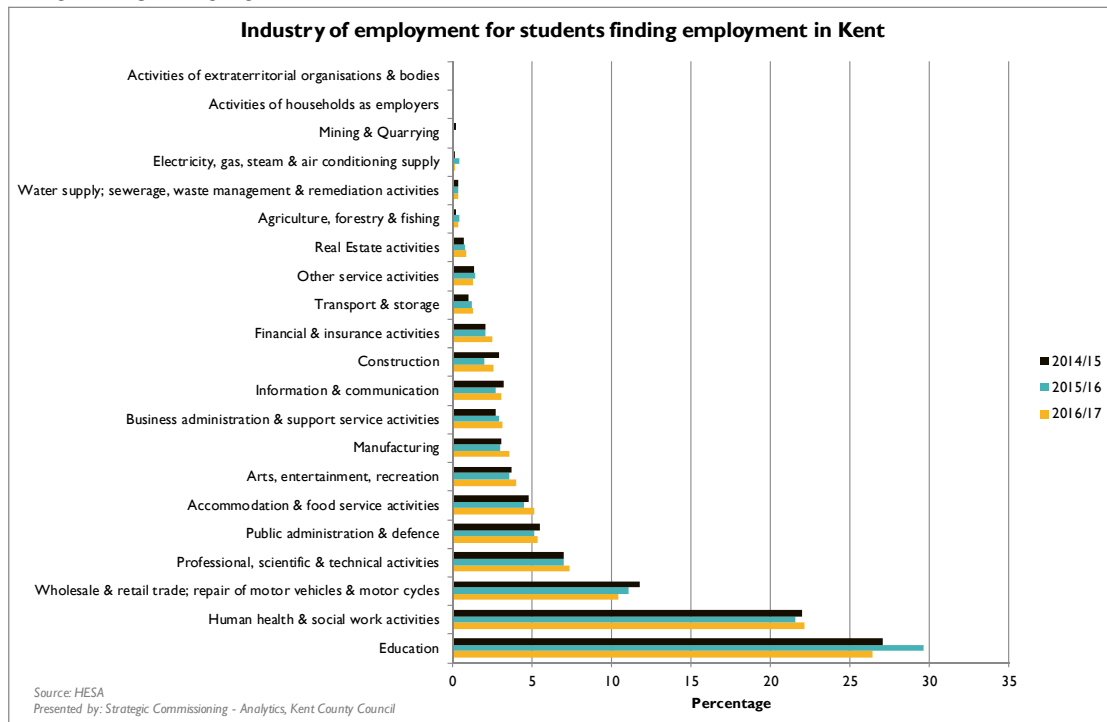
Industry	Number			%		
	2014/15	2015/16	2016/17	2014/15	2015/16	2016/17
Agriculture, forestry & fishing	10	25	15	0.2	0.5	0.4
Mining & Quarrying	10	5	5	0.2	0.1	0.1
Manufacturing	155	150	170	3.1	3.0	3.6
Electricity, gas, steam & air conditioning supply	5	20	5	0.1	0.4	0.1
Water supply; sewerage, waste management & remediation activities	20	15	15	0.4	0.3	0.4
Construction	145	100	120	2.9	2.0	2.5
Wholesale & retail trade; repair of motor vehicles & motor cycles	585	555	490	11.8	11.1	10.4
Transport & storage	50	60	60	1.0	1.2	1.3
Accommodation & food service activities	240	225	245	4.8	4.5	5.2
Information & communication	160	135	145	3.2	2.7	3.1
Financial & insurance activities	105	100	120	2.1	2.0	2.5
Real Estate activities	35	40	40	0.7	0.8	0.8
Professional, scientific & technical activities	350	350	345	7.0	7.0	7.3
Business administration & support service activities	135	145	145	2.7	2.9	3.1
Public administration & defence	275	260	250	5.5	5.2	5.3
Education	1,345	1,475	1,245	27.0	29.6	26.4
Human health & social work activities	1,095	1,075	1,045	22.0	21.5	22.1
Arts, entertainment, recreation	185	180	185	3.7	3.6	4.0
Other service activities	70	70	60	1.4	1.4	1.3
Activities of households as employers	5	5	5	0.1	0.1	0.1
Activities of extraterritorial organisations & bodies	0	0	0	0.0	0.0	0.0

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council



**Chart 8: Industry of employment of students finding employment in Kent – 2014/15 – 2016/17**



There was a significant fall in the number of students finding work within education (-230).

The biggest gain in graduates gaining employment in Kent was in manufacturing, construction and accommodation & food services industries each of which saw a gain of 20 more graduates than the year before.

---

## Part 5: “Does Kent retain its graduates?”

There are three different ways in which to answer the question “Does Kent retain its graduates?” Each of these is presented in this section. The first answers this question based on graduates who originally lived in Kent and are now employed in Kent, regardless of where they studied. The second looks at the number of graduates who studied in Kent (regardless of where they originated) and who are now employed in Kent. The third looks at the number of those who studied in Kent and, since graduating, have gone on to further study in Kent.

### **A: Kent resident graduates who have entered into employment in Kent**

The people included in this section originally lived in Kent. They may have gone to higher education in Kent or elsewhere but after their studies they have all gained employment in Kent. We refer to this as ‘resident retention’.

This section also looks at the occupations and industries where these graduates found employment.

Tables 30 to 32 show the top five authorities with the highest resident retention rate and the authorities with the lowest rate in the last three years. Kent does not appear in the top or bottom five and therefore the Kent figures have been shown together with Kent’s nearest neighbours and the rank position of those authorities.

**Table 30: Resident retention rates in 2014/15**

2014/15 Area of Residence	All Leavers	In Employment	%	Rank
Greater London	58,870	34,400	58.4	1
Tyne and Wear	5,850	3,125	53.4	2
Greater Manchester	15,360	8,045	52.4	3
West Midlands	16,060	8,395	52.3	4
West Yorkshire	11,855	6,095	51.4	5
City of Stoke-on-Trent	1,075	415	38.6	21
Swindon	955	365	38.2	22
<b>Kent</b>	<b>8,270</b>	<b>3,160</b>	<b>38.2</b>	<b>23</b>
Suffolk	3,840	1,465	38.2	24
Lancashire	6,990	2,650	37.9	25
Central Bedfordshire	1,535	225	14.7	153
East Dunbartonshire	825	90	10.9	154
Clackmannanshire	235	25	10.6	155
East Renfrewshire	780	60	7.7	156
Isles of Scilly	5	0	0.0	157

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 31: Resident retention rates in 2015/16**

2015/16 Area of Residence	All Leavers	In Employment	%	Rank
Greater London	56,745	32,525	57.3	1
West Midlands	16,595	8,610	51.9	2
Tyne and Wear	5,875	3,000	51.1	3
Greater Manchester	15,375	7,840	51.0	4
West Yorkshire	12,110	5,970	49.3	5
Cumbria	2,355	935	39.7	18
City of Plymouth	1,430	565	39.6	19
<b>Kent</b>	<b>8,480</b>	<b>3,340</b>	<b>39.4</b>	<b>21</b>
City of Stoke-on-Trent	1,020	400	39.3	22
Western Isles (Eilean Siar)	195	75	39.2	23
Central Bedfordshire	1,540	220	14.4	154
Sir Fynwy - Monmouthshire	625	90	14.3	155
Clackmannanshire	245	30	11.9	156
East Dunbartonshire	825	80	9.8	157
East Renfrewshire	775	50	6.7	158

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 32: Resident retention rates in 2016/17**

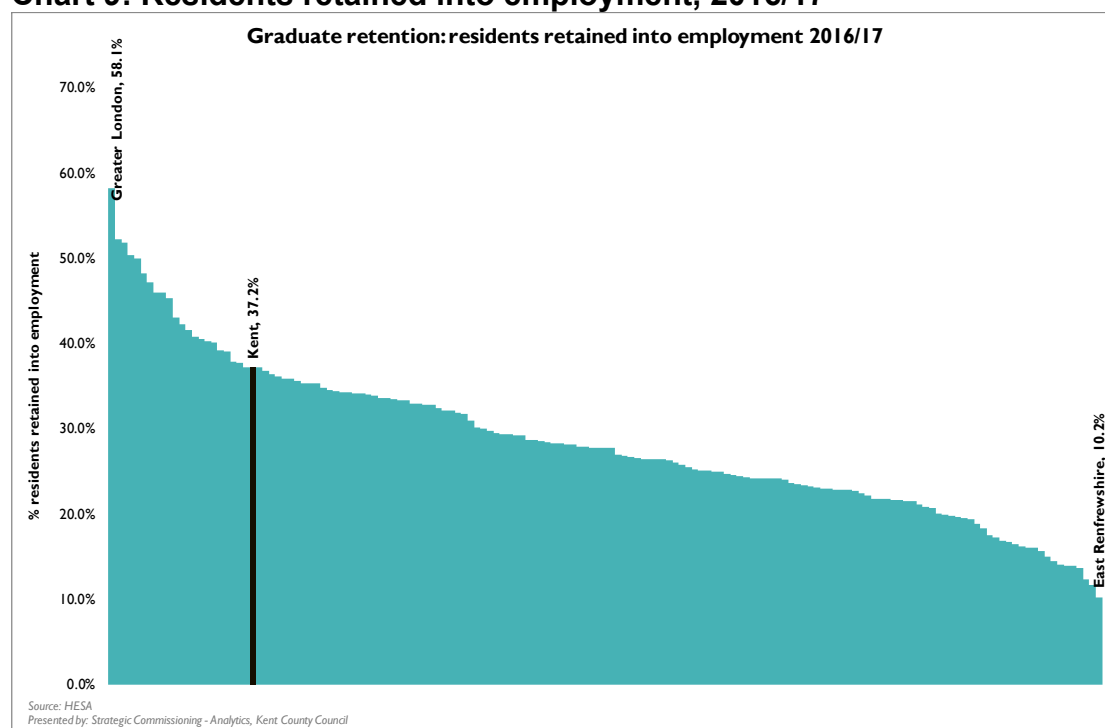
2016/17 Area of Residence	All Leavers	In Employment	%	Rank
Greater London	59,605	34,640	58.1	1
Tyne and Wear	5,930	3,095	52.2	2
West Midlands	16,430	8,520	51.9	3
Greater Manchester	15,365	7,740	50.4	4
West Yorkshire	11,765	5,865	49.9	5
Gloucestershire	3,565	1,345	37.7	21
Dumfries and Galloway	735	275	37.2	22
<b>Kent</b>	<b>8,285</b>	<b>3,080</b>	<b>37.2</b>	<b>23</b>
Gwynedd - Gwynedd	675	250	37.1	24
City of Leicester	1,920	705	36.8	25
Midlothian	380	55	13.9	151
Rutland	225	30	13.7	152
Wokingham	1,260	155	12.4	153
East Dunbartonshire	920	110	11.7	154
East Renfrewshire	830	85	10.2	155

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

In 2016/17, Kent ranked 23rd out of 155 local authorities, with a retention rate of 37.2%. There was a fall in the number of Kent resident graduates who found employment in Kent, from 3,340 in 2015/16 to 3,080 in 2016/17 and the retention rate fell to 37.2% from 39.4%. Kent's ranking compared to other counties fell two places from the previous year.

**Chart 9: Residents retained into employment, 2016/17**



---

The highest resident retention rates usually occur in the larger conurbations, where there are likely to be both quantity and variety of available jobs.

The lowest retention rates appear in areas of Scotland. Several of these areas are likely to have low population numbers and/or limited job opportunities.

To answer the question 'Does Kent retain its graduates', in terms of a resident retention rate, the answer is: in absolute terms, not really. At 37.2% in 2016/17 the rate is not particularly high - but then the rates do vary considerably across the country. The highest rates in the country are usually in London, though even in London the rates are less than 60%. The rates generally fall quite rapidly in other areas. However, Kent compares well with other areas but resident retention rates, per se, are relatively low.

This is due to the fact that part of the "graduate experience" is to break away from the home/family and become independent. This opens up a wide range of possibilities and experiences and will often lead to studying away from home, where the location may be influenced by the courses or specialism of each university. It would then follow that similar factors will affect the location of the chosen area of employment. This increases the likelihood that students will not return to their area of residence after completion of study.

As the data shows, the larger conurbations attract more graduates, with the lure of city life and a wider range of job opportunities. This would appear to put Kent at a disadvantage, not only as it lacks a single major urban area being made up instead of a number of smaller towns, but also because of its close proximity to London with a wider range of employment opportunities and higher wages. However, the combined number of jobs in Kent as a whole, is one of the highest of any county in the country, so this contributes to a good overall position in the ranking.

## **B: Those who studied in Kent and have stayed in Kent for employment**

People included in this section are those who studied in Kent. They may have lived in the county or outside of the county before going into higher education in Kent. However, upon graduating from a Kent higher education establishment they have found employment in Kent. We refer to this as 'student retention'.

Tables 33 to 35 show the top five authorities with the highest student retention rate and the authorities with the lowest rates in the last three years. Kent does not appear in the top or bottom five and therefore the Kent figures have been shown together with its nearest neighbours.

**Table 33: Student retention rates in 2014/15**

2014/15 Area of Study	All Leavers	In Emp. in Area	%	Rank
Suffolk	1,205	665	55.3	1
Greater London	65,950	32,945	50.0	2
Greater Manchester	17,690	6,970	39.4	3
Norfolk	3,470	1,210	34.9	4
West Yorkshire	17,310	6,005	34.7	5
Glasgow	9,670	2,770	28.7	13
Gloucestershire	2,310	655	28.3	14
<b>Kent</b>	<b>7,075</b>	<b>1,995</b>	<b>28.2</b>	<b>15</b>
South Yorkshire	10,800	2,980	27.6	16
Edinburgh	8,315	2,245	27.0	17
Causeway Coast and Glens	5,190	230	4.4	63
East Lothian	915	35	3.6	64
Telford and Wrekin	585	20	3.6	65
Central Bedfordshire	770	20	2.7	66
Milton Keynes	12,400	120	1.0	67

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 34: Student retention rates in 2015/16**

2015/16 Area of Study	All Leavers	In Emp. in Area	%	Rank
Suffolk	1,125	675	60.2	1
Greater London	61,850	30,845	49.9	2
Greater Manchester	17,605	6,895	39.2	3
West Yorkshire	16,780	5,700	34.0	4
West Midlands	25,650	8,665	33.8	5
Norfolk	3,120	945	30.3	10
City of Glasgow	10,360	3,095	29.9	11
<b>Kent</b>	<b>7,465</b>	<b>2,175</b>	<b>29.1</b>	<b>12</b>
Northamptonshire	2,285	665	29.0	13
Gloucestershire	2,235	640	28.7	14
East Lothian	810	40	5.2	64
Causeway Coast and Glens	5,265	235	4.5	65
Telford and Wrekin	615	20	2.9	66
Central Bedfordshire	375	10	2.4	67
Milton Keynes	10,220	100	1.0	68

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 35: Student retention rates in 2016/17**

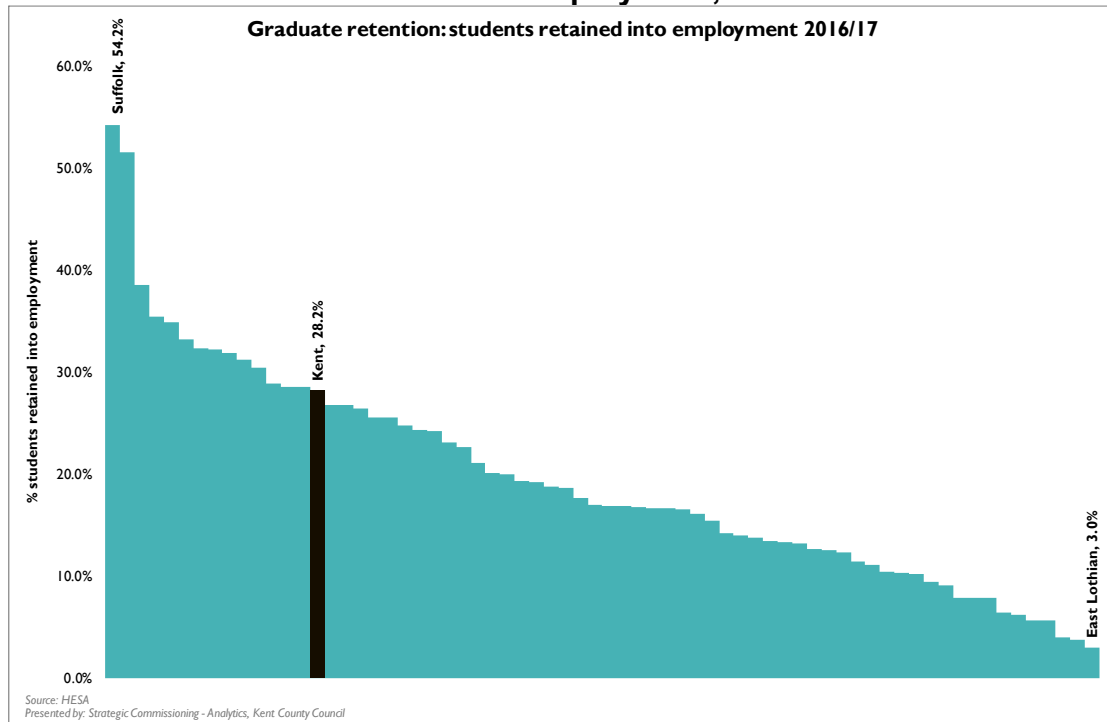
2016/17 Area of Study	All Leavers	In Emp. in Area	%	Rank
Suffolk	1,220	660	54.2	1
Greater London	63,440	32,650	51.5	2
Greater Manchester	18,225	7,030	38.6	3
Norfolk	3,000	1,060	35.4	4
West Yorkshire	16,165	5,640	34.9	5
Northamptonshire	2,020	575	28.5	13
Hampshire	1,730	495	28.5	14
<b>Kent</b>	<b>7,275</b>	<b>2,055</b>	<b>28.2</b>	<b>15</b>
City of Aberdeen	4,455	1,195	26.8	16
City of Edinburgh	8,325	2,225	26.7	17
Poole	3,880	220	5.7	64
Wokingham	2,940	165	5.7	65
Telford and Wrekin	695	30	4.0	66
Causeway Coast and Glens	5,490	210	3.8	67
East Lothian	865	25	3.0	68

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

The student retention rate in Kent is currently 28.2% and is ranked 15<sup>th</sup> in the country. Graduate retention rates have fallen slightly since the previous year.

**Chart 10: Graduates retained into employment, 2016/17**



To answer the question ‘Does Kent retain its graduates?’ in terms of a student retention rate, Kent again does well compared to other areas, as it retains a proportion well above the average of students who then enter into employment in Kent. However, student retention rates per se, are also relatively low – but this is the same in all areas.

### **C: Those who studied in Kent and go on to further study in Kent**

The people included in this section are people who have graduated from a Kent higher education establishment and have stayed in Kent to go on to further study. We refer to this as ‘student retention into further study’.

Tables 36 to 38 show the top five authorities with the highest ‘student retention into further study’ rates and the authorities with the lowest rates during the last three years. Kent does not appear in the top or bottom five and therefore the Kent figures have been shown together with Kent’s nearest neighbours.

**Table 36: Student retention into further study rates in 2014/15**

2014/15 Area of study	Leavers	Further study	%	Rank
Highland	1,900	580	30.5	1
Swansea	1,890	315	16.8	2
Carmarthenshire	2,425	390	16.0	3
Suffolk	1,205	185	15.4	4
Worcestershire	2,870	435	15.2	5
Norfolk	3,470	370	10.7	24
Derby	3,165	335	10.6	25
<b>Kent</b>	<b>7,075</b>	<b>730</b>	<b>10.3</b>	<b>26</b>
Aberdeen	4,500	460	10.3	27
Essex	5,735	580	10.1	28
Renfrewshire	2,020	115	5.7	63
Southampton	6,275	360	5.7	64
Surrey	5,025	255	5.1	65
Cornwall	860	25	2.9	66
East Lothian	920	20	2.3	67

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council



**Table 37: Student retention into further study rates in 2015/16**

2015/16 Area of study	Leavers	Further study	%	Rank
Highland	2,215	810	36.6	1
Abertawe - Swansea	2,225	435	19.6	2
Middlesbrough	3,125	550	17.6	3
Worcestershire	2,745	480	17.5	4
Lincolnshire	3,485	575	16.5	5
West Yorkshire	16,780	2,040	12.2	19
Gloucestershire	2,235	270	12.1	20
<b>Kent</b>	<b>7,465</b>	<b>895</b>	<b>12.0</b>	<b>21</b>
Hampshire	1,600	190	11.9	22
Greater London	61,850	7,265	11.7	23
Fife	1,295	75	5.8	64
Rhondda, Cynon, Taff - Rhondda,	4,460	245	5.5	65
Central Bedfordshire	375	15	4.0	66
Cornwall	950	20	2.1	67
East Lothian	810	15	1.9	68

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

**Table 38: Student retention into further study rates in 2016/17**

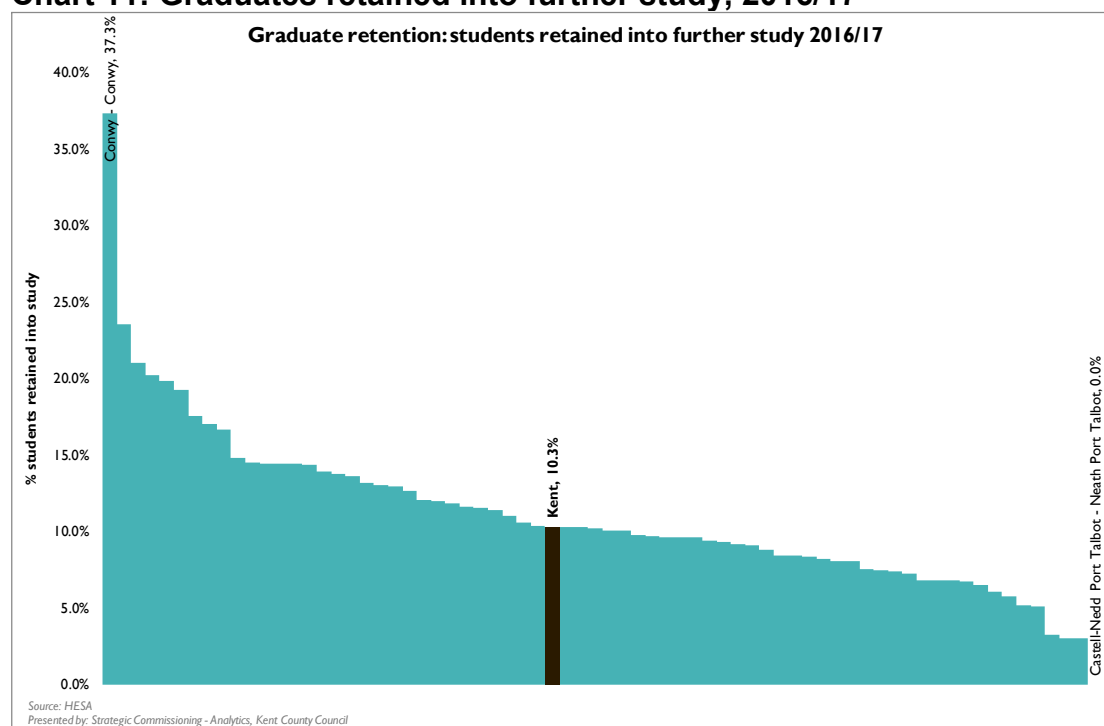
2016/17 Area of study	Leavers	Further study	%	Rank
Conwy - Conwy	195	70	37.3	1
Highland	2,340	550	23.5	2
Lincolnshire	3,420	720	21.0	3
Abertawe - Swansea	2,755	555	20.2	4
Middlesbrough	3,440	680	19.8	5
West Yorkshire	16,165	1,715	10.6	30
Greater Manchester	18,225	1,885	10.3	31
<b>Kent</b>	<b>7,275</b>	<b>745</b>	<b>10.3</b>	<b>32</b>
Merseyside	10,985	1,125	10.3	33
Gloucestershire	2,325	240	10.2	34
Poole	3,880	200	5.1	66
East Lothian	865	30	3.2	67
Central Bedfordshire	625	20	3.0	68
Cornwall	1,035	30	3.0	69
Castell-Nedd Port Talbot - Neath Port Talbot	20	0	0.0	70

Source: HESA

Presented by: Strategic Commissioning - Analytics, Kent County Council

Table 38 shows that Kent had a further study retention rate of 10.3% in 2016/17 and was ranked 32nd out of 70 authorities. Kent's ranking fell eleven places since the previous year.

**Chart 11: Graduates retained into further study, 2016/17**



In 2016/17 Conwy ranked highest in the country retaining 37.3% of leavers into further study. Overall though, the rates of ‘student retention in further study’ are low in all areas, as most of those who leave higher education are more likely to go into full-time employment, rather than go on to further study.

The proportions who graduate from a Kent higher education establishment and who stay for further study fell in the last year from 12.0% to 10.3%. Kent retains a reasonable proportion of its graduates into further study.

## Part 6: Conclusion

This is the fifth data release from the Higher Education Statistics Authority (HESA) to be affected by the government’s decision to increase tuition fees for higher education in England. This has clearly had an impact on first-year student numbers in 2012/13. While student numbers saw small increase in 2016/17 they have yet to reach the level seen prior to the increase.

Part 1 revealed an increase in the number of first-year starters resident in England. There were 475 more Kent residents starting higher education in 2016/17 compared to the previous year, an increase of 3.0%, although fewer Kent residents chose to study in Kent.

The number of overseas students starting at Kent higher education establishments fell slightly since last year. 85 fewer overseas students started

---

studying at Kent establishments in 2016/17, a fall of 3.3%. Overseas students accounted for 17.1% of all new starters to Kent establishments.

The majority of Kent residents, who do go into higher education, do so in a Kent institution. A large number also go to establishments in neighbouring authorities but there are people who travel much further afield with the West Midlands and the City of Nottingham proving to be popular destinations.

The catchment of Kent's higher education establishments is wide, with people coming from all over the UK to study in Kent, however, a large proportion come from neighbouring authorities, this was also shown in Part 1. Students are also attracted to Kent from overseas, with the greatest number being attracted from elsewhere in the European Union, North America, Asia and Africa. There was a fall in students coming from all areas with the exception of Other European Union which increased by 3.2% over the previous year (+30 students).

Parts 2 and 3 showed that the majority of graduate leavers find full-time employment after their studies. This is true of those who studied in Kent and also of Kent residents who studied elsewhere. The largest proportions of graduates who originally lived in Kent before going into higher education (including those who have gone into higher education in Kent) have gone into employment in Kent. London attracts the second largest proportion.

Part 4 showed that Kent also proves to be a popular employment destination for people who studied outside of Kent. Although these are mainly graduates from neighbouring authorities, or other authorities in the South East, some come from further afield.

Part 5 examined three different ways to determine whether or not Kent retains its graduates. The analysis has shown that although the retention rates derived using all three measures are generally low in absolute terms, the retention rates in Kent generally compare well to other areas, in terms of its ranking position.

Kent performs well when compared to other areas in relation to retaining residents into employment. It is within the top 20% of authorities where graduates return to their area of residence for employment.

Kent has performed slightly less well when retaining students into employment than was seen in earlier years however it is just outside the top 20% where students remain in their area of study to work.

In relation to its 'student retention into further study' rate, Kent currently ranks 32nd out of 70 authorities, with a retention rate of 10.3%. This means that Kent performs averagely well, compared to the other areas of the country.

## Appendix 1: Standard Industrial Classification

Group	Group description	Industry examples
A	Agriculture, forestry & fishing	Crop & animal production, forestry, fishing & aquaculture
B	Mining & Quarrying	Extraction of crude petroleum, natural gas and metal ores and supporting service activities
C	Manufacturing	Includes manufacturing of food and drink products, textiles, chemicals, paper & paper products
D	Electricity, Gas, Steam & Air Conditioning Supply	Electricity, gas, steam & air conditioning supply
E	Water Supply; Sewage, waste management & remediation activities	Water collection, waste collection, treatment and disposal.
F	Construction	Construction of buildings, civil engineering
G	Wholesale & retail trade; Repair of motor vehicles & motor cycles	Wholesale trade, wholesale, retail and repair of motor vehicles
H	Transport & storage	Water, air and land transport, postal services
I	Accommodation & food service activities	Accommodation & food service activities
J	Information & communication	Publishing, broadcasting, telecommunications, computer programming & consultancy
K	Financial & insurance activities	Financial and insurance services
L	Real Estate activities	Real Estate activities
M	Professional, scientific & technical activities	Legal, scientific, architectural activities, veterinary, research & development
N	Business administration & support service activities	Rental, employment services, travel agency, security activities, office administration & support
O	Public administration & defence	Public administration and defence; compulsory social security
P	Education	Education
Q	Human health & social work activities	Human health, social work, residential care activities
R	Arts, entertainment, recreation	Creative, arts & entertainment, Libraries, gambling activities, sports & recreation activities
S	Other service activities	Personal service activities, repair of personal or household goods
T	Activities of households as employers	Activities of households as employers of domestic personnel
U	Activities of extraterritorial organisations & bodies	Activities of extraterritorial organisations and bodies
Total	Total	Total

## Appendix 2: Standard Occupational Classification

Major group	General nature of qualifications, training and experience for occupations in the major group	Occupations example
Managers, directors and senior officials	A significant amount of knowledge and experience of the production processes and service requirements associated with the efficient functioning of organisations and businesses.	Includes chief executives, general and operations managers, financial managers, human resources managers
Professional occupations	A degree or equivalent qualification, with some occupations requiring postgraduate qualifications and/or a formal period of experience-related training.	Includes science & research professionals, health professionals, nursing and teaching professionals, architect and legal professionals.
Associate professional and technical occupations	An associated high-level vocational qualification, often involving a substantial period of full-time training or further study. Some additional task-related training is usually provided through a formal period of induction.	Includes science, engineering and production technicians, health associate professionals such as paramedics and dental technicians, protective service occupations, culture, media and sport and business and public service associate professionals.
Administrative and secretarial occupations	A good standard of general education. Certain occupations will require further additional vocational training to a well-defined standard (e.g. office skills).	Administrative and secretarial occupations
Skilled trades occupations	A substantial period of training, often provided by means of a work based training programme.	Skilled agricultural, metal, electrical and electronic, construction trades, textiles and printing trades.
Caring, leisure and other service occupations	A good standard of general education. Certain occupations will require further additional vocational training, often provided by means of a work-based training programme.	Includes childcare, animal care, leisure, travel, hairdressing and housekeeping trades.
Sales and customer service occupations	A general education and a programme of work-based training related to Sales procedures. Some occupations require additional specific technical knowledge but are included in this major group because the primary task involves selling.	Includes sales related occupations, market and street traders, window dressers, debt and rent collectors.
Process, plant and machine operatives	The knowledge and experience necessary to operate vehicles and other mobile and stationary machinery, to operate and monitor industrial plant and equipment, to assemble products from component parts according to strict rules and procedures and subject assembled parts to routine tests. Most occupations in this major group will specify a minimum standard of competence for associated tasks and will have a related period of formal training.	Includes assemblers (electrical, ewlectronic, vehicle assembly), tyre and exhaust fitters, sewing machinists, routine inspectors and testers.
Elementary occupations	Occupations classified at this level will usually require a minimum general level of education (that is, that which is acquired by the end of the period of compulsory education). Some occupations at this level will also have short periods of work-related training in areas such as health and safety, food hygiene, and customer service requirements.	Includes elementary agricultural, process and construction occupations (labourers), elementary administration, sales, cleaning, security occupations.