

THE MARKETISATION OF
ENGLISH HIGHER
EDUCATION

Great Debates in Higher Education is a series of short, accessible books addressing key challenges to and issues in Higher Education, on a national and international level. These books are research informed but debate driven. They are intended to be relevant to a broad spectrum of researchers, students and administrators in higher education and are designed to help us unpick and assess the state of higher education systems, policies, and social and economic impacts.

Published titles:

Teaching Excellence in Higher Education: Challenges, Changes and the Teaching Excellence Framework

Edited by Amanda French and Matt O’Leary

British Universities in the Brexit Moment: Political, Economic and Cultural Implications

Mike Finn

Sexual Violence on Campus: Power-conscious Approaches to Awareness, Prevention, and Response

Chris Linder

Higher Education, Access and Funding: The UK in International Perspective

Edited by Sheila Riddell, Sarah Minty, Elisabet Weedon and Susan Whittaker

Evaluating Scholarship and Research Impact: History, Practices, and Policy Development

Jeffrey W. Alstete, Nicholas J. Beutell and John P. Meyer

Forthcoming titles:

Access to Success and Social Mobility through Higher Education: A Curate’s Egg?

Edited by Stuart Billingham

Cultural Journeys in Higher Education: Student Voices and Narratives

Jan Bamford and Lucy Pollard

Refugees in Higher Education: Debate, Discourse and Practice

Jacqueline Stevenson and Sally Baker

Radicalisation and Counter-radicalisation in Higher Education

Catherine McGlynn and Shaun McDaid

THE MARKETISATION OF ENGLISH HIGHER EDUCATION

A Policy Analysis of a
Risk-based System

BY

COLIN McCAIG

Sheffield Hallam University, UK



United Kingdom – North America – Japan
India – Malaysia – China

Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2018

Copyright © 2018 Emerald Publishing Limited

Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-78743-857-6 (Print)

ISBN: 978-1-78743-856-9 (Online)

ISBN: 978-1-78743-994-8 (Epub)



Certificate Number 1985
ISO 14001

ISOQAR certified
Management System,
awarded to Emerald
for adherence to
Environmental
standard
ISO 14001:2004.



INVESTOR IN PEOPLE

CONTENTS

<i>List of Tables</i>	vii
Introduction: The Marketisation of English Higher Education	1
1. The Genesis of Market Reforms: Efficiency, Accountability and the Celebration of Diversity	25
2. From Diversity to Differentiation: The Coming of the Market	57
3. The Higher Education and Research Act 2017: The Road to Risk and Exit	95
4. Continuity and Discontinuity on the Road to Risk and Exit: Stages of Marketisation in Comparative Policy Analysis	125
Bibliography	165
<i>Index</i>	179

LIST OF TABLES

Introduction

Table I.1.	The Cumulative Effect of Marketisation Discourse.	5
------------	---	---

Chapter 1

Table 1.1.	Stage Analysis Table 'Accountability and Efficiency'.	52
Table 1.2.	Stage Analysis Table 'Diversity as a Good'.	54

Chapter 2

Table 2.1.	Stage Analysis Table 'Diversity to Differentiation'.	90
Table 2.2.	Stage Analysis Table 'Competitive Differentiation'.	92

Chapter 3

Table 3.1.	Stage Analysis Table 'Risk and Exit'.	122
------------	---	-----

Chapter 4

Table 4.1.	Centralisation versus Autonomy.	146
Table 4.2.	Efficiency in Public Services/Individual Return on Investment.	148
Table 4.3.	Funding Mode.	149
Table 4.4.	New Sources of Income.	150
Table 4.5.	Human Capital.	151
Table 4.6.	Widening Participation: Diversity as a Good.	152

Table 4.7.	Quality.	155
Table 4.8.	Tuition Fees.	156
Table 4.9.	Opening Up the Market and Choice for Applicants.	157