



UNIVERSITY OF
BIRMINGHAM

COLLEGE OF
SOCIAL SCIENCES

OUR IMPACT

A photograph of a rooftop garden at sunset. The sun is low on the horizon, creating a strong lens flare. In the foreground, there are wooden planters with greenery and a wooden bench. In the background, there are modern buildings, including one with a distinctive curved, metallic facade. A large, illuminated, spherical structure is visible in the middle ground.

The Economic, Social and Cultural Impact
of the College of Social Sciences

Welcome

The College of Social Sciences impacts on all areas of society, evidenced by our diverse international staff body and our leading research which impacts on communities locally and across the globe. Our influence on society dates back to the University's civic roots. A century ago we pioneered business and social work education. More recently, we founded the UK's first University secondary school, and tomorrow we will continue to expand our global reach as we take pride in being at the very heart of the University's plans to establish a new campus in Dubai.

In autumn 2017, we commissioned London Economics to look at the diverse ways that the College contributes to the success of Birmingham, the West Midlands, and the UK; and to calculate our economic, social, and cultural impact during the 2015–16 academic year. You will find the highlights from the report in this brochure which show our demonstrable influence across a wide variety of areas. The College has even more exciting growth plans over the next ten years, including plans to invest in new posts, increase research income, improve our links with the city and the region, in addition to enhancing the quality of the student experience on-campus, overseas and via our developing distance learning offer.

Professor Glyn Watson
Pro-Vice-Chancellor and Head
of the College of Social Sciences

Contents

Our economic impact	3
Investing in our estate	4
Value of our teaching	5
Value of our research and knowledge transfer activity	6
Removing barriers to learning for visually impaired children and adults	7
Our global reach	8
Social and cultural impact	10
The University of Birmingham School	11
City-Region Economic Development Institute	12
The Centre for Research in Ethnic Minority Entrepreneurship	14
Helping Tunisian women to break the silence around repression	16
Older people's contribution to understanding and preventing avoidable hospital admissions	17
Our total economic impact	18

Our economic impact

With a community of more than 11,000 staff and students, the College contributes significantly to the economies of Birmingham, the West Midlands and the UK. Through our activities, our capital spending, and the spending of our staff, students and visitors, we also support supply chains throughout the region and country.

The College supported over **1,500 jobs in the West Midlands**

The College is home to around **890 members of staff**

Our research and knowledge transfer **activity is worth £41 million**



We contribute **£681 million every year to the economy**

Our teaching contributes **£341 million to the economy**

The impact of the College's spending and that of our students is **£223 million**

Investing in our estate

We provide outstanding teaching and learning facilities and are continuously investing in our estates. Recent investments include:

University House (Birmingham Business School) is currently undergoing a **£26.5 million extension**



We invested £2 million into our Education building to enhance our student facilities

Alan Walters Building,
a £10 million building used
for Postgraduate Teaching



Value of our teaching

The College attracts students to Birmingham from all over the UK and from across the world, and was home to 10,520 students in 2015–16 (not including students studying with us who are based overseas).

**Our teaching and learning contributes
£341 million to the economy**

**Of this overall teaching and learning
impact, £182 million is of direct
benefit to the Exchequer**

**We welcomed 5,270 first-year
students in 2015/16**



Case study

**Judah Chandra, studying Social Policy with
a Year Abroad BA (December 2017)**

Judah was one of the first A2B (Access to Birmingham) students to be awarded the HSBC scholarship in 2012 when the scholarship programme was first launched. Judah has secured a place on a National Graduate Development programme which develops leaders for the future. He will be working for Doncaster Council and is hoping to focus on education policy.

'The A2B scheme has made a huge difference to me and gave me a solid start to my degree. The HSBC scholarship gave me the confidence to pursue my passion and study Social Policy. I was also awarded the A2B scholarship which allowed me to focus on my studies and helped towards course material and food costs which would otherwise have been more difficult for me to afford.'

Value of our research and knowledge transfer activity

Research from the College of Social Sciences addresses grand challenges confronting society and the economy, from shedding light on the refugee crisis, to providing a framework of character education in schools, through to helping develop leadership capability throughout the NHS. We work in partnership with leading organisations including Rolls-Royce, Lloyds Banking Group and KPMG.

Our research and knowledge transfer activity is worth £41 million

The College's total research income in 2015-16 was £12 million

Case study

The Jubilee Centre for Character and Virtues

The Jubilee Centre is a pioneering interdisciplinary research centre focusing on character, virtues and values in the interest of human flourishing. The Centre is a leading informant on policy and practice in this area and contributes to a renewal of character virtues in both individuals and societies.

The Centre has developed a reputation as the world-leading centre in character and virtues education addressing critical questions about character in Britain. The Centre has informed Department for Education (DfE) policy on character education in schools, met with senior politicians, the Prime Minister and members of the Royal Family. The Centre has conducted research with thousands of young people and hundreds of schools across Britain in the development of character and virtue in public life.

Find out more: www.jubileecentre.ac.uk



Removing barriers to learning for visually impaired children and adults

Case study

The Visual Impairment Centre for Teaching and Research (VICTAR) aims to understand the barriers people with visual impairment face in accessing education and helping to remove these barriers. Research undertaken by the Centre has had a positive impact on the lives of many visually impaired

people in the UK and abroad. One research project by Professor Graeme Douglas identified the ideal height of braille dots on medicinal packaging (lower dots are harder to read and tend to be problematic for visually impaired people). The results of the research formed part of a British standard regarding the braille on medicinal packaging.



It is estimated that there are around 25,000 children and young people in Britain from birth to 16 with a visual impairment of sufficient severity to require specialist education service support.

Royal National Institute of Blind People




Our global reach

Our networks enable us to work with universities, governments and companies across the world to solve the world's greatest challenges, to create international experiences for staff and students, and attract overseas visitors to the region.

Our international students bring ideas and a global outlook, contribute to the academic and social richness of our University, and become advocates for the region and the UK when they return home.



For every 11 international undergraduate degree-level students, **£1 million is added to the economy**



Our international students contribute **£76 million to the economy**

Almost 50% of the University's international students are part of the College of Social Sciences



I chose to study in the UK because universities in the UK have more advanced research on International Development. The University of Birmingham is especially famous for that academic field and many people from all over the world study there.

Ayaho Oki, MSc International Development

I gained immensely from the cultural diversity at the University of Birmingham. I found the faculty and student population very approachable and friendly...The University of Birmingham provided me with an opportunity to build a network of friends from different cultures and nationalities.

Joshua Gimba, MSc International Political Economy and Development

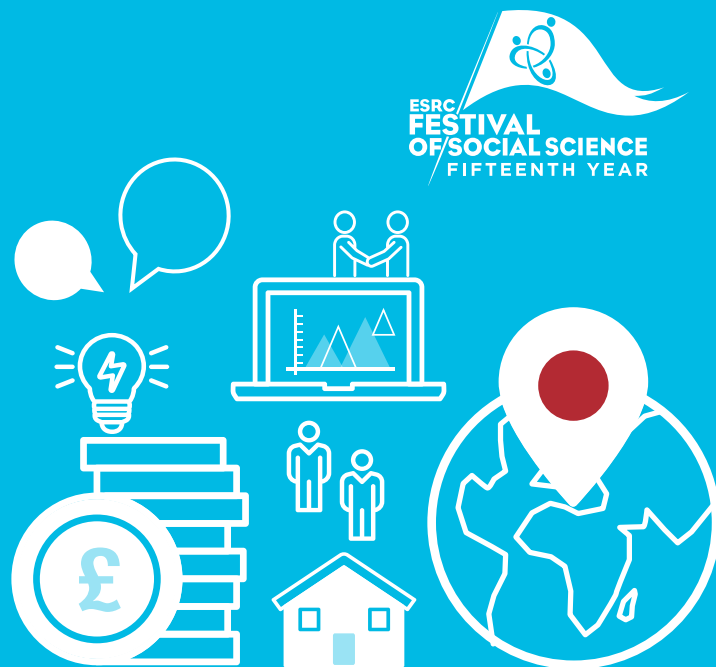


We have 100,000 alumni from more than 185 countries

The University's global footprint includes offices and representatives in India, China, Brazil, Africa and Europe

Social and cultural impact

Each year the College plays a key role in the ESRC Festival of Social Science, a national event which celebrates how pioneering social, economic and political research impacts everyday life. Throughout the week long celebration, which is open to all, numerous events are held on the University campus and throughout the West Midlands region.



90%

of our alumni felt their degree helped them to meet new people and make new friends

88%

of our learners experienced increased self-confidence as a result of their qualification

83%

of our alumni said that their degree made them more enthusiastic about learning

The University of Birmingham School

Case study

As the first secondary University Training School in the UK, the University of Birmingham School offers world-leading research and best-practice resources, which focuses as much on character development as academic success.

The Jubilee Centre of Character and Virtues in the College of Social Sciences worked closely with the school on their latest report 'School of Virtue'. The report demonstrates how character education can be brought to life in any school interested in the character development of their pupil.



The University of Birmingham School is the **most oversubscribed comprehensive school in Birmingham.**



City-Region Economic Development Institute

Case study

In September 2015, the University launched the City-Region Economic Development Institute (City-REDI). The institute aims to understand the dynamics that influence local economies, analysing their origins, explanations and impact. Focusing on the local area, it supports policy recommendations to help shape economic growth, encourage sustainable increases in productivity and more inclusive methods of boosting financial output by exploring growth in city regions.



Current projects include:

The Economic Impacts of Brexit on the UK, its Regions, its Cities and its Sectors project, started in April 2017 and is part of a series of 25 projects funded by the ESRC to support the initiative 'UK in a Changing Europe'.

The Urban Living Birmingham project, awarded in May 2016 by the Urban Living Partnership, helps to identify improvements to urban services.

Undertaking a review for the West Midlands Combined Authority (WMCA) in partnership with Business Professional Services Birmingham (BPS). City-REDI looks at Birmingham's Professional Services sector and its position in the region, in order to understand the sector in terms of driving business growth. The review further looks at how the combined authority and other bodies can stimulate and develop the sector for the good of the wider region.

The Centre for Research in Ethnic Minority Entrepreneurship

Case study

The Centre for Research in Ethnic Minority Entrepreneurship (CREME) has built up an enviable reputation for its pioneering research and business engagement activities, promoting diversity in enterprise and delivering leading business support for ethnic minority entrepreneurs.





Ethnic minority and Migrant-Owned Businesses and the National Living Wage

The Centre have been appointed by the Low Pay Commission to conduct a series of case studies on the impact of the National Living Wage on ethnic minority and migrant-owned businesses.

Citizens UK

The Centre has joined forces with Citizens UK Birmingham on a joint project that involves listening to the migrant and minority ethnic business community, bringing them together with key local stakeholders and helping to find solutions to the issues that they face.

Ashley Community Housing Association

Working with Ashley Community Housing Association, the Centre helped to develop a number of initiatives to support the entrepreneurial aspirations of migrants and refugees.

Helping Tunisian women to break the silence around repression

Case study

Dr Christalla Yakinthou, a Birmingham fellow in the Department of Political Science and International Studies works closely with the International Center for Transitional Justice to help female Tunisian victims 'break the silence' on the atrocities experienced after 60 years of suppression under successive dictatorships.

Dr Yakinthou held a workshop at the University with a group of intergenerational female human rights activists and focused on training in oral history technique, collecting and writing personal narratives and radio interviewing techniques. As a direct result of the workshop, three pieces of work emerged which allowed the women to share their stories with the rest of the world. A podcast based on stories associated with the word 'tariff' which to the women symbolised what they had given and what had been taken from them by autocracy. A collection of narratives written by the women themselves to create a graphic novel which will be distributed to youth-focused after-school human rights clubs across Tunisia. An art exhibit was based on the story of the 'kouffa' which is a Tunisian basket that women would take to their loved ones who were imprisoned by the regime. The kouffa and its contents tells the story of a life spent travelling between prison and home.



Older people's contribution to understanding and preventing avoidable hospital admissions

Case study

The pressures on acute hospital care are intense, in the context of an ageing population, growing demand and ongoing financial challenges, these pressures are likely to continue. With estimates of over 2 million unplanned hospital admissions

per year of people aged over 65, policy makers and local leaders have often asked themselves whether all these people really need to be in hospital or whether there is scope to care for people in community settings.



A study undertaken by Professor Jon Glasby, which is thought to be the first of its kind, addressed these issues from a different perspective by interviewing older people directly about their experiences rather than relying on retrospective accounts by health professionals and academic researchers.

The study found that the majority of older people were admitted to hospital appropriately (contrary to popular accounts in the media). However, the older people were also able to identify a number of opportunities to improve services more generally. These lessons are summarised in a good practice guide which has been sent to every hospital, Director of Adult Social Services and lead GP in the country. Alongside the study, a free training video hosted by the UK's Social Care Institute for Excellence was launched for health and social care staff.

Our total economic impact



The College is home to a number of world-leading research areas and works together with a host of influential partners to support economic and social growth, both within the region and further afield.

Birmingham Partners. Hosting a key civic partnership, actively encouraging links to strengthen Birmingham

Centre on Household Assets and Savings Management. Providing a focus for world-class research on financial security, financial inclusion, financial capability and wealth taxation

Centre for Research in Ethnic Minority Entrepreneurship. Leading research on ethnic minority enterprise and business

City-Region Economic Development Institute. Developing an academic understanding of major city regions across the globe

Health Services Management Centre. Facilitating key developments in policy and practice with agencies

Institute for Local Government Studies. Exploring current issues around devolution and combined authorities

Institute for Research into Superdiversity. Seeking to answer the questions that emerge at the nexus of migration, faith, language, ethnicity and culture

Public Service Academy. Maximising the impact of Birmingham research by working with public services

Third Sector Research Centre. Researching charities, voluntary organisations, community groups, social enterprises, co-operatives and mutuals

The Jubilee Centre for Character and Virtues. A leading informant on policy and practice on character, virtues and human flourishing



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