



UNIVERSITY OF  
BIRMINGHAM

# OUR IMPACT

The Economic, Social and Cultural Impact  
of the University of Birmingham



# Welcome

Great universities shape, and are shaped by, the places in which they are rooted. As Britain's civic University we are committed to and proud of our relationship with the city of Birmingham and wider West Midlands.

In autumn 2016 we commissioned London Economics to look at the diverse ways in which our University contributes to the success of Birmingham, the West Midlands, and the UK; and to calculate our economic, social, and cultural impact during the 2014-15 academic year. As well as demonstrating the huge impact of the University, I hope some of the evidence within this document will support your agendas, whether with government, business, or overseas investors.

**Professor Sir David Eastwood**  
Vice-Chancellor and Principal

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## Our Impact

### Almost **1 in 50 jobs** in Birmingham depend on the University

The University supports **15,545** jobs in the West Midlands

### Our teaching contributes **£1.34 billion to the economy**

Almost **48%** of our students stay in the region after graduation

### Our international students contribute **£160.2 million to the economy**

Eight additional undergraduate international students would add £1 million to the economy

### Our research and knowledge transfer activity **is worth £885 million**

Every £1 million invested in our research by the UK Research Councils generates an additional £12 million for the economy



We contribute **£3.5 billion** every year to the economy

This equates to the cost of building 7 flagship hospitals or 140 state-of-the-art secondary schools

## Our Economic Impact

As one of the region's largest employers, and with a community of more than 40,000 people, the University contributes significantly to the economies of Birmingham, the West Midlands and the UK. Through our own activities, our capital spending, and the spending of our staff, students and visitors, we also support supply chains throughout the region and country.

On a like-for-like basis **our economic impact has grown by 59% in 10 years**

The University employed **7,200 staff** in the 2014–15 academic year

We are one of the most significant employers in the region

We sustain **15,545 jobs** in the West Midlands

Almost 1 in every 50 jobs in Birmingham depend on the University

Our **11,000 donors** contributed **£193 million** to University and regional projects

The impact of the University's spending and that of our students is **£1.09 billion** per year



**£678.8 million**

is generated within Birmingham's economy

**£951.8 million**

in the West Midlands (includes Birmingham)



**Library**

## **Investing in our estate**

Benefiting the University and the broader community:

- £60 million new library
- £55 million sports and fitness centre with 50-metre pool
- £47 million new student residences
- £60 million High Temperature Research Centre

## Value of Teaching and Learning

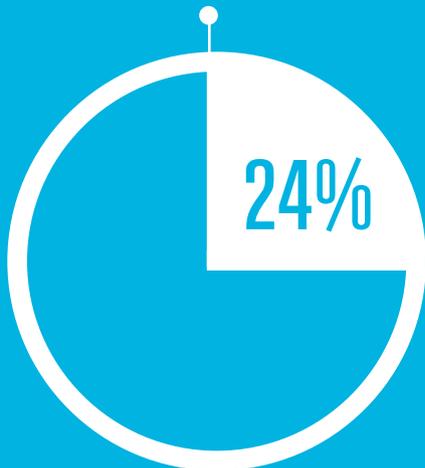
The University attracts students to Birmingham from all over the UK and from across the world. Students' spending supports the local and regional economy and our graduates stay in the region. We are a net importer of talent to the region.

## We are giving more young people the chance to study at University

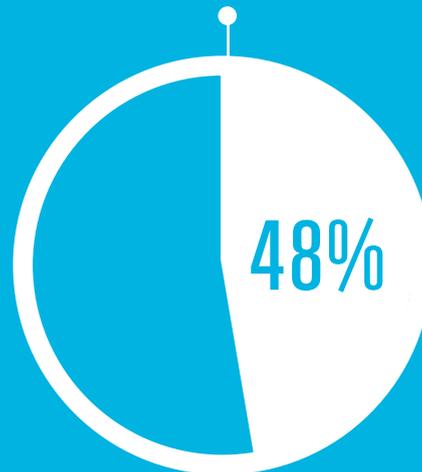
- More than **22,000** pupils participate in our schools outreach activity annually
- **80%** of our students are from state schools
- **23%** of our students are from lower socio-economic backgrounds

## We are building talent and skills in the region

**24%** of our students come from the West Midlands



**48%** of our students stay in the region after graduation



Our teaching and learning contributes  
**£1.34 billion a year to the economy**

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**34,160** students and more than  
**100,000** online learners

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We are **developing entrepreneurs**

In 2014-15 we supported our students and graduates to start over 50 new business

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We are **developing the region's healthcare sector**

Almost 1,700 people who completed a programme with us in 2014-15 work in the healthcare sector

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**87.5% of our students** in graduate-level jobs or further education within six months of graduating

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“The University of Birmingham had a big impact on me when I first entered the Year 10 residential summer school programme, and the subsequent academic enrichment programme opened my eyes to medicine. From then on I knew that was my calling, so I buckled down, got on with my studies to get into the University of Birmingham... Everything I learned I am now relating and putting into practice when I am treating every single patient that comes through the door.”

*Dr Shayan Ahmed, New Cross Hospital Wolverhampton*

## Value of Research and Knowledge Transfer

For more than a century, research from our University has had an impact on the city, the region and the world. Our research creates innovative, grounded and enduring solutions to some of the world's biggest issues. We are consistently ranked in the top ten UK universities for the quality and impact of our research. We work in partnership with leading organisations across the globe from Rolls-Royce to the Royal Shakespeare Company.

Our research and knowledge transfer activity is worth **£885 million**

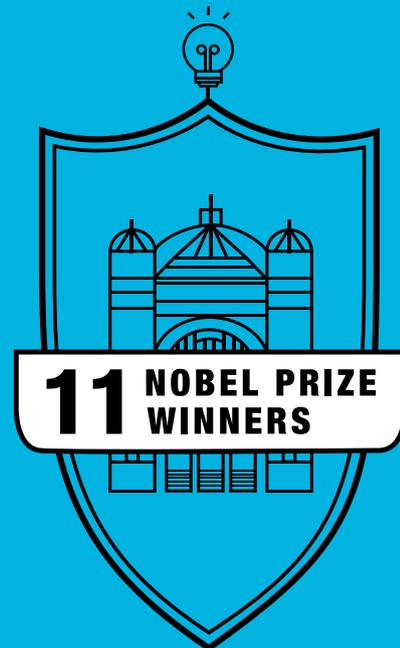
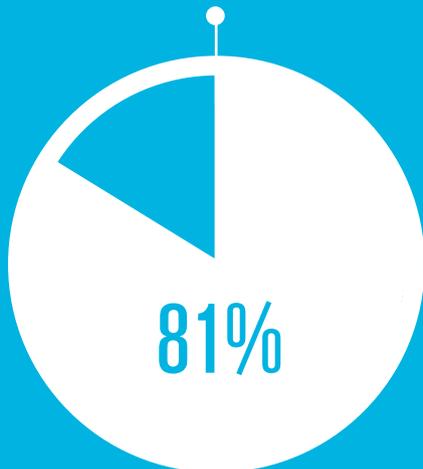
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Every **£1 million** invested in our **research** by the UK Research Councils generates an additional **£12 million** for the economy

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## Our research is world leading

81% of research rated as world leading (4\*) or internationally excellent (3\*)



## We are driving innovation

- **365** patents held by the University
- **154** records of invention and **119** new patent applications filed in 2014–15
- **30** active University spin-off companies

It is a meeting of minds, where mutual interests drive outcomes and suggestions flow back and forth between our research team and the students and academics at the University. Both parties benefit from the partnership, as we pool our resources, capabilities and technologies. It is a pleasure to work with some of the top minds in the field who are as excited and enthused about achieving successful outcomes as we are.

*David Jakubovic, Director of Open Innovation Europe, Middle East, Africa, Proctor & Gamble*



## A Global University

Our University is a large, global organisation. 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.



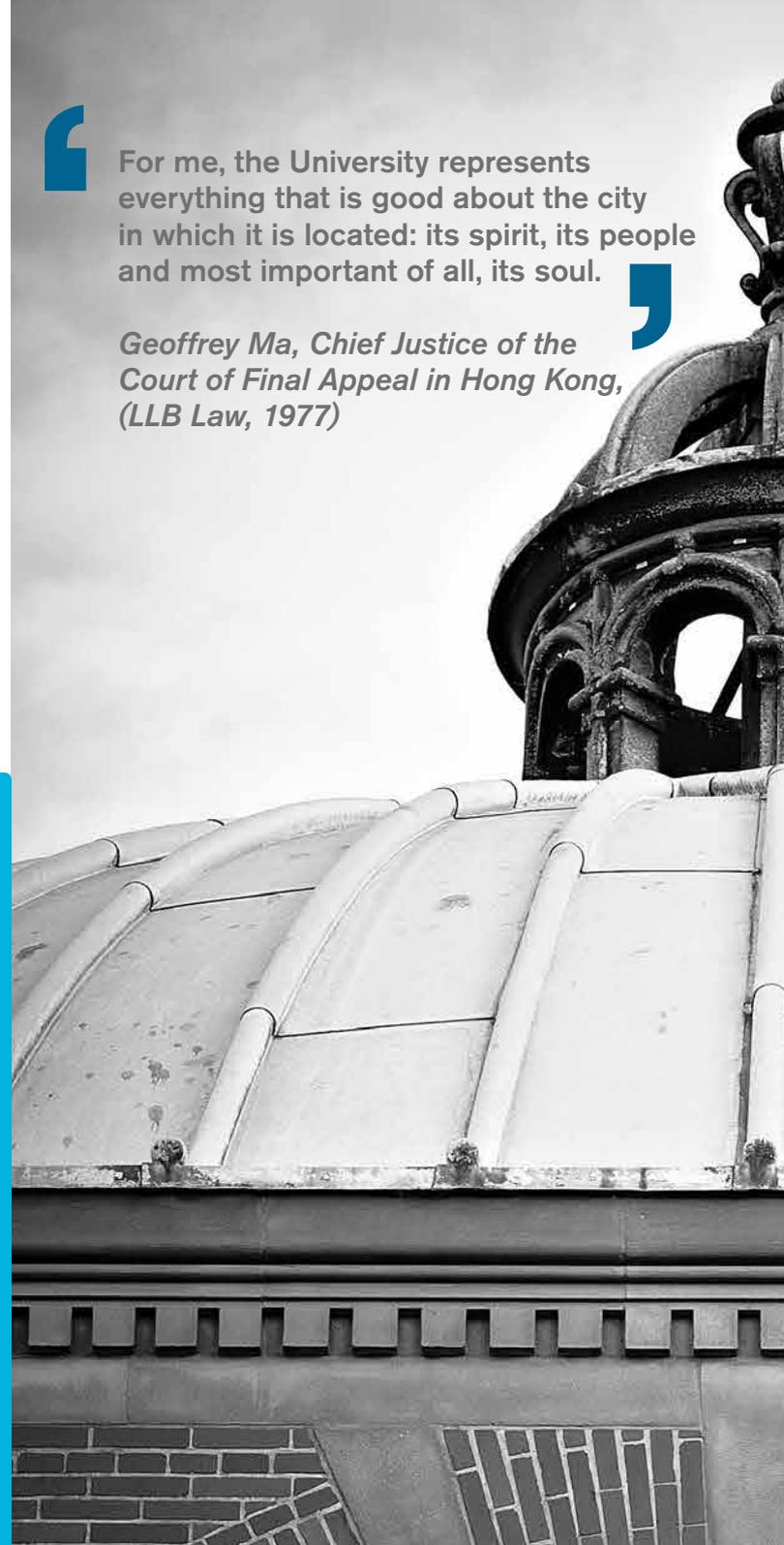
Eight additional international undergraduate students would add **£1 million** to the economy



For me, the University represents everything that is good about the city in which it is located: its spirit, its people and most important of all, its soul.



*Geoffrey Ma, Chief Justice of the Court of Final Appeal in Hong Kong, (LLB Law, 1977)*





Our international students contribute **£160.2 million** to the economy

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**3,852** international students started studying with us in 2014–15

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We have **300,000 alumni** across the globe

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Every year **1,000** students benefit from international exchange programmes

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Our global footprint includes offices and representatives in **India, China, Brazil, Africa and Europe**

## Social and Cultural Impact

We were the first University to open a secondary school and aim to help to improve the lives of those who study at our school and our University.

Our cultural impact also extends beyond the region with collections being loaned to other museums and galleries across the UK.

## We help to improve quality of life for our graduates

- More than 80% of our learners experienced increased self-esteem or self-confidence as a result of their qualification from the University of Birmingham
- 94% of our alumni felt their level of competency or ability to do their job had increased

**More than 262,000 people attended public events at the University**

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**Our academics gave 2,280 days to supporting cultural activities such as school mentoring (equates to more than six years)**

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**We have three museums, an art gallery, a botanic garden and two concert halls bringing cultural richness to the community**

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**6,018 students volunteered their time**

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**£80.5 million worth of media coverage featuring the University**

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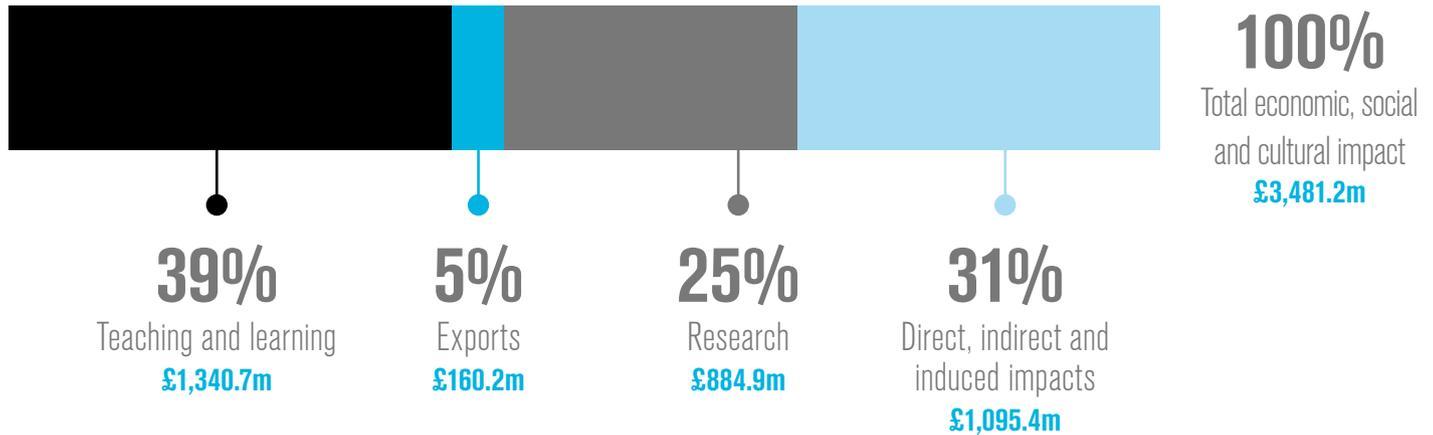
**The University of Birmingham School is the most oversubscribed comprehensive school in Birmingham**

“ The Other Place is a precious space for the development of new theatrical ideas, so to be collaborating with the Shakespeare Institute and the wider University of Birmingham will allow us to explore more widely, question more deeply and draw on the instincts and expertise of our academic colleagues. ”

*Erica Whyman, Deputy Artistic Director  
of the Royal Shakespeare Company*



## Our Total Impact



We contribute **£3.5 billion** every year to our economy

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