



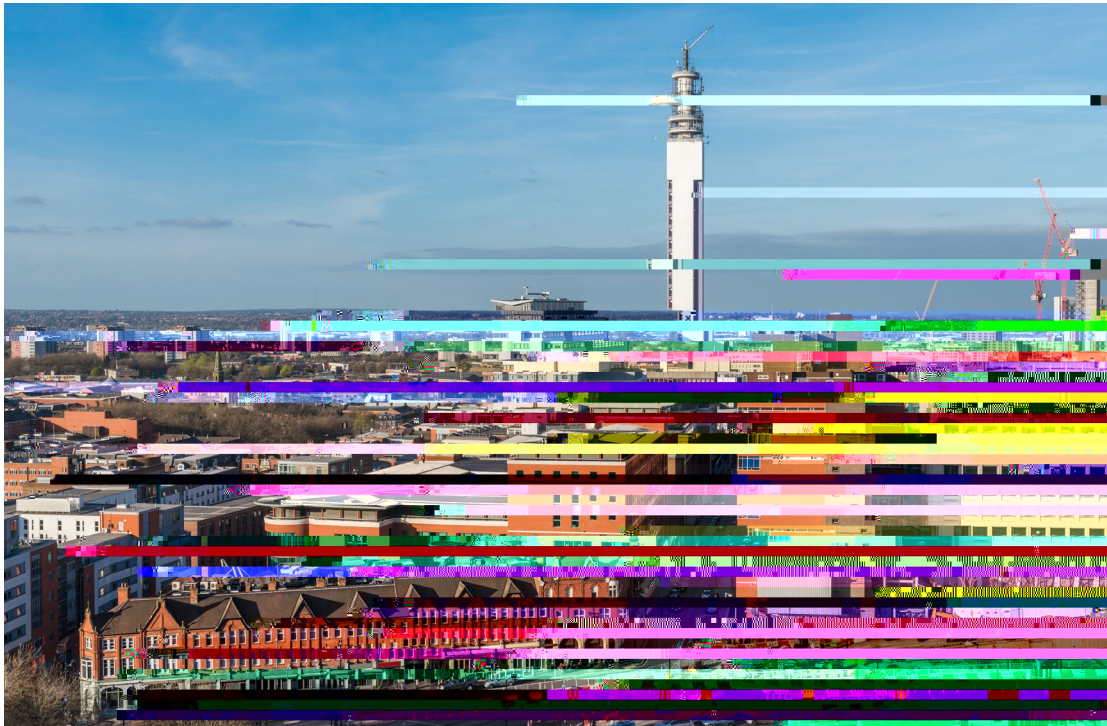
# Generating growth and opportunity in the West Midlands

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Birmingham



In 2021–22, universities in the West Midlands spent over **£2.1 billion** on staff. Staff spend a proportion of their income with local businesses and on local services which supports a thriving economy.

# Training public sector workers

Training key public sector workers is one of the most visible ways in which universities contribute to their local communities. Even at the height of the pandemic, universities were able to continue teaching students on vital medical courses and support them into front line key work.

Universities work closely with their local NHS services to train the doctors, nurses, paramedics and other allied health professionals of the future, but also to refresh the skills of key health workers to ensure top quality patient care.

Over the next five years, universities across the West Midlands will train around:

- **16,900** nurses
- **5,650** medics
- **18,825** teachers

## Case study: Simulated placements at Staffordshire University

The recently unveiled Centre for Health Innovation at the University of Staffordshire has been recognised by International Nursing Association for Clinical Simulation and Learning (INACSL) for its healthcare simulation standards.

As well as bringing immersive learning to more than 2,000 student nurses, midwives,

# SMEs and business growth

Universities support existing businesses of all types through their infrastructure, facilities, and expertise.

An example of universities supporting local productivity and jobs is the [Knowledge Exchange Concordat](#). Through the concordat, over 100 universities review the range and impact of their knowledge exchange activities and set ambitious targets for growth and development.

Small and medium sized enterprises (SMEs) and microbusinesses are critical employers across the UK, particularly in areas that don't have larger employers or well-developed economic clusters. They are often the businesses that have the greatest potential for growth and job creation, but the least time or resource to achieve this.

Start-up companies started by graduates of universities in the West Midlands turned over **£30.5 million** in 2021–22, and spin-out companies with some university ownership turned over **£39.5 million** in 2021–22.

## Case study: New Keele Deal

The [New Keele Deal](#) is a plan for £70 million of investment by Keele University, Staffordshire County Council, Stoke-on-Trent City Council, Newcastle-under-Lyme Borough Council, University Hospitals of North Midlands NHS Trust and the Stoke-on-Trent and Staffordshire Local Enterprise Partnership to use the potential of Keele University's world-leading research and facilities.

This investment will help to tackle low productivity and grow a positive culture of innovation and research within the region. It will deliver a significant number of higher value jobs for the next 20 years, improve local health and healthcare, and inject innovation into the heart of the local business community to allow them to be more globally competitive.

# Research and development

Universities' research activities attract investment, make world-leading discoveries, generate knowledge, and create and nurture new, innovative businesses and jobs across the UK.

Universities support existing businesses of all types by using their facilities and expertise to drive local collaboration. They also encourage private sector investment into research and development by developing collaborative relationships with businesses.

In 2021–22, higher education providers across England provided the use of facilities to companies **29,210 times**, including, for example, a wind tunnel and a digital media suite.

The research universities conduct in partnership with business, the NHS, charities and other organisations is diverse in discipline and scope. University research is responsible for major scientific and medical breakthroughs, but also plays a major role in our day-to-day lives.

## Case study: University of Birmingham's Tyseley Energy Park

The University of Birmingham has invested more than £3 million of quality-related (QR) research funding in a new facility that is driving the development of innovative energy technologies in partnership with government and industry.

The [Tyseley Energy Park \(TEP\)](#) is an energy innovation zone that is helping shape how Birmingham develops infrastructure for renewable heat and power, energy storage, clean transport fuels and advanced waste processing.

# Building pride in place and local communities

The UK's creative industries are one of the economic success stories of the past decade, growing at four times the rate of the UK economy as a whole between 2010–19. They bring international production teams to the UK, while employing local and regional talent.

Universities play a key role in supporting the creative industries and cultural life in the UK, from producing skilled creative graduates to working with local councils to supporting the UK's cultural prosperity and social wellbeing.

A study by Savanta ComRes for Universities UK revealed that more than two thirds (69%) of parents think students gain vital creative skills at university, which are essential to powering the UK's creative industries.

The West Midlands region is rich in culture. In 2021–22, nearly **910,000 people** accessed museum and gallery exhibitions run by universities in the region. Over **73,000 people** attended public lectures hosted by universities in the region.

## Case study: City of Culture award for Coventry

Coventry was awarded the UK's City of Culture for 2021. As a Principal Partner, Coventry University played a significant role in ensuring the City of Culture had a lasting legacy for everyone who lives, learns, and works in the city.

This included hosting the Assembly Festival Garden with four pop-up venues and programme of events. Students and staff at the university also supported the festivities through their projects and volunteering. For example, [Coventry Digital](#), an archive of thousands of photos, videos, maps and documents, was launched to capture Coventry's rich cultural history.



