



## Staying local to go far: modern universities as placemakers in the West Midlands

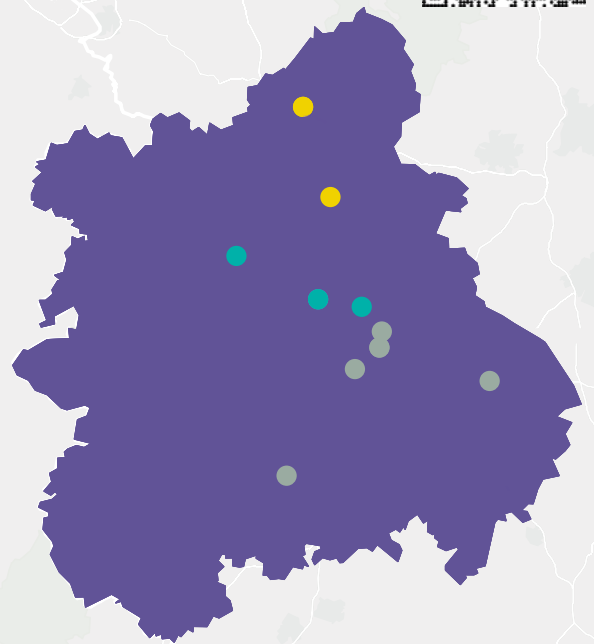


Modern universities in the West Midlands are intimately connected to place. They act as key anchor institutions, generating economic value as employers, procurers and providers of services in the local economy, with ripple effects across the region.

They provide vital pathways into higher education, spreading access and opportunity, while also supporting graduates to transition effectively into the local job market.

They work collaboratively with local stakeholders (NHS, businesses and local government, among others) to drive regional development and weave the social fabric of the cities and towns in which they are located.

Taken together, all these activities illustrate the role of modern universities as placemakers. This role should be utilised and expanded for the government to achieve its ambition to level up the country and ensure that you can stay local to go far.



- Staffordshire University
- University of Wolverhampton
- Other modern universities

### Staffordshire University

... contributes **£124m** in expenditure-related Gross Value Added (GVA) to the West Midlands economy.

... supports **1,571 jobs** through its wider economic impact as an anchor institution.

... **45.1%** of working graduates are "regional loyals" – this means they studied in their home region and remained there to work.



### University of Wolverhampton

... contributes **£197m** in expenditure-related Gross Value Added (GVA) to the West Midlands economy.

... supports **2,843 jobs** through its wider economic impact as an anchor institution.

... **75.4%** of working graduates are "regional loyals" – this means they studied in their home region and remained there to work.



### Modern universities in the West Midlands...

... create **£1.85bn** of impact as a result of their economic output.

... generate **£1.17bn** in expenditure-related Gross Value Added (GVA) in the region.

... support **16,388 jobs** (Full-time equivalent) in the region.



### Of modern university graduates working in the West Midlands...

... **56.6%** are "regional loyals" – this means they studied in their home region and remained there to work.

... **25.1%** are "regional returners" – this means they went to study at a modern university in another region but returned home to work in the West Midlands.

... **45.9%** are employed in public administration, education, or health sectors 15 months after graduating.



Modern universities provided **18,830** higher apprenticeships in the West Midlands over the past 5 years.

