

THE SOCIO- ECONOMIC IMPACT OF BIRMINGHAM CITY UNIVERSITY

SUMMARY REPORT

NOVEMBER 2024



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THE SOCIO-ECONOMIC IMPACT OF BIRMINGHAM CITY UNIVERSITY

Birmingham City University commissioned Oxford Economics to explore its socio-economic impact on the Birmingham and UK economies. The University is an important facilitator of economic activity across the city while enabling a range of wider benefits that arise from its research activity, graduates, and entrepreneurial spin-outs, alongside its positive community impacts.

THE ECONOMIC FOOTPRINT OF BIRMINGHAM CITY UNIVERSITY

Birmingham City University is a major local employer and its activity, alongside that facilitated by its spending with businesses, the spending of wages, the subsistence spending of the tens of thousands of students attracted to the local area to study at the University, and the spending of visitors all further contribute to the city's economy.

We estimate that **Birmingham City University generated £383 million of GVA** across the city's economy in the academic year 2022/23, equivalent to 1.3% of Birmingham's entire GVA contribution. This equates to a local GVA multiplier of 1.85, or £85 of GVA created or sustained across the Birmingham economy for every £100 of GVA directly generated by the University.

The University facilitated the employment of 5,950 jobs, or one percent of all employment across Birmingham. This equates to a local employment multiplier of two: for every direct job at the University, we estimate that the spending with businesses and by workers, students, and visitors supported another job across the city.

The economic contribution made by Birmingham City University has increased over time. The University has seen enrolments increase from 24,575 students in the academic year 2017/18 to 31,740 students in 2022/23,¹ with **its local economic footprint expanding by £39 million of GVA in constant 2023 prices (an 11% increase) and 1,140 jobs since 2017/18.**²

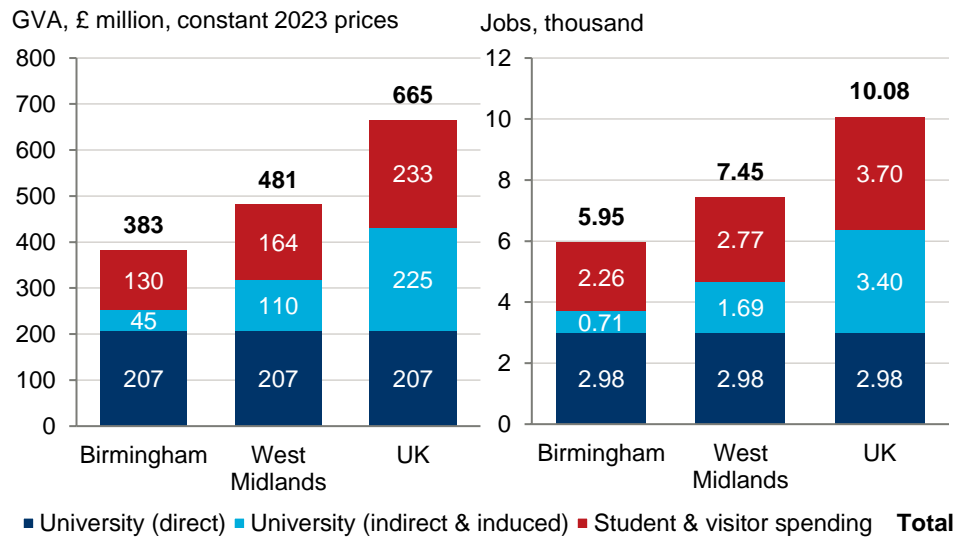
Birmingham City University's contribution is even greater again at the national level. **We estimate that the University contributed £665 million to UK GDP and facilitated 10,080 jobs across the UK workforce** in the academic year 2022/23. We estimate that this activity supported £125 million in tax revenues, equivalent to the average salaries of 3,800 nurses.³

¹ Higher Education Statistics Authority (HESA), [HE student enrolments by HE provider](#), 2024.

² Oxford Economics, [Birmingham City University's Socio-Economic Impact](#), 2020.

³ Office for National Statistics (ONS), [Annual Survey of Hours and Earnings \(ASHE\)](#), 2024.

Fig. 1. The economic footprint of Birmingham City University, 2022/23



Source: Birmingham City University, Oxford Economics. Note: may not sum due to rounding.

THE WIDER IMPACT OF BIRMINGHAM CITY UNIVERSITY

Knowledge & skills

Innovation levels in an economy have far-reaching implications for future economic growth through improved productivity and enhanced living standards. According to the Research Excellence Framework, **almost three-fifths of the University's research is classified as 'World Leading' or 'Internationally Excellent'**.⁴

We estimate that the University's R&D spending in the academic year 2022/23 is associated with an increased productivity equivalent to £1.34 million across the UK in 2040.

Innovation & business engagement

In addition to the University's research output enabling economic benefits, the University has a range of other impacts on business activity. The skills graduates acquire at university enable them to create new business ventures, and these are often in sectors with high productivity and higher levels of innovation.

These impacts are beneficial to the area local to the University, which helps to create and foster ecosystem beneficial to start-ups. **There were 218 active spin-off firms from the University in the academic year 2022/23, more than twice the UK average.**⁵ The University fostered 99 newly registered spin-off firms in the academic year 2022/23 alone.

⁴ Research Excellence Framework (REF), [Research Excellence Framework 2021](#), 2023.

⁵ Higher Education Statistics Authority (HESA), [Intellectual property: Spin-off activities by HE provider 2014/15 to 2022/23](#), 2024.

£383 million

Birmingham City University's GVA contribution to the Birmingham economy and 5,950 jobs in the academic year 2022/23.



The University also runs a series of programmes and initiatives to benefit local businesses and residents. According to the Knowledge Exchange Framework the University received '**very high engagement**' scores for metrics relating to Continuing Professional Development & graduate start-ups, as well as public & community engagement, and facilitated **over 65,000 learner days of CPD and Continuing Education (CE) courses**.^{6,7} Start-ups are further supported by the Birmingham Skills for Enterprise and Employability Network (BSEEN) programme and the STEAMhouse innovation centre.

Social inclusion & widening participation

Birmingham City University provides students with a high-quality education to equip them with the knowledge and skills for future success. **Eighty-six percent of the University's graduates went on to employment and/or further study after graduation**, including more than 80% across all subject areas.⁸ Of the graduates that went on to find employment in the UK, **more than three-quarters (76%) were employed in highly-skilled occupations**.⁹

Birmingham City University graduates also tend to work in sectors of importance to the local economy: over a quarter (27%) of graduates go to work in the human health & social work sector,¹⁰ the largest employer locally.

Enrolled students also contribute to boosting Birmingham's labour supply. Analysis conducted by Birmingham City University in the summer of 2023 shows that **65% of undergraduate students had worked part time in the previous 12 months**, a rate 10 percentage points above the national average.

We estimate that the University's graduates in the academic year 2022/23 alone **expanded the UK's human capital by £985 million**.

The University also attracts students from disadvantaged communities. **More than 40% of English-domiciled students come from among the top-20% most deprived parts of the country**.

Shaping the region's social mix

Birmingham City University helps to shape the social mix of Birmingham by attracting a diverse mix of students to the city. In the academic year 2022/23, over 31,700 students were enrolled at Birmingham City University.

The University forms a key source of access to higher education for local residents: 8,610 students or 27% of the total also reside in the city, while a further 9,320 students (30%) come from elsewhere in the West Midlands. The University attracts over 8,320 domestic students (26%) from outside of the West Midlands and almost 5,500 international students (17%) to the city.

⁶ Research England, [Knowledge Exchange Framework](#), 2023.

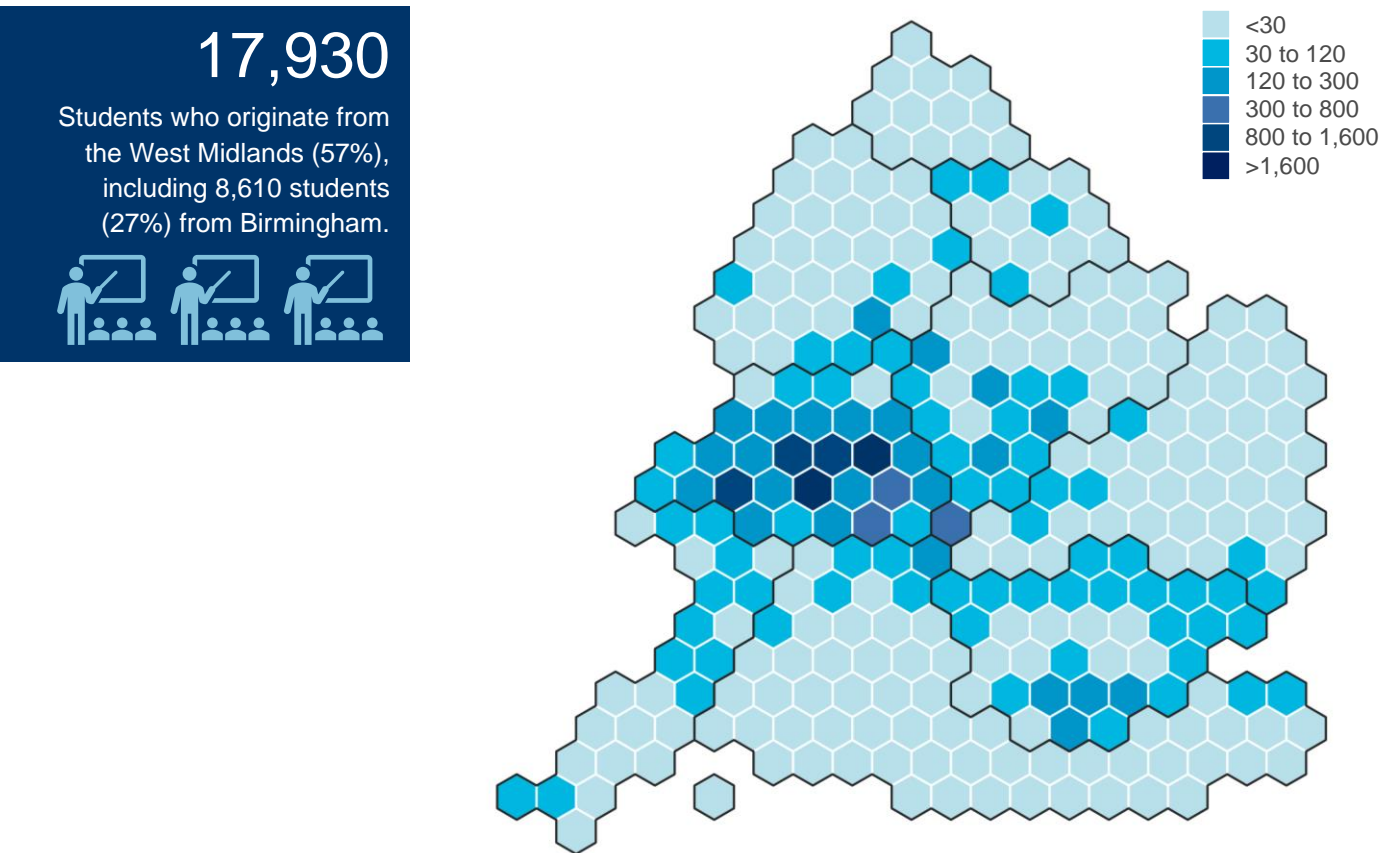
⁷ Higher Education Statistics Authority (HESA), [Continuing Professional Development \(CPD\) and Continuing Education \(CE\) courses for business and the community by HE provider 2014/15 to 2022/23](#), 2024.

⁸ Higher Education Statistics Authority (HESA), [Graduate activities by provider and subject area of degree](#), 2024.

⁹ Higher Education Statistics Authority (HESA), [Standard occupational classification of graduates entering work in the UK by provider](#), 2024.

¹⁰ Higher Education Statistics Authority (HESA), [Standard industrial classification of graduates entering work in the UK by provider](#), 2024.

Fig. 2. Students by local authority area of domicile, England, Birmingham City University, 2022/23



Source: Birmingham City University, Oxford Economics.

The University's staff and student bodies reflect the diversity of the city. **Fifty-eight percent of students come from ethnic minorities**, a share higher than the city-wide population of 52%, which is in itself more diverse than regional and national averages. Birmingham City University has a strong presence of female staff and students: **63% of the University's student population are female** according to their legal sex, as are 57% of its staff.

Community impacts

The ambition of the Birmingham City University to be the '**University for Birmingham**' is being realised through the University's wide-ranging community engagement across the city. Staff and students at the University are engaged in a range of volunteering activities across the city.

The University leverages its strengths in the arts to make a substantial positive contribution to the cultural fabric of the city. The University **hosted 218,600 attendees of social, community, and cultural events** in the academic year 2022/23. This includes **153,300 attendees of free events** open to the general public, providing the opportunity for people from all socio-economic backgrounds, including Birmingham residents, to access cultural experiences.

THE SOCIO-ECONOMIC IMPACT OF BIRMINGHAM CITY UNIVERSITY

GROSS VALUE ADDED (GVA)

£383 million

in Birmingham — **1.3%** of the city's total GVA

£481 million

in the West Midlands

£665 million

contribution to UK GDP

EMPLOYMENT

5,950 jobs

in Birmingham — or an additional job for every permanent employee of the University

7,450 jobs

in the West Midlands

10,080 jobs

across the UK

TAX REVENUES

£125 million

in tax revenues, equivalent to the average salaries of **3,800** nurses

Research



58%

of research is 'World Leading' or 'Internationally Excellent'

R&D boosts long-run UK productivity by

£1.34 million

in 2040

Innovation and business engagement



218 active spin-off firms, over twice the national average.



99 newly registered spin-off firms in the academic year 2022/23.



65,700 learner days on Continuing Professional Development (CPD) and Continuing Education (CE) courses.



"Very High" engagement with Continuing Professional Development and graduate start-ups.

Community impacts



"Very High" public and community engagement

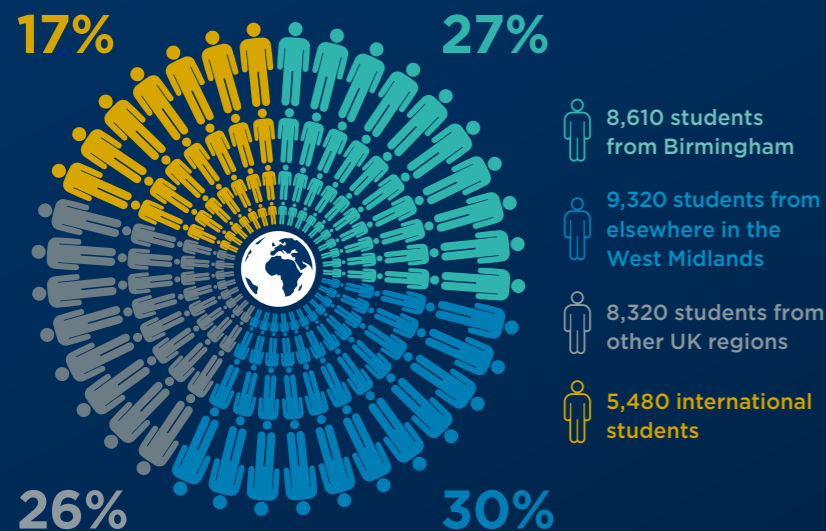


218,600 attendees of social, community, and cultural events in 2022/23



153,000 attendees of free events, providing access to cultural experiences for all local residents.

Where our students are from



Social inclusion and widening participation



86% of students were in employment and/or further study* (*15 months after graduating)



58% of students were from ethnic minorities in 2022/23



40% of students come from the top-20% most deprived parts of the country



A **£985 million** boost to the UK's human capital stock from 2022/23 graduates



76% of employed graduates are in high-skilled occupations



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