



Eliminating barriers to postgraduate research study in the West Midlands



BIRMINGHAM CITY  
University

# SUSTAINABILITY PLAN

## THAT'S ME!

ELIMINATING BARRIERS TO  
POSTGRADUATE RESEARCH STUDY  
IN THE WEST MIDLANDS

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September 2025

Published by BCU

That's Me! is funded by UKRI and The Office for Students



Research  
England

Office for  
Students



# EXECUTIVE SUMMARY

This Sustainability Plan sets out the strategies, mechanisms, and activities that will secure the long-term sustainability and impact of the That's Me! project at Birmingham City University. It provides a structured framework to guide our next steps, ensuring that successful initiatives are embedded, scaled, and supported beyond the project's formal end. The plan is organised around five key pillars:

1. Reporting, Evaluation, and Dissemination
2. Sustained Initiatives
3. Funding, Resource, and Oversight Planning
4. Stakeholder Engagement
5. Gaps and Future Development

An accompanying appendix contains a roadmap, setting out actions, timelines, and responsibilities to support delivery and accountability.