

THE **10** UNIVERSITIES IN THE EAST OF ENGLAND...



**1. UNIVERSITIES CREATE JOBS AND HIGH QUALITY EMPLOYMENT**

Universities provide business support and help small and medium-sized enterprises (SMEs) to grow. For example, in 2015–16 the Hertfordshire Growth Hub, delivered by the University of Hertfordshire in partnership with the local LEP and a local business improvement consultancy, supported nearly 500 SME clients face-to-face, and a further 13,000 online.

Universities provide the higher level skills to meet the job requirements of the future. For instance, Anglia Ruskin University and CNET Training, working with firms like Amazon, Google and Microsoft, have developed a postgraduate degree in Data Centre Leadership and Management designed for the data centre industry – the first of its kind in the world.

Since 2012–13, graduates from universities in the East of England have created nearly 1,600 new start-ups or social enterprises, supporting over 930 full-time jobs in 2015–16 alone. In the same year, universities and their staff created 60 new businesses supporting nearly 250 full-time jobs.

**2. UNIVERSITIES INVEST IN THE EAST OF ENGLAND**

The University of Bedfordshire is leading the regeneration of central Luton, investing £40 million in a state-of-the-art building for teaching and research in science, technology, engineering and mathematics (STEM) subjects and £3.5 million in an art and design centre.

Universities in the East of England have already contracted for future capital projects worth nearly £580 million, providing long-term investment in local economic priority sectors such as advanced manufacturing and engineering, life sciences, agri-tech, energy and the digital and creative industries.

Universities are long-term partners for the East of England. Together, the universities in the East of England have over 970 years of experience of working with the region, and are invested in its future.

### 3. UNIVERSITIES ATTRACT MONEY FROM CENTRAL GOVERNMENT

Universities are rooted locally, but they represent their region nationally. They perform 14% of the East of England's research and development, often using funds drawn from outside of the region. They provide the necessary match funding to unlock investment spending for local projects from European Structural and Investment Funds and the UK government's Local Growth Fund.

Universities are deeply embedded in the East of England's local growth infrastructure that helps the region to prosper, while being nationally and internationally connected. They sit on Local Enterprise Partnership (LEP) boards and second staff to work with LEPs, work with councils, and provide evidence and analysis to support the development of strategic economic plans.

With further devolution from central government to come, it is becoming increasingly important to have such capacity and expertise locally.

### 4. UNIVERSITIES REACH AREAS OTHER INSTITUTIONS CAN'T

Universities are working through local consortia such as the Network for East Anglian Collaborative Outreach Network to improve higher education participation in disadvantaged areas and to drive social mobility. Through initiatives such as the University of Essex's Pathways to Law, a two-year fully-funded programme to support bright state school students from low income families who are interested in a career in law, they are central to addressing disparities at local level.

Universities also utilise international connections and expertise to benefit their local areas. Exemplar, wholly owned by the University of Hertfordshire, is working with UK Trade and Investment to support local companies wanting to export for the first time or identify new markets.

Finally, universities in the East of England have stepped up to help communities hit by the Great Recession or the collapse of large local industries. For example, Ixion Holdings, Anglia Ruskin University's fully-owned subsidiary, works with construction company Wates Group on Building Futures, a two-week training programme that has helped hundreds of unemployed young people get started in the building trade.

### 5. UNIVERSITIES ATTRACT SKILLED PEOPLE TO THE AREA

The universities in the East of England attract 50,115 students from the rest of the UK, and a further 26,820 international students who spent £368 million in the local economy in 2014–15.

In many cases, they are also among the largest employers in the region. For example, Anglia Ruskin University and the University of Cambridge are two of only 50 businesses with over 250 employees located in Cambridge, and together provide jobs for nearly 12,700 people (around 13% of all jobs in the city).

Businesses looking for skilled workers or access to research and business support often set up close to universities, or in incubation centres managed by universities. One example is the University of Hertfordshire's BioPark, which provides bioscience and health technology businesses with 6,000 square metres of rentable space including specialist laboratories and conference facilities.

A skilled local population is also vital for attracting inward investment. The University of Cambridge's leading research and enterprise culture turned the region into Europe's largest technology cluster, making it a prime location for hundreds of innovative companies; these include Microsoft, which chose Cambridge for its first research centre outside the United States.

## YOUR LOCAL UNIVERSITIES HELP...

### LOCAL BUSINESSES

Universities in the East of England work with thousands of – mostly small – businesses. Last year they signed nearly 8,800 research, consultancy or facility contracts with businesses and charities. Forms of collaboration include co-owned apprenticeships, development of curricula, internships and placements for students, and innovation and business support to help firms grow. All universities in the East of England also offer bespoke company training. For example, Norwich University of the Arts' Ideas Factory incubation centre supports local digital creative SMEs to start up and grow. It gives them space, business support services and access to the university's infrastructure – including the only digital user research lab outside London.

### BIG BUSINESSES

Cranfield University is one of eight universities participating in Jaguar Land Rover's Technical Accreditation Scheme (TAS), which delivers flexible skills development modules for JLR engineers in specific key technical disciplines needed to support the company's future product strategy and low-carbon technologies.

### COMMUNITIES

The University of Bedfordshire runs the Testbeds programme to help local artists and cultural organisations develop the skills to thrive economically, creatively and socially within Luton, and to enhance the city's arts and cultural infrastructure.

### SCHOOL-LEAVERS

Universities in the East of England are planning to provide over 300 degree apprenticeship places in 2017–18 (up from 70 in 2015–16), giving students the benefit of industry experience with a leading company and a globally recognised degree.

### LOCAL SERVICES

The jobs that communities in the East of England rely on – the teachers, doctors and nurses – are trained at university. Universities in the region are currently training over 4,600 nurses, over 2,380 doctors and dentists and 2,245 teachers.

Universities in the East of England are also at the forefront of transforming health and social care for local residents, though initiatives such as the Urine Biomarkers project. The project is testing new techniques to collect prostate cells from urine in Norwich hospital, which will improve the detection and management of prostate cancer.

All universities in the region work closely with local schools to raise attainment and aspiration among children and young people. For example, the University of Cambridge created the STIMULUS programme, which in 2015–16 placed 190 student volunteers as science and maths teaching assistants in 19 local primary schools, helping to both reduce the shortage of teachers in these subjects and inspire young people to study them.

'The joining up of clean technology, life sciences and ICT offers a unique combination in the area, and is epitomised by the work of the University of East Anglia's Adapt Team. Through the universities, research centres, science parks, agricultural and forestry technology we are offering world-class innovation and exportable skills.'

**NEW ANGLIA LEP STRATEGIC ECONOMIC PLAN**

## HIGHER EDUCATION PROVIDERS IN THE EAST OF ENGLAND

Anglia Ruskin University

Cranfield University

Norwich University of the Arts

The University of East Anglia

The University of Essex

University of Bedfordshire

University of Cambridge

University of Hertfordshire

University of Suffolk

Writtle University College

## FURTHER INFORMATION

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