

# Generating growth and opportunity in Yorkshire and the Humber

# Contents

---

Overview	2
Training public sector workers	3
Small and medium-sized enterprises and business growth	4
Research and development	5
Building pride in place and local communities	6

---



Hull

# Overview

The impact of universities on people and places can be truly transformational. Universities are crucial to sparking growth and opportunity, by bringing together student populations, research partners, local businesses, and employers to create vibrant communities, jobs, and opportunity across the UK.

## Universities in Yorkshire and the Humber: in numbers

Number of universities: **10**

Number of full-time UK undergraduate students: **123,320**

Number of part-time UK undergraduate students: **12,620**

Number of UK postgraduate students: **31,835**

Number of international students: **49,020**

Total number of students: **216,795**

Number of staff (full time equivalent) employed: **33,425**

Gross output of universities: **£8.0 billion**

Universities in Yorkshire and the Humber are located across the breadth of the region, with many cities being home to multiple institutions such as Sheffield, Leeds, and York.

Recent analysis by [London Economics](#) estimated that universities in the Yorkshire and Humber alone contributed **£8 billion** in gross output and **£5.3 billion** in gross value added to the UK economy. This figure includes the economic activity generated by employing people, their purchasing of goods and services, and the local spending power of staff and students.

In 2021-22, universities in Yorkshire and the Humber spent over **£2.3 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 Yorkshire and the Humber will train around:

- **14,250** nurses
- **5,850** medics
- **18,150** teachers

## Case study: University of Hull's SHH! campaign

The University of Hull supported a campaign to attract health and care workers to the region.

The SHH! campaign was launched by Rt Hon Alan Johnson, former Hull West and Hessle MP and Secretary of State for Health. The campaign sought to promote Hull and East Yorkshire as a 'hidden gem' and featured stories of people who came to work there, fell in love with the area and wanted to promote the region to others.

*'This campaign is important to us as a university. We are in a region which does have a lot of inequality [...] The university does a lot of work around health inequality, education and training for health professionals to make sure we take a diverse population into the university and that they succeed.'*

Professor Susan Lea, former Vice-Chancellor, University of Hull

# Small and medium-sized enterprises 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 Yorkshire and the Humber turned over nearly **£49 million** in 2021–22, and spin-out companies with some university ownership turned over **£105 million** in 2021–22.

## Case study: Marketing and leadership partnerships with Leeds Beckett University

[Marketing and leadership experts at Leeds Beckett University](#) have teamed up with UK-based small businesses to share their academic knowledge, and applied industry experience to bring long-term, sustainable, growth to the companies.

This has included a partnership with Kingfisher Lubrication Limited to support their strategic marketing processes and diversification efforts.

*'Running a business during the past three years has been challenging, to say the least. To be given the opportunity to collaborate with Leeds Beckett University on this project has given us all a renewed sense of enthusiasm for the road ahead.'*

Lorraine Nugent, Managing Director of Kingfisher

# 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 Leeds' partnership with Asda

A partnership between the University of Leeds and Asda saw customers reduce food waste and save money.

The UK throws away 9.5 million tonnes of food each year, and household food waste accounts for 70% of this amount. Professor Young, an expert on consumer behaviour and modelling, worked with Asda to tackle knowledge barriers faced by consumers around waste.

Face-to-face behaviour change initiatives, such as community networks, focus groups, and in-store 'champions', proved highly successful in influencing and motivating consumers to take action.

# 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 and 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 Yorkshire and Humber region is rich in culture. In 2021–22, over **227,000 people** accessed museum and gallery exhibitions run by universities in the region. In 2021–22, **over 90,000 people** attended public lectures hosted by universities in the region.

## Case study: University of York's research into local Covid-19 recovery

The University of York and North Yorkshire County Council (NYCC) worked in partnership to help NYCC develop their post Covid-19 social and economic recovery plans through a research-informed collaboration.

The University of York led a sub-regional housing workshop to identify key areas of future collaboration. The results of the workshop suggested that the top priorities were financing and supplying affordable and social housing; social care and later life; and achieving net zero.

Universities UK is the collective voice of 142 universities in England, Scotland, Wales and Northern Ireland.

Our mission is to create the conditions for UK universities to be the best in the world; maximising their positive impact locally, nationally and globally.

Universities UK acts on behalf of universities, represented by their heads of institution.



Woburn House  
20 Tavistock Square  
London, WC1H 9HQ

+44 (0)20 7419 4111  
info@universitiesuk.ac.uk  
universitiesuk.ac.uk  
@UniversitiesUK



February 2024

ISBN: 978-1-84036-505-4